



Oct. 10, 2017

## What's New with the Major Ecolabel Programs for the Cleaning Industry



Advancing Clean.  
Driving Innovation.

- Who is ISSA?
  - Non-Profit Trade Association
  - Commercial and Institutional Cleaning Industry
- Over 7,000 Members Worldwide
  - Manufacturers
  - Distributors / Wholesalers
  - Manufacturer Reps
  - Cleaning Service Providers
    - In-house
    - Contractors
- [www.issa.com](http://www.issa.com)



## Housekeeping...

- Audio
  - 1-888-757-2790
  - Code: 503709
  - Mute Your Phone
- Q & A
- PowerPoint
- Archived



## Our Speakers...



Clive Davies  
US EPA Safer Choice



Daniel Pedersen  
Green Seal



James Ewell  
GreenBlue



Shyam Ramreka  
UL Environment





## Safer Choice program update

Clive Davies  
October 2017

## Outline



- Appeal of the label
- Safer Choice-certified products
- Safer Chemical Ingredients List (SCIL)
- Follow-up from the Summit
- Safer Choice Community data system
- 2017 Partner of the Year Awards

## Appeal of the Safer Choice Label



- Verification by a trusted government agency that products contain only safer chemical ingredients and that they:
  - Are safer for families, pets, communities, and the environment
  - Are safer for workers and work places
  - Perform
- An appealing label that purchasers can trust
  - Facilitates rapid decision-making



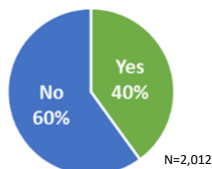
## Survey of Consumer Awareness



In a survey of 2,000+ adult U.S. residents in February 2016:

- 40% of consumers reported familiarity with the program.

Are you familiar with a labeling program implemented by EPA that enables consumers to select products...safer for people, families, and pets?

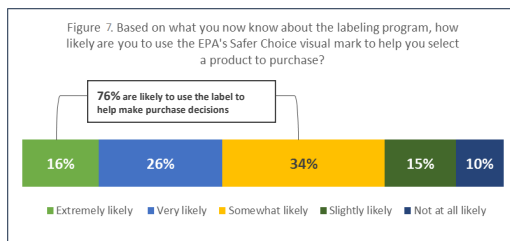


- 35% of consumers say they have seen the Safer Choice label on store shelves.

## Consumer Desire to use Safer Choice



- **76%** of consumers... responded that they
  - **83%** of parents... would use the Safer Choice label to inform purchasing decisions.
  - **86%** of millennials...



## Safer Choice-certified Products



[www.epa.gov/saferchoice/products](http://www.epa.gov/saferchoice/products)

About 2,000 certified products from 500 partners

- ~ **700** Retail
- **>1,300** Industrial & Institutional



## Safer Choice Product Types



- **Facility/Household Cleaning**
  - All-Purpose Cleaners, Appliance Cleaners & Rinse Aids
  - Automatic Dishwasher Products
  - Carpet Cleaners & Floor Care Products
  - Degreasers
  - Dish Detergents & Soaps
  - Granite/Stone/Wood/Leather Cleaners
  - Kitchen/Countertop Cleaners
  - Laundry Detergents, Fabric Softeners & Pre-Treaters
  - Odor Removers
  - Pet Care Products
  - Toilet Bowl Cleaners
  - Tub/Tile Cleaners
  - Upholstery Cleaners
- **Health & Beauty**
  - Hand Soaps
- **Automotive & Outdoor**
  - Aircraft Cleaning Products
  - Athletic Field Paint
  - Car Care Products
  - Deicers
  - Dust Control Products
  - Graffiti Removers
  - HVAC Maintenance
  - Marine/RV Cleaners
  - Outdoor Furniture Cleaners
  - Parts Washers

## Safer Chemical Ingredients List



[www.epa.gov/saferchoice/safer-ingredients](http://www.epa.gov/saferchoice/safer-ingredients)

- Living list of **800+** safer chemicals that meet EPA's Safer Chemical Criteria
- Continually expanding by ~100 chemicals/year
- Uses
  - Research whether proposed formulations might be eligible for Safer Choice
  - Sustainable chemistry measure for products not carrying the Safer Choice label
  - Highlight innovation and meet demand for safer chemicals
  - SCIL can be a source of low-priority substances under TSCA

# Safer Chemical Ingredients List



**Safer Chemical Ingredients List**

- The listed chemicals are safer alternatives, grouped by their [functional use class](#).<sup>1</sup>
- Chemicals are marked as a [green circle](#), [green half-circle](#), [yellow triangle](#), or [grey square](#).<sup>2</sup>
- This list includes many of the chemicals evaluated through the Safer Choice Program. It does not include confidential chemicals. There may be chemicals not included in this list that are also safer.
- Some of the listed chemicals may not be on the [TSCA inventory](#) and therefore may not be authorized/allowed for TSCA uses. Those considering TSCA uses for these chemicals should first determine whether such use is authorized. Chemicals not listed on the TSCA inventory are indicated as such in a pop-up box that appears upon clicking the hyperlinked CAS RN in the table below.

◆ Please Select: [All Functional Use Classes](#)

◆ or Select a Functional Use Class:

- Antimicrobial Actives
- Chelating Agents
- Colorants
- Defoamers
- Emollients
- Enzymes and Enzyme Stabilizers
- Fragrances
- Oxidants and Oxidant Stabilizers
- Polymers
- Preservatives and Antioxidants
- Processing Aids and Additives
- Skin Conditioning Agents
- Solvents

**New Look!**

**Chelating Agents**

Note: When a functional use category is selected, the search above will only apply to the chemicals assigned to this functional use. To select a different functional use, please [scroll up](#).

