

THE ORIGINAL GREEN
SEAL OF APPROVAL
SINCE 1989



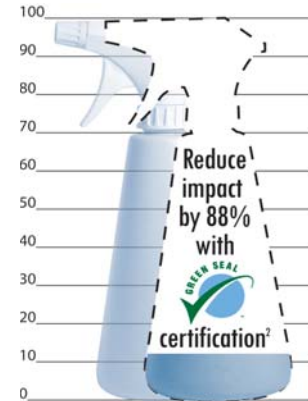
GS-37 Environmental Savings

Green Seal conducted a life-cycle study comparing typical product formulations and packaging of a conventional cleaning product for institutional use and a product that meets the requirements of GS-37, Green Seal's Environmental Standard for Industrial and Institutional Cleaners.¹ The results show environmental impact reductions unmatched by any other program.

Environmental Savings

Leading sources of environmental advantages from GS-37 products:

- *Formulas with reduced toxicity*
- *Required concentration levels of products*
- *Reduced use of packaging*



No other US standard or recognition program has these requirements. Green Seal's GS-37 is the most environmentally preferable standard and certification program for institutional cleaning products.



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Green Seal's leadership in identifying environmentally preferable products is recognized by purchasers

- Green Seal is the most recognized product eco-label, after Energy Star, by purchasers.^{3 4}
- Green Seal is included in more green cleaning government programs than any other program.⁵
- Green Seal is considered the only acceptable means of identifying green cleaning products in a growing number of programs.

Green Seal's GS-37 certification is also unmatched in providing:

- Assurance of product performance
- Stringent human health protection
- Training requirements
- Rigorous verification process with on-site audits, continuous monitoring, and confirmation of FTC compliant marketing

***Get your products recognized as a leader in proven environmental protection...
Get Green Seal-Certified!***

To find out more, call 202.872.6400 or email us at certification@greenseal.org

¹ The study is being peer reviewed for publication.

² This estimate was based on a restroom cleaning product. The GS-37 product was concentrated at a 1:16 level.

This estimate is conservative, since areas of potential variability were not included (e.g. transportation and use).

³ TerraChoice. Environmental Marketing 2009 EcoMarkets Summary Report.

⁴ Responsible Purchasing Network. Responsible Purchasing Trends. 2009

⁵ ISSA. Green Cleaning Product Procurement Policies, Initiatives, and Requirements in the US. 2009.