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Selling Green Products:



What Are They and Who Defines Them

Defining Green

Products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose.



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Defining Green

Products or services that have a lesser or reduced effect on **human health** and **the environment** when compared with competing products or services that serve the same purpose.

- Burn eyes & skin
- Respiratory irritant
- CMR
- Ergonomics
- Biodegradability
- Aquatic toxicity
- VOCs
- Resource use



Defining Green

Products or services that have a lesser or reduced effect on human health and the environment when **compared** with competing products or services that serve the same purpose.



Defining Green

This comparison may consider raw materials acquisition, product, manufacturing, packaging, distribution, reuse, operation, maintenance, or disposal of the product or service.



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Defining Green

This comparison may consider **raw materials acquisition**, product, manufacturing, packaging, distribution, reuse, operation, maintenance, or disposal of the product or service.

- Renewable versus non-renewable
- Sustainably harvested/sources
- Recycled content



Defining Green

This comparison may consider raw materials acquisition, **product**, manufacturing, packaging, distribution, reuse, operation, maintenance, or disposal of the product or service.

- Reduced health & environmental impacts



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Defining Green

This comparison may consider raw materials acquisition, product, **manufacturing**, packaging, distribution, reuse, operation, maintenance, or disposal of the product or service.

- Less energy or water
- Less waste
- Less emissions



Defining Green

This comparison may consider raw materials acquisition, product, manufacturing, **packaging**, distribution, reuse, operation, maintenance, or disposal of the product or service.

- Less packaging
- Less toxic packaging
- Manufacturer takes-back packaging



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Defining Green

This comparison may consider raw materials acquisition, product, manufacturing, packaging, **distribution**, reuse, operation, maintenance, or disposal of the product or service.

- Less miles or fuel used
- More sustainable fuels
- More efficient fleet



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Defining Green

This comparison may consider raw materials acquisition, product, manufacturing, packaging, distribution, **reuse**, operation, maintenance, or disposal of the product or service.

- Launderable versus disposable



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This comparison may consider raw materials acquisition, product, manufacturing, packaging, distribution, reuse, **operation**, maintenance, or disposal of the product or service.

- Uses less energy
- Uses less water
- Durable



Defining Green

This comparison may consider raw materials acquisition, product, manufacturing, packaging, distribution, reuse, operation, **maintenance**, or disposal of the product or service.

- Repairable
- Availability of parts



Defining Green

This comparison may consider raw materials acquisition, product, manufacturing, packaging, distribution, reuse, operation, maintenance, or **disposal** of the product or service.

- Less toxic in the environment
- Less waste



Federal Trade Commission

- Guides for the Use of Environmental Marketing Claims

Informed consumers are essential to the fair and efficient functioning of a free market economy.

- Intentional & Inadvertent
- How an average consumer might interpret the claim



Customer Requirements

- Customer standards
- Legislation
- Roadmaps
 - US Green Building Council
 - LEED for Existing Buildings
 - Healthy Schools Campaign
 - Hospitals for a Healthy Environment
 - Responsible Purchasing Network
 - Green Cleaning Network



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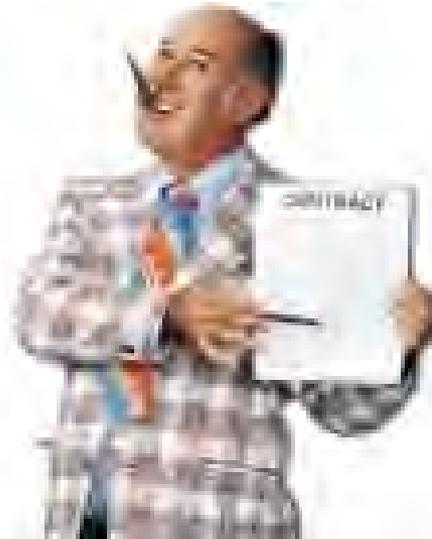
Third-Party Standards

- Chemicals
 - USEPA DfE, Green Seal, EcoLogo
- Paper
 - USEPA CPG, Green Seal, EcoLogo
- Equipment
 - CRI
- Liners
 - USEPA CPG, CA



Self-Certification

- FTC Guidelines
- Document claims
- Intentional and inadvertent



Other Certifications

- Scientific Certification Systems
 - Biodegradability
 - recycled content
 - pesticide free
- Greenguard
 - Emissions to air / inhalation
- Toxics Use Reduction Institute
 - Performance



Transparent

- Environmental Product Declaration
- Provides information
- Not merely pass/fail



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Surface Clean by Ecoform, Inc.		Oral	Inhalation
Acute Chemical Concern (GHS)		6	3
VOC content: <15 g/l	Reportable Content: None	Biodegradable: Readily	Packaging

Glass Is Clean by Ecoform Competitor, Inc.		Oral	Inhalation
Acute Chemical Concern (GHS)		2	4
VOC content: 50 g/l	Reportable Content: None	Biodegradable: Readily	Packaging E

Customers Rely On You!

- It's your reputation and credibility
- Document your claims
- Remember, it's not just what you say.
- Rather it is how it can be interpreted or misinterpreted.





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Thank You



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