Environmental Standards and the GS-37 Revision

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NEWMOA
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• Overview on Environmental Standard and Certification Programs and Green Seal

• Discuss the Revision to the Environmental Standard on Industrial and Institutional Cleaners, GS-37
Aim of Environmental Standards & Certification Programs

Facilitate purchase decisions

Transform market towards sustainable products and services

1. Identification = Criteria & Standards
2. Verification = Certification
3. Documentation = Labeling

Environmentally Preferable Products
Types of Environmental Labeling Programs and Claims

- **Single attribute claims/Type II ISO 14021**
  - Self-declarations or certification through another party.
  - “Biodegradable,” “Non-Toxic”

- **Product claims/Type III ISO14025**
  - Self-declaration validated through another party
  - Environmental profiles based on life cycle product evaluation

- **Life-cycle based label/Type I ISO 14024**
  - Third-party certification
  - Life-cycle based
  - Multiple criteria (including performance)
Type I Labels Incorporate Environmental and Health Considerations Throughout the Life Cycle of the Product

- Existing standards, laws, regulations
- Energy and material usage
- Air, water, land emissions and waste
- Ecological impact
- Human health and safety

Diagram:
- Raw materials
- Manufacturing
- Product Disposal & Recovery
- Product Use
- Distribution & Storage

The Mark of Environmental Responsibility
Green Seal, Inc.

Leading US Type I Program

- Non-profit, independent organization that promotes a more sustainable economy

1. Set environmental leadership standards
2. Certify products and services
3. Assist with greening of governments and institutions
4. Educate purchasers
Green Seal Standard Development

• Characteristics:
  – Meets: ISO, EPA, and GEN
  – Open participation
  – Transparent, available information
  – Independent, non-biased development
  – Scientific-based, objective, and justifiable criteria
  – Multiple criteria with a life cycle approach
  – Leadership level of criteria

• Process:
  – Public scoping
  – Environmental and health evaluation
  – Proposed standard
  – Public review
  – Draft final standard/Response-to-Comments
  – Stakeholder ballots
  – Issue standard
Green Seal Certification

• Characteristics:
  – Based on leadership environmental standards
  – Voluntary, transparent, accessible and fair, with no conflict of interest
  – Registered trademark seal
  – Complies with FTC

• Process:
  – Preliminary application
  – Full application
  – Green Seal review
  – Site audit
  – Annual monitoring
What is GS-37?

Covers General-Purpose, Bathroom, Glass, Floor, Carpet Cleaners for Industrial and Institutional Use
What is the GS-37 Revision?

Since the standard was last updated in 2000...

- New information and concerns and have arisen
- Major users of GS-37, such as New York State schools, have raised concerns about its adequacy in protecting the health of children and custodial workers (vulnerable populations).

The aim of this revision is to maintain the leadership level of the standard, which involves bringing the standard up-to-date so it more adequately represents current technology available in the market, and to ensure that the standard fully protects vulnerable populations such as children.
What are some of the proposed revisions to GS-37?

- Added products to scope
- Concentration
- Inhalation toxicity
- Skin absorption
- Ingredients that cause asthma
- VOC limits
- Additional prohibited and restricted ingredients
- Packaging requirements
The Revised GS-37 Will Continue To

- Be attainable for leadership products only

- Include:
  - Performance requirements
  - Life cycle considerations:
    - Raw Material
    - Manufacturing/Distribution
    - Use
    - Disposal
    - Packaging
Project Timing

Draft Final Revised Standard – Mid-April
Issued Standard – Mid-June

All products will need to get re-certified within 12 months of the issue date.
Current Green Seal
Cleaning Product Standards

• GS-8 Household Cleaners
• GS-44 Consumer Soaps and Shower Products
• GS-37 I&I Cleaners
• GS-40 I&I Floor-Care Products
• GS-41 I&I Hand Cleaners
• GS-42 I&I Cleaning Services
• GS-1 Tissue Paper
• GS-9 Paper Towels
What Else is Green Seal Working on?

- Other Standards
- Marketing & Outreach
- Greening Programs

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FOR IMMEDIATE RELEASE

GREEN SEAL ENLISTED BY LOS ANGELES COUNTY TO ASSIST WITH THE IMPLEMENTATION OF GREEN PURCHASING
Green Seal Inc. — the Premier Independent Ecolabel in the U.S.
In closing...

- Green Seal help's define what environmentally preferable products are, to help purchasers and consumers with their purchasing decisions

- GS-37 the Industrial and Institutional Cleaner standard is being updated

- The GS-37 Revised Standard is anticipated to be issued in June 2008.

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