Code	Common Name	CAS Registry Number	Functional Use
10	2-Butenedioic acid (2Z)-, ammonium salt (1:?) homopolymer, hydrolyzed, sodium salts	181828-06-8	Chelating Agents
10	Alanine, N,N-bis(carboxymethyl)-, sodium salt (1:3)	164462-16-2	Chelating Agents
10	Aspartic acid, N-(1,2-dicarboxyethyl)-, tetrasodium salt	144538-83-0	Chelating Agents
10	Citric acid, anhydrous	77-92-9	Antimicrobial Actives; Chelating Agents; Processing Aids and Additives
10	D-Gluconic acid	526-95-4	Chelating Agents; Processing Aids and Additives

**New Search Bar!**

- Specialized Industrial Chemicals
- Surfactants
- Uncategorized

◆ Search: Name  or CAS RN

**From 450 to 824 chemicals in four years**

# Safer Chemical Ingredients List



**New Table!**

Clear Options

## Chelating Agents

Note: When a functional use category is selected, the search above will only apply to the chemicals assigned to this functional use. To select a different functional use, please [scroll up](#).

Show **25** entries

Code	Common Name	CAS Registry Number	Functional Use
10	2-Butenedioic acid (2Z)-, ammonium salt (1:?), homopolymer, hydrolyzed, sodium salts	181828-06-8	Chelating Agents
10	Alanine, N,N-bis(carboxymethyl)-, sodium salt (1:3)	164462-16-2	Chelating Agents
10	Aspartic acid, N-(1,2-dicarboxyethyl)-, tetrasodium salt	144538-83-0	Chelating Agents
10	Citric acid, anhydrous	77-92-9	Antimicrobial Actives; Chelating Agents; Processing Aids and Additives
10	D-Gluconic acid	526-95-4	Chelating Agents; Processing Aids and Additives

## Safer Choice Summit



- 2016 Safer Choice Summit to get input for improving the program
- One follow-up: improve third-party profiler review process
  - Add new third-party profilers
  - Enhance customer experience
  - Provide metrics



## Safer Choice Community: enhancing efficiency and reducing cost



- Partner Community:
  - Product submissions
  - Review status
- Supplier Community:
  - Submit for SCIL or CleanGredients review
  - Review status
  - Provide information on ingredients in support of product review
- New:
  - Audit and renewal reminder emails
  - Private label submissions at no cost
  - Metrics

# Outreach



- Federal government and schools are a focus
- Collecting UPC and MPNs to help purchasers find Safer Choice-certified products
- #EPASaferChoice



LEED O+M



Safer Choice Program

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# 2017 Safer Choice Partner of the Year Awards



Safer Choice Program

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## ISSA and 15 of its Members Among Partner of the Year Winners



ISSA

Anderson Chemical Company

The Ashkin Group

Clean Control Corporation

The Clorox Company

The Dow Chemical Company

Earth Friendly Products

GOJO Industries, Inc.



Jelmar, LLC

Osprey Biotechnics, Inc.

PRIDE Industries

Reckitt Benckiser, LLC

State Industrial Products

Stepan Company

Solutex, Inc.

Wegmans Food Markets, Inc.

## Thank you! Questions?



Clive Davies

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# Update: Green Seal Ecolabel Program

ISSA Regulatory Forum Webinar, October 10, 2017

Daniel Pedersen, Ph.D., VP Science & Standards

[dpedersen@greenseal.org](mailto:dpedersen@greenseal.org)

Recent & Upcoming Revisions

Certification: Environmental Innovation | Tools for Manufacturers

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## UPDATES ON STANDARDS

Revisions of Nine Cleaning Product Standards – Issued Sept 8, 2017

New Certification for Environmental Innovation – GS-20

Upcoming Revisions to GS-1 – Adding Rapidly Renewable Fibers

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## Revision: Cleaning Product Standards

- General Cleaners GS-8/37
- Specialty Cleaners GS-52/53
- Floor-Care GS-40
- Cleaning Agents/Degreasers GS-34
- Laundry Care GS-48/51
- Hand Cleaners GS-41

Details at [greenseal.org/Cleaning-Standards-Revision-2016](http://greenseal.org/Cleaning-Standards-Revision-2016)

### REVISION OBJECTIVES

- **Improvements:** clarity, consistency, and readability
- Minor **modifications** to more practical requirements

**Scope:** Keep same level of leadership & protection

Changes for currently certified products: **VERY MINOR, or NONE**

Re-certifications for products needed: **VERY FEW, if Any**

New Editions of Standards Issued: **September 8, 2017**

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## Revision Details [greenseal.org/Cleaning-Standards-Revision-2016](http://greenseal.org/Cleaning-Standards-Revision-2016)

### Ingredient-Level Evaluation Updates:

- Skin and Eye Hazard (GS-8, GS-34, GS-37, GS-40)
- Biodegradability (GS-8, GS-34, GS-37, GS-40, GS-41)
- Acute Toxicity (GS-8)
- Toxicity to Aquatic Life (GS-34, GS-41)
- Skin Sensitization (GS-8)

### Revisions for Consistency Among Standards:

- Threshold of Evaluation  
GS-8, GS-34, GS-37, GS-40, GS-41, GS-48, GS-51, GS-52, GS-53
- Updates to Packaging Requirements – **unified across all 9 standards**
- Addition of Annex B for Closed Dilution-Control Systems
- Colorants

