



GREEN SEAL

**The Mark of
Environmental
Responsibility**

Environmental Standards and the GS-37 Revision

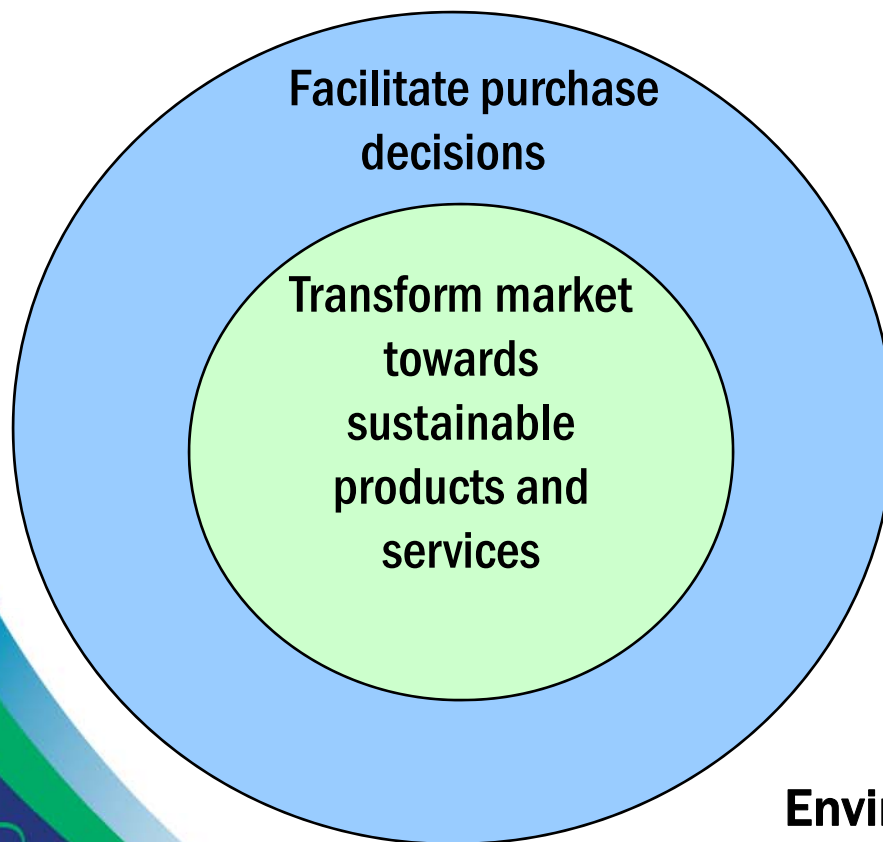
**Cheryl Baldwin, Ph.D.
Vice President of Science and Standards
Green Seal, Inc.**

**NEWMOA
April 1, 2008**

- **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



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

Environmentally Preferable Products



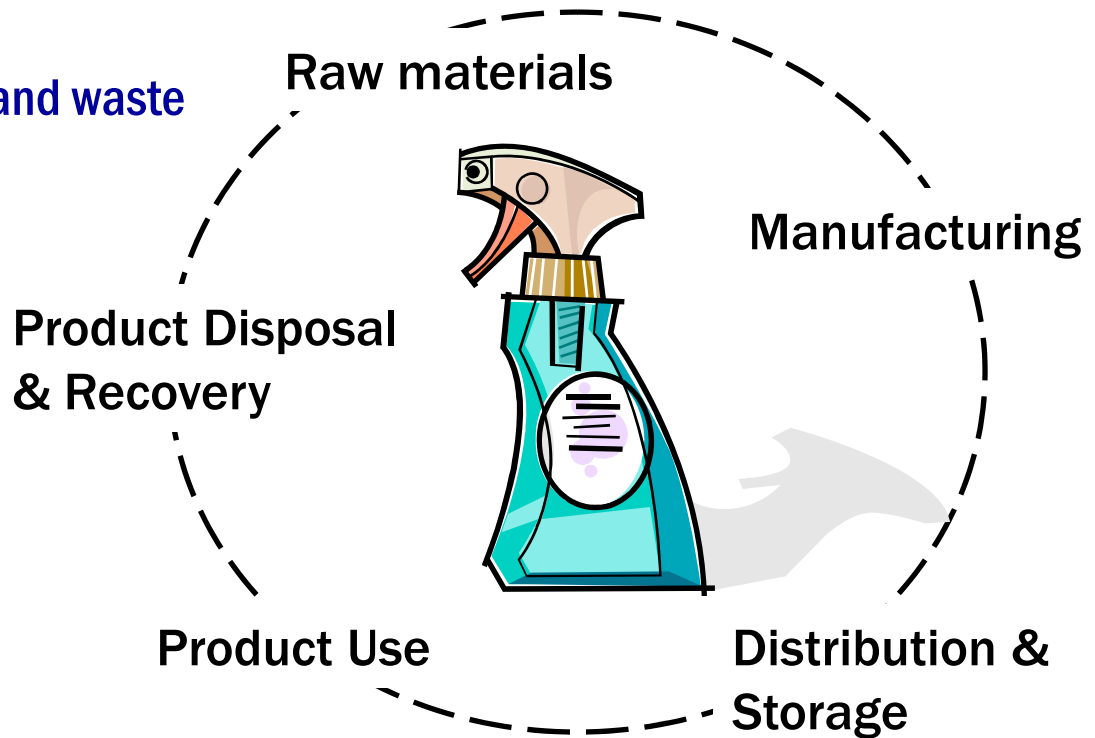
Types of Environmental Labeling Programs and Claims

