



IMPACT REPORT

1989-2019



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FROM OUR BOARD CHAIR AND OUR CEO

Green Seal's launch in 1989 brought with it the creation of an entirely new, market-based tool for spurring healthier, more sustainable products – the ecolabel. In the thirty years since, the Green Seal mark has offered buyers an effective way to identify proven-greener, proven-healthier options verified by an independent non-profit organization. From prompting a nationwide shift toward recycled-content paper, to catalyzing a movement toward products low in volatile organic compounds (VOCs), today the Green Seal certification mark is a recognized symbol that products or services meet the highest benchmark of health and environmental leadership.



PAUL BATEMAN

Green Seal's scientists are dedicated to identifying safer ingredients and reducing overall product environmental impacts while ensuring products bearing the Green Seal mark work just as well as or better than conventional alternatives. This strategy – set a high bar and recognize leaders with the Green Seal mark – is how we harness the power of the marketplace to improve quality of life for people and the planet.

More than 350 companies have led the way with top-performing cleaning, facility care and sanitary products, including household names such as 3M, Dial, Georgia-Pacific, Staples, Johnson Professional, Ecolab, Diversey and many more. With more than 30,000 certified products on the market today, Green Seal can be found in all the spaces where we live, learn, work, and stay.

Each year, Green Seal standards and certified products protect more than 7 million children from toxic chemicals and asthma triggers in schools. They also prevent 500 million pounds of organochloride pollution from entering our waterways and avert more than 3.8 million metric tons of CO2 emissions from being released into the atmosphere.

Amid the global COVID-19 pandemic, safe and effective cleaning has never mattered more. Green Seal's certified cleaning providers set the benchmark for excellence in cleaning effectiveness. Meeting strict requirements, our certified providers clean for health

and safety in leading facilities including Amazon, Harvard University, the Ritz Carlton, World Wildlife Fund and more. Further, the COVID-19 crisis has publicly amplified the incredibly important role of our nation's front-line workers. Custodians, housekeepers and other building professionals deliver a crucial service to society each and every day. They keep our spaces healthy and our families safe, and we couldn't be more grateful for their service.

From its start, Green Seal's hallmark has been to lead with science to spur innovation for a greener, healthier economy. The success of this mission exposes the false choice between environmental and economic health – and between products that are safe yet also effective. At Green Seal's founding, only about 10 percent of products sold nationwide claimed to be green. According to Nielsen, by 2018 that number had climbed to 22 percent, and it is expected to reach 25 percent next year.



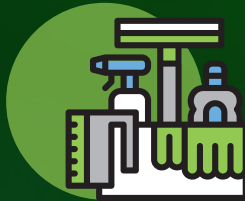
For thirty years, Green Seal has accelerated the adoption of safer and more sustainable products. This transformation is about continuous improvement. We continue to follow science to help policy makers, businesses, and consumers use healthier products and create spaces where people can thrive. The stories of our leaders are written on the following pages, and they give us hope and inspiration that we can continue to solve our toughest challenges together.

- PAUL BATEMAN
GREEN SEAL BOARD CHAIR

- DOUG GATLIN
CHIEF EXECUTIVE OFFICER



IMPACT HIGHLIGHTS



GREEN SEAL CERTIFIES
33,459 PRODUCTS
*BY SKU

Each year, Green Seal Certified Products & Standards:



....

Save 3.8m Metric Tons
of CO₂ emissions from sanitary paper products

*EQUIVALENT OF TAKING 800,000 CARS OFF THE ROAD



....

Protect 7m Schoolchildren
from toxic chemicals and asthma triggers
in cleaning products



....

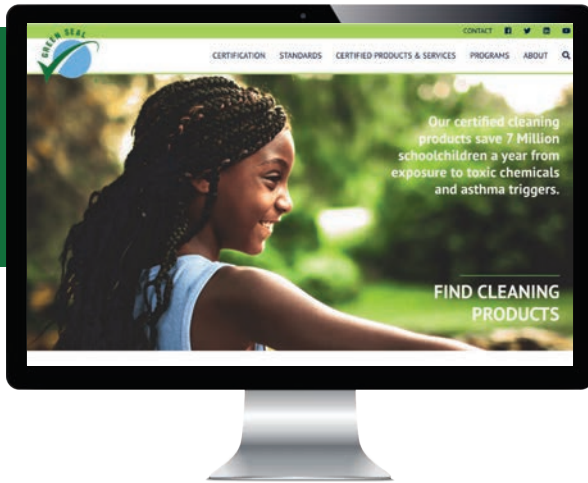
Eliminate 500m lbs
of organochlorine pollution



....

Prevent 500k lbs
of VOC pollution in LEED certified buildings

A New Website for a New Era



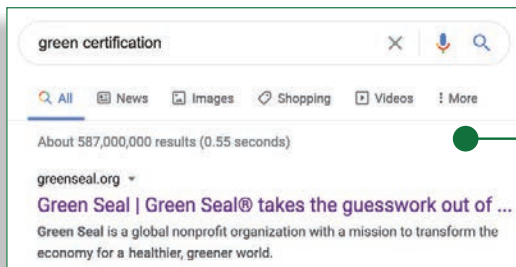
Green Seal's new website provides a modern user experience, engaging content, and a robust database of certified products and services.



Streamlined design and better user experience



110% increase in unique monthly visitors



STELLAR SEO

Green Seal appears in the first page of organic search results for terms including “green certification,” “certified green,” and “green certified company,” among others.

Better User Experience



Online Inquiry Forms



Centralized Customer Portal



Electronic Signing



Modernized Customer Relationship Management System

THE RESULT:



Average application cycle time cut in half since 2018



EXPERIENCE

ARTISE

A close-up photograph of a person wearing blue gloves holding a glass dish containing a green plant specimen, likely for scientific analysis. The background is blurred, showing a person's face and hands in a laboratory setting. The word "ARTISE" is overlaid in large white letters across the middle of the image.