### Revisions for Clarity:

- Requirements for Disposable Wipes
- Substances That Release Carcinogens
- Resin Identification Codes on Plastic Packaging
- Prohibition of Heavy Metals in Products and Packaging
- Scope of GS-37
- Alternative Product Testing Requirements
- Dilution Levels for Performance Requirements
- Spray Packaging for Enzymatic and Microbially-Based Cleaners

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## Threshold of Evaluation - Clarification

Update to all nine of Green Seal's cleaning product standards:

- Substances will be evaluated **at any level if they are intentionally added** for their presence in the final product
  - Substances that are not intentionally added for their presence in the final product will be evaluated **only if they exceed 0.01% by weight** in the final product

**Definition of ingredient:** Substances present at 0.01% or more in the final product, whether or not they were added intentionally

### Proposed Revisions to GS-37

**Ingredient.** Any ~~constituent component~~ that comprises at least 0.01% by weight of a product, ~~whether it is that is intentionally added or known to be present as a contaminant that comprises at least 0.01% by weight of the product.~~

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## Heavy Metals - Clarification

Update to eight of Green Seal's cleaning product standards  
(GS-8, GS-37, GS-40, GS-48, GS-51, GS-52, GS-53)

**Revision made in two sections: Products and Primary Packaging**

**Deleted vague phrase: "...included but not limited to"**  
listing only specifically-mentioned heavy metals

**GS-8, 3.9 Other Prohibited Ingredients.** The *undiluted product* shall not contain the following ingredients.

**The H**heavy metals, ~~including but not limited to~~, lead, hexavalent chromium, or selenium, either in the elemental form or as compounds.

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## Product Evaluation –Single Ingredient Option

- More relevant for environmental impacts
- More relevant for mixtures of chemicals
- More practical
- Data already exists
- Reduces need for new animal testing

For Acute Toxicity, Skin & Eye Damage, Biodegradation

**Standards:** General cleaners , Degreasers, Floor-care, Hand Cleaners

### Revision Example, GS-37:

**3.2 Skin and Eye Damage Irritation.** The *undiluted product* shall not cause *skin corrosion* or cause *serious eye damage* as defined by the Globally Harmonized System for Classification and Labeling of Chemicals (GHS). For purposes of demonstrating compliance with this requirement, data may be evaluated for each of the product's *ingredients*. If the *ingredients* in the *undiluted product* are not shown to cause *skin corrosion* or *serious eye damage* at the concentrations used, then the product will not be considered to cause *skin corrosion* or *serious eye damage*.

Results from peer-reviewed studies or standard in vitro or in vivo test methods may also be accepted. Testing is not required for any *ingredient* for which sufficient information exists.

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## Skin & Eye Damage – Update (GS-34, degreasers)

Changed title from Skin/Eye “Irritation” to “Damage”

Updated definitions “skin corrosion,” “serious eye damage” give details

- More appropriate for this product category
- Consistent with current standards for similar product categories
- Maintains leadership level of health protections

**3.3 Corrosivity and Causticity.** The pH of the degreasing agent concentrate shall be less than 11.0 but greater than 2.5. The pH is measured using a pH meter and Method 9040 in Test Methods for Evaluating Solid Waste, Physical/Chemical Methods, U.S. Environmental Protection Agency (EPA) Publication, SW-846.

**3.4 Skin and Eye Damage Irritation.** The *undiluted degreasing product concentrate* shall not be a skin or eye irritant shall not cause *skin corrosion* or *serious eye damage*. For purposes of demonstrating compliance with this requirement, data may be evaluated for each of the product's *ingredients*. If the *ingredients* in the *undiluted product* are not shown to cause *skin corrosion* or *serious eye damage* at the concentrations used, then the product will not be considered to cause *skin corrosion* or *serious eye damage*.

Further, a product is considered to cause *skin corrosion* or to cause *serious eye damage* if it has a pH less than or equal to 2.5 or greater than or equal to 11.0, unless data prove otherwise.

A product is considered a skin irritant if it has a mean score of 2 or more for either erythema and eschar formation or edema formation, based on the OECD dermal scoring system (OECD-TG 404). A product is classified as an eye irritant if it causes significant ocular lesions in any type of ocular tissue (i.e., cornea, iris, or conjunctivae) within 72 hours after exposure that persist for at least 24 hours. The product concentrate shall meet all of the following criteria (OECD, 1993):

- Mean score for cornea opacity of less than 2
- Mean score for iris lesions of less than 1
- Mean score for redness of the conjunctivae of less than 2.5
- Mean score for edema of the conjunctivae (chemosis) of less than 2

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## Certification: Environmental Innovation

With our pioneering Standard for Environmental Innovation (GS-20), we are now able to verify environmental and health claims and recognize innovation through credible, science-based certification



[www.greenseal.org/innovation](http://www.greenseal.org/innovation)

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## Certification: Environmental Innovation

Unlike all other Green Seal standards, which reflect current leadership for pre-established categories, GS-20 allows us to validate that compared to the alternatives, a specific

### **Product, Service, Process, or Technology**

works well and provides significant environmental benefits, which outweigh any drawbacks

### **Two forms of recognition:**

1. Certification for innovative initiatives
2. Validation of environmental and health claims for non-innovative initiatives

[www.greenseal.org/innovation](http://www.greenseal.org/innovation)



