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**FOR IMMEDIATE RELEASE**

## **GreenCircle Ahead of the Curve –**

### **Latest LEED Interpretation Ruling for Recycled Content Validates GreenCircle's Drive for Specificity in the Marketplace**

*Royersford, PA* – Since its inception in 2009, GreenCircle Certified, LLC, a leading third-party verifier of environmental claims, has been focused on bringing transparency to green building through accurate recycled content reporting. The latest LEED Interpretation Ruling (LIR) for Recycled Content deems national averages as unacceptable for LEED documentation, and validates GreenCircle's long-standing drive for specificity.

#### Market Issue:

- Some manufacturers use North-American/national averages in lieu of plant specific data.
- In "averaged" results, some products or plants may be misrepresented and could reflect inflated recycled content information.
- Builders/architects specifying a product to maximize recycled content are being misled, and may not meet LEED requirements.

#### Resolution:

- USGBC released LIR on October 1, 2012 which sets the standard for recycled content claims and documentation for LEED projects looking to achieve points for MRc4 Recycled Content.

GreenCircle applauds the USGBC's latest ruling, which addresses the issue of potential green-washing by some manufacturers. As stated in the formal LIR, "An average recycled content claim, especially one that incorporates multiple product lines or places of manufacture, does not meet the credit intent and is not acceptable for LEED documentation." This ruling demands product and plant specific recycled content evaluation and documentation. "Recycled content claims must be specific to the installed product (and therefore place of manufacture); regional or national claims do not meet credit requirements."

GreenCircle has been leading the way in assuring accountability in third-party certification of recycled content claims. Utilizing our rigorous evaluation process, GreenCircle consistently certifies on a per plant, per product basis. GreenCircle's 2010 published white paper entitled *The Importance of Specificity in Third-Party Certifications* states, "There are several instances where third-party certifications have been made for recycled content for multiple product types or families on a United States or North American "average". These "average" or "blanket" certifications generally do not provide enough specificity to accurately determine the recycled content of specific products, and should not be used for documenting products in green building standards."

The LIR will provide a more transparent and clear system for LEED project teams pursuing the Recycled Content credit. The ruling states that, “The product that is known to have zero recycled content may be unduly benefiting from the recycled content of other products/manufacturing facilities”. This push from the USGBC towards total accountability for each product line and manufacturing facility is another step forward in promoting sustainable product development. Recycled content being documented on a plant and product basis not only allows the most sustainable products to be selected within LEED projects, but will also encourage manufacturers to better identify low performing manufacturing plants and products.

For many manufacturers, this will significantly change the way they have been reporting recycled content; however, GreenCircle clients have been documenting their recycled content appropriately from the start. “The new ruling by the USGBC confirms our belief in product and plant specific reporting,” says Tad Radzinski, co-founder and chief certification officer of GreenCircle Certified, LLC. “GreenCircle has been ahead of the curve in its drive for integrity and specificity in the marketplace, and now, so are our valued clients.”

### **About GreenCircle Certified, LLC**

GreenCircle Certified, LLC assures accountability by providing third-party certification of sustainable aspects of products and manufacturing operations. It establishes brand integrity and serves manufacturers, suppliers, regulators, and consumers by verifying that products or operations have been thoroughly assessed and their claims validated.

GreenCircle offers claim validation for carbon footprint reduction, closed loop product, life cycle assessment (LCA) optimized, recyclable material, recycled content, renewable energy use, renewable resource content, and sustainable manufacturing practices.

For more information visit: [www.GreenCircleCertified.com](http://www.GreenCircleCertified.com)

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