Preserve the
CLIMATE

Protect human
HEALTH

Ensure clean
WATER

Minimize
WASTE



**SCIENCE-BASED
STANDARDS**



From Green Seal's earliest days, our science-based standards have defined sustainability leadership in the marketplace and rewarded industry innovators.

In laboratories and companies nationwide, leading green chemists are striving for scientific breakthroughs that will meaningfully reduce the negative health and environmental impacts of everyday products. Green Seal incorporates these solutions into our standards, setting the benchmark for the industry and ensuring that safer alternatives make their way into the products consumers use.

Green Seal's revolutionary paint standard permanently transformed the market when it first set a limit on volatile organic compounds (VOCs) in 1993. Similarly, Green Seal's original standard for paper towels and tissues was the first benchmark for sustainable paper in the United States, catalyzing a global market shift toward recycled-content paper for the away-from-home market.

Green Seal's standards emphasize human health, integrating emerging science on hazardous chemicals and taking exposure into account. Green Seal-certified means strict prohibitions on carcinogens, mutagens,

and reproductive toxins, as well as a thorough examination of the product's sustainability, from raw materials extraction to packaging to how the product is used and disposed. And critically, our testing requirements mean that certified products are proven to deliver uncompromising performance.

Together, this means that only the healthiest, most responsible, and most effective products achievable today can earn the Green Seal.

Green Seal develops standards transparently with extensive input from industry leaders, environmental and health experts, and the public—which is why their influence reaches far beyond our 30,000-plus certified products and services. Today, our standards are cited by nearly half of U.S. states, as well as federal agencies, local government agencies, and green building certification bodies including LEED, WELL, and Fitwell.

In fact, in 2019, Green Seal's paint standard eliminated 500,000 pounds of VOC emissions in 120 million square feet of LEED-certified buildings alone. That's one example of the power of leadership standards, and why Green Seal standards will always be open and accessible to the public.

Formula Facts®

Green Clean Cleaner

Ingredients		Product Details	
Ingredient	CAS	Function	Additional Information
Water	7732-18-5	Diluent	None +
C9-11 Alcohols Ethoxylated	68439-46-3	Surfactant- Emulsifying Agent	None +
Sodium Xylene Sulfonate	1300-72-7	Coupling Agent	None +
Sodium Citrate	1300-72-7	Buffering Agent	None +
Methylchloroisothiazolinone	26172-55-4	Preservative	None +
Methylisothiazolinone	2682-20-4	Preservative An ingredient that prevents or slows microbial growth or chemical degradation of other ingredients and thus protect the finished product from spoilage.	None --
Yellow 5	1934-21-0	Colorant	None +
Diethyl Phthalate	84-66-2	Fragrance Ingredient An ingredient used in the manufacture of fragrance materials for its solvency, odor-enhancing or blending properties.	Designated Chemical This chemical is on the following hazard or exposure listed lists: CA Priority Chemicals, CA Priority Pollutants, US NTP Reproductive or Developmental Toxicants
Click here to access data for each list.			
Fragrance	Withheld	Fragrance Ingredients	None +

Published June 2019

For more information on Formula Facts™, visit www.GreenSeal.org



SIMPLIFYING INGREDIENT TRANSPARENCY

When recognizable chemicals like formaldehyde can hide behind names like methylene oxide or carbonyl hydride, even the savviest consumer is hard pressed to interpret ingredient labels without a toxicology degree.

Enter Formula Facts®, a Green Seal ingredient label program that makes it easier for companies to provide clear, accurate, and meaningful ingredient communications in response to California's new ingredient transparency law.

Passed with the support of both industry and advocacy groups, California's Cleaning Product Right to Know Act ushered in a suite of complex labeling

In collaboration with the designer of the familiar Nutrition Facts label, Green Seal created a Formula Facts® label that translates complex information into a clear, trusted format. At the same time, we partnered with PortionPac Chemical Company, Rochester Midland Corporation, Buckeye International, Hillyard Industries, Spartan Chemical Company, and other industry leaders in creating a beta version of Formula Facts™ with vital industry input on the program's design and operation.

The result: a turnkey solution whereby companies that provide their product formulas receive accurate and meaningful ingredient labels, a fully designed tech-

“I would summarize our experience with Green Seal as: Start with a foundation of ‘do the right thing,’ add a layer of ‘the customer comes first,’ and top it off with ‘the genuine desire to learn from all stakeholders.’

Green Seal approached this challenge in that same way, resulting in real, tangible, valuable solutions to us and the markets we serve.”

-Caryn Stets, Chief Strategy Officer at PortionPac Chemical Company

requirements beginning January 1, 2020. In another first for the cleaning products industry, manufacturers must disclose the presence of certain hazardous impurities—information that can be difficult to obtain because of closely protected formulations.

Green Seal's experience, scientific expertise, and access to product formula information uniquely positioned us to help both companies and consumers get the most out of the new ingredient transparency law.

nology solution, and automatic online label updates that reflect any changes to designated chemical lists or raw materials.

Although ingredient communication alone won't transform the market, transparency encourages manufacturers to move toward safer product formulations, in effect taking their first step toward Green Seal certification. With ingredient labels that consumers can read and understand, transparency will continue to spur innovation and guide the economy towards a healthier, cleaner future.

ENVIRONMENTAL INNOVATION

VALIDATING OUTCOMES

Across the world, scientists and product designers are driving product innovation to deliver the health and environmental benefits consumers want. This spirit of innovation is vital to addressing the global challenges we face today—from climate change to water pollution and public health crises—and transforming the economy to work dramatically better for both people and the planet.