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## Upcoming Revision: GS-1 Sanitary Paper

We will soon be proposing revisions to GS-1 for Sanitary Paper Products to allow for the use of

**Rapidly Renewable Fibers**  
(grown in <10 years)

in addition to **Recovered Fiber** and **Agricultural Residue** that are now allowed

Other minor changes will also be proposed; details will be available on our website via [greenseal.org/standards](http://greenseal.org/standards)



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## TOOLS FOR MANUFACTURERS

Marketing Tools Portal  
Manufacturers Graphics  
Website  
Client Services Program

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## marketing tools portal


- › [Brochures](#)
- › [Corporate & Certification Marks](#)
- › [Graphics for Your Customers](#)
- › [Certification Summaries](#)

- › [Anniversary Ribbons](#)
- › [Posters & Counter Displays](#)
- › [Giveaways](#)
- › [Wall Plaques](#)
- › [Lapel Pins](#)

- › [Graphics for Hotels & Restaurants](#)
- › [Communications Tools](#)
- › [Verification Marks](#)
- › [Portal Survey](#)

For access to the Marketing Tools Portal, contact your Project Manager or Mac Clevenger at [pclevenger@greenseal.org](mailto:pclevenger@greenseal.org)

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## Graphics...

For your website and literature:







For tradeshows and other promotional events, customizable posters and displays with headline options:



- "Only the Leaders are Green Seal-certified."*
- "Proven to Deliver Performance and Sustainability."*
- "We are proud to produce Green Seal-certified Products."*
- "Proud Providers of Green Seal-certified products."*
- "Works for the planet. Works for you."*





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## Simple Graphics for Clear Communication



**Leader in Sustainability**

**Cleaning Product**

Independently certified under  
**Green Seal Standard GS-37**

- **Conserves natural resources:** Concentrated product means less packaging and transportation impacts
- **Protects human health:** Product is non-toxic to humans, not formulated with carcinogens, and has minimal VOCs
- **Protects environmental health:** Product is biodegradable and non-toxic to the environment
- **Reduces waste:** Packaging is recycled, recyclable, or significantly minimized
- **A green product that works:** Evaluated for effective performance

For more information visit [www.GreenSeal.org](http://www.GreenSeal.org)



**Leader in Sustainability**

**Hand Cleaner**

Independently certified under  
**Green Seal Standard GS-41**

- **Protects human health:** Product is non-toxic to humans, is not a skin irritant, was not formulated with carcinogens, and has minimal VOCs
- **Protects environmental health:** Product is non-toxic to the environment and is biodegradable
- **Reduces waste:** Packaging is recyclable or significantly minimized
- **A green product that works:** Evaluated for effective performance

For more information visit [www.GreenSeal.org](http://www.GreenSeal.org)



**Leader in Sustainability**

**Floor Care Product**

Independently certified under  
**Green Seal Standard GS-40**

- **Protects human health:** Product is non-toxic to humans, not formulated with carcinogens, and has minimal VOCs
- **Protects environmental health:** Product is biodegradable and non-toxic to the environment
- **Reduces waste:** Packaging is recyclable or significantly minimized
- **A green product that works:** Evaluated for effective performance

For more information visit [www.GreenSeal.org](http://www.GreenSeal.org)

### ...And talking points

*"Our cleaning product has been proven one of the greenest products available in the US."*

*"Our cleaning product has been independently certified by a national, independent organization."*

*"Achieving third-party certification demonstrates our dedication to health and environmental leadership in the industry."*

*"This product does more to protect workers and end users, and conserve natural resources."*

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## For Distributors, Retailers, End-Users

- Promote the sales of certified products on distributor uniforms and vehicles
- Drive traffic down the aisle with attention-grabbing point-of-sale materials
- Ensure building occupants, customers, guests, and employees are aware that certified products are being used in facility operations



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**www.greenseal.org**

**www.greenseal.org/g37**

**Get your product certified to GS-37**      **Find GS-37 Certified Products**

**GS-37 Standard, Edition 7.2, July 15, 2015**

- [Standard Summary](#)
- [Search AOEC Asthmagens](#) (Green Seal prohibits codes: A with Rs or Rrs)
- [GREENGUARD Chamber Test Method](#) (Inhalation Toxicity Testing Option)
- [Additional Resources](#)
- [Certification Checklist of Requirements](#)
- [Benefits of Certification](#)
- [GS-37 Fee Schedule](#)
- [GS-37 in LEED](#)

[Information about the Annex Additions, 2012](#)  
[Information About the Animal Testing Revision, 2011](#)  
[Information About the Colorant Revision, 2009](#)  
[Information About the Revision of the Standard, 2007-2008](#)

## Overviews of Standards

**THE ORIGINAL GREEN SEAL OF APPROVAL SINCE 1989**

**GS-37 Green Seal® Standard for Cleaning Products for Industrial & Institutional**

*A Guide to Leadership in I&I Cleaning Products*

**Key Areas Addressed**

- Product Performance
- Human Health/Protection
- Environmental Protection
- Packaging
- Labeling

**Product Performance**

Green Seal protects water and air quality, human health, and the environment by requiring products to be sold in concentrated form\*, prohibiting harmful chemicals, specifying sustainable packaging, and limiting VOC content. These criteria are intended to protect the health of building occupants and those using the product, as well as lower the impact of the product on the environment.

