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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



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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.



# 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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Sustainability  
DASHBOARD  
MOVING BEYOND GREEN TO SUSTAINABLE



GREEN CLEANING PROFESSIONAL  
EST. 2004  
ISSA

# 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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ISSA

# 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



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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



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# 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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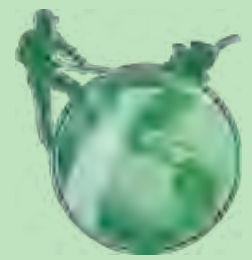


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# Thank You



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