

EXPERTISE IMPACT INTEGRITY



ANNUAL REPORT
2015

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introduction

FROM THE CHAIR OF OUR BOARD AND OUR PRESIDENT & CEO

We are pleased to present our first Annual Report and look forward to providing periodic reviews about Green Seal and our partners' accomplishments and projects. As Green Seal moves into its 27th year, we do so knowing that the impact of our work is even more important now than in the past. Daily news reports warn us about the ill health effects of deteriorating environments, of poor air quality from tightly enclosed buildings, of polluted water, and of the exponential growth of new chemicals, only a fraction of which can be tested each year. Such concerns underlie the scrutiny that Green Seal applies in setting its high standards and the criteria that products and services must meet for certification.

We are excited by the growing awareness among government, businesses, and the public that protecting human and environmental health must be part and parcel of what enters the market, and what buyers expect. At the same time, we are aware that the recent proliferation of ecolabels and the certifying, verifying, and authenticating the greenness of a product or service can be confusing, even misleading. All the more important, then, is the knowledge that Green Seal adheres to the highest standards to maintain the integrity of its certification mark. Green Seal puts health, safety, and environmental quality first while insisting on effective product performance. Our credibility is our bread and butter, and it relies on the science-based criteria that underlie each of our 32 standards.

When businesses seek the Green Seal certification mark, they are displaying their corporate responsibility, the visible sign that they meet consumer expectations for healthier, safer, and high-quality products and services. In doing so, they also gain market advantage, as testified to by our partners. The [348 companies](#) that have earned Green Seal certification represent a total market value of more than \$200 billion. We're gratified by the recognition of the benefits they receive from Green Seal certification of their nearly 4,000 products and services.

We salute all our Green Seal partners. Some are governments and public agencies; others are nonprofit organizations working in the public interest — [Healthy Schools Network](#), the [US Green Building Council](#), the [Green Sports Alliance](#), and the [Environmental Media Association](#). Some of our client partners are household names, such as [Clorox](#), [Dial Corporation](#), [3M](#), and [Staples](#). Some are leaders in the business-to-business market, such as [Ecolab](#) and [Sealed Air](#). Others are long-established privately held family businesses that care about the environment and human health, such as [Hillyard Industries](#), [Spartan Chemical](#), [PortionPac](#), and [Andersen Windows](#). Green Seal certification extends to leaders in Asian markets, the Middle East, and Canada. We applaud the 10 states and the District of Columbia that have enacted legislation requiring green cleaning in K-12 schools, and the 24 states, the [USGBC](#), [Practice Greenhealth](#), and the [Association for the Advancement of Sustainability in Higher Education](#) that cite Green Seal standard GS-37 as a reference or criterion for purchasing.

This report showcases our scientific standards and certification, the impacts of Green Seal certified products and services at many points in our lives — home to school and university, work to leisure activities — and the organization's integrity as reflected in our finances and governance structure.

We hope that you enjoy reading about what Green Seal and our partners have accomplished. We look forward to working with you in the years ahead.

Sincerely,

Joanne Fox-Przeworski



**Joanne Fox-Przeworski, Ph.D.,
Chair**

Arthur Weissman



**Arthur Weissman, Ph.D.,
President & CEO**

highlights of 2014-2015

GROWTH

- Opened a new California office to respond to market interest and sustainability sensibility on the West Coast
- Launched the new *Standard for Laundry Care Products for Industrial & Institutional Use (GS-51)*. Laundry products from [Agaia, Inc.](#), [PortionPac Chemical](#), and [Ecolab](#) were the first to receive certification.
- Launched the new consumer-facing *Standard for Laundry Care Products for Household Use (GS-48)*. Several products are in the pipeline for certification in 2016.
- Launched the new Green Seal Green Office Partnership, awarded to tenanted offices for green office practices. More than a dozen [Green Office Partners](#) are already engaged.
- Launched the new *Standard for Restaurants and Food Services (GS-55)*, that reduces restaurant environmental impacts by addressing food sourcing, waste management, and energy and water use. 12 Chicago restaurants pioneered and achieved certification to this standard.

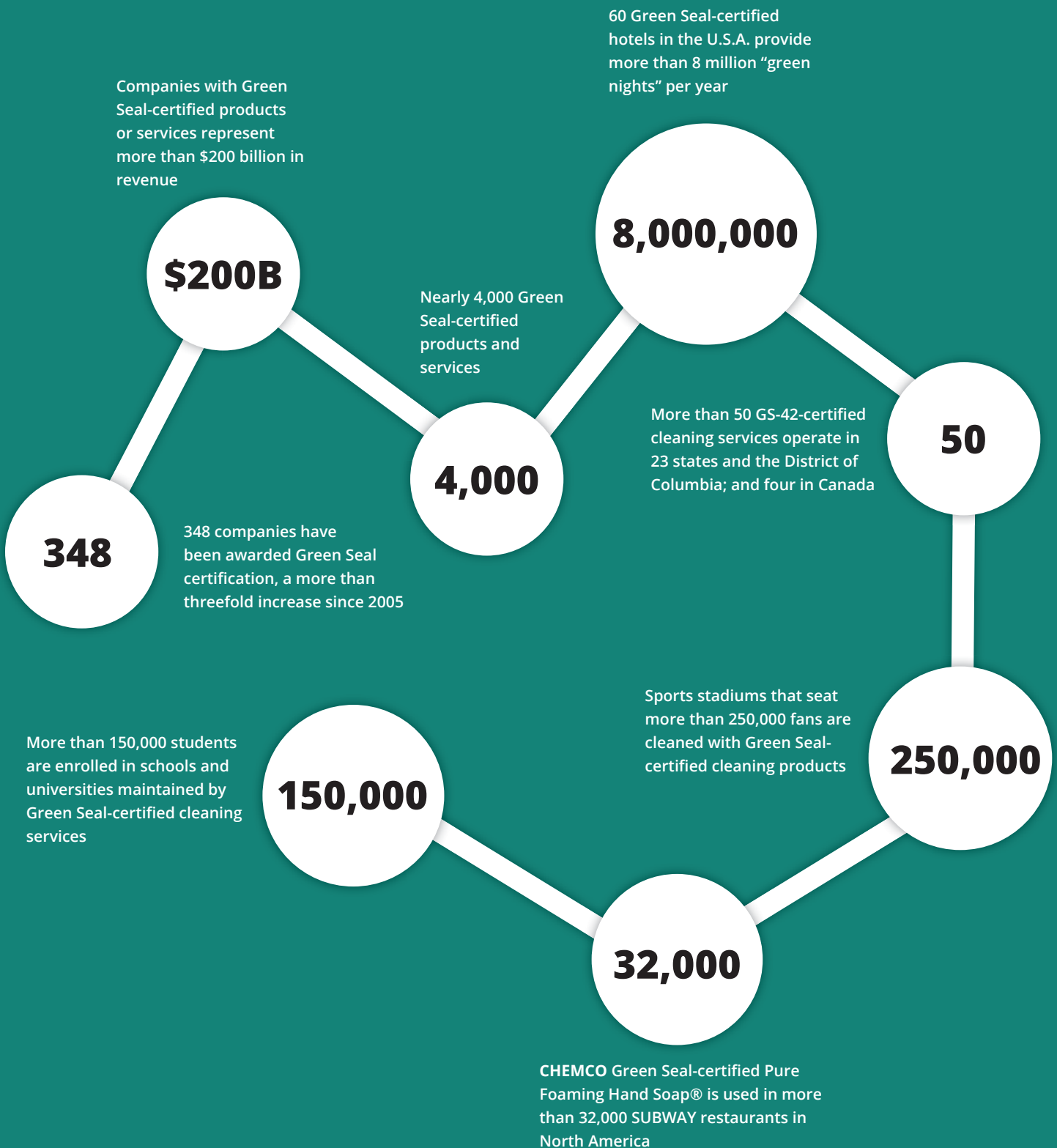
MARKET LEADERSHIP

- Recognized [EMA-Green Seal](#) awardee *Star Wars* — along with *The Martian* and other OSCAR-nominated films — for environmentally sensitive production process
- Awarded *Institutional Cleaning Services (GS-42)* certification to [Montgomery College MD](#), the first Community College to achieve certification for adopting processes and procedures that help protect the health of building occupants and custodial staff as well as the environment
- Awarded our first *Specialty Cleaning Products (GS-53)* certification to a sanitizer and disinfectant, [EcoLogic Solutions'](#) SANeWater®. GS-53 covers a wide variety of specialty cleaning products, from washing cars to pots and pans.
- Awarded GOLD level to two Green Seal-certified hotels, the [Hilton Los Angeles/Universal City](#) and [The Westin New York at Times Square](#). The City of Los Angeles now leads with the most Green Seal-certified hotel rooms in the U.S.

