Green Seal
Verified Parent Rolls

Make Certification Simple for Converters

Green Seal's Verified Parent Roll Program adds value to your offerings and builds loyalty to your brand by giving your converters a big head start in their pursuit of Green Seal certification. Converters who use your verified parent roll and follow our guidelines are eligible to apply to use the Green Seal certification mark on their products, unlocking new markets and expanded business opportunities.

Verifying your parent roll with Green Seal:

- Sets you apart from your competitors and builds brand loyalty
- Attracts customers by making it easier for them to earn Green Seal certification
- Showcases your sustainability leadership by demonstrating you meet Green Seal's strict health, environmental, and performance requirements

How it Works

Whether you produce printing, writing, towel, tissue, or other sanitary paper products, we can verify your parent roll against our standards. Here's how it works:

- You choose the standards you want to verify against
- We'll screen your product against our sustainability criteria and confirm it performs just as well as conventional products in the same category

What You'll Get

- A Green Seal Verification letter to broadcast to your customers that your product meets our requirements
- Promotion through our online database of Green Seal Verified suppliers

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