- **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





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?



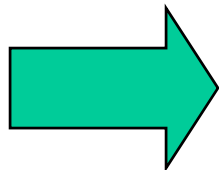
***Covers General-Purpose,
Bathroom, Glass, Floor,
Carpet Cleaners for Industrial
and Institutional Use***



What is the GS-37 Revision?

Since the standard was last updated in 2000...

- New information and concerns 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.*



http://www.greenseal.org/certification/gs37_iicleanersstandard_dev.cfm

The screenshot shows the Green Seal website interface. At the top, there is a navigation menu with links: Home, Index, Contents, Search, Glossary, Help, First, Previous, Next, Last, Up, Copyright, and Author. Below the menu is a search bar with the text "Find next:" and a "Find next" button. On the right side of the header, there are icons for "Voice" and "Autl".

The main content area features a banner with the text "The Mark of Environmental Responsibility" and the Green Seal logo. Below the banner is a blue bar with the text "Green Seal Standards & Certification".

On the left side, there is a vertical navigation menu with the following items: Get Your Product/Service Certified, Find a Certified Product/Service, Make a Donation, About Green Seal, Green Seal Standards & Certification, Greening Programs, Publications & Resources, Newsroom, Contact Us, and Home. Below the menu is a search box with the text "SEARCH" and a "Go" button.

The main content area is titled "Standards in Development" and "GS-37 I&I Cleaners Standard Revision". It contains the following sections:

- Currently Open for Review**
 - [Call for Comments on Proposed Revised Standard](#)
 - [Background Information on Proposed Revised Standard](#)
 - [Proposed Revised Standard - OPEN UNTIL JANUARY 16](#)
 - [Submit comments on the Proposed Revised Standard on the on-line forum](#)
- Project Information and Updates**
 - [November 2007 Project Update - **NEW**](#)
 - [October 2007 Project Update](#)
 - [Scope of Work for Revision of GS-37 Update](#)
 - [September 2007 Project Update](#)
 - [August 2007 Project Update](#)
 - [July 2007 Project Update](#)
 - [June 2007 Project Update](#)
 - [May 2007 Project Update](#)
 - [Scope of Work for Revision of GS-37](#)
- Stakeholder and Public Comments**
 - [Commenting on the Proposed Revised Standard will be through an on-line forum](#)
 - [GS-37 Discussion Document Comments](#)
 - [GS-37 Scoping Comments](#)
- Archives of Notices and Documents**
 - [GS-37 Notice and Call for Comments on Discussion Document](#)
 - [GS-37 Discussion Document for Stakeholder Review of Revision Progress](#)
 - [Stakeholder Registration Re-Opened until September 14](#)
 - [Notice and Call for Stakeholders](#)

At the bottom of the page, there is a footer with the text: "For questions or to request more information, email gs37@greenseal.org."

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



www.greenseal.org

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.

Graphics for Green Seal-certified
Product and Service Providers



[How to use the graphics](#)
[Download sales sheet](#)
[Download graphics](#)



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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