INNOVATION AND CONTINUOUS IMPROVEMENT

- Launched the new *Standard for Environmental Innovation (GS-20)* for commercially available products, services, technologies, or processes that are innovative and provide significant overall benefits for human and environmental health compared to mainstream alternatives. Several companies' products are in the pipeline for certification in 2016.
- Proposed the new *Standard for Architectural Insulation Materials (GS-54)*, pending public comment, to be issued in 2016
- Revised and expanded the *Standard for Paints, Coatings, Stains, and Sealers (GS-11)* to cover a broader range of architectural coatings and finishes. As in the previous edition, to meet the standard, products must restrict carcinogens, toxins affecting reproduction, hazardous air pollutants, heavy metals, formaldehyde, certain phthalates, and other chemicals. The expanded standard now includes such categories as concrete sealers and floor coatings.
- Peer reviewed by the [Global Ecolabeling Network \(GEN\)](#) and awarded GENICES status for continuing to align with the principles and procedures of the International Organization for Standardization ISO14024, the standard for environmental labeling and third-party certification programs

GREEN SEAL BY THE NUMBERS



MISSION

Green Seal, a nonprofit organization, provides independent confirmation that a product or service is environmentally preferable or “green” and offers the same or better performance than its conventional counterpart. The Green Seal®, based on leadership standards, provides an incentive for manufacturers and service providers to aim for the highest sustainability levels. With producers and consumers alike thus informed and motivated, the marketplace can be transformed and human health and the environment better protected.

MARKET BENEFIT IS A POWERFUL MOTIVATOR

Achieving Green Seal certification and its benefits confirms that sustainability makes good business sense. When products and services are awarded Green Seal certification, their providers gain tangible economic benefits, along with customer loyalty and a greener reputation. Green Seal licensees can experience significant increases in sales and market share, higher revenue, and reductions in costs and inefficiencies. And together with these economic benefits comes a healthier, safer, and more protected environment for all.

EMPOWERING BUSINESSES AND CONSUMERS TO TRANSFORM THE MARKETPLACE

Certification based on standards that are science-based and robust focuses purchasing demand. Having one set of sustainability requirements sends a clear message to companies and to consumers. By meeting Green Seal criteria for performance, safety, and reliability, their businesses will be attractive to those who seek environmentally preferable products and services. Continued demand for such products and services demonstrates to companies that achieving certification is worthwhile. And by doing so they can transform the marketplace.



The mission of Green Seal is to use science-based programs to empower consumers, purchasers, and companies to create a more sustainable world.

expertise

SETTING SCIENTIFIC STANDARDS

When Green Seal started in 1989, there were very few ecolabels or third-party environmental standards. Now there are literally hundreds of ecolabels, but the number of reliable, truly independent standards and ecolabels remains low. Time and again in the confusing proliferation of green labels, Green Seal standards are singled out as science-based and exceptionally credible, providing purchasers with the confidence that the Green Seal certification mark supports the goals of making the market more sustainable and the environment better protected.



As the premier nonprofit ecolabel in the U.S., Green Seal knows that its effectiveness is dependent on the integrity and rigor of its standards and certification process.

3M INTEGRATES GREEN SEAL STANDARDS

"We value the science-based approach that Green Seal uses, and appreciate the integrity and reputation it has built over the years. As we strive to meet the needs of our customers, obtaining Green Seal certification on our products plays a key role in our business strategy. The LCM (Life Cycle Management) process we use at 3M is a broad, customized evaluation process that supports sustainability efforts by leveraging subject matter experts with deep knowledge and experience related to the products we make. In 2014, more than 90% of 3M products had been evaluated through the LCM process for their environmental, health, and safety impacts and opportunities for improvement. As we introduce new cleaning chemical products, the Green Seal certification process is an important consideration in our LCM process."

Maureen Tholen, Sustainability Director, the Safety and Graphics Business Group, 3M



With a worldwide workforce of about 90,000 employees and global sales of approximately \$30 billion (USD), the 3M portfolio includes more than 55,000 products and over 100,000 patents issued in company history. A Green Seal client since 2004, 3M offers a variety of Green Seal-certified products, including griddle liquid cleaners; bathroom, general-purpose, glass, and floor cleaners; and neutral and peroxide cleaner concentrates.



3M cleaning products at work in an office environment

TRANSPARENT AND INCLUSIVE

It's easy to make a green claim about a product or service and find (or invent) a logo to promote it. It's not so easy to obtain verification of your green claims from a reputable leader with decades of experience. The Green Seal transparent standard development and certification process lets purchasers know exactly how a certified product or service protects human health and the environment. The reputation of a company's brand depends on this credibility and the trust it engenders with customers.

ENGAGING STAKEHOLDERS

Stakeholder involvement is an important part of determining criteria for standards. For example, in 2015, Green Seal revised its *Standard for Paints, Coatings, Stains, and Sealers (GS-11)* to cover a broader range of products for architectural coatings. During the revision, Green Seal maintained contact with hundreds of stakeholders in the coatings industry, including manufacturers, trade groups, distributors, purchasers, academics, health groups, and other NGOs. More than 40 comments were received, ensuring that this standard reflects environmental leadership of the products currently on the market, and that the revised standard addresses the environmental concerns of various sectors.

RELYING ON SCIENCE

Green Seal sustainability standards for products and services are based on life-cycle evaluations. Our standard development process adheres to the guidelines specified by the International Organization for Standardization (ISO) for environmental labeling programs in ISO 14020 and 14024. Green Seal currently has 32 standards that cover nearly 400 product and service categories.

KEEPING UP WITH CHANGING TECHNOLOGY

Green Seal standards stay current with advances in technology and scientific knowledge. In some cases, Green Seal standards raise the bar to align with technological innovation or leading practices. For example, the *Green Seal Standard for Cleaning Products for Industrial and Institutional Use (GS-37)* originally defined general-purpose cleaner concentrates as a minimum 1:8, or one part cleaner to eight parts water, an important parameter to reduce packaging and the energy from transporting water. As more cleaners with higher concentrations appeared on the market, it became important to set a new level for leadership. Over time, the standard was revised to a more stringent minimum of 1:32. GS-37 defines leadership in the current marketplace and will continue to do so in the future.

PROVIDING PRODUCTS THAT WORK

Performance criteria in Green Seal standards require that a product meet the same functional performance requirements as its conventional counterparts, in addition to stringent health and environmental requirements. A rigorous evaluation of each product and service, together with a mandatory site audit of the manufacturing plant or service facility, ensures compliance with the standards. Companies must commit to ongoing compliance monitoring and relicensing to confirm that standards continue to be met.

Getting Your Product Green Seal™ Certified:



PROTECTING HUMAN HEALTH

All Green Seal standards aim to reduce risks to human health. To meet a standard, products must restrict carcinogens, toxins affecting reproduction, volatile organic compounds (VOCs), heavy metals, formaldehyde, certain phthalates, and other chemicals. Take the case of ubiquitous phthalates.

While scientific results are yielding worrisome findings about health impacts of air pollution, recent research reported in *Science News*^{*} indicates that not only our lungs but also our skins soak up toxic air pollutants. The studies indicate that skin exposures deliver roughly equal amounts of diethyl phthalates (DEP), a common ingredient in cosmetics, perfumes, and personal care products, into the blood and urine. With 30 to 40 hours of exposure, dermal absorption could be five to six times higher than inhalation. Semivolatile phthalates, used as solvents and building blocks for plastics, and ni-n-butyl phthalate (DnBP) in cosmetics, industrial solvents, adhesives, antifoaming agents, plastics, and lubricants are related groups of chemicals. Prenatal phthalate exposure has also been linked to gonadal and cognitive changes in babies and young children.

Green Seal standards for cleaning chemical products also prohibit asthmagens, respiratory sensitizers, and inhalation toxins. As building envelopes have become tighter over recent decades to conserve energy, the buildup of air pollutants indoors — where most of us spend most of our lives — has become a serious concern. For vulnerable populations such as children, seniors, and the infirm, these indoor pollutants can cause major damage to health. The U.S. population with asthma has more than doubled since 1980. Asthma is a particular concern for school children, who are exposed to cleaning and other products during the day. Green Seal certification helps ensure that the products used to clean and maintain buildings do not become a source of harm.

CONFIRMING THE BUSINESS CASE

Products with the Green Seal® have been shown to offer the same or better performance — and can even cost less than conventional alternatives. A report on *"The Real Costs of Institutional 'Green' Cleaning"*^{**} demonstrates that green cleaning practices can bring cost savings, for example, through reduced use of water and chemicals and safer work environments. It also confirms that the price of green products is not significantly different (and on average is lower) than those of equivalent conventional products. The conclusion? "Because most third-party certified green products are sold as institutional-grade concentrates, businesses currently using consumer-grade products should consider switching to green institutional products to both save money and improve their environmental profile."