In 2019 Green Seal fully launched its Environmental Innovation Program, including a road-tested certification process and support tools, thanks to the participants in our Beta Advisory Program: 3M, ABCO Products, Americo, Branch Creek, Kaivac Inc., Lennox, and Nyco Products.

The Environmental Innovation program offers a revamped pathway for recognizing the leadership of the innovators who are delivering breakthroughs

in the performance, health or environmental safety of products people use every day. The program measures health and environmental outcomes, not just ingredient inputs: For the first time, a product can earn Green Seal certification based on its functional performance if it can demonstrate that its improved performance significantly reduces health or environmental impacts.

The program opens up certification to a range of product categories for which Green Seal has not developed specific standards, exponentially amplifying our potential to accelerate market transformation. Between an earlier version and the current program, Green Seal has certified innovative products from 24 companies, and evaluations are under way for products ranging from a bug eliminator to a fire suppression agent.



SPOTLIGHT

ENTRY®: A CHLORIDE-FREE ICE MELT GOOD TO – 30°F

Rock salt is such a regular part of maintenance routines in cold-weather regions that it's tempting to overlook its health and environmental downsides. Salt-based ice melters can erode soil, kill plants, burn the skin and eyes of people and pets, and threaten aquatic wildlife.

Enter Entry® liquid ice melt from Branch Creek, the first product to earn Green Seal's certification of Environmental Innovation (GS-20) under the new program requirements. With a clear-as-water application that leaves no salty white tracks, Entry® uses a potassium-formate blend that is chloride-free and safer for people, pets, water, and plants when used as directed.

By breaking down the hydrogen bonds that form when water freezes, Entry® removes thin layers of ice and snow and prevents new ones from forming even at minus 30 degrees Fahrenheit—a colder

freezing point than any other product on the market. That's one reason Entry® is popular with the Denver Broncos, whose Mile High Stadium and UCHealth Training Center both rely on the product to keep high-traffic, high-stakes areas clear of snow, ice, and corrosive residue.



Despite its clear advantages, Entry® almost never made it to market because Branch Creek CEO Nate Clemmer grew concerned about competing in an unregulated ice-melt market beset by greenwashing. Clemmer found the answer in third-party validation from Green Seal: “We can point to Entry®’s Green Seal certification, and what it stands for, instead of engaging in evidence-free debates about a product’s environmental and performance claims.”

“Green Seal verification of both environmental integrity and efficacy lets Entry® not only enter the market with a reputable ally behind it, but also lets us introduce structure and accountability to the larger ice-melt scene.”

— Nate Clemmer, CEO, Branch Creek

VERIFIED SUPPLIERS PROGRAM

CONFIRMING SUPPLY CHAIN PERFORMANCE

Green Seal's new Verified Suppliers program promotes transformation and transparency in the supply chain.

With a public database of raw materials, formulas, concentrates, and parent rolls that are proven greener and preapproved to meet Green Seal's rigorous standards, formulators and private labelers can source safer, high-quality ingredients and supplies. The result: more

visibility for responsible suppliers and faster pathways to getting Green Seal-certified products to market.

After a formal program launch in November 2019, Green Seal now lists dozens of verified supplies from industry leaders, ranging from Cascades Tissue Group to Dow Chemical Company.



HEALTHY GREEN SCHOOLS & COLLEGES

ENSURING SAFE SPACES

The COVID-19 pandemic may demand special safety and social distancing measures during the 2020-2021 school year, but such measures won't help an underlying problem in many school buildings: poor indoor environmental quality that can cause short- and long-term health problems for children and adults. Healthy spaces, on the other hand, can measurably benefit students' well-being, behavior, and achievement.

Properly implemented, green facilities management practices reduce exposure to toxic chemicals and asthma triggers, boost attendance, protect cleaning workers, save money, increase the lifespan of facilities, and avoid carbon emissions.

In November 2019, Green Seal launched a

partnership with Healthy Schools Campaign (HSC), a respected advocacy organization, to create Healthy Green Schools & Colleges, a verifiable program for sustainable facilities management practices for schools and universities nationwide. The partnership pairs HSC's outstanding network of educational facilities leaders with Green Seal's expertise in market transformation to create a powerful new force for improving the environment in the nation's schools.

The Healthy Green Schools & Colleges program will explore adapting Green Seal's widely recognized standard for Commercial and Institutional Cleaning Services (GS-42) into a comprehensive, schools-focused tool to support continual improvement in facilities operations.





IMP

LIVE, LEARN, WORK, & STAY

An aerial photograph of a lush green mountain ridge. A winding road is visible on the left side of the ridge. The word "ACT" is overlaid in large, white, sans-serif capital letters across the center of the image. The background shows rolling hills under a clear sky with a bright light source on the left, creating a lens flare effect.

ACT

A French Bulldog with tan and white fur is lying on a light-colored, shaggy rug in the foreground. Behind the dog is a green sofa with two large yellow pillows. A fringed beige throw is draped over the left side of the sofa. A dark, patterned blanket is on the floor behind the dog. In the background, a potted plant with green leaves sits on a surface near a window.

LIVE



Paints & Coatings

Cleaning & Laundry Care

Customer Case Studies

Whole Foods Market

Our homes should be sanctuaries for our families, not havens for chemicals linked to cancer and other diseases. Green Seal makes it simple for consumers to make safer, healthier choices with confidence, acting decades ahead of federal regulators and retailers to prohibit harmful substances like methylene chloride, a neurotoxin, in consumer products.

Green Seal fills a critical market gap by taking a precautionary approach—purposefully setting requirements beyond those of the U.S. federal government to empower consumers to choose the safest products in today’s market and reward the industry innovators who are moving the market to healthier product chemistry.

From the online storefront of Ace Hardware to Staples.com, buying Green Seal-certified household products today is as easy as clicking a button. Coming soon: Amazon announced it is adding a feature that will make it easier for customers to access comprehensive information about product ingredients and Green Seal certification.



