



October 14, 2008

**PROJECT INITIATION & NOTIFICATION: New Green Seal™ Environmental Standard for Laundry Care Products, GS-48**

The 2006 U.S. sales of laundry detergent were reported to be nearly \$3.5 billion, not including Wal-mart (Branna, 2008). Although laundry care is typically characterized as a mature sector with slow growth rates, there is active growth and movement for those products that are responding to consumer and retailer demands for more sustainable products (Packaged Facts, 2007). The sustainability of laundry care products is being addressed in a number of ways and includes marketing of environmentally-preferable ingredients, concentrated and cold-water detergents and detergents for high efficiency washing machines. Major retailer Wal-mart announced an initiative to only sell 2x concentrated laundry detergent (Wal-mart, 2007) and Proctor & Gamble has introduced Coldwater Tide promoting the energy savings to not heat up the water during wash (McCoy, 2007). Further, as the sales of high efficiency (front loading) machines continue to rise, there is opportunity to market the environmental benefit of using high efficiency detergents (Esposito, 2006).

With such a proliferation of products aiming to be environmentally preferable however, it is becoming unclear to consumers and purchasers which are the best options and additionally, products may not deliver what they advertise (Esposito, 2008). Therefore, an environmental standard and third-party certification may provide definition and distinction for sustainable laundry care products. Green Seal is proposing the development of a new environmental standard for laundry care products that will include powder, liquid or pre-measured dosage laundry detergents, stain removers and dryer sheets for both commercial and household uses, outlining different requirements throughout the standard as appropriate (Proposed Title: *Green Seal Environmental Standard for Laundry Care Products, GS-48*). Green Seal is a non-profit organization devoted to working towards environmental sustainability through environmental standard setting, product certification, and public education. The intent of Green Seal's standards is to reduce, to the extent technically and economically feasible, the environmental impacts associated with services and the manufacture, use, and disposal of products.

Green Seal is an ANSI-accredited standard-development body that follows the ISO 14020 and 14024 standards for ecolabelling programs. This includes a life cycle approach to develop multi-attribute standards that recognize environmental leadership in the marketplace. Further, the process to develop these standards is a transparent, independent, stakeholder-involved process. The criteria are scientific-based, objective, and justifiable.

The project is anticipated to have the following steps:

1. Scoping, 2. Proposed Standard, 3. Final Review of Standard, and 4. Issued Standard

The development of this new standard will be led by Green Seal staff, with input from experts and stakeholders. Contact Green Seal for more information: [standards@greenseal.org](mailto:standards@greenseal.org)

Information on this project can be found at the Green Seal web site:  
[http://www.greenseal.org/certification/laundry\\_care.cfm](http://www.greenseal.org/certification/laundry_care.cfm)

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