Nyco Products Company is a premier manufacturer of specialty cleaning chemicals and sanitary maintenance brands. Founded in Illinois in 1920 and family owned, Nyco has several products certified to our *Standards for Cleaning Products for Industrial and Institutional Use* (GS-37) and *Floor-Care Products for Industrial and Institutional Use* (GS-40).



"If you can offer safer products that do the same job, why wouldn't you? Sustainability is stewardship; it is a level of personal and corporate responsibility. It's the right thing to do."

John Wunderlich, Vice President, Sales, Nyco Products/Chemblend, Countryside, IL.

^{*}"Air Pollutants Enter Body Through Skin", Janet Raloff, 2015

^{**}"The Real Costs of Institutional 'Green' Cleaning", Tyler Espinoza, Chris Geiger Ph.D., and Iryna Everson, 2009

MEET OUR NEWEST BOARD MEMBER



"I look forward to working with other directors and the staff on confirming the scientific underpinnings of standards and expanding the stakeholder groups for the organization, particularly in the public health community."

Dr. Janet Phoenix, MD, MPH, Board Member

Dr. Janet Phoenix boosts the commitment of Green Seal to science-based standards. She joined the Green Seal Board in September 2015. Dr. Phoenix holds a faculty appointment as an Assistant Research Professor in the Department of Health Policy & Management at the Milken Institute School of Public Health (GWU). She was the recipient of a 2008 Health Policy Fellowship from the Robert Wood Johnson Foundation and spent her fellowship year working on health care reform efforts in the U.S. Senate. She served on two federal committees: the CDC's Lead Poisoning Advisory Committee and the EPA's Children's Health Protection Advisory Committee. She has consulted for USAID and the EPA in efforts to eliminate the use of leaded gasoline. She was the Director of Health Education for the Alliance to End Childhood Lead Poisoning, now known as the Alliance for Healthy Housing. Dr. Phoenix holds a BA from the University of Colorado, an MPH from Johns Hopkins Bloomberg School of Public Health, and a Doctorate of Medicine from Howard University.

MEET THE LEADERS OF THE GREEN SEAL CERTIFICATION AND STANDARDS TEAMS



Mary Swanson, Vice President of Certification

"The most satisfying aspect of my job is that we are working with companies to bring greener, more sustainable products to market. Ultimately, we are helping people have a healthier, more sustainable relationship with the planet through their everyday actions as consumers."

Mary directs Green Seal certification and monitoring. Her leadership in overseeing our comprehensive approach draws on more than 25 years of experience in environmental research and consulting, including as a scientist at the University of Tennessee's Center for Clean Products and Clean Technologies. Her work has focused on evaluating the fate and effects of chemicals released into the environment, and on developing tools for evaluating cleaner products and cleaner technologies and for hazardous waste site remediation. After receiving an undergraduate degree in natural resources and water chemistry, Mary went on to receive a master's degree in environmental engineering.



Daniel Pedersen, Ph.D., Vice President of Science and Standards

"What I most enjoy about my work at Green Seal is the challenge of distilling the universe of complex information for a standard — environmental, human health, technical, chemical, products, markets — into a straightforward set of requirements that are both fair and challenging."

Daniel leads the creation and revision of Green Seal standards, providing scientific and technological expertise from more than 20 years of experience in environmental science, research, fieldwork, chemical analysis, certification, laboratory accreditation, and teaching. He draws on previous professional work as Director of Environment and Sustainability at a private certification organization, with clients in the industrial, private, public, and academic sectors, and as a teacher of atmospheric chemistry, lecturer on environmental issues, and director of air quality research at Hebrew University, Jerusalem. A certified lead auditor for ISO 9001, 14001, and 17025, Daniel has a Ph.D. in environmental engineering from MIT's Technology & Policy Program.

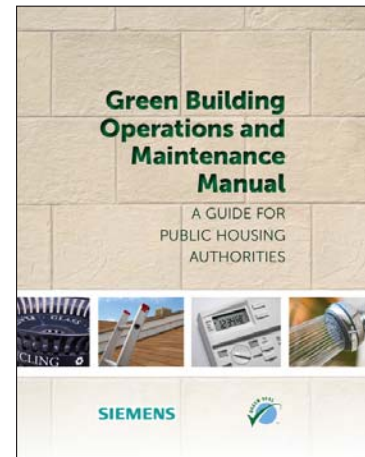
PROMOTING GREEN PURCHASING

The Green Seal market-transformation mission involves connecting suppliers and purchasers. President Clinton's 1993 Executive Order 12873 brought the term "environmentally preferable product" (EPP) into the Federal lexicon and directed purchasers to consider the life cycle of products and services. As the first U.S.-based nonprofit ecolabel with a life-cycle approach, Green Seal is well suited to provide guidance and help pioneer environmentally preferable purchasing. When initiatives are launched to "green" purchasing, whether for cleaning products or building materials or sports activities, these programs regularly look to Green Seal for expertise and credibility. Today our work with purchasers has expanded to include government at all levels, K-12 schools and higher education, healthcare, private sector businesses, and a range of nongovernmental organizations.

Purchasers provide the vital market pull for environmentally responsible products and services — and the motivation for suppliers to improve the sustainability of their offerings — with far-reaching benefits for end users, taxpayers, building occupants, and the planet. Green Seal-certified products can help meet a company's EPP needs by reducing toxicity, protecting indoor air quality, using recycled content, reducing water and energy use, and meeting biodegradability levels as well as the General Services Administration

and Environmental Protection Agency EPP specifications. Also important for those companies seeking USGBC Leadership in Energy and Environmental Design (LEED) status, Green Seal certification can contribute to LEED points. Green Seal has collaborated with key stake-holders, including public authorities in disadvantaged communities, to produce several major "how-to" guides to green purchasing. Among them —

- *Green Building Operations & Maintenance Manual: A Guide to Public Housing Authorities.* Siemens, Green Seal, and nine public housing authorities published this report to provide detailed information for managers of public housing on green operations and maintenance
- *NACo Green Purchasing Toolkit.* A hands-on practical guide to help 3,000+ county governments implement green purchasing, this Toolkit was produced by Green Seal together with the National Association of Counties (NACo), US Communities Government Purchasing Alliance, and the Responsible Purchasing Network
- *Green Sports Alliance Greener Cleaning Playbook.* Green Seal helped create this guide for sports facilities employing greener cleaning practices (see page 29)



ACCELERATING INNOVATION

COMING IN 2016: A NEW STANDARD FOR ARCHITECTURAL INSULATION

Following extensive research of market needs in 2015, Green Seal announced that a new environmental leadership *Standard for Architectural Insulation Materials (GS-54)* will soon be available to help assess products for certification. The new standard will guide purchasers in identifying and choosing insulation products that are environmentally preferable, and manufacturers in designing these products. In line with our standard development process, Green Seal invited participation from a diverse group of stakeholders, including manufacturers, facility managers, consumer groups, health and environmental groups, builders, and architects.

NEW PRODUCTS UNDER DEVELOPMENT

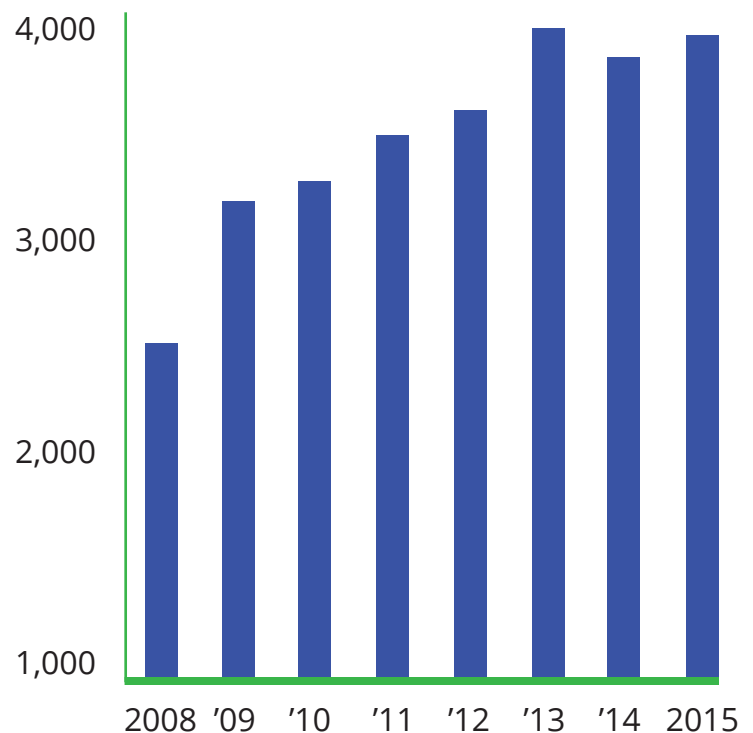
The Green Seal *Standard for Environmental Innovation (GS-20)* provides independent certification of innovative products and technologies that offer significant overall benefits for human and environmental health. The new standard establishes a process for evaluating innovative commercially available products, services, technologies, or processes, and compares them to alternatives with the same function.



impact

As the worldwide demand for Green Seal-certified products and services increases, more businesses are seeking certification and extending environmental and economic benefits to new products and services. Companies and institutions with products that have attained Green Seal certification, including global multinationals that market some of the world's best-known brands, earn more than \$200 billion in revenue. Green Seal now offers 26 product standards, 4 service standards, a standard for companies, and a standard for environmental innovation. These have been awarded to 3,985 products (by SKU) manufactured or offered by 348 companies or agencies. Since 2008, this represents more than a 50% increase in the number of products with certifications and a threefold increase in the number of companies with certifications.

