



Green Seal and Green Cleaning Standards

Responsible Purchasing Network webinar
December 9, 2008

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About Green Seal

- ▶ 501 (c)(3) science-based non-profit,
- ▶ Celebrating 20th Anniversary in 2009
- ▶ Environmental mission with exclusive focus on products, services, purchasing
 - ▶ Encompass multiple product and service categories
 - ▶ Utilize a multiple criteria / life-cycle approach
 - ▶ No financial interest in certified products/services
 - ▶ Product standards and technical reports
 - ▶ Green Lodging Program
 - ▶ Institutional Greening Program



Guidelines for Type I “Seal of Approval” Ecolabels

- ▶ ISO 14020 Environmental labels and declarations – General principles
- ▶ ISO 14024 Type I Environmental labelling – Principles and procedures
- ▶ Global Ecolabelling Network membership (*GS is the only US member of GEN*)
- ▶ EPA Third Party criteria
- ▶ Consumers Union criteria for “What Makes a Good Ecolabel”
- ▶ ANSI-accredited standards developing organization (*GS is the only ANSI-accredited Type I ecolabel in North America*)
- ▶ FTC Environmental Marketing Guidelines



The Global Ecolabelling Network (GEN)

founded 1994, currently 25 member programs





Green Seal's JanSan Standards

- ▶ 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-45 Plastic Resin Film Bags**
- ▶ GS-48 Laundry Care Products**
- ▶ GS-49 Residential Cleaning Services**
- ▶ GS-1 Tissue Paper***
- ▶ GS-9 Paper Towels & Paper Napkins***

* joint EcoLogo standard

** under development, see www.greenseal.org

*** undergoing revision, see www.greenseal.org



GS-37 4th Edition issued August 29, 2008

- ▶ Revision includes new considerations in cleaning technology, human health and vulnerable populations such as children, janitors and the elderly.
- ▶ New product categories - toilet bowl cleaners, carpet spot removers. Does not include FIFRA-registered products (e.g., disinfectants or sanitizers) or cleaners with biologicals (bacteria or enzymes).
- ▶ Acute toxicity limits have been strengthened.
- ▶ Inhalation exposure addressed with new chronic inhalation criteria and the prohibition of asthmagens.
- ▶ VOC limits tightened to provide additional indoor air protection.

GS-37 Fourth Edition highlights, cont'd

- ▶ Skin exposure strengthened by new prohibition of systemic toxins absorbed through the skin.
- ▶ Toxic compounds prohibition now includes mutagens and toxic compounds such as mutagens, carcinogens, and reproductive toxins produced from synergistic reactions or reaction by-products.
- ▶ Concentration requirements increased to reduce water, transportation and packaging material use. Was 1:8, now 1:32 for general-purpose cleaners and 1:16 for glass, restroom and carpet cleaners.
- ▶ Bioaccumulating compounds prohibited.



GS-37 Fourth Edition highlights, cont'd

- ▶ Packaging innovations were included such as reduced material use, prohibition of chlorinated materials and requirements for closed dilution-control systems (aka dispensing systems).
- ▶ Expanded communication requirements for labels and MSD Sheets with added disclosures to further aid purchaser's decisions.
- ▶ Existing certified products have until August 29, 2009 to comply with the revised GS-37 standard. Products are identified on Green Seal's website as GS-37 (2006) or GS-37 (2008), and Green Seal considers both valid until August 29, 2009.
- ▶ EcoLogo endeavoring to provide additional harmonization of CCD-146 w/ revised GS-37.

GS-42, Environmental Standard for Cleaning Services

- ▶ Commercial services (residential covered by GS-49)
- ▶ Both in-house & external (i.e., building service contractors) providers
- ▶ Focus on interior, “full-service” cleaning
- ▶ Most facilities but not highly specialized areas (e.g, OR, IT clean rooms, etc.)
- ▶ Chemicals, supplies, equipment, procedures, training, communications



Green Cleaning Services in Demand

- ▶ Next level of green beyond switching products
- ▶ Facilities managers with green purchasing guidelines
- ▶ Managers of LEED-certified buildings or seeking LEED-EBOM (“Green Housekeeping” credits)
- ▶ Government agencies looking at services they procure
- ▶ Higher education institutions needing to meet green mandates (e.g., AASHE’s Sustainability Tracking, Assessment & Rating System – STARS)
- ▶ K-12 school purchasers needing to protect the health of their students
- ▶ Health care institutions – “first, do no harm” (e.g., Practice Greenhealth)



Available at www.greenseal.org

- ▶ Revised GS-37 environmental standard and all Green Seal's environmental standards
- ▶ Side-by-side comparison with 2006 edition of GS-37 highlighting changes
- ▶ Historical documents (project updates, proposed standard, response to comments, etc.)
- ▶ List of certified products and service providers

Green is the new *Blue Suede*



Third-party certification is hip!

It's groovy!

What's your sign?



EcoLogo[™]





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Thank You!