Product Category	Post-Consumer Material Requirements
Paper Towels, General-Purpose Wipes, and Napkins	50%
Bathroom Tissue	25%
Facial Tissue	15%
Toilet Seat Covers	25%
Placemats/Tray Liners	40%

**THE ORIGINAL GREEN SEAL OF APPROVAL SINCE 1989**

**GS-1 Green Seal® Standard for Sanitary Paper Products, Edition 6.1**

*A Guide to Leadership in Sanitary Paper*

**Product-Specific Performance Requirements**

**Product-Specific Sustainability Requirements**

Product Category	Post-Consumer Material Requirements
Paper Towels, General Purpose Wipes, and Napkins	50%
Toilet Tissue	25%
Facial Tissue	15%
Toilet Seat Covers	25%
Placemats/Tray Liners	40%

**Key Areas Addressed**

GS-37 protects water and air quality, human health, and the environment by requiring products to be sold in concentrated form\*, prohibiting harmful chemicals, specifying sustainable packaging, and limiting VOC content. These criteria are intended to protect the health of building occupants and those using the product, as well as lower the impact of the product on the environment.

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**THE ORIGINAL GREEN SEAL OF APPROVAL SINCE 1989**

**Green Seal Client Services**

Tailored marketing and strategic direction exclusively for our licensees.

Green Seal certification is a symbol of your hard work toward sustainability and an important marketing tool. Our Client Services Program provides support to clients with, or working toward, Green Seal certification. Our objective is to assist you in driving demand for your Green Seal-certified products or services and to maximize the value of the certification. The following complimentary marketing services are available to our clients:

- Assistance in developing promotional marketing plan
- Development of strategies to support sales and marketing collateral
- Review of existing marketing plans with client
- Review of client portfolio of Green Seal-certified products and services
- Assistance with new certification applications (in accordance with Certification Program)
- Review of product packaging for Green Seal compliance
- Review key sales and marketing collateral
- Development of content for website and marketing collateral
- Identify opportunities for improved use of the Green Seal® Mark

Other services are available to clients as requested on a fee-for-service basis.

Provides tailored marketing support and strategic direction with, or working toward, Green Seal certification.

[www.green seal.org/GreenBusiness/Certification/MarketingServices](http://www.green seal.org/GreenBusiness/Certification/MarketingServices)

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### Contact Information

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## Environmental Claims

### ISSA Webinar

Shyam Ramrekha, M.Sc., PMP  
Product Manager  
UL Environment (ULE)



October 10, 2017

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## Presentation Overview

- a) Background
- b) Key Regulations – Marketing Claims
- c) UL Environment Service Offerings
- d) UL SPOT Database
- e) Questions



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**Environment**

## Presentation Overview

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**Environment**

## SUSTAINABILITY – THE NEW BUSINESS IMPERATIVE



7 out of 10 consumers are consciously searching for greener products.



52%

Of global consumers say their purchase decisions depend partly on packaging – they check labels before buying to make sure the brand is committed to positive social and environmental impact.



59%

59% of consumers report that “a seal or certification mark indicating a product is environmentally friendly increases the likelihood I’ll buy it, and nearly 85% of business decision makers indicate the same.”

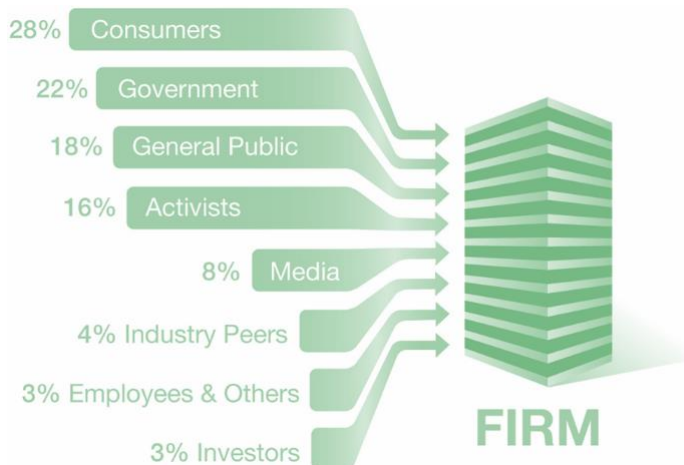


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## Demand for More Sustainable Products and Supply Chains



Brammer et al., Managing Sustainable Global Supply Chains, 2010

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Green is Suddenly Everywhere.



Are they all telling the truth?

...or is it “Greenwashing?...”



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- Eco-safe
- Environmentally friendly
- Earth friendly
- Earth smart
- Environmentally safe
- Environmentally responsible
- Essential and -to-
- Practically
- Made with non-toxic ingredients
- Degradable
- Biodegradable
- Chlorine free
- Heavy metal free
- CFC-free
- Ozone friendly
- Recyclable

*According to the Competition Bureau:*  
**FALSE CLAIMS**

**Environment**

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Kirsten Ritche, Gensler

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**We bought  
 this one  
 online for  
 \$15**



**Environment**

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## Canadian Competition Bureau


The screenshot shows the Canadian Competition Bureau website. The main heading is "Ensuring Truth in Advertising". The page includes a navigation menu with options like "By Topic", "Legal Actions and Opinions", "Publications", "Resources", "Tools", and "Help". A sidebar on the left lists various topics such as "Investigating Cartels", "Preventing Abuse of Market Power", and "Advocacy". The main content area features an image of a person in a white lab coat and a blue stethoscope, with text explaining the Bureau's role in promoting truth in advertising and the provisions of the Competition Act. A "Recent Initiatives" section lists items like "The Deceptive Marketing Practices Digest — Volume 2" and "The Deceptive Marketing Practices Digest — Volume 1".



