

# Green Seal, Inc.

Safeguarding Our Health  
and the Environment

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Transforming Industry  
and the Marketplace



## Consumers Trust Green Seal

Customers want an easy and trustworthy way to identify goods and services that are healthier and greener. For more than two decades, Green Seal has made that possible by offering shoppers the assurance of a neutral, unbiased review of green products and services. When you see the Green Seal mark, you know you're getting something truly green that's better for your health and the health of the environment.

### Safer Green Products that Really Work

Green Seal-certified products reduce the use of hazardous chemicals and natural resources while delivering the performance you expect.

As a consumer, you have the right to know that the products you buy and the places where you eat, sleep and work are safe for your health and the environment.

Our mission at Green Seal is to create a more sustainable world for you and our family. One way we do this is by encouraging companies to develop greener products and services and get them Green Seal-certified.

Once a product achieves certification and displays the Green Seal mark, we monitor it regularly to ensure continued compliance and adherence to the our standards. You won't see the Green Seal on anything that hasn't met this rigorous process.

That's why consumers trust the Green Seal.

### Look for the Green Seal

Visit [www.greenseal.org](http://www.greenseal.org) to find retailers selling Green Seal certified products. If you don't see the Green Seal on your favorite products, contact the companies and introduce them to Green Seal!

### Take Action

If you don't see the Green Seal on your favorite product, take action. Contact the manufacturer and encourage them to get their products certified.

- According to the EPA, Green Seal-certified cleaning products can reduce hazardous material consumption through their concentrated, non-toxic formulas.<sup>1</sup>
- The four top-selling industrial cleaning product producers in the US all sell Green Seal-certified products.
- Green Seal is cited by nearly half the states in the US through legislation and regulatory guidance, more than any other ecolabeling program.
- Green Seal is recognized by 95% of institutional purchasers.<sup>2</sup>
- Green Seal was the first program to limit volatile organic compounds in colorants added to paint.
- Green Seal was the first program to prohibit asthma-causing agents in cleaning products.



## Green Your Business or Institution

From governments and universities to office buildings, Green Seal helps businesses and institutions of all types green their purchasing, operations and services. You can transform your organization and make a positive impact. Green Seal offers the tools, resources and information to show you how.

### Five Programs to Green Your Business or Institution

Green Seal provides technical assistance to help improve your green policies and programs through our five Institutional Greening Programs:

- Green Cities/Green Businesses
- Green Purchasing
- Green Hospitality
- Green Buildings Operation & Maintenance
- Green Mail

#### Green Cities/Green Businesses

Green Seal works with local governments to help them develop and implement green business certification programs that are tailored to local needs and priorities.

#### Green Purchasing

We offer technical assistance to help organizations implement environmentally preferable purchasing (EPP) practices.

#### Green Hospitality

Green Seal works with local governments to encourage hospitality businesses to achieve Green Seal certification under two nationally recognized Green Seal standards, GS-33 for Hotels and Lodging Properties and GS-46 for Restaurants and Foodservices.

#### Green Buildings Operation and Maintenance

Save energy and create a better work environment. Green Seal provides ways to improve the operations and maintenance of the building to decrease energy and water use, and prevent the use of toxic chemicals.



#### Green Mail

The Green Seal Mail Partnership Program, developed with input from the U.S. Postal Service, facilitates environmental stewardship throughout the mail supply chain.

#### Learn More

Learn more about our Institutional Greening Programs at [www.greenseal.org](http://www.greenseal.org).

**“We felt that Green Seal certification was very clear and had great measurable criteria for the hotel industry”.**

- Michael Czarcinski,  
Managing Director,  
Westin Bonaventure

## Smart Companies Go Green

Today's customers demand safe, effective green products. The Green Seal mark demonstrates leadership and integrity. The Green Seal is recognized by 95% of purchasers surveys by the Responsible Purchasing Network. (*Responsible Purchasing Trends Report, 2010.*) Not only are your green efforts better for your customers and the earth, they are better for your bottom line, too.

### Over 30 Active Standards to Choose From

With standards covering products and services in about 300 categories, the Green Seal means leadership for thousands of brands. If you don't see a standard that fits what your company offers, we encourage you to submit suggestions on our website. Through participation in standard development, you can help us identify leadership in the marketplace.

Some of the areas we cover include:

- Cleaning and janitorial products
- Paper products
- Personal care products and cosmetics
- Paints, varnishes and stains
- Cleaning services
- Hotels and restaurants

**"The green market outperformed the US economy as a whole in 2009 and grew by over 40% from 2004 to 2009."** - Mintel

### Seek Certification Now

Goods and services that meet Green Seal standards can be eligible for certification. Achieving certification and displaying the Green Seal mark provides consumers and customers with an instantly recognizable symbol of quality, excellence, and environmental responsibility. It's a great way to set your company, products or services apart in today's crowded market while simultaneously doing good in the world.

Learn more about Green Seal certification, standards, and the Green Seal mark. Visit [www.greenseal.org](http://www.greenseal.org).



## About Green Seal, Inc.

Green Seal, Inc. is a non-profit organization that actively identifies and promotes sustainability in the marketplace, and helps organizations be greener in a real and effective way. We make a positive difference in the health of people and the environment. Green Seal develops life cycle-based sustainability standards for products, services and companies, and offers third-party certification for those that meet the criteria in the standard.

### Pioneers in Promoting a Sustainable Economy

In 1989, there were no other environmental certification programs in the U.S. Our founders had the foresight to recognize the need for a tool to help shoppers find truly green products. They developed the Green Seal as a non-profit to stand for absolute integrity. Over the years, Green Seal's reputation has grown to symbolize environmental leadership, and it continues to represent unquestionably superior products and services.

Learn more about Green Seal's work at  
[www.greenseal.org](http://www.greenseal.org).



# Get Involved. Here's How.

You can make a difference! It's thanks to people like you that more and more companies and organizations are changing their processes to safeguard the health of people and the environment.

Visit [www.greenseal.org](http://www.greenseal.org) for more information on our standards, certification process, and other services

- ✓ Find links to certified products and services
- ✓ Download the standard for a particular product or service- it's free
- ✓ Learn more about our certification process.
- ✓ Understand the lifecycle-based standard development process.
- ✓ Find out how to 'green' your product line or purchases.
- ✓ Guide purchasers at your institution towards environmentally preferable products.
- ✓ Get involved – donate and spread the word!



**Green Seal, Inc.**

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