



**Recognized. Trusted.  
Get the Green Seal™  
Advantage.**



**Green Seal™ Certification for  
Industrial & Institutional  
Cleaning and Janitorial Products**

**[www.GreenSeal.org](http://www.GreenSeal.org)**

## Sustainability Is Good Business

Industry leaders sense emerging trends and respond before their competitors. It's not about following the leader. It's about doing what makes sense to be an industry leader. It's about doing well by doing good.

### Are you ready to lead your industry?

#### Great Green Products

Following Green Seal standards helps you reduce the unwanted health and environmental impacts of your products. By adhering to Green Seal standards and achieving certification, you can demonstrate to purchasers that you care about the health of people and the environment while continuing to produce the excellent products your customers expect.

**"Certification by Green Seal has created additional sales opportunities for our distributor partners."**

- Joseph Russo  
Vice President of Sales  
SCA Tissue, producers  
of Tork Towel & Tissue  
Products

**"People ask if our products are Green Seal-certified. Many won't accept less."**

- Marvin Klein  
President, PortionPac  
Chemical Corp

#### The Right Certification



Credible, independent certification against a transparent, science-based standard is what purchasers are looking for. Green Seal offers third-party certification for products that meet our life cycle-based sustainability standards. Manufacturers have relied on our impeccable reputation for over 22 years.

#### About Green Seal, Inc.



Green Seal, Inc. is a non-profit organization that actively identifies and promotes sustainability in the marketplace and helps organizations be greener in a real and effective way. Our standard development process is accredited by the American National Standards Institute and follows ISO and EPA guidelines for certification.

## Most Purchasers Recognize the Green Seal

The marketplace is crowded with products claiming to be safer and greener. It's hard to make your products stand out from the competition. Green Seal certification makes it easier to distinguish high quality products that meet stringent life cycle-based standards and perform as expected. And anything that makes it easier for purchasers to choose your products over others can help you sell more.

**According to the Responsible Purchasing Network, Green Seal's sustainability standards were recognized by 95% of respondents and utilized in purchasing by 76% of responding organizations.**

RPN's Responsible Purchasing Trends Report, 2010

### Get Green Seal Certified

Purchasers know and trust the Green Seal Mark. They recognize and specify the Seal more than any other green cleaning product label nationwide. It's a great way to make your products stand out from the crowd of products vying for the attention of purchasing managers. Find out how you can earn certification and display the Seal that represents unquestionably superior green products.

Visit Green Seal's website today to learn more about the standards for your industry and the certification process. You can download all of the standards for free to review the requirements with colleagues and suppliers.

Open the doors to new business opportunities while protecting and safeguarding the health of people and the environment.

Learn more about Green Seal's work at [GreenSeal.org](http://GreenSeal.org).



## Prepare Today for Tomorrow's Opportunities

Green Seal's standards help you develop new green products today so you are ready for tomorrow's new business opportunities.

### Respond More Efficiently to RFP Opportunities

What happened when you encountered the last RFP that cited Green Seal standards and certification? Were you able to respond quickly, or did your company decline to respond when the RFP specified that the bidder's products had to meet specific standards?

More and more state and local governments as well as large institutions are issuing RFPs citing Green Seal standards by name and number. They trust Green Seal's reputation as the mark of excellence since 1989, and appreciate how certified products help them accomplish their purchasing goals.

- **Twenty-two states refer to Green Seal as a credible resource in their EPP literature or policy.**
- **Thirteen states use Green Seal standards as criteria to identify environmentally preferable products or as minimum product requirements in contracts.**

Green Seal research, August 2011

### Gain a Competitive Advantage

Not only must your products work well, they need to compete to gain market share and win large-scale institutional contracts. The Green Seal on your label means that your products have passed a rigorous evaluation for environmental excellence, they meet the sustainability requirements in RFPs and mandates, and they work as well as or better than their non-green counterparts. Green Seal certification is a great way to distinguish your products from your competitors, and to distinguish your company as a relevant, responsible manufacturer.



## **Learn About Green Seal Standards and Certification Today**

Don't wait another moment. Visit: [GreenSeal.org](https://www.GreenSeal.org). Find and download Green Seal standards and learn more about the certification process.

### **Standards for your industry include:**

#### **Tissues, Napkins and Paper Towels**

Certified papers meet stringent performance requirements from absorption to wet strength. They are made from the leading feasible amounts of post-consumer content and 100% recycled content. Manufacturing minimizes the use of energy, water, and toxic additives. Packaging has been reduced or contains post-consumer material.

#### **Cleaning Products**

Certified cleaning products have passed performance tests and contain no carcinogens, reproductive toxins or mutagens, among other restricted compounds. Ingredients known to cause asthma are not allowed and there are limits on VOCs. The products are not toxic to aquatic life and are biodegradable.

#### **Hand Soaps, Cleansers and Personal Care Products**

These certified products work as well as non-green products and are not irritating to the skin. They do not contain harmful ingredients like carcinogens and formaldehyde, among others. They have low VOC content, are not toxic to aquatic life, and are biodegradable. Packaging has been reduced or contains post-consumer material.

#### **Green Cleaning Services**

These certified services offer a program that protects human health and the environment. The cleaning process, tools, and products used for cleaning are all considered in order to reduce toxicity, waste, and exposure to both occupants and staff. Staff training and careful planning is required to ensure quality and reliability.

### **Next, take a moment to:**

- Learn more about the transparent, life cycle-based standard development process.
- Understand the certification process:
  - Application submission
  - Personal project management throughout process
  - Submission and evaluation of data
  - On-site audit
  - Certification award and ongoing compliance monitoring
- Guide purchasers towards your environmentally preferable products.

## **Green Seal Standards For the Cleaning and Janitorial Industry**

Green Seal's sustainability standards for products and services are based on life cycle research and are developed in an open, transparent, and stakeholder-involved process. Our standards provide criteria and guidelines for manufacturers and service providers to work toward sustainability and Green Seal certification. All standards and guidance documents are free to download at: [GreenSeal.org](http://GreenSeal.org)

### **Tissues, Napkins and Paper Towels**

GS-1 Sanitary Paper Products (new edition)

### **Trash Can Liners and Disposal Bags**

GS-45 Plastic Resin Film Bags (in development)

### **Cleaning Products**

GS-37 Cleaning Products for Industrial and Institutional Use

GS-53 Specialty Cleaning Products for Industrial and Institutional Use

GS-40 Floor-Care Products for Industrial and Institutional Use

GS-34 Cleaning and Degreasing Agents

GS-48 Laundry Care Products (in development)

### **Hand Soaps, Cleansers and Personal Care Products**

GS-41 Hand Cleaners for Industrial and Institutional Use

GS-44 Soaps, Cleansers and Shower Products

GS-50 Personal Care and Cosmetic Products

### **Cleaning Services**

GS-42 Commercial and Institutional Cleaning Services

GS-49 Residential Cleaning Services

**For more information about Green Seal's standards and certification for the janitorial and sanitary product market, or for other products and services, please visit: [GreenSeal.org](http://GreenSeal.org).**



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