



**FOR IMMEDIATE RELEASE**

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## **Green Seal Partners in Amazon's Climate Pledge Friendly Program**

***Amazon initiative makes it easier for customers to shop for certified sustainable products***

Washington, DC – Green Seal® today announced that it is participating in Amazon's Climate Pledge Friendly, a new program that makes it easier for customers to discover and shop for more sustainable products.

Amazon customers will now see a "Climate Pledge Friendly" label on the listings for products certified by Green Seal and other select organizations, indicating to shoppers that the products meet meaningful sustainability standards. Customers can also see which certifications the product has earned and learn more about the certification requirements.

Amazon evaluated hundreds of external sustainability certifications for its Climate Pledge Friendly program and chose organizations that certify products that have demonstrated sustainability benefits. Green Seal's science-based certification standards emphasize health and safety, prohibiting carcinogens, mutagens, and reproductive toxins in certified products and requiring a rigorous examination of a product's sustainability in areas including raw materials extraction, manufacturing, packaging and how the product is used and disposed. Critically, Green Seal's testing requirements mean that certified products are proven to deliver uncompromising performance.

"Amazon's Climate Pledge Friendly label makes it simple for shoppers to identify which products are in line with their sustainability values," said Green Seal CEO Doug Gatlin. "Amazon's high bar for choosing certifying partners aligns with Green Seal's commitment to recognizing products that meet the highest benchmark of health and environmental leadership. Green Seal is proud to take part in this powerful initiative. Amazon is demonstrating true leadership by making it easier for customers to shop for more sustainable products and encouraging brands and manufacturers to produce and source more sustainably."

Amazon's selection for Climate Pledge Friendly includes grocery, household, fashion, beauty and personal electronics products, as well as other items from a range of categories. Hundreds of Green Seal-certified products are available from brands such as Georgia-Pacific, Office Depot, Rubbermaid, 3M, Ecolab, Diversey, Staples, Kittrich, Branch Creek, Tork, Simoniz, Neenah, Betco and PortionPac, among others.

For detailed information on the Climate Pledge Friendly qualification criteria and to start shopping for these products visit <http://www.amazon.com/ClimatePledgeFriendly> or look for the Climate Pledge Friendly badge.

### **ABOUT GREEN SEAL**

Green Seal® is a global nonprofit organization with a mission to transform the economy for a healthier, greener world. Since 1989, Green Seal has applied rigorous standards for health, environmental sustainability and product performance to its certification programs to empower better purchasing

decisions. Green Seal has certified thousands of products, services and spaces from hundreds of leading companies including 3M, Ecolab, Georgia Pacific, Hilton, Westin, Marriott and Staples, and is specified by countless schools, government agencies, businesses and institutions. Today, the Green Seal certification mark is a universal symbol that a product or service meets the highest benchmark of health and environmental leadership. Visit [GreenSeal.org](https://www.GreenSeal.org) or connect with Green Seal on [Facebook](#), [Twitter](#), and [LinkedIn](#).

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