NUMBER OF GREEN SEAL-CERTIFIED PRODUCTS AND SERVICES



The Green Seal® offers consumers an ecolabel they can trust for products and services with health and environmental benefits in all aspects of their daily lives: from school to college, from home to office, from dining out to staying at a hotel, or going to a football game or the movies.

live

As you compare packaging, ignore claims like 'natural' or 'eco-friendly' and instead look for third-party ecolabels, like Green Seal..."

Oprah Magazine



Who doesn't want to live in a healthy home? Our homes may insulate us from extremes of weather, but not from the chemicals often used in products that construct, enclose, and maintain them. A growing body of scientific evidence indicates that the air within homes and other buildings can be more seriously polluted than the outdoor air in even the largest and most industrialized cities. Because people spend approximately 90% of their time indoors, the risks to health due to exposure to air pollution may be greater indoors than outdoors. In addition, people who may be exposed to indoor air pollutants for the longest periods of time are often those most at risk, such as the young, the elderly, and the chronically ill.

The good news is that healthier products are available for home construction and maintenance that work as well if not better than others in their class. These products also provide financial and environmental savings from energy efficiency as well as health and wellness benefits from improved indoor air quality and reduced toxicity, minimizing ill effects of asthma and allergies. Home owners can confidently select Green Seal-certified products from leading companies for windows, paints, stains, and other surface coatings, cleaning products, facial and bathroom tissue, and paper towels. Certified laundry care products will soon be available. And a new *Standard for Architectural Insulation (GS-54)* is under development for release in 2016.

PAINTS, STAINS, AND OTHER ARCHITECTURAL COATINGS

Green Seal standards ensure that harmful gases are eliminated from paints, stains, and other coatings. These and other Green Seal-certified products allow us to breathe more safely and easily. Products certified to the *Standard for Paints, Coatings, Stains, and Sealers (GS-11)*, for example, must restrict carcinogens, toxins affecting reproduction, hazardous air pollutants, heavy metals, formaldehyde, certain phthalates, and other chemicals — while still delivering the same performance that consumers expect from conventional architectural coatings. Eight companies now offer Green Seal-certified paints.

Green Seal certification for paints is recognized throughout the world:

- U.S.A.: [Master Paints](#), [Masco Corporation](#), [KILZ](#), [G.J. Nikolas](#), and [Rust-Oleum](#) offer Green Seal-certified paints
- CANADA: [PPG Canada's](#) Eco-Source line of paints provides Zero VOC before colorant is added and is Green Seal certified
- ASIA: [Asian Paints](#), India's largest paint company and the 3rd largest in Asia, offers paints and coatings with Green Seal certification
- MIDDLE EAST: [Al Jazeera Paint Company](#) and [BBC Paints](#) offer paints with Green Seal certification



[Rust-Oleum](#) achieved Green Seal certification nearly a decade ago for their Sierra Performance™ Water-based Epoxy Floor Coatings and Maintenance Coating. These products continue to meet the criteria in GS-11 with effective performance, recycled packaging, and protective limits on VOCs and human toxicity. Rust-Oleum is proud that many products in its brand portfolio carry the Green Seal certification mark and are LEED compliant. Rust-Oleum has an annual sales volume of \$2 billion and its international operations span the globe.



WINDOWS

Andersen Windows, Inc., a part of Andersen Corporation, the largest window and door manufacturer in North America, was the first window, door, and skylight manufacturer awarded certification to the *Standard for Windows (GS-13)*. Green Seal certification has been awarded for its All Andersen Series 200, Series 300, and Renewal® by Andersen, assuring consumers of their performance quality, environmentally sound sourcing, and energy efficiency.



WINDOWS • DOORS
Andersen® 

CLEANING AND LAUNDRY CARE

Many household cleaning products are classified as chemicals and required to publish Safety Data Sheets (SDS) so that they can be safely used. Imagine a cleaning product SDS that reads: "This chemical is not considered hazardous" and "Precautionary statements not required." These reassuring phrases appear in the safety information of many Green Seal-certified products, including Sustainable Earth™ Glass Cleaner and Multipurpose Cleaners by Staples and the HOST Dry Extraction Carpet Cleaner that Racine Industries offers to homeowners and industrial facilities. All are certified to the *Standard for Cleaning Products for Household Use (GS-8)* — which means they are safer for the consumer and the environment.

In 2015, PortionPac joined Ecolab and Agaia in achieving certification for products under our *Standard for Laundry Care Products for Industrial and Institutional Use (GS-51)*.

"We are excited to offer our newly formulated, high-efficiency laundry detergents that also carry the weight of Green Seal certification."

Burt Klein, President, PortionPac Chemical Corporation, Chicago, IL

ON YOUR SHELVES IN 2016: HOUSEHOLD LAUNDRY DETERGENTS

Several products are progressing through the certification process under our *Standard for Laundry Care Products for Household Use (GS-48)*. Our standards for household cleaning and laundry products build on Green Seal leadership in the industrial and commercial cleaning industries.



 **PortionPac**®
Sustainable Solutions®

learn

“Because of the tone we’ve set with our students about living sustainable lives and following sustainable practices, they have really taken ownership of things like recycling.”

Kristy Ochs, Principal, KIPP DC AIM Academy

More than 49 million children in the U.S.A. attend 101,435 public schools, and nearly 20 million students attend college and university. All of them spend much of their time in classrooms and libraries designed to improve their minds — but that may also pose health risks. The report *Toward Healthy Schools: 2015** notes that negative physical environmental stressors in school buildings measurably and significantly affect children’s achievement.

Poor indoor environmental quality creates health problems today and can cause short-term and long-term health problems for children and adults. The report indicates that healthy schools can bring measurable benefits to children’s well-being, behavior, and achievement. By adopting proven best practices to improve indoor air quality, they can reduce asthma almost 40% and upper respiratory infections nearly 70%, lower

absenteeism, and improve productivity in the process. These benefits can be amplified by simple practices such as hand washing, which reduces the risk of transmitting infection. Healthy schools can also deliver cost benefits by reducing facility use of water and energy.

The good news is that action is being taken in schools, colleges, and libraries across the country. Concerned administrators, custodians, and facility managers have turned to Green Seal standards that improve student health in learning environments: from cleaning services to products ranging from hand soaps and cleaners to floor cleaners and surface degreasers. *Cleaning Products for Industrial and Commercial Use (GS 37)* is featured prominently in legislation specifying green cleaning in schools and is referenced in purchasing guidelines for the Commonwealth of Massachusetts, U.S. Green Building Council, Practice Greenhealth, the Healthy Schools Network, and the Association for the Advancement of Sustainability in Higher Education.



*“Toward Healthy Schools: 2015, Progress on America’s Environmental Health Crisis for Children”, Healthy Schools Network, 2015

SCHOOLS

By 2015, 10 states and the District of Columbia had enacted legislation requiring use of green cleaning products in K-12 schools. Green Seal-certified products figure prominently, including hand soaps, cleaning products, and sanitary paper products. Some public schools have taken action ahead of state guidelines: all public schools in St. Paul, Minnesota, use [Ecolab](#) Green Seal-certified cleaners. Scores of colleges require the use of Green Seal-certified cleaning products in facilities and offices. Also see [Green Office Partnership](#), page 23.

LIBRARIES

"We wanted to be green. We also wanted to be fiscally responsible."

Brian Rush of Sno-Isle Libraries, Facilities Manager

Can you imagine the challenge of green cleaning a library? In many ways the task is much harder than a school or office building — the hours are longer, there are more high-touch areas with so many people passing through, and all those children! But Sno-Isle met the challenge by hiring Mukitteo-based [ServiceMaster Building Maintenance](#), certified by Green Seal. Sno-Isle consolidated custodial services for 19 libraries, with some of the \$100,000 savings applied to healthier cleaning supplies, and became the first libraries in Washington State to use a Green Seal-certified cleaning service.



