

Certified Environmental Facts (Multi-Attribute Certifications)

Green certifications are often vague or misleading and fail to meet consumer expectations. GreenCircle's Certified Environmental Facts (CEF) Multi-Attribute certification conveys the total sustainability of a product and operations. Much like a nutrition label, the CEF certification details all necessary environmental information in a straightforward manner. The label includes product attributes and key manufacturing impact reductions, which provides consumers with a comprehensive view of the product's overall sustainability. Products with the CEF mark can be easily compared to other products to identify the most sustainable option and help consumers make more educated purchasing decisions.



"Consumers are increasingly aware of the importance of sustainability. Today, with so many companies and products claiming to be green, it's difficult to know which claims are accurate. Aleris has been in the aluminum recycling business for a long time, and produces aluminum coil, plate and extrusions with high recycled content. GreenCircle certification recognizes and validates that, so our customers -- and their customers -- can be confident that Aleris products offer a sustainable solution."

Kathy Balzer,
Communications Manager
Marketing Americas
Aleris Rolled Products, Inc.

Product Specific:
Highlights the sustainable attributes of the specified product.

Certified Environmental Facts™

Company: Your Company
Product: Your Product
Plant Location: Your Plant Location

Product Specific:

| | |
|--------------------------------------|---------------------|
| Recycled Content | 67% |
| Renewable Resource Content | N/A |
| Regional Raw Material Sourcing | 57% |
| Carbon Footprint Reduction - Product | 36% |
| Recyclable Material | 4% |
| Completed LCA/EPD | Yes - Published LCA |
| Closed Loop Recycling Program | Yes |

Manufacturing Specific:
Highlights the sustainable attributes of the specified manufacturing facility.

Manufacturing Specific:

| | |
|---------------------------------------|-----|
| Carbon Footprint Reduction - Facility | 12% |
| Reduced Waste | 85% |
| Reduced Water Usage | 11% |
| Reduced Energy Usage | 7% |
| Waste Diversion from Landfill | 92% |
| ISO 14001 Certified | Yes |

Evaluation Period:
The time frame in which the product and manufacturing facility was reviewed.

Evaluation Period: 20XX - 20XX
Certification Number: XX-XXXX
Certification Period: X/X/20XX - X/X/20XX
For more information on the Certified Environmental Facts of this product, please contact: info@GreenCircleCertified.com.
www.GreenCircleCertified.com



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Manufacturers, suppliers, regulators, and consumers can be assured that products labeled with the GreenCircle Certified mark have been thoroughly assessed and their claim verified.

GreenCircle is committed to a holistic approach in the analysis and certification of sustainable products. Sustainability initiatives of a product are reviewed and measured from cradle to grave; manufacturing operations are benchmarked and reductions verified to a baseline year. GreenCircle hopes to help distinguish those manufacturers that have made significant strides toward continuous environmental improvements in product design and manufacturing operations.



To learn more about the value of GreenCircle certification, contact:

AshLee Klingman • (610) 569 - 1045 • AshLee@GreenCircleCertified.com • www.GreenCircleCertified.com



“The GreenCircle team was professional and responsive throughout the certification process. They exceeded our expectations and returned our certification in a timely manner. Promoting our recycled content products is important to reach our target audience and develop new business. GreenCircle certification provides us with new opportunities to confidently market our sustainable surfaces.”

Evan Kruger
EOS Surfaces, LLC



Benefits of Multi-Attribute Certifications:

Distinguish Your Brand:

Today's educated consumers have become much more selective, and third-party certification can help distinguish your brand as a sustainable option.

Connect with Customers:

The CEF label was designed with simplicity in mind. The information is easy to understand so you can connect with your customers.

ROI:

Return on investment through increased sales in today's discerning market.

Demonstrate Brand Integrity:

GreenCircle has always certified per plant, per product. This is the most accurate way to reflect the sustainability of a product and assure accountability.

Green Marketing:

56% of consumers don't believe that the companies they purchase from will tell the truth about their green products.¹ Third-party validation creates a level of consumer trust that has been lacking in the green marketplace.

Federal Trade Commission:

The FTC has released its updated 2012 Green Guides to prevent unfair or deceptive environmental claims in the marketplace. These Green Guides have established stricter requirements and enforcement guidelines for environmental product claims. GreenCircle certification is consistent with the new Green Guides and certifies to FTC standards.

Green Construction Codes:

Current green construction codes, such as the International Green Construction Code (IgCC) and the California Green Construction Code (CALGreen), are requiring builders to use products with recycled content and, in the case of IgCC, that are recyclable. GreenCircle certification can be used as documentation and proof of the recycled content/recyclable content claims of products used in buildings meeting these green building codes.

LEED Green Building Rating Systems:

Products that achieve GreenCircle certification will demonstrate conformance with the Materials and Resources criteria for recycled content and rapidly renewable material for building products, as specified in the USGBC Leadership in Energy and Environmental Design (LEED) Green Building Rating Systems. GreenCircle certification is conducted on a per plant, per product basis in compliance with the USGBC's LEED Interpretation Ruling regarding recycled content claims. GreenCircle certification is fully recognized by the USGBC and our certificates can be used as documentation within LEED submittals.

National Green Building Standard (NGBS Green) Certification:

A product certified for recycled content and/or bio-based material by GreenCircle qualifies for review and certification as an NGBS Green Certified Product under both the 2008 and 2012 versions of the National Green Building Standard. Third-party certification is required in order to get your products listed as NGBS Green Certified by Home Innovation Research Labs for recycled content and bio-based material

¹2012 Cone Green Gap Trend Tracker



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