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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- 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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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

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• Reduced health & environmental impacts
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
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
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
Defining Green

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
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
Transpare

- Environmental Product Declaration
- Provides information
- Not merely pass/fail
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.
Thank You

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