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## Green Seal™ Introduces New Standards for Specialty Cleaning Products

*With these new standards, virtually all cleaning products can be Green Seal-certified.*

**Washington, D.C., August 11, 2011** - Green Seal, Inc. ([www.GreenSeal.org](http://www.GreenSeal.org)), the nation's oldest independent non-profit environmental certification organization and the original "green seal of approval," has released two standards for specialty cleaners used in the household and the industrial and institutional markets.

GS-52 and GS-53, Specialty Cleaning Products for Household and Institutional and Industrial Use respectively, cover routinely used products such as dish soaps, graffiti removers, automotive cleansers, deck and outdoor cleaners, odor removers and polishes and waxes, among others. The standards also provide guidance on what requirements to look for in specifying disinfectants and sanitizers.

With the launch of these standards, Green Seal now offers standards for most cleaning products. Green Seal standards for general purpose cleaning and floor cleaning products have been used for nearly two decades to help consumers and professional purchasers identify environmentally preferable options. Since 1993, Green Seal-certified cleaning products have been used in settings ranging from Yankee Stadium to schools nationwide.

The new standards can be downloaded at [www.greenseal.org](http://www.greenseal.org). The evaluation process includes review of data; assessment of labeling, marketing and promotional materials; and an on-site audit of manufacturing facilities. Annual monitoring is also conducted for those awarded the Green Seal to ensure continued compliance.

To learn more about the new standard, Green Seal is hosting a free webinar on September 7<sup>th</sup> from 3 to 4:30 p.m. EST. To register for the webinar, email: [marketing@greenseal.org](mailto:marketing@greenseal.org) .

**ABOUT GREEN SEAL INC.** Green Seal, a non-profit based in Washington D.C., has been identifying products and services that protect the environment and human health since 1989. The Green Seal mark appears on over 3600 environmentally responsible products and services, and Green Seal is accredited by the American National Standards Institute. The independent organization focuses on certification to its leadership standards, avoiding any conflict of interest that may arise from recommending products or consulting with applicants. For more information and a list of all Green Seal-certified products and services, visit [www.GreenSeal.org](http://www.GreenSeal.org).

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