Rey Mosuela, building custodian, taking the green approach to cleaning Sno-Isle Libraries, WA.

HAND CLEANERS

Numerous studies show that hand washing is one of the most effective ways to prevent the spread of many types of infections and illness — especially in places where groups of children congregate, such as schools and libraries. Proper hand washing reduces the spread of infection. It can reduce absenteeism at schools, universities, and workplaces. It improves the health of patients in hospitals and residents in nursing homes. More than 60 manufacturers of soaps for bathrooms and cafeterias in schools, hospitals, and offices have achieved certification under our *Standard for Hand Cleaners for Industrial and Institutional Use (GS-41)*. Among them are [Aramark](#), [Ecolab](#), [Dial Corporation](#), [Georgia-Pacific](#), [Kimberly-Clark](#), [Kutol Products Company](#), and [Worx Environmental Products](#). In addition to lowering the risk of infection, aquatic toxicity and poor air quality due to volatile organic compounds are minimized.

During 2015, [Georgia-Pacific](#) increased its line of GS-41-certified hand soaps, along with many other Green Seal product certifications, to include enMotion® brand fragrance-free, Tranquil Aloe general-purpose soaps, Pacific Garden® brand general-purpose soap, also fragrance-free, and Pacific Citrus® general-purpose soap. All GP PRO general-purpose foam soaps are now certified under GS-41. According to GP PRO Vice President John Mulcahy, "Green Seal certification highlights our long-term commitment to sustainability, stewardship, and meeting the demands of the marketplace."

[KUTOL Products Company](#), a leading manufacturer of quality commercial hand soaps, hand sanitizers, and soap dispensing systems, has nine hand soaps and cleaners certified under GS-41. KUTOL promoted Green Seal-certified hand soaps in its 2015 S.A.F.E. campaign aimed at school custodians. Not only do children find these foam soaps fun to use; they are allergen free and do not contain formaldehyde as a preservative.

COLLEGES AND UNIVERSITIES

More than 700 colleges and universities in 24 countries participate in STARS, the Sustainability Tracking, Assessment, and Rating System™ of the Association for the Advancement of Sustainability in Higher Education — a testament to the interest of colleges and their students in sustainability. Increasing numbers of college applicants express interest in careers relating to the environment, and those colleges and universities with strong sustainability credentials rank high in the selection process among incoming freshmen. Colleges are introducing more environmental courses and appointing sustainability directors. They are also greening their campuses, building operations, and maintenance.

Many of the colleges and universities participating in STARS earn credits under the rating system by using Green Seal-certified products for facility cleaning. In addition, several campuses use Green Seal-certified custodial services or have had their own custodial services certified to our *Standard for Commercial and Institutional Cleaning Services (GS-42)*. In 2015, Montgomery College's Takoma Park/Silver Spring Campus became the first community college campus in the country to earn GS-42 certification for its custodial cleaning services, joining other institutions of higher learning such as Harvard, Western Michigan University, the University of Maryland College Park, and the University of Virginia.

MONTGOMERY COLLEGE

"We are so proud to have received this certification because it aligns our cleaning operations with one of our college values, sustainability."

-Terrence Evelyn, Director, Facilities, Montgomery College's Takoma Park/Silver Spring Campus

HARVARD UNIVERSITY

"GS-42 certification for our in-house custodial operation marked a major milestone in our progress towards a more sustainable campus at Harvard. The extraordinary thoroughness of the Green Seal certification process convinced us of its legitimate value. By ingraining the rigorous requirements throughout all of our cleaning activities, we have changed the way our staff thinks about the term 'sustainability'."

-Jeffrey Smith, Director, Facilities Maintenance Operations, Harvard University

WESTERN MICHIGAN UNIVERSITY

"The students are our customers and this is a customer base that has grown up recycling and embracing natural and organic products. They expect to benefit from a healthier, greener school environment, and we need to supply that. A green cleaning program also elevates our custodians to their proper role as important protectors of our health and safety."

-Peter Strazdas, Associate Vice President, Facilities Management, Western Michigan University

UNIVERSITY OF VIRGINIA

"From the very beginning, our goal was to use the pursuit of certification as an opportunity to develop our staff, create standards for cleaning quality and consistency, and overall strengthen the team to be as productive and motivated as possible."

-Sandra Smith, Training Manager, University of Virginia



work

“Having Green Seal certification gave us instant credibility with our end-users and our distributors...that’s usually the first question people ask us about our Green Works® concentrated line — ‘is it Green Seal certified?’ ”

Lynda Lurie, Marketing Director, Healthcare, [Clorox Professional Products Company](#)



As with schools, where good indoor air quality is related to student performance, the American Industrial Hygiene Association (AIHA) notes that people are happier, healthier, and more productive in offices with clean indoor air. Environmental requirements, established by Green Seal standards, provide essential and accessible information for facility managers when selecting products that help maintain healthy interiors. This includes standards for paints and coatings, hand soaps, cleaning products, and cleaning services.

Green Seal-certified low-impact cleaning products are a key part of a comprehensive green cleaning program that protects office workers as well as the cleaning staff. These products must eliminate or restrict carcinogens, reproductive toxins or mutagens, and asthma-causing ingredients and place limits on volatile organic compounds. In addition they must be biodegradable, nontoxic to aquatic life, and tested to ensure effective performance.

CLEANING PRODUCTS AND SERVICES

In 2015, Green Seal celebrated the 15th anniversary of GS-37, its first standard for industrial and institutional general-purpose cleaners, restroom cleaners, glass cleaners, and carpet cleaners. Green Seal client [Rochester Midland Corporation](#), a leading manufacturer of specialty chemicals that introduced its Enviro Care® line of environmentally preferable products in the 1980s, was the first to have a product certified under GS-37. Since then, GS-37 has helped usher in a new era for sustainable and safer cleaning products in offices and institutional settings from schools and daycare facilities to hospitals and nursing homes. Nearly 1,500 products are now certified under GS-37 and more than 100 companies offer products certified under GS-37 — including 3M, Ecolab, PortionPac, and Staples.

Green Seal products and services help mitigate the substantial negative environmental effects of regular products used each year by the commercial and institutional cleaning industry, including:

- 6 billion pounds of cleaning chemicals, only a small portion of which are tested
- 4.5 billion pounds of sanitary paper products (toilet tissue and paper hand towels)
- 1 billion pounds of plastic liners for waste receptacles
- 1 billion pounds of equipment, tools, and other supplies*



LeRoy Dock, President, GSI Eco Healthy Cleaning, Bethesda, MD

"Green Seal, to me, has more of a scientific approach to green. It's all measurable and I'm into measurements because if you can't measure it, you really can't rate it."



Blain Bibb, President, ServiceMaster Maintenance, Stockton, CA

"In the toughest economy that I've ever been through, we've had a tremendous success with Green Seal services."

Staples offers customers more than 12,000 ecoconscious products, including items that meet some of the most stringent environmental standards such as Green Seal, Forest Stewardship Council, and ENERGY STAR®. Globally, Staples sales of products with one or more of its many environmental features reached more than \$5.4 billion in 2014. Green Seal-certified Sustainable Earth™ multipurpose and glass cleaner and Green Seal-certified Sustainable Earth bathroom tissue and paper towels are sold in Staples stores nationwide and online. They perform equal to or better than conventional or competing products and have a reduced effect on environmental and human health when compared with competing products that serve the same purpose.

*The Ashkin Group LLC

PAPER PRODUCTS

Paper is ubiquitous in our offices and our homes, and not just for printing and copying. Green Seal offers six standards for paper products, including copy paper, sanitary papers, newsprint, and paper for food preparation and packaging. Our *Standard for Sanitary Paper Products (GS-1)*, for example, requires that the product be made from 100% recycled content with specified amounts of postconsumer waste; packaging is reduced or contains postconsumer materials; performance requirements from absorption to wet strength are met; manufacturing minimizes use of energy, water, and toxic additives; and production of the product meets a range of social responsibility requirements such as nondiscrimination and occupational health and safety.

- Sanitary Paper Products: 45 companies, including *Cascades Tissue*, *Georgia-Pacific*, *American Paper Converting*, and *Wausau Paper*, have products certified under this standard.
- Printing and Writing Paper: GS-7 establishes criteria for a wide range of printing and writing paper products that include product performance and environmental requirements such as recovered and postconsumer material, processing with reduced chlorinated bleaching, and reduced toxicity in packaging. In 2015, *Mohawk Paper* celebrated its 20-year anniversary as a manufacturer of Green Seal-certified papers. *Neenah Paper* has earned certification for all of its recycled paper products.



