

Product Certifications

Studies have shown that 73% of consumers want detailed environmental performance information readily accessible on product packaging.¹ These same customers aren't looking for vague statements; they desire clear, comprehensive messaging. The increasing demand for clarity in green claims creates an opportunity to distinguish your brand from the competition. Many companies are making claims about the sustainable attributes of their products, but cannot substantiate these statements. The Federal Trade Commission (FTC) has released its 2012 Green Guides, and companies making invalid claims may be subject to punitive action. To ensure FTC compliance, GreenCircle will conduct a detailed, science-based evaluation of products and manufacturing operations to verify claims and provide certifications for:

Recycled Content:

Recycled content is comprised of pre-consumer and/or post-consumer material that is used as a raw material in the manufacturing of products.

Closed Loop Product:

Closed loop products have been designed utilizing life cycle thinking and intelligent environmental considerations for recycling at the end of life, typically into the same or equal quality product.

Renewable Resource Content:

(Includes Bio-based Material and Rapidly Renewable Resource Content)

A renewable/bio-based resource can be defined as a commercial or industrial product (other than food or feed) that is composed of biological products, including renewable domestic agricultural materials and forestry materials.

Rapidly renewable resources are agricultural products, derived from both plant and animal sources, that take ten years or less to harvest.

Life Cycle Assessment Optimized:

GreenCircle will verify and certify claims that life cycle impacts of products were reduced as a result of implemented changes to the product based on previous LCA data.

Recyclable Material:

Recyclable products can be diverted from the waste stream through available processes and programs and can be collected, processed and returned to use in the form of raw materials or products at the end of life. Certifying your products for recyclable material demonstrates a commitment to industrial ecology and the overall life cycle impacts of your products.

¹ 2012 Cone Green Gap Trend Tracker



"Our Post-Consumer Recycled Content certification demonstrates greenKarat's commitment to reclaiming end of life consumer gold and transforming it into something usable and beautiful. We chose GreenCircle to certify our claims based on their commitment to the highest level of integrity and knowledge."

**Matt White,
greenKarat**



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 Product Certifications:

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.

Customer Retention:

77% of consumers said they would stop buying a company's products if they felt misled by an environmental claim.¹ Today's educated consumers have become much more selective, and third-party certification can be vital in attracting and retaining customers.

Credibility:

51% of consumers are likely to buy a product with a certification over similar products that only have environmental claims or imagery.² GreenCircle is an internationally recognized third-party certification body. Our rigorous evaluation process provides trusted transparency and a recognizable mark that ensures a product's sustainability claims are valid.

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 for 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.

Sustainable Supply Chain:

Products with independent third-party certification fulfill certain customer's Sustainable Supply Chain requirements and can secure your role in today's global supply chain.

¹ 2012 Cone Green Gap Trend Tracker

² 2011 Cone Green Gap Trend Tracker



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