

Intertek

Green Certification The Green Leaf Mark



The Challenge

An increasing number of consumers are choosing environmentally friendly products when making a purchase decision. Consumers want proof that products are free of hazardous substances or were produced in an environmentally conscious way.

This “green” consumer shift is placing manufacturers and retailers under great pressure to ensure their products meet green standards and have accurate data to support their green claims. For example, the environmental claim might simply be too vague or ambiguous. The challenge is to define the green claim clearly and legitimize it with external verification.

The Solution

Intertek provides comprehensive certification services to assist companies validate their environmental claims.

Intertek’s new Green Leaf Mark identifies a product that has been independently verified by an accredited laboratory and found to conform to specified existing environmental standards and/or regulations.

The Green Leaf Mark can be used on a product, product packaging, in point of purchase displays, product advertising, and literature.



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