Office Depot has offered Green Seal-certified papers for 12 years and sells, on average each year, more than 1.4 million cases of its Office Depot Brand EnviroCopy® 30 Paper. EnviroCopy 30 is 30% recycled and also unique as the only high-volume-selling copy paper among the office supply superstores that is Green Seal and FSC certified. “Green” sales in Office Depot main markets in North America and Europe earned nearly \$3.2 billion in 2013.

GREEN OFFICE PARTNERS

Some of the significant environmental decisions of office life concern purchasing, waste disposal practices, and maintaining healthy air quality for tenants and building staff. In many cases, office tenants who would like to promote environmental improvements cannot do so since the choice of waste vendor or cleaning company is made by the building owner. To respond to this situation, Green Seal launched its Green Office Partnership in 2015. The program is designed to guide offices in the straightforward steps they can take to become more sustainable. Offices achieve recognition for improvements in areas that are within the direct control of office managers —activities such as source reduction, selection of office supplies, energy efficiency, recycling, and employee training. More than a dozen industry or nonprofit associations have already become Green Office Partners, including the American Council for an Energy Efficient Economy, the Institute of Electrical and Electronics Engineers, the Building Owners and Managers Association, and the Federal Bar Association.



eat

“Good things sometimes take a little longer. We’re very proud to be a part of this high-quality certification program.”

Dan Rosenthal, President, The Rosenthal Group, Inc.



A hand-tossed salad from Sopraffina, a Green Seal-certified casual-dining restaurant that is committed to community, local sourcing, and environmental stewardship.

CHICAGO RESTAURANTS PIONEER THE GREEN SEAL STANDARD

The Green Seal *Standard for Restaurants and Food Services (GS-55)* was launched in 2014 and pioneered in Chicago. The standard covers both retail restaurants and institutional foodservice operations with rigorous criteria that minimize environmental impact. Criteria include food sourcing through use of foods produced in a sustainable manner; waste management and reduction, including food and compostable waste; recycling and water quality management; energy and water use; and environmentally preferable products and services.

In the inaugural year of the standard, 12 Chicago restaurants achieved certification under GS-55, including all the restaurants of The Rosenthal Group: Five Sopraffina Marketcaffés, Poag Mahone's Alehouse, and the upscale Trattoria #10.

IN 2015, THE ROSENTHAL GROUP RESTAURANTS REALIZED THESE BENEFITS FOR THEIR CUSTOMERS, SUPPLIERS, AND THE ENVIRONMENT:

- Sourced nearly 600,000 lb. of 100% antibiotic-free sustainable meats
- Lowered their impact on the environment by reducing waste, decreasing energy and water consumption, eliminating toxic chemicals and pesticides, and encouraging recycling and composting

CERTIFIED RESTAURANTS REDUCE WASTE

RESTAURANTS BUYING GREEN

EPA: Over 36 million tons of food waste was generated in 2011, 96% of which was thrown away into landfills.








Green Seal: Nearly 100% of waste at a restaurant can be diverted from the landfill.



Four restaurants in Chicago have made mountains of trash disappear!

The West Hall Food Court and Le Brea in McCormick Place, Sandwich-Me-In in Lake View East, and Autre Monde Café in Berwyn were recently certified to the Green Seal Pilot Standard for Sustainable Chicago Restaurants and Food Services. And they are all leaders in diverting waste! Sandwich-Me-In has sent just **8 gallons of waste to the landfill in 11 months**, and the SAVOR...Chicago cafes in McCormick Place, serving thousands of people a day, has **recycled or composted 96% of their waste since January 2013**.

How they did it: Following the Green Seal standard.

Total Waste Audit  <ul style="list-style-type: none"> - Maintain records on amount and type of waste for at least 3 days of operation - Track pre-consumer waste at least quarterly. - Join EPA Food Recovery Challenge 	Donating Food  <ul style="list-style-type: none"> - Primarily for human consumption - Then for animal feed
Recycling Fat, Oils, and Grease  <ul style="list-style-type: none"> - Primarily for biodiesel production - Then other fossil fuel replacement 	Composting  <ul style="list-style-type: none"> - All pre-consumer food waste
Recycling Solid Waste  <ul style="list-style-type: none"> - Front of house and back of house - Aluminum, plastics, steel, glass, cardboard, paper, electronics, printer cartridges, paint, batteries, lighting 	Reducing Packaged Water  <ul style="list-style-type: none"> - Customers must be offered tap water
Limiting Disposable Product Use  <ul style="list-style-type: none"> - No polystyrene - No compostable plastic without municipal composting - No plastic bags except trash can liners 	<ul style="list-style-type: none"> - Use recycled-content or recyclable products - Use environmentally preferable paper and tissue products - No single-use utensils except for take-out - Single-serve and disposable items given only on request - No waxed cardboard packaging - Use reusable transport packaging

In 2012, CHEMCO introduced its Green Seal-certified Pure Foaming Hand Soap in nearly 32,000 Subway restaurants in North America. CHEMCO Pure Foaming Hand Soap meets Green Seal Standard GS-41 based on effective performance and protective limits on VOCs as well as on human and environmental toxicity.



Restaurants from fine dining to casual to quick-service chains increasingly try to meet consumer expectations for higher health standards and low environmental impacts. Green Seal offers a range of standards for this industry, including *Restaurants and Food Services (GS-55)*, *Sanitary Paper (GS-1)*, *Paper Products Used for Food Preparation (GS-18)*, *Food Service Packaging (GS-35)*, *Cleaning Products for Industrial and Institutional Use (GS-37)*, *Laundry Care Products for Industrial and Institutional Use (GS-51)*, *Hand Cleaners for Industrial and Institutional Use (GS-41)*, and *Specialty Cleaning Products for Industrial and Institutional Use (GS-53)*.

GreenSeal-blog.com, August 2013

BRASSERIE **JO**™

Brasserie JO Restaurant in Boston is using an Electrolyzed Water Cleaning Solution from PathoSans that has been certified under the Green Seal Standard for *Cleaning Products for Industrial and Institutional Use (GS-37)*.

stay

“Green Seal-certified hotels have seen significant cost savings as well as a marked reduction in their environmental footprint.”

Eric Garcetti, Mayor of Los Angeles



The [Westin Bonaventure](#), one of the most photographed buildings in the world and Los Angeles's largest convention hotel, achieved Silver certification under the *Standard for Hotels and Lodging Properties (GS-33)* in 2009. Nearly 80% of travelers worldwide agree that implementing environmentally responsible practices is important to their choice of lodging — and more than 50% are willing to boycott a company if misled, according to a survey by hospitality researchers from Washington State University*. The researchers suggest several steps hoteliers can take to develop a positive image of their hotel and reduce consumer skepticism. “The single most important step is to become certified by independent and credible agencies such as Green Seal or LEED.” [TripAdvisor](#), the world's largest travel site measured by unique users (2015), includes Green Seal as a credible option for third-party certification of hotels.

To achieve Green Seal certification, hotels must take measures to protect human and environmental health, such as using environmentally preferable products, conserving water through efficient fixtures, landscaping measures, using energy-efficient appliances and lighting, and reducing waste through recycling and minimizing disposable items. The results are striking: the 60 Green Seal-certified hotels in the U.S.A. manage 37,152 rooms and nearly 2 million square feet of meeting space. Together they provide healthy environments for more than 8 million overnight guests, or more than 8 million “green nights.” In 2015, these Green Seal-certified hotels generated more than a half billion dollars in revenue.

**Journal of Contemporary Hospitality Management*, October 2015

GREEN HOTELS

In 2015, Green Seal was proud to award Gold certification to top-tier hotels in two of America's largest cities: the Hilton Los Angeles/Universal City and the Westin New York at Times Square in New York.

"Being an environmentally conscious hotel has been a core part of the property's operation from its inception. We were proud to be the first Silver Green Seal hotel in NYC. We wanted to do more so we created a comprehensive plan to get to the next level. For an 873-room hotel such as ours to achieve Gold recognition from Green Seal is a significant accomplishment that our team is incredibly proud of. We will continue to do all we can to conserve, reuse, and support sustainability efforts."

Sean Verney, General Manager of Westin New York at Times Square

To achieve Gold certification, the Westin New York at Times Square met the most stringent criteria under GS-33 and is now operating at the top echelon of sustainability. In addition to significant results in waste minimization, energy and water efficiency, and environmentally sensitive purchasing, the hotel set specific energy and water reduction goals that could be measured by continuous monitoring of consumption.