PAINTS & COATINGS

“There is no clear mandatory standard for what constitutes a ‘low-VOC’ or ‘low-odor’ paint ... It is ultimately up to you to read the labels to see if paint at least meets or exceeds the Green Seal GS-11 Standard.”

-The Spruce

Few organizations can claim to be responsible for a global market shift, but Green Seal is one of them. When in 1993 our original standard for Paints and Coatings (GS-11) set a limit on VOCs, Green Seal catalyzed a low-VOC movement that continues to protect human health around the world today.

Green Seal doesn't stop at VOCs – our Standard for Paints, Coatings, Stains and Sealers restricts carcinogens, reproductive toxins, hazardous air pollutants, formaldehyde, phthalates and a host of other harmful chemicals in products that deliver the same performance that consumers expect from conventional paints and coatings.

The benefits of this environmental leadership standard extend far beyond our certifications: governments, green

building programs, and consumer guides cite GS-11 as the definitive benchmark for safer paints, propelling producers to meet our requirements even if they don't seek an ecolabel.

From U.S. market leader Benjamin Moore to Asia's third-largest paint company, Asian Paints, top manufacturers worldwide carry the Green Seal certification mark. In 2019, Green Seal certified AM Technology's Airlite Exterior paint, adding the United Kingdom to the list of countries with companies that produce Green Seal-certified paints and coatings. Proven to meet our strict health and environmental requirements, AM Technology's formulation also reduces the amount of solar heat absorbed by buildings, reducing air-conditioning use and associated carbon dioxide emissions.



CLEANING & LAUNDRY CARE

“There are ways to safely clean your home without harming the health of your family or the planet ... Start by reading labels and looking for green cleaning products that are certified by Green Seal ...”
— Reader’s Digest

All-natural... eco-friendly... bio-based... Green marketing claims abound in the cleaning products aisle, even on products linked to asthma, allergies, cancer, and harm to human reproductive and nervous systems. With our strict scientific standards, rigorous certification process, and continual market monitoring, Green Seal stays current on chemicals that don’t belong in homes. Common toxic ingredients such as phthalates, methanol, and bisphenol A (BPA) are always strictly prohibited in Green Seal-certified products.

Green Seal’s growing presence on store shelves is a reflection of consumers’ increasing commitment to buy from sustainability-minded companies. In 2019, Brandless, HCI Cleaning Products LLC, Kittrich Corporation and Ultra Chem Labs earned certification for 10 new products under Green Seal’s household standards for Laundry Care (GS-48), Cleaning Products (GS-8), and Specialty Cleaning Products (GS-52). These included the first certifications for a household dish soap and for a household wood polish, both from Kittrich Corporation.



SPOTLIGHT

FORCE OF NATURE: A SAFER DISINFECTANT

Force of Nature miniaturized electrolyzed water technology from the industrial sector, where it's used in everything from green cleaning to eye care. The first device of its kind to generate a Green Seal–certified hospital-grade disinfectant, the technology electrolyzes water plus salt and vinegar to create a cleaner, deodorizer, and disinfectant as effective as bleach.

The U.S. Environmental Protection Agency (EPA) has approved Force of Nature as effective against COVID-19, providing consumers a safer, healthier option for disinfecting surfaces during the pandemic.

Instead of disposable plastic spray bottles, consumers receive an electrolyzer, activator capsules, and a reusable spray bottle for mixing their own solutions. That reduces plastic waste from typical cleaners by 97 percent. Force

of Nature is effective on a wide range of surfaces, and at a cost of 7 cents per ounce of cleaning solution, the company says consumers who replace conventional cleaners with Force of Nature can save money in the first year, even after buying its starter kit.

Force of Nature values Green Seal's performance requirements and ability to cut through greenwashing fatigue. "Green Seal is, by far, the gold standard of certification for green, sustainable products and technologies," says Patrick Lucci, Force of Nature's science officer. "As we continue to develop more electrolytic devices for new and emerging markets, we will continue to seek Green Seal certification. Without it, the product is just another solution or gizmo with a lot of neat claims but without the seal and certification that substantiate them."

"Our company considers the Green Seal logo the medal of honor for sustainable technology." -Patrick Lucci, Science Officer, Force of Nature



SPOTLIGHT

ULTRA WHITE HOME PLUS: AN ELECTROLYTIC LAUNDRY DETERGENT

Ultra Chem Labs' at-home detergent, Ultra White Home Plus, is made from just five ingredients, has no fragrances or harmful chemicals, and is safer for consumers and the environment than conventional detergents.

The company has 17 Green Seal-certified products—an indicator of how sustainability is at the heart of its mission. “Being Green Seal certified provides us the soundness of mind that we are doing our very

best to meet the highest of environmental chemical standards in the industry today,” says Benjamin Shieh, Ultra Chem Labs’ marketing manager.

The company also sees business value in its certifications. “Our customers cope with an ever-changing landscape of requirements and regulatory standards,” Shieh says. “In providing them with Green Seal-certified products, we have been able to provide these select customers with solutions that help them achieve their short- and long-term goals. This in turn has helped us to improve on our long-term business relationships.”

“Having a recognized green certified mark gives our customers the soundness of mind that wherever they use our products, either in commercial settings or at home, they can be confident that they are using a sustainable and great-performing detergent.”

— Benjamin Shieh, Marketing Manager, Ultra Chem Labs



WHOLE FOODS MARKET PARTNERSHIP

Long before California's Cleaning Product Right to Know Act (SB 258) went into effect this year, Whole Foods Market was a retail pioneer in requiring cleaning product manufacturers to list ingredients on the labels of household cleaning products they sell. Green Seal supported Whole Foods in the development and launch of this program, which evaluates household cleaners against their standards for environmental impact, safety, ingredient labeling, and efficacy testing.

