Why are GS-Certified Laundry Products Preferable?
- Performance tested to ensure effectiveness
- No carcinogenic, mutagenic, or reproductively toxic ingredients
- Limits on volatile organic compounds (VOCs)
- No phthalates or formaldehyde donors in ingredients
- Prohibitions on heavy metals such as lead and chromium
- Requirements for biodegradability and aquatic toxicity
- Detergents and softeners must be concentrated
- Packaging sustainability requirements

Research has shown that the environmental impact of these products can be reduced by concentration, which ensures less water, less packaging material meaning fewer pallets to transport, fewer trucks on the road, and less storage space needed. These improvements represent a smaller carbon footprint as well.”
- Dr. Arthur Weissman, President and CEO of Green Seal.

GS-51 Product Categories

Cleaning Products
- Laundry prewash
- Laundry detergents (complete/built detergent and multi-component systems)
- Home-style detergents used in a home-style machine in the industrial and institutional market (e.g., those used in a nursing home or with installed product dispensers)
- Spot removers & stain removers
- Bleaches
- Antimicrobial pesticide products for laundry care

Laundry Additives
- Builders (water conditioners)
- Alkali boosters
- Laundry sours
- Antichlor products

Fabric Care
- Fabric softeners (liquids & single-use dryer products)
- Anti-static products
- Anti-wrinkle products
- Fabric protectants
- Fabric refreshers
- Starch/sizing/fabric finish

About Green Seal
Green Seal, Inc. is a non-profit organization that identifies and promotes sustainability in the marketplace and helps companies be greener in a real and effective way. Green Seal develops life cycle, science-based sustainability standards for products and services, and offers third-party certification for those that meet the criteria in the standard. Because Green Seal is an independent organization, we have no financial stake in any company or organization.
Credible Ecolabels Make Meeting Purchasing Goals Easier

With the proliferation of environmental claims and green labels in the marketplace, the need for credible third-party certification has become increasingly important. But how do purchasers know that the products they specify will meet their EPP requirements? Look for the Green Seal.

- An ANSI-accredited standards developer
- Complies with ISO 14020 (Principles of Environmental Labeling) and ISO 14024 (Principles and Procedures for Type I Eco-labels)
- The only US member of the Global Ecolabelling Network
- Meets US EPA guidelines for third-party certifiers
- Meets Consumers Union criteria for What Makes a Good Ecolabel
- Complies with FTC Green Guides for Environmental Marketing Claims
- Achieved the highest rating by NRDC Label Look-up

Green Seal Standards Used in Purchasing

- GS-1 Tissue, Napkins and Paper Towels
- GS-34 Cleaning and Degreasing Agents
- GS-37 General Purpose Cleaning Products
- GS-40 Floor Care Product
- GS-41 Hand Cleaners
- GS-42 Commercial Cleaning Services
- GS-44 Soaps, Cleansers and Shower Products
- GS-50 Personal Care and Cosmetic Products
- GS-53 Specialty Cleaning Products
- GS-45 Plastic Resin Film Bags (in development)

Additional Tools for Purchasers

**National Association of Counties Green Purchasing Tool Kit**
A hands-on practical guide to help 3,000+ county governments implement green purchasing, this tool kit was produced by NACo, US Communities, the Responsible Purchasing Network and Green Seal.

**Green Building O&M Manual for Public Housing**
Providing detailed information on green operations and maintenance including cleaning, HVAC, landscaping, purchasing, recycling and more, this manual covers unit maintenance and turnaround, and residential education programs.

**Greening Food and Beverage Services**
Based on LCA research developed for Green Seal’s ANSI standard for restaurants and food services, this book was published by the American Hotel & Lodging Educational Institute.

**Life Cycle Assessments (ISO 14044)**

Learn More about Green Seal Standards and Certified Products

For more information on GS-certified laundry products, contact us at 202-872-6400 or email greenseal@greenseal.org. For links to thousands of Green Seal-certified products and services, or to download Green Seal standards, visit www.greenseal.org.