[http://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/h\\_01436.html](http://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/h_01436.html)

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# Canadian Competition Bureau

## Consumer Packaging and Labelling Act

Government of Canada / Gouvernement du Canada
Canada.ca | Services | Departments | Français

Competition Bureau
Canada

By Topic | Legal Actions and Opinions | Publications | Resources | Tools | Help

Home → Tools → Labelling Corner

By Topic

- Our Legislation
- Our Organization
- Enquiries and Complaints
- Legal Actions and Opinions
- Publications
- Resources
- Tools
- CA Identification Number
- Online Forms
- Labelling Corner
- Multi-Media Tools

### Labelling Corner

#### Consumer Packaging and Labelling Act

The *Consumer Packaging and Labelling Act* is a regulatory statute. It requires that prepackaged consumer products bear accurate and meaningful labelling information to help consumers make informed purchasing decisions. The Act prohibits the making of false or misleading representations and sets out specifications for mandatory label information such as the product's name, net quantity and dealer identity. The Act allows designated inspectors to enter any place at any reasonable time, examine prepackaged products, open packages, examine and make copies of documents or papers, and seize products, labelling, packaging or advertising material which do not conform with the Act and Regulations.

[For more information](#)

**For additional information visit:**

- [Guide to the Consumer Packaging and Labelling Act and Regulations](#)
- [Other Related Publications](#)

**Tools**


- [CA Identification Number](#)
- [Enquiries and Complaints](#)
- [Enforcement Guidelines](#)
- [Fees and Service Standards](#)
- [Labelling Assessment Tools](#)

**Topics**


- [Competition Act](#)
- [Consumer Packaging and Labelling Act](#)
- [Textile Labelling Act](#)
- [Precious Metals Marking Act](#)

[http://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/h\\_01436.html](http://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/h_01436.html)

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# FTC Green Marketing Guidelines


**FEDERAL TRADE COMMISSION**  
PROTECTING AMERICA'S CONSUMERS

[Contact](#) | [Stay Connected](#) | [Privacy Policy](#) | [FTC en español](#)


ABOUT THE FTC | NEWS & EVENTS | ENFORCEMENT | POLICY | TIPS & ADVICE | I WOULD LIKE TO...

Home → About the FTC

**About the FTC**

- WHAT WE DO
- OUR HISTORY
- COMMISSIONERS
- BUREAUS & OFFICES
- BIOGRAPHIES
- BUDGETS
- PERFORMANCE
- OFFICE OF INSPECTOR GENERAL
- FOIA
- CAREERS AT THE FTC

### About the FTC



**OUR MISSION**

To prevent business practices that are anticompetitive or deceptive or unfair to consumers; to enhance informed consumer choice and public understanding of the competitive process; and to accomplish this without unduly burdening legitimate business activity.

**OUR VISION**

A U.S. economy characterized by vigorous competition among producers and consumer access to accurate information, yielding high-quality products at low prices and encouraging efficiency, innovation, and consumer choice.

**OUR STRATEGIC GOALS**

1. Protect Consumers: Prevent fraud, deception, and unfair business practices in the marketplace.
2. Maintain Competition: Prevent anticompetitive mergers and other anticompetitive business practices in the marketplace.
3. Advance Performance: Advance the FTC's performance through organizational, individual, and management

<https://www.ftc.gov/about-ftc>

**Environment**
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# FTC Green Marketing Guidelines



**FTC FACTS** for Consumers

### Sorting Out 'Green' Advertising Claims

**G**reen shelves, hardware stores, craft shops, and other retail operations are filled with products and packages promising environmental benefits that may influence your purchasing decisions. But when it comes to products and packaging, what do claims like "environmentally safe," "recyclable," "degradable" or "sooner friendly" really mean? The Federal Trade Commission (FTC) and the Environmental Protection Agency (EPA) want you to know.

The FTC, in cooperation with the EPA, has developed guidelines for advertisers to ensure that their environmental marketing claims don't mislead consumers. Here are six tips to help you sort through environmental claims.

**Environmental Claims Should Be Specific.**

When you evaluate environmental claims in advertising and on product labels, look for specific information. Determine whether the claims apply to the product, the packaging, or both. For example, if a label says "recycled," check how much of the product or package is recycled. The fact is the entire product or package contains 100 percent recycled materials, the label must tell you how much is recycled.

Increasingly, labels on "recycled" products tell where the recycled material comes from. "Post-consumer" material comes from previously used bottles or

Available at:  
[www.ftc.gov](http://www.ftc.gov)

**Facts for Business**

### Environmental Marketing Claims

Federal Trade Commission  
Division of Consumer Protection  
Office of Consumer & Business Education  
www.ftc.gov  
October 2016

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<https://www.ftc.gov/about-ftc>

# HOW WILL YOU TELL YOUR SUSTAINABILITY STORY?



## UL HELPS BRANDS TELL THEIR STORIES



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## Presentation Overview

- a) Background
- b) Key Regulations – Marketing Claims
- c) UL Environment Service Offerings
- d) UL SPOT Database
- e) Questions



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## HELPING YOU TELL YOUR STORY

UL Environment provides a range of services that help companies make and market healthier, more sustainable products.