In 2019, Green Seal continued to help Whole Foods Market execute its cleaning products standards program, providing independent, third-party review to screen out dozens of conventional cleaning product ingredients associated with damage to human health and the environment. In 2019 alone, Green Seal reviewed 427 products to Whole Foods Market standards, including products from Mrs. Meyer's, Seventh Generation, Earth Friendly Products, and Method.

COMING SOON: GREEN SEAL ON WHOLE FOODS SHELVES

Several household cleaning products sold on Whole Foods shelves are progressing through the Green Seal certification process. Look for the Green Seal mark in stores this year.



An aerial photograph of a modern building with a prominent red corrugated metal roof. The building features several rectangular windows with white frames. In the center, there is a courtyard paved with light-colored square tiles, containing three young palm trees planted in a row. A large, dense green tree is visible in the upper left corner of the courtyard area. The word "LEARN" is superimposed in large, white, sans-serif capital letters across the middle of the image, partially covering the building's roof and the courtyard.

LEARN



Safe and Effective Cleaning

Customer Case Study

Hand Cleaners

Floor Care

Many Americans are familiar with “Code Orange” days, when the air outside is so unhealthy that school officials keep kids indoors. But what if the air quality inside the school is just as dangerous? That’s the case in half of the nation’s K–12 schools, where EPA has found that poor indoor air quality puts developing bodies at risk every schoolday.

Unhealthy indoor air is linked to asthma attacks, concentration problems, and even poor test results. The good news is that one of the major culprits is also the easiest to address: the toxic chemicals and VOCs in conventional products.

From cleaning products and hand soaps to paints and coatings, Green Seal is a vital resource for school districts, colleges, and universities across the country to transform campuses into better places to live, learn, work, and play. In fact, schools trust Green Seal more than anyone else in this space: the 2018 National Education Facilities Cleaning Survey found that Green Seal was the top third-party certifier for green cleaning products.

That’s why, today, Green Seal-certified products safeguard not only 7 million schoolchildren a day from exposure to toxic chemicals and asthma triggers, but also the many maintenance employees who are especially at risk as they work to keep schools clean and safe.



SAFE & EFFECTIVE CLEANING

There was a time when green cleaning was considered a “nice to have” by school and university administrators. Today, socially and environmentally conscious students are demanding it. From Harvard University to the public school system of Howard County, Maryland, schools nationwide are turning to Green Seal to help them translate their sustainability goals into tangible programs that protect the health and safety of students and staff.

Green Seal–certified school cleaning programs have highly trained cleaning teams, expertly using safer cleaning products and practices that improve indoor air quality and promote the health and productivity of students and faculty. Importantly, Green Seal’s standard for Commercial and Institutional Cleaning Services (GS-42) also protects custodial staff, who in general are twice as likely to experience occupational asthma as other workers.

A Green Seal-certified cleaning program strengthens a school’s credibility as a sustainability leader. A certified cleaning program also safeguards students, staff and manufacturing workers from exposure to chemicals that cause asthma, allergies and cancer; protects waterways and aquatic life from toxic chemical contamination; and preserves the planet from climate-disrupting carbon emissions associated with the shipping of conventional cleaning products.



Poor indoor air quality in 50 percent of U.S. schools:

CAUSES

- ✓ VOC emissions
- ✓ cleaning product chemicals
- ✓ poor ventilation
- ✓ mold and maintenance issues

EFFECTS

- ✓ asthma attacks that cause 14 million missed school days/year
- ✓ allergies
- ✓ poor concentration
- ✓ lower test results

In 2019, North Carolina State University earned GS-42 certification for its best-in-class custodial cleaning services, joining an elite group of schools, colleges, and uni-

versities that have verified their commitment to place the health of students and staff first.



SPOTLIGHT

NC STATE HOUSEKEEPING: AN A+ IN CLEANING PRACTICES

In 2019, North Carolina State University Housekeeping earned Green Seal's GS-42 Cleaning Services certification for effective and responsible cleaning practices that are among the healthiest and most sustainable in the nation. At NC State, ergonomically correct microfiber mops reduce water use by up to 95 percent, and electrolyzed water cleans most campus surfaces without harsh chemicals. Vacuums have HEPA filters for superior indoor air quality and noise reduction, and dispensing stations premeasure chemicals to reduce employees' exposure and ensure proper dilution. Green Seal-certified cleaning products and hand soaps are yet another feature of NC State's program, which includes rigorous staff training.

"Green Seal examines absolutely everything you do. They verify every chemical, every piece of equipment, your cleaning process, your training program. They leave no stone unturned," says

Vincent Taylor, a deputy assistant director with NC State Housekeeping. "We are very proud of this process. It was rigorous and comprehensive and helped us standardize our cleaning program in every building."

The university began its shift toward green cleaning more than a decade ago, responding to growing public concern about environmental and human health. Although the primary goals were improving air quality and reducing exposure to harsh chemicals, the university says its green cleaning program has also reduced operational costs and improved employees' health by reducing chronic illnesses and injuries.

Another benefit? Higher employee morale, says Housekeeping supervisor Tony Brown: "This certification process has given our staff greater pride in what they do."



"Green Seal Certification affirms our dedication to sustainability and the health of our employees and the campus community. It also demonstrates that environmentally responsible services and products can meet or exceed quality expectations and performance."

- Ada Baldwin, Director, University Housekeeping,
North Carolina State University.

HAND SOAPS



Hand washing is one of the most effective ways to prevent the spread of infections and illnesses, especially in places where children congregate. Green Seal's standard for Hand Cleaners for Industrial and Institutional Use (GS-41) guarantees that certified products deliver the same effective cleaning as conventional hand soaps without unwelcome toxic chemicals and VOCs. The result: better indoor air, healthier local waterways, and fewer sick days for students and staff.

