Green Seal
Verified Formulas & Concentrates

Make Certification Simple for Your Private Label Customers

Green Seal's Verified Formulas and Concentrates Program adds value to your offerings and builds loyalty to your brand by giving your private label customers a big head start in their pursuit of Green Seal certification. Private labelers who use your verified formula or concentrate and follow our guidelines are eligible to use the Green Seal certification mark on their products, unlocking access to new markets and business opportunities.

How it Works



Formulas

We'll verify that your formula – if followed exactly – meets the health, environmental and performance requirements of the relevant Green Seal Product Standards. A company that uses the appropriate raw materials and follows your verified formula can apply with us to use the Green Seal certification mark on their private-label products.



Concentrates

We'll verify that your concentrate – if diluted appropriately by private labelers – meets the health, environmental and performance requirements of the relevant Green Seal Product Standards. We'll also conduct a site audit of your manufacturing facility. Companies that dilute your verified concentrate accordingly can apply with us to use the Green Seal certification mark on their private-label products.

What You'll Get

- A Green Seal Verification letter to broadcast to your customers that your product meets our requirements
- Promotion through our database of Verified Suppliers
- A complementary review of potential labels and training documents that your private label customers can use

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