- **GREENGUARD Certification**  
Certifies products for low chemical emissions
- **ECOLOGO & Multi-Attribute Sustainability Certifications**  
Certifies products to ECOLOGO and other standards for reduced environmental impact
- **Environmental Product Declarations (EPDs)**  
Provides transparency by disclosing a product's environmental impact throughout its lifecycle
- **Environmental Claim Validations**  
Validates claims related to specific product or process attributes, such as: bio-based content, recycled content, landfill waste diversion, and others
- **Chemical Testing and Analytic Services**  
Chemical emissions and content testing to comply with regulations and standards, inform product development, and/or mitigate risk
- **Advisory Services**  
Helps companies incorporate sustainability from strategic, technical, and marketing perspectives

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## ECOLOGO Certification

- Founded in 1988 by the Canadian government
- Type 1 ecolabel - ISO 14024 standard
- Objective is to certify products that are environmentally preferable
- Recognized by governments, universities, hospitals, and purchasing networks
- 10,000+ certified products available from 450+ participating manufacturers
- 70+ product types with 200+ sub categories



MARKS SHOWN ARE FOR ILLUSTRATIVE PURPOSES ONLY



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Environment

## KNOWLEDGE GAPS

### MANUFACTURERS

- How are customers finding our products?
- What search terms are they using?
- Why are customers picking our products over competitors'?
- Who is searching for our products?



### PURCHASING/ CONSUMER COMMUNITY

- Where can I find comprehensive product information including sustainability and performance information?
- How can I identify products that meet green building criteria?
- How can I find out which certifications products have earned?



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## Stay Competitive & Access Market Opportunity: Product Listings & Databases



**Purchasing Policy**

**Consumer Demand**



**Retailer Preferability**



**Green Building**



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## INTRODUCING SPOT



<https://spot.ulprospector.com>

- Featuring more than 45,000 products
- MasterFormat product coding
- AutoDesk® Revit Add-in Launching 2017
- App available from Apple Store and Google Play
- Search by Sustainable Building Credits
  - LEED v4
  - WELL Certification
  - BREEAM



*Delivering comprehensive product information into the hands of decision makers.*



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# EXPANDED LISTING

Home > Built Environment > EcoTouch PINK® FIBERGLAS Roll Insulation with PureFiber® Technology

## EcoTouch PINK® FIBERGLAS Roll Insulation with PureFiber® Technology

Company: Owens Corning



Flexible, EcoTouch PINK® FIBERGLAS Roll Insulation is manufactured in various R-values and thicknesses. Roll insulation is available kraft faced as well as unfaced. EcoTouch insulation is made with at least 95% natural ingredients\*, 50% recycled materials and is Greenguard certified to be formaldehyde free.

### Documents

#### UL Certification

Environmental Product Declaration  
Formaldehyde Free - Claim Validation 521-4370  
GREENGUARD Certification 521-410  
GREENGUARD Gold Certification 521-420

#### Datasheet

Formaldehyde Free - Claim Validation 525-4370

#### Specification Sheet

EcoTouch PINK® FIBERGLAS Roll Insulation with PureFiber® Technology

#### Brochure

EcoTouch PINK® FIBERGLAS Roll Insulation with PureFiber® Technology

#### MSDS / SDS

GREENGUARD Gold Certification 521-420

#### Certification Statement

Cradle to Cradle Material Health

Recycled Content

#### More Information

Declare Label

Living Building Challenge

USDA Biopreferred



### Share



Create Your Free Account

Visit the supplier's site for support

Bookmark

All supplier content

### Categories

#### Product Type Categories

Insulation - Thermal Insulation Materials

#### Sustainable Credits Categories

- VESAA - WELL Feature 4 - Part 4
- LEED v4 - Interior Design & Construction - EQ Credit 4: Indoor Air Quality Assessment - Option 2: Air Testing
- LEED v4 - Interior Design & Construction - EQ Credit 2: Low-Emitting Materials
- LEED v4 - Interior Design & Construction - EQ Credit 1: Enhanced Indoor Air Quality Strategies-Option 2D
- International Green Construction Code - A 108.5 TVOC Project Elective
- International Green Construction Code - 100.6: Insulation
- Green Guide for Health Care 2.2 - EP Credit 3.2: Wall Systems
- LEED v4 - Homes - EQ Credit 7: Low-Emitting Materials
- LEED v4 - Homes - EQ Credit 5: Contaminant Control - Option 4: Air Testing
- LEED v4 - Building Design & Construction - EQ Credit 4: Indoor Air Quality Assessment - Option 2: Air Testing
- LEED v4 - Building Design & Construction - EQ Credit 1: Enhanced Indoor Air Quality Strategies - Option 2: Additional Enhanced IAQ Strategies - D
- LEED 2009 for Commercial Interiors - EQ Credit 1: Option L: Insulation
- LEED 2009 for New Construction - EQ Credit: Insulation
- LEED 2009 for Core & Shell - EQ Credit: Insulation
- LEED 2009 for Schools - EQ Credit 4.6 - Ceiling and Wall Systems
- LEED 2009 for Schools - EQ Credit: Insulation
- LEED 2009 for Existing Buildings - EQ Credit: Insulation
- NAHB Green Building Standard (GCC 700) - EQ 1.1: Insulation
- LEED v4 - Operations & Maintenance - MR Credit 2: Purchasing - Facility Maintenance and Renovation - Option 1