With 162 Green Seal–certified hand cleaners to choose from, schools today have greater access to proven-safe, proven-effective hand soaps than ever before. Nearly 70 manufacturers have earned certification to the GS-41 standard. Among them are Ecolab, Dial Corporation, Diversey, Georgia-Pacific, SC Johnson, and Rubbermaid. In 2019, seven companies certified new GS-41 hand cleaners, including PortionPac Chemical Company, Buckeye International, Fuller Industries, Atra Janitorial Supply Co., Paradigm Marketing Consortium, Authorized Lake Cleaning Organization, and Bortek Industries.

“Ecolabel standards need to be transparent, reward more sustainable solutions, be based on good science, and be unbiased. Green Seal meets those requirements and is trusted by our customers.”

- Daniel Daggett, Executive Director of Sustainability, Diversey

FLOOR CARE

Caring for heavily trafficked classroom, hallway, and gymnasium floors is an important part of a school or university's maintenance routine, but floor care products can be some of the harshest in institutional buildings. Coatings and strippers often have high levels of VOCs and chemicals linked to cancer or reproductive harm, including 2-butoxyethanol, ethylene glycol monomethyl ether (EGME), and ethylene glycol monoethyl ether (EGEE).

Green Seal's standards for Floor-Care Products for Industrial and Institutional Use (GS-40) and Paints, Coatings, Stains, and Sealers (GS-11) prohibit hazardous chemicals while requiring the products to work as well as harsher alternatives. Sixty-three companies have met this bar, certifying 138 high-performing floor finishes and strippers that are significantly safer for educational settings.


In 2019, two companies achieved the first-ever Green Seal certifications for floor finishes specifically intended for gymnasiums—high-activity areas where it is especially important that students be protected from VOC-emitting products.


Hillyard's Icon® Gym Finish is a high-solids, epoxy-based formula that offers ease of application, gloss, and durability while meeting Green Seal's strict performance requirements and chemical prohibitions.

And Bona's SuperCourt OPTUM one-component, waterborne gymnasium wood floor finish uses a resin technology that is as effective as two-component finishing systems while meeting the strictest standards of health, sustainability, and performance in the marketplace.



WOR

A modern office interior featuring a long wooden table with a dark metal base, surrounded by red upholstered chairs with black metal bases. Two large black pendant lamps hang above the table. The room has a high ceiling with exposed concrete beams and ductwork, and large windows on the left side. A wooden cabinet and a large black screen are visible in the background.



Professional Cleaning Products

Customer Case Studies

Paper Products

Amid the global COVID-19 pandemic, providing safe and healthy work spaces is more important than ever before. Green Seal's standards give facilities managers essential information for selecting products and services to maintain safe interiors.

Critically, Green Seal–certified products are independently tested for effectiveness, giving business owners and facilities managers confidence that they are using products with uncompromising cleaning performance.

With an increase in the use of cleaning chemicals amid the pandemic, companies that choose Green Seal–certified products promote safer indoor air and protect the health of building occupants as well as custodial workers, who are already twice as likely to experience occupational asthma compared with workers in other professions.

Businesses that want to take the health and safety of their buildings to the next level choose Green Seal–certified cleaning services, which are among the most highly trained cleaning teams in the nation.

From office buildings and retail spaces to restaurants and hotels, Green Seal–certified products and services give businesses essential tools to create safer, cleaner spaces for their customers and employees.



PROFESSIONAL CLEANING PRODUCTS

Green Seal's standard for Cleaning Products for Industrial and Institutional Use (GS-37) sets criteria for commercial-grade cleaners that are safer and more sustainable than market alternatives without sacrificing an ounce of cleaning performance.

Green Seal-certified products prove their cleaning effectiveness through objective, scientifically validated methods conducted under controlled and reproducible laboratory conditions. More than 1,300 product SKUs are certified to this standard, which prohibits hazardous ingredients like asthmagens, carcinogens, mutagens, reproductive toxins, skin sensitizers, phthalates, and bisphenol A (BPA).

Today, certified cleaning products are available from 100 leading companies, including 3M, Ecolab,

Buckeye International, Staples, and Diversey.

Diversey, which certified its first product with Green Seal in 2003, now offers 22 Green Seal-certified products around the globe. "Our customers often use Green Seal as a definition of a green cleaning product, in addition to the water savings, energy conservation, and waste prevention that Diversey delivers to the marketplace," says Daniel Daggett, Diversey's executive director of sustainability. "Having our core cleaning products carry an ecolabel in North America allows us to transform our customers' portfolio of solutions while also saving them money. Green Seal's leadership on rewarding closed-loop dispensing has facilitated use of green cleaning products on a much larger scale than seen in other parts of the world."