LOS ANGELES GOES FOR GREEN

Los Angeles is the U.S. city with the highest number of Green Seal-certified hotel rooms. More than 50% of the hotel rooms along the L.A. airport corridor — 5,242 guest rooms — are now in Green Seal-certified hotels. The new Green Seal California office is working closely with the City of Los Angeles and its Tourism Board to rapidly increase the number of certified hotels in L.A. Among the hotels that realize the economic benefits as well as customer satisfaction from certification are the Westin Bonaventure Hotel and Suites, the Hilton Los Angeles/Universal City, the Sheraton Gateway Los Angeles Hotel, the Westin Los Angeles Airport, the Crowne Plaza Los Angeles Airport, and the Hilton Los Angeles Airport.

"This is the largest number of Green Seal-certified hotel rooms in any major city in the United States, an achievement that demonstrates the importance of sustainability to the area's lodging community and to the City of Los Angeles. We are very pleased that the Los Angeles Green Lodging program has been reinvigorated as part of the City of L.A.'s Green Business program."

Patti MacJennett, Sr. V.P., Business Affairs, Los Angeles Tourism & Convention Board



"Green Seal was the catalyst to get us focused on sustainability. Just by changing out the showerheads in our building we saved more than 10 million gallons of water per year. And we've booked more than \$200,000 in revenue that we can directly tie back to our sustainability program and Green Seal."

Michael Czarcinski, Chairman of the Hotel Association of Los Angeles and Managing Director of the Westin Bonaventure

play

"We are thrilled to award these film productions for their environmental stewardship. The excellent example that they set will provide leadership in the industry and help protect our environment for future generations."

Gary Petersen, co-chair of the EMA Business Board and Green Seal Board member

THE MOVIES

The [Environmental Media Association \(EMA\)](#) partnered with Green Seal to develop the EMA Green Seal awards to promote and recognize more sustainable production. The Screen Actors Guild and 59 feature films, including *The Martian* and other Oscar nominees, and television series earned 2015 EMA Green Seal Awards.

Star Wars Episode 7 won accolades for its sustainable film production practices, earning it a 2015 EMA Green Seal award. Its green production practices focused on energy sourcing and waste reduction. All stages and workshops were fitted with smart meters and equipment tied into the electricity grid when possible to avoid the use of diesel generators. By adhering to more sustainable practices, the production was able to avoid —

- 1,224 hours of generator running time
- 102 metric tons of CO₂
- 1,944 gallons of diesel
- 75% of its waste going to landfills
- 528 gallons of cooking oil waste (sent to be refined and turned into biodiesel)
- 75% of its waste going to landfills
- Two 40-yard dumpsters of polystyrene (donated for use as stuffing in toys)

The film production for *Steve Jobs* engaged the local community to accomplish its sustainability initiatives. Along with providing compost and recycling programs in the offices, on stage and while on location, the production partnered with local organizations such as [Food Runners](#), [Habitat for Humanity](#), [Out of the Closet](#), and [Image For Success](#), to donate meals, set pieces, and costumes.

Production on *Cinderella* achieved a 68% waste diversion rate and partnered with [Playtime UK](#) to repurpose polystyrene as stuffing materials or children's toys. The production used printing paper with recycled content and hybrid vehicles, and saved 2,400 single-use water bottles by providing reusable water bottles and large containers for fill-up stations.

Both films received EMA Green Seal awards.



SPORTS

Environmental leadership is also being shown in the world of sports. Many of the largest and best known sports stadiums in the U.S.A., including homes to the 2013 Super Bowl-winning Seattle Seahawks and the three-time winners of the NCAA Men's Division I Basketball Tournament Louisville Cardinals, require their facilities to be cleaned by products and/or services that meet Green Seal or equivalent standards. Champion athletes understand standards and the need for a healthy environment in their locker rooms. Green Seal cleaning products help protect athletes as well as maintenance staff and spectators.

According to the [Green Sports Alliance](#), there are multiple negative environmental effects from using conventional products by the commercial and institutional cleaning industry. The large array of Green Seal-certified products and services offers better options to address these issues in commercial, industrial, healthcare, hospitality, and sports environments. The Green Sports Alliance is working with sports facilities, professional and collegiate teams, and multiple stakeholder groups to reduce the health and environmental impacts associated with sports venues.

In 2015, Green Seal contributed to the Alliance's [Greener Cleaning Playbook](#), designed to help sports facilities employ greener cleaning practices.

GREEN
SPORTS
ALLIANCE



Green Seal-certified cleaning products and services are used to clean major stadiums that offer more than a quarter million seats around the country, including NHL's Minnesota Wild (the Xcel Energy Center), the Seattle Seahawks (CenturyLink Field and Events Center), the Philadelphia Eagles (Lincoln Financial Field), the Los Angeles Dodgers (Dodger Stadium), the Washington Nationals Ballpark, and the University of Louisville basketball program (KFC Yum! Center in Louisville).



integrity

FINANCIAL REPORT

Green Seal files annual information returns with the State of Delaware, where it is incorporated, and with the U.S. Internal Revenue Service. Copies of the federal filing are available free of charge at guidestar.org or from our Chief Financial Officer.

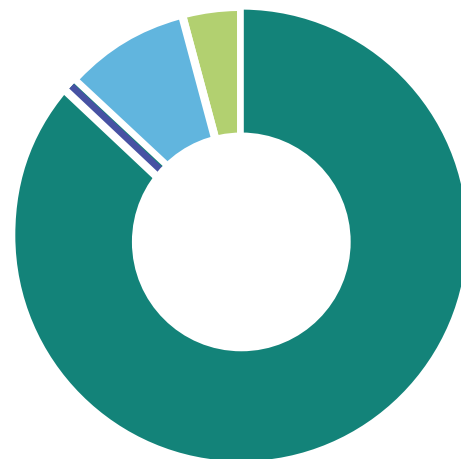
- Over the past 10 years, we have greatly increased visibility, and our annual revenue increased from \$614,000 to \$2,700,000
- Program expenses represent 87.3% of total expenses
- The deficit this year is due to our long-term investment in the Client Services Program

INDEPENDENT AUDITOR'S STATEMENT TO THE BOARD OF GREEN SEAL

According to the independent audit report by Todd, Griffith and Ragula, LLC, Annapolis, Maryland, of Green Seal financial statements for the fiscal year ending September 30, 2015 —

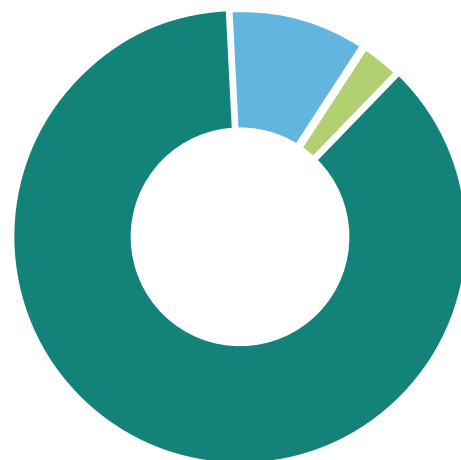
"We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion. In our opinion, the Green Seal financial statements present fairly, in all material respects, the financial position of Green Seal, Inc. as of September 30, 2015, and the changes in its net assets, functional activities, and cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America."

REVENUE



- Monitoring & Licensing Fees 87%
- Certification Application Fees 9%
- Special Events, Projects & Programs 4%
- Donations & Other Revenue <1%

EXPENSES



- Programs 87%
- Management & General 9%
- Fundraising 4%

FISCAL YEAR ENDING SEPTEMBER 30, 2015

REVENUE

Monitoring and Licensing Fees	\$2,382,836
Certification Application Fees	249,082
Special Events, Projects, and Programs	102,003
Donations and Other Revenue	12,263

TOTAL REVENUE	\$2,746,184
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EXPENSES

Programs

Client Services, Marketing, and Communications	\$782,171
Certification Evaluations	491,711
Monitoring	444,597
Outreach and Conferences	318,324
Standard Development	396,029
Special Projects and Programs	113,151

TOTAL PROGRAMS	\$2,545,983
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Supporting Services

Management and General	\$289,634
Fundraising	100,465

TOTAL SUPPORTING SERVICES	\$390,099
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TOTAL EXPENSES	\$2,936,082
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NET ASSETS

Net Assets, Beginning of Year	\$1,299,602
Change in Net Assets	(189,898)

NET ASSETS, END OF YEAR	\$1,109,704
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LEADERSHIP & GOVERNANCE

BOARD OF DIRECTORS

Joanne Fox-Przeworski, Ph.D.

Chair of Board; Chair, Executive Committee

Advisor, author, and lecturer on sustainable development, international negotiations, urban economic development. Founding director, Bard College Center for Environmental Policy. Former director, UNEP North America. Previous positions at OECD, Paris, and OECD representative to UN Commission on Sustainable Development. Boards: Environmental Integrity Project, Women's Network for a Sustainable Future.