#### MasterFormat Categories

- 07 00 00 THERMAL AND MOISTURE PROTECTION - 07 20 00 THERMAL PROTECTION
  - 07 21 00 Thermal Insulation - 07 21 20 Sprayed Insulation
- 07 00 00 THERMAL AND MOISTURE PROTECTION - 07 20 00 THERMAL PROTECTION
  - 07 21 00 Thermal Insulation - 07 21 23 Loose-Fill Insulation
- 07 00 00 THERMAL AND MOISTURE PROTECTION - 07 20 00 THERMAL PROTECTION
  - 07 21 00 Thermal Insulation - 07 21 10 Batted Insulation
- 07 00 00 THERMAL AND MOISTURE PROTECTION - 07 20 00 THERMAL PROTECTION
  - 07 21 00 Thermal Insulation - 07 21 12 Board Insulation

#### Certification Categories

- GREENGUARD Gold Certification
- GREENGUARD Certification



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### Share



Visit the supplier's site for support

Bookmark

All supplier content

### Categories

#### Standard Number Categories

- UL 2759 - 2011 Standard for the Sustainability for Hard Surface Cleaners

#### Product Type Categories

- Cleaning Products/Systems

#### Sustainable Credits Categories

- LEED v4 - Operations & Maintenance ~ EQ Credit 7: Green Cleaning - Products & Materials

#### Certification Categories

- ECOLOGO Certification



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## BASIC OR EXPANDED LISTINGS AVAILABLE

Feature	Basic Listing	Expanded Listing
Product name	•	•
Company name	•	•
Product image	•	•
Product description	•	•
Documentation of all UL Certifications	•	•
Multimedia sharing/ bookmarking		•
Documentation of all certifications, brochures, data sheets		•
Link to supplier website		•
Link to all supplier products		•
Sponsored listings		•



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Questions ?




THANK YOU



# CleanGredients: Supporting Safer Chemical Formulation

James Ewell  
Senior Director, Sustainable Materials  
GreenBlue



CLEANGREDIENTS®



# GREENBLUE®

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CLEANGREDIENTS®



EPAT



SUSTAINABLE PACKAGING  
COALITION®



how2recycle.info



how2compost.info

## GreenBlue's philosophy



### MATERIAL SOURCING

Conserve material resources; reduce negative impacts



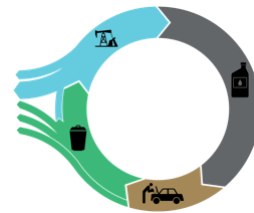
### MATERIAL HEALTH

Products that are safe for humans and the environment



### MATERIAL VALUE

Recover more value out of the materials economy



CLEANGREDIENTS<sup>SM</sup>

### What is CleanGredients?

- One-stop marketplace for pre-approved ingredients that meet the Safer Choice Criteria
- Supplier products undergo rigorous third party review using criteria set by Safer Choice program
- Focused on increasing recognition and opportunities for formulators and suppliers

## Ingredient Functional Classes In CleanGredients

- Antimicrobial Actives
- Chelating Agents
- Colorants
- Defoamers
- Enzymes and Enzyme Stabilizers
- Fragrances
- Odor Eliminators
- Optical Brighteners
- Oxidants and Oxidant Stabilizers
- Plasticizers
- Polymers
- Preservatives and Antioxidants
- Processing Aids and Additives
- Solvents
- Starter Formulations
- Surfactants
- Water Soluble Films



## Third-Party Review

- Robust set of human health and environmental endpoints
- Vet chemicals against Restricted Substance Lists
- Access to existing experimental data
- Use of computational techniques (e.g., QSAR)



**TOXSERVICES**  
TOXICOLOGY RISK ASSESSMENT CONSULTING

## Why Safer Choice?



**CLEANGREDIENTS**<sup>®</sup>



## CleanGredients and the Safer Choice Standard (Beyond the Label)

- Ingredient-level review against a robust set of criteria
- Considerable overlap among ecolabel standards
- Be aware of differences among ecolabels

### SCIL & CLEANGREDIENTS



Element		
CASRN	X	X
Common chemical name		X
EPA inventory name		X
Functional class	X	X
Color-coding system	X	X
Direct Release acceptability	X	
Manufacturer Name / Contact info	X	
Product trade names	X	
Approval of specific product formulations	X	
Trade secret chemicals	X	



ALL INGREDIENTS ALL COMPANIES

## Eastman 168 SG

A plasticizer is used to soften some plastics, particularly PVC, aka vinyl. Eastman 168 is a non-phthalate plasticizer that is the main alternative to phthalates in applications from flooring and wallcoverings to toys to medical devices and many other applications that require flexible vinyl. Eastman 168 can also be used in some waterborne adhesives and in some rubber formulations. Eastman 168 has several US FDA and European food-contact clearances in adhesive and plastics applications.

**CleanGredients is a platform  
for safer alternatives in new  
product sectors**



## Safer Products, Safer Families, Safer Choice

EPA created the Safer Choice label to help you identify cleaning products that are safer for you, your family and the environment.



**Consumer  
Education and  
Marketing**

Over 2,000 products from leading brands now carry the Safer Choice label, making it easy to select products with safer ingredients without sacrificing the quality or performance you expect.

ISSA members save

**20%** with code ISSA20  
cleangredients.org/issaoffe

r



**James Ewell**

Senior Director, Sustainable Materials

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@CleanGredients



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## Next Webinar: Oct. 17 @ 11 a.m. Central

- Update on Antibacterial Washes and Rubs
- FDA
  - Ban on Triclosan, Other Actives
  - Antibacterial Washes
  - Antibacterial Rubs
- Featuring:
  - Rhonda Jones, President, Scientific and Regulatory Consultants
- [www.issa.com](http://www.issa.com)

**ISSA**