SPOTLIGHT

FULL CYCLE®: AMERICO'S INNOVATIVE FLOOR PADS

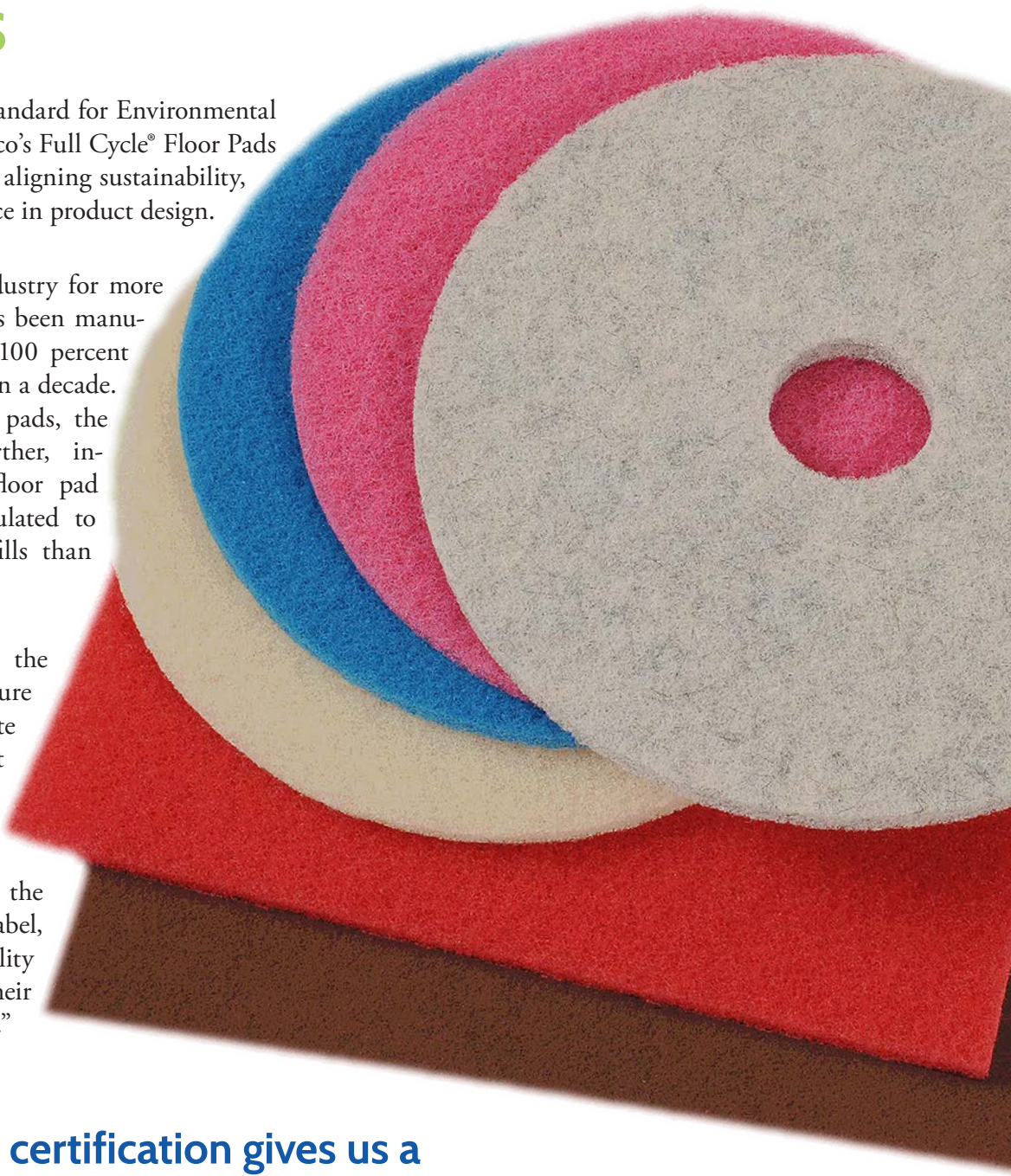
Certified to Green Seal's standard for Environmental Innovation (GS-20), Americo's Full Cycle® Floor Pads demonstrate the benefits of aligning sustainability, innovation, and performance in product design.

A leader in the jan-san industry for more than 45 years, Americo has been manufacturing floor pads with 100 percent recycled fibers for more than a decade. With its Full Cycle® floor pads, the company went even further, introducing an innovative floor pad technology specially formulated to biodegrade faster in landfills than conventional pads.

"Being good stewards of the environment is in our culture and is a part of our corporate responsibility—and it's what sets us apart from most other manufacturers," says Americo president Richard Rones. "When people see the Green Seal-certified label, they know they have a quality product and are reducing their impact on the environment."

"Green Seal certification gives us a competitive advantage over others in the marketplace."

- Richard Rones, President, Americo



SPOTLIGHT

BUILDING MAINTENANCE SERVICE: CLEANING FOR HEALTH

Green cleaning leader Building Maintenance Service (BMS), a subsidiary of commercial real estate giant Vornado, cleans more than 100 million square feet of space across New York, Chicago, and the mid-Atlantic for clients including Facebook, JBG Smith, University of Virginia and The Ritz-Carlton.

Certified to Green Seal's standard for Commercial and Institutional Cleaning Services (GS-42) since 2014, BMS wants to help offset the impacts of the janitorial industry, which annually uses 6.2 billion pounds of mostly petroleum-based chemicals and goes through about 30 million trees' worth of sanitary paper.

"It's critical to us that our sustainable practices and procedures are best-in-class," says Emily Gove, BMS

corporate director of sustainability and training. "Being Green Seal-certified is an important part of ensuring we maintain our standards and that sustainability becomes a part of our corporate culture. Our staff receives annual Green Seal training, which results in company-wide buy-in."

BMS credits Green Seal with helping the company achieve remarkable environmental savings in 2018, saving 500,000 gallons of water and reducing chemical use by 1,500 gallons. For BMS, however, the benefits reach beyond statistics: "Green cleaning has a significant impact on the health of janitorial workers and building occupants, who are now breathing cleaner indoor air with less exposure to harmful chemicals that can cause asthma and other serious health conditions," Gove says.

"Being Green Seal-certified gives BMS leverage with prospects. In a competitive market, being able to showcase points of differentiation is key."

- Emily Gove, Corporate Director of Sustainability and Training, BMS

PAPER PRODUCTS

Green Seal's original standard for sanitary paper products in 1992 was the first-ever benchmark for sustainable paper in the United States, catalyzing a nationwide movement toward recycled-content paper. Today, Green Seal-certified sanitary paper saves 3.8 million metric tons of carbon dioxide emissions each year—the equivalent of taking 800,000 cars off the road.

