



Green Products – From Standards to Certification

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What Is A “Green Product”?

- A **green product** can generally be defined as a product that, from raw material extraction and processing to use and end-of-life disposal, lessens its impact on the environment as thoroughly as possible.

What Makes Some Products More Green Than Others?

- Materials
 - Organic/Renewable vs. Synthetic
- Transportation
 - Method
 - Distance
- Manufacturing and Processing
 - Environmentally conscious systems and design.
 - Efficient use of materials and energy.
- End-Of-Use Disposal: What happens?
 - Landfill
 - Recycled
 - Reuse/Refurbished





What Is Building Green?

- Building Green (www.buildinggreen.com)
 - *“We are an independent company committed to providing accurate, unbiased, and timely information designed to help building-industry professionals and policy makers improve the environmental performance, and reduce the adverse impacts, of buildings.”*



What Makes A Green Product: Building Green

- Five tenants of a green product:
 - Products made from Salvaged, Recycled, or Agricultural Waste Material
 - Products that save energy and water.
 - Products that conserve natural resources.
 - Products that eliminate or reduce harmful toxins.
 - Products that contribute to a healthier environment and workplace.



How To Certify A Green Product: Building Green

- GreenFormat
 - All products that apply for Green Format will additionally be evaluated for GreenSpec.
- ecoScorecard
 - GreenSpec will process suggestions submitted through ecoScorecard.
- GreenSpec Request Form
 - Products will be reviewed as time, resources, and research priorities allow.

Building Green Product Certification Cost

- Three different fee choices:
 - \$20/month
 - \$199/year (single)
 - \$499/year (team of 10)
- Additional Fees:
 - GreenFormat: \$995/year
 - ecoScorecard: Variable rate
 - Based on the manufacturer
 - GreenSpec: No cost, however –
 - ***“Products submitted through our online form will be considered only as they fit our research priorities and as time and resources allow.”***



What Is Green Seal?

- Green Seal (www.greenseal.org)
 - ***“Green Seal is an independent, non-profit organization that uses science based standards and the power of the marketplace to create a more sustainable world.”***



Green Seal Certified Products and Services

- Green Seal uses a variety of specific standards for each type of product they are certifying.
 - Example Product Types:
 - Tissues Paper
 - Alternative-Fueled Vehicles
 - Occupancy Sensors
 - Electric Chillers
 - Hotels and Lodging Properties
 - Commercial Cleaning Services
 - Stains and Finishes
 - Foodservice Packaging
 - Personal Care Products

What Makes A Product Green?

- Example Standard: Electric Chillers
 - Product Specific Environmental and Performance Requirements:
 - Leakage Requirements – Less than 1% full charge annually.
 - Refrigerant Release – No harmful ozone chemicals released.
 - Acceptable Refrigerants – Not over .02 ODP per 100 yrs.
 - Product Energy Efficiency Requirements – Based on capacity.
 - Product Operating Noise Requirements – ARI Standards
 - Product Information Requirements
 - Refrigerant Information – Labeled with refrigerant type.
 - Refrigerant Evacuation and Charging – Provide directions.
 - Identification of Lubricant – Identify the correct lubricant.



How To Certify A Green Product: Green Seal

1. The product in question must meet the standards defined by Green Seal and fill out the necessary paperwork.
2. After the application is accepted, you will be sent a check sheet of needed product data.
3. Product Evaluation requires 2-3 months.
4. If a product passes, Green Seal will grant the company the right to use the Green Seal Mark of Certification on the product.
5. If the product fails, Green Seal will notify the company with reasons it was not granted certification.



Green Seal Product Certification Cost

- Tier (I – V) based fee system designed around annual company revenue.
 - Cost (per Product): \$3,500 - \$9,500
 - One time
 - Discounts for multiple products reviewed at once
 - Cost (Monitoring) : \$2,500 - \$6,700
 - Annual fee due by anniversary of product certification
- Discounts given to Green Seal members and for products of very similar nature.



Questions?