Paul Bateman

Secretary; Executive Committee; Governance Committee

President, The Klein & Saks Group, a strategic consulting firm. Current Chair and CEO, International Cyanide Management Institute. Earlier in his career held senior posts in the U.S. government, including appointments to two White House staffs, and at the Departments of Commerce and Treasury.

Paul Walitsky, HMM

Treasurer; Executive Committee; Chair, Finance & Audit Committee

President, The Industrial Ecology Company, LLC. Author, lecturer on sustainable lighting and LEED standards. Environmental Commissioner for Franklin Township, NJ, and a Member of the Township Green Team. Formerly, Manager Environmental Affairs North America for Philips Lighting, and Certified Hazardous Materials Manager.

Arthur Weissman, Ph.D.

President and CEO, Green Seal, Inc.

Green Seal President & CEO for nearly two decades; 35 years of experience in environmental programs, standards, and policy. Founding chair, Global Ecolabeling Network, international convener for ISO 14020, and a Congressional Science Fellow; worked previously for the U.S. EPA and The Nature Conservancy. Author, *In the Light of Humane Nature: Human Values, Nature, the Green Economy, and Environmental Salvation* (2014).

Hal Conklin

Chair, Governance Committee

Founder, Eden Reforestation Project. Formerly, Executive Director of Local Public Affairs for Southern California Edison Company (SCE); Mayor and City Council Member for City of Santa Barbara; President of the CA League of Cities; and VP of the National League of Cities. Boards: Institute for Local Government; Santa Barbara Center for the Performing Arts; Co-Chair, Environmental Media Association Corporate Advisory Board, Hollywood.

Nancy Katz

Development & Marketing Committee

Internet Marketing Consultant, tech entrepreneur, programmer. Founder of BookYak.com. Specialized in Internet content, building member communities, and programming at Paltalk.com and Boomster.com. Formerly, marketing positions at Koren, Rogers and Dowd Executive Search, Consumer Eyes, Motif Designs, and Nestle. Board: Scarsdale Advisory Council on Environmental Conservation.

Riva Krut, Ph.D.

Finance & Audit Committee

Vice President and Chief Sustainability Officer, Praxair, Inc. Formerly, consultant on corporate sustainability to Toyota N.A.; NYC Transit Authority; UNCTAD; US AID; WWF. Boards: Chappaqua Summer Scholarship Program, GRI Global Sustainability Standards Board (GSSB) Due Process Oversight Committee (DPOC).

Christina Martin

Development & Marketing Committee

Strategic Communications and Trade Association Management Consultant. Formerly, Executive Vice President of the Renewable Fuels Association in Washington, D.C.; SVP for Public Affairs and Communications for CTIA – The Wireless Association overseeing The Wireless Foundation's leading-edge environmentally conscientious programs: Donate a Phone and CALL TO PROTECT; experience including the White House, U.S. House of Representatives, Office of Governor of Iowa, and financial services industry.

Johanna O'Kelley

Chair, Development & Marketing Committee

Strategic Brand Marketing Consultant. Taproot Foundation consultant for nonprofits. Director of Business Partnerships and Membership Marketing for Sierra Club National, serving on Diversity Council and co-chair of Business Partnerships Committee. Formerly, Director of Marketing, The Franklin Mint, PA; VP of Marketing, Kirk Steiff Silver Company, MD; Corporate Buyer, Belk Stores Services, NC. Board: Chicuchas Wasi School for Girls, Peru.

Michele Perrault

Governance Committee

International Vice President for External Affairs — Sierra Club. Representative to CA Environmental Dialogue (CED). Formerly, National Sierra Club President and Director, Sierra Club Educational Workshops; member, President Clinton's Council on Sustainable Development; advisor to Carter Administration (Coastal Zone Management) and Bush (Environmental Education, EPA); New York Zoological Society. Board: Greenbelt Alliance.

Gary Petersen

Director of Green Seal California Office

President, Environmental Problem Solving Enterprises and Director of Green Seal California office. National leader on recycling/sustainability issues, Los Angeles's and Santa Monica's programs since 1972. Co-founder, CA Resource Recovery Association; founding member, National Recycling Coalition; task force, Greening the White House, Clinton Admin. Formerly, Governor Schwarzenegger's environmental appointee, CA Integrated Waste Management Board. Co-chairs the Corporate Board, Environmental Media Association.

Janet A. Phoenix, MD, MPH

Governance Committee

Assistant Research Professor of Health Policy & Management at George Washington University. Chair, District of Columbia Asthma Coalition and District of Columbia Department of Health Advisory Committee for Children & Youth with Special Health Care Needs; Boards: Healthy Schools Network, Robert Wood Johnson Health Policy Fellow, 2009.

ADVISORY COUNCIL

Ed Begley, Jr.

Actor, director, author, environmental activist; board member for Green Wish, Coalition for Green Air, and The Thoreau Institute; Union of Concerned Scientists advisory board member.

Bruce Fowle

Green architect and founding principal of FXFOWLE Architects; pioneer in socially and environmentally responsible architecture and planning; Academician of the National Academy of Design.

Geoffrey M. Heal, Ph.D.

Donald C. Waite III Professor of Social Enterprise at Columbia Business School; past President of the Association of Environmental and Resource Economists; a Director of the Union of Concerned Scientists; a founder and Director of the Coalition for Rainforest Nations.

Ashok Kamal

Co-founder and CEO of Bennu, LLC; gamification, green social media expert; co-founder of Ocean Aid.

Barbara Lerman-Golomb

Sustainability/greening consultant working with Jewish Community Centers across North America, First Lady Michelle Obama's "Let's Move" effort, and the USDA's People's Garden initiative.

Debbie Levin

President of the Environmental Media Association (EMA); TV producer and director; Grades of Green advisory board member.

Diane MacEachern

Founder and CEO of BigGreenPurse.com; author; consumer advocate; green living and shopping expert; co-founder of the Green Moms Carnival.

Carter Oosterhouse

TV producer; HGTV host; actor; founder of Carter's Kids; EMA Young Hollywood board member.

Jacquie Ottman

Green marketing and ecoinnovation consultant; author, speaker, and educator; founding co-chair of the Sustainable Brands conference; founding co-chair of the Sustainable Business Committee of the Columbia Business School Alumni Club of New York.

Amy Smart Oosterhouse

Actress; Chair of the EMA Young Hollywood Board; Heal the Bay board member.

Terry Tamminen

Former Secretary of the California Environmental Protection Agency; Operating Partner at Pegasus Capital Advisors; President of Seventh Generation Advisors; R20 Regions of Action Founding Chair's Strategic Advisor.

Eugene Tseng, J.D.

Environmental Attorney; Program Director of Recycling & Municipal Solid Waste Management — UCLA.

Andrew Benedek, Ph.D.

Executive Chairman and CTO for Anaergia Inc.; international authority on water and wastewater treatment technology; founding member of the Council of Distinguished Water Professionals of the International Water Association.



"I'm very, very proud to say, as its founder, that Green Seal has grown beyond my wildest expectations. Green Seal's singular contribution: it is unmatched, unimpeachable, and outstanding in its beneficial impacts on the environment."

Rena Shulsky-David, Green Seal Founder and Board Member Emeritus

GREEN SEAL STANDARDS 2015

GS-1	Sanitary Paper Products
GS-2	Alternative Fueled Vehicles
GS-3	Re-Refined Engine Oil
GS-5	Compact Fluorescent Lamps
GS-7	Printing and Writing Paper
GS-8	Cleaning Products for Household Use
GS-10	Coated Printing Paper
GS-11	Paints, Coatings, Stains, and Sealers
GS-13	Windows
GS-15	Newsprint
GS-16	Reusable Bags
GS-18	Paper Products Used for Food Preparation
GS-20	Environmental Innovation
GS-31	Electric Chillers
GS-33	Hotels and Lodging Properties
GS-34	Cleaning and Degreasing Agents
GS-35	Food Service Packaging
GS-36	Adhesives for Commercial Use
GS-37	Cleaning Products for Industrial and Institutional Use
GS-40	Floor-Care Products for Industrial and Institutional Use
GS-41	Hand Cleaners for Industrial and Institutional Use
GS-42	Commercial and Institutional Cleaning Services
GS-43	Recycled Content Latex Paint
GS-44	Soaps, Cleansers, and Shower Products
GS-48	Laundry Care Products for Household Use
GS-49	Residential Cleaning Services
GS-50	Personal Care and Cosmetic Products
GS-51	Laundry Care Products for Industrial and Institutional Use
GS-52	Specialty Cleaning Products for Household Use
GS-53	Specialty Cleaning Products for Industrial and Institutional Use
GS-55	Restaurants and Food Services
GS-C1	Product Manufacturers

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Our Vision

A Green Economy. One that is as sustainable as possible — renewable, with minimum impact — so that our environment, all forms of life, and our natural resources are protected, and our social needs and values are honored.



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