Workplaces that use Green Seal-certified sanitary paper reduce their carbon emissions and support manufacturers that use less water and energy, no toxic functional additives, and no water-polluting chlorine in the papermaking process. Offices can also take advantage of paper products certified to Green Seal's standard for Printing and Writing Paper (GS-7), which have environmental and performance requirements for minimum recycled content and limits on chlorine bleaching.

More than 40 leading companies produce Green Seal-certified paper products, including American Paper Converting, Cascades Tissue Group, Essity, Georgia-Pacific, Soundview, Staples, and von Drehle.

Georgia-Pacific holds Green Seal certification for more than 20 sanitary paper products, including GP PRO brown paper towels, a soft and absorbent product made with 100 percent recycled material and 50 percent postconsumer material. The company has found that 77 percent of office employees would have the same or an improved perception of their office restrooms if white paper towels were replaced with more sustainable brown ones. GP PRO brown paper towels are specifically engineered to be used with Georgia-Pacific's enMotion® 10" Automated Touchless Paper Towel Dispenser, which reduces waste through controlled dispensing and dual-roll auto-switch technology.

“Green Seal certification for our products provides immediate credibility and trust with our customers.”

**- Julie Howard, VP and General Manager,
Towel Category, Georgia-Pacific**

STAY





Healthy Green Hotels Customer Case Study

As people resume traveling after the COVID-19 pandemic, they will want assurance that their hotel rooms are clean and safe – but they won’t want to suffer respiratory damage from the cleaning products. A new generation of travelers increasingly views sustainability as linked to human health—and supports hotels that share this value.

Today, 70 percent of global travelers report they’re more likely to book a green accommodation. At the same time, wellness tourism is growing twice as fast as tourism overall, reaching a \$639 billion market in 2017, according to the Global Wellness Institute.

Hotels don’t have to offer expensive spa services to promote wellness for their guests. Many are promoting a wellness environment by cleaning with healthy green products that keep guests and staff safe from allergy and asthma triggers while improving sustainability.

Hotels increasingly are using the United Nations (UN) Sustainable Development Goals as guidance for incorporating sustainability into their operations. Global lodging companies including Marriott-Starwood, Hilton International, and InterContinental Hotels Group are among those working to implement the Sustainable Development Goals, which include a goal for “responsible consumption and reduction” that targets sustainable procurement.

A number of these hotel groups have certified properties with Green Seal, leveraging our purchasing experts and leadership standards to achieve their sustainability goals. These hotels report significant water, energy, and cost savings, plus increases in corporate bookings and higher staff morale—confirming the triple-bottom-line benefits of leading on sustainability.



HEALTHY GREEN HOTELS

“USC Hotel’s Green Seal certification is a milestone in the hotel’s commitment to a sustainable urban future.”

– Ron Mackovich, Senior Media Representative, USC

Green Seal certification to the standard for Hotels and Lodging Properties (GS-33) provides guidance, tools, and support to achieve sustainability goals, save money, and earn recognition as a verified health and sustainability leader in the industry.

Green Seal–certified hotels meet rigorous benchmarks for minimizing waste, preventing pollution, conserving energy, managing water resources, and purchasing healthy products. Properties report saving up to 10 million gallons of water and hundreds of thousands of dollars a year by curbing their use of electricity, water, and paper products through their certification initiatives.

Green Seal–certified hotels set themselves apart by prioritizing guests’ and employees’ health along with

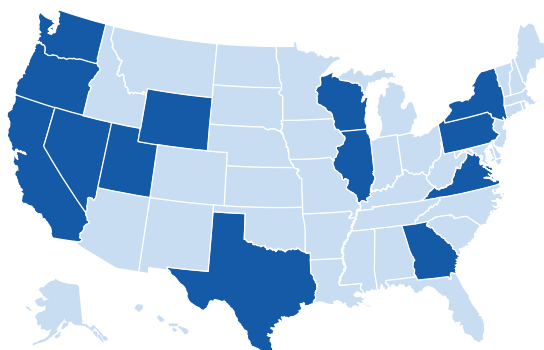
environmental sustainability. Property staff work with Green Seal’s sustainable purchasing experts to create a better indoor environment.

Hilton, Westin, and Marriott properties in California

... the Signal Mountain Lodge in Grand Teton National Park, Wyoming ... the five-star Dominick Hotel in New York City ... Top properties across the country carry the Green Seal mark. In 2020, university-owned lodging property USC Hotel in Los Angeles earned

Green Seal certification to the Silver level after implementing sustainability measures to keep 250,000 plastic bottles out of landfills, compost 5,000 pounds of food waste, and save 36,000 paper cups a year, among other achievements.

Green Seal-certified hotels manage:



More than 17,500 rooms

More than 1.5 million square feet of meeting space

SPOTLIGHT

WESTIN BONAVENTURE: GOING GREEN TO SAVE GREEN

The Westin Bonaventure Hotel and Suites in Los Angeles has held Silver-level certification to Green Seal's GS-33 standard for more than a decade, but the results were immediate.

Within the first three months of certification, the Westin Bonaventure reduced the solid waste hauled from its property by 12 tons. Green Seal certification has helped the hotel save \$641,000 a year, largely from an 18 percent reduction in electricity costs, an estimated annual savings of 10 million gallons of water, and a 50 percent reduction in paper product purchases.

The Westin Bonaventure also credits Green Seal certification with increasing its visibility for corporate bookings and inspiring additional sustainability achievements. "Green Seal

Certification has impacted our hotel business by providing positive exposure to environmentally aware companies," says Claudia Lambaren, the property's senior sales and marketing coordinator. "We have also partnered with city and local vendors to increase our sustainability efforts."

These partnerships have led to even more awards and accolades, helping the Westin Bonaventure become the Water Efficiency Project of the Year in 2019, an award from the U.S. Department of Energy's Los Angeles Better Buildings Challenge.



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