



Open the Door
to New Business
Opportunities



**Green Seal™
Standard
and Certification
for Commercial
Cleaning Services**

www.GreenSeal.org

Green Seal Certification for Your Cleaning Service

Green Seal™ certification can open the doors to new business opportunities for your cleaning service. The Green Seal Mark tells customers that your company is an industry leader adhering to the highest possible standards, and that you care about protecting the health of people and the environment. It reassures customers that your claims have the backing of a credible independent third-party.

Trusted, Credible Third-Party Certification

There are many organizations offering a green label. Why choose Green Seal?

Trusted by purchasers

Green Seal provides, credible, objective, and unbiased information that is trusted by purchasers.

No conflict of interest

Because Green Seal is an independent, non-profit organization, we have no financial stake in any company or manufacturer we certify. This ensures a neutral, unbiased review.

Following strict guidelines

Green Seal is an ANSI-accredited standards developer and follows ISO and EPA guidelines for third-party certifiers.

Scientific, life cycle-based standards

Green Seal standards are based on science and the life cycle impacts of products and services.

“We have gotten customers specifically because of our GS-42 certification that we would not have been able to get otherwise. It has allowed us to come to the table.”

- Stayce McCall, President, ServiceMaster by Stratos

“People are adding GS-42 specifications in their RFPs so it’s really a discriminator in a positive way for us.”

- Mitch Lustig, Executive Vice President, PMM Companies



Does Your Service Stand Out in the Crowd?

With so many cleaning services vying for business, how can you make your service stand out as an industry leader? Add Green Seal certification to your list of credentials to attract new customers.

Demonstrate Leadership

Green Seal certification is a rigorous, challenging process. By earning this award, you're showing that your company cares about the health of its workers and customers as well as about its impact on the environment. Offer clients a Green Seal-certified cleaning service and demonstrate your leadership.

This statement, along with the Green Seal Certification Mark, provides an authentic and credible way to promote your company's claims:



This cleaning service meets the Green Seal™ Standard for Commercial and Institutional Cleaning Services, GS-42, by reducing waste and avoiding products that are harmful to humans and the environment.

Open the Door to New Business

Green cleaning is in demand. Facilities managers, managers of LEED™-certified buildings, as well as government and university facilities managers need help meeting green mandates. Numerous schools, colleges, universities, hospitals, nursing homes and other institutions have sustainability policies in place. Many specify Green Seal standards by name.

GS-42 certification gives purchasers an easy way to identify your service as a way to help them meet these mandates and policies. You'll be ready to submit your proposal and beat competitors to the door if your business is certified before contracts are up for bid.

"The chemicals and methods we're using are making it a safe and healthy environment for students, and a safe and healthy environment leads to high student performance which is what we're all about."

- Valerie Beyers, Assistant Manager,
Custodial Services, Howard County Public School System

Green Seal Certification Helps You Respond Quickly to Business Opportunities

Respond Quickly to New Opportunities

What happened the last time you encountered an RFP citing GS-42 or requiring Green Seal certification? Did you miss an opportunity to respond and bid for the contract?

Many state and local governments as well as large institutions are issuing RFPs citing Green Seal by name. Prepare now for the RFPs of tomorrow. Become Green Seal-certified today. When the next RFP opportunity occurs, you'll be ready to quickly respond.

About Green Seal, Inc.

Green Seal, Inc. is a non-profit organization that actively identifies and promotes sustainability in the marketplace and helps organizations be greener in a real and effective way. Our standard development process is accredited by the American National Standards Institute and we follow ISO and EPA guidelines for certification.

According to the Responsible Purchasing Network, Green Seal's sustainability standards were recognized by 95% of respondents and utilized in purchasing by 76% of responding organizations.

RPN's Responsible Purchasing Trends Report, 2010

To start the certification process visit: GreenSeal.org and click on "get certified"



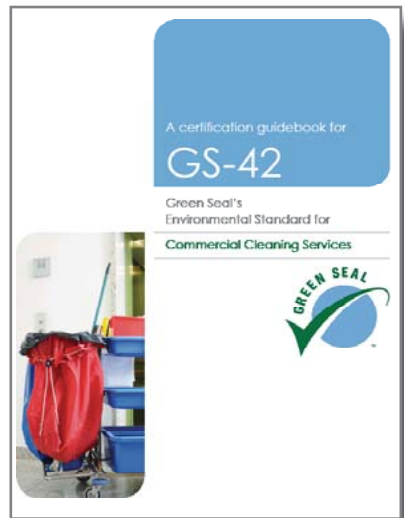
Learn About GS-42 and Green Seal Certification Today

Don't wait another moment. Visit GreenSeal.org. Download the GS-42 standard and guidance documents for free and learn more about the specifics of GS-42:

- Planning requirements
- Products, supplies, and equipment requirements
- Cleaning procedure requirements
- Communications requirements
- Training requirements
- Labeling requirements

Your Free Guide to GS-42 Certification

This easy-to-use guidebook provides a framework for cleaning service providers seeking Green Seal certification. It explains the intent of each requirement, suggested implementation, documentation needed and what to expect at the on-site auditor visit. It also includes templates to use for planning and documentation.



Next, take a moment to:

- Learn more about the transparent, life cycle-based standard development process.
- Understand the certification process:
 - ♦ Application submission
 - ♦ Personal project management throughout process
 - ♦ Submission and evaluation of data
 - ♦ On-site audit
 - ♦ Certification award and ongoing compliance monitoring
- Guide purchasers towards your environmentally preferable service.



Green Seal Standards For the Cleaning and Janitorial Industry

Green Seal's sustainability standards for products and services are based on life cycle research and are developed in an open, transparent, and stakeholder-involved process. Our standards provide criteria and guidelines for manufacturers and service providers to work toward sustainability and Green Seal certification. All standards and guidance documents are free to download at: GreenSeal.org

Tissues, Napkins and Paper Towels

GS-1 Sanitary Paper Products (new edition)

Trash Can Liners and Disposal Bags

GS-45 Plastic Resin Film Bags (in development)

Cleaning Products

GS-37 Cleaning Products for I&I Use

GS-53 Specialty Cleaning Products for I&I Use

GS-40 Floor-Care Products for I&I Use

GS-34 Cleaning and Degreasing Agents

GS-48 Laundry Care Products (in development)

Hand Soaps, Cleansers and Personal Care Products

GS-41 Hand Cleaners for I&I Use

GS-44 Soaps, Cleansers and Shower Products

GS-50 Personal Care and Cosmetic Products

Cleaning Services

GS-42 Commercial and Institutional Cleaning Services

GS-49 Residential Cleaning Services

For more information about Green Seal's standards and certification for janitorial or for other products and services, please visit: GreenSeal.org.



Green Seal, Inc.

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