

Validation of Environmental Credentials

Green verification provides 3rd party support for Building Products



Greenwashing Raises Concerns over Environmental Claims

Environmental product claims are coming under scrutiny by regulators and a growing source of distrust by consumers. Coined as "Greenwashing" or "Green Sheening"—the disingenuous marketing of environmentally friendly product attributes—advocacy groups and consumers are looking for the hard proof behind environmental claims.

Recent studies show that consumers continue to support companies and brands that demonstrate social and environmental responsibility and are increasingly looking for certification marks or labels on products to validate environmental credentials. What's more, manufacturers and retail brands are under greater pressure to ensure products meet standards and have accurate test and analysis data to back up their claims.

Don't Promise. Prove It.

A 2009 Deloitte study of more than 6,000 consumers on buying patterns related to sustainability (or green) product attributes concludes that confusion among consumers remains widespread because of the breadth and complexity of the sustainability movement. Be it criticality due to Greenwashing or complexity of the sustainability movement, Deloitte confirmed that brands will succeed with clear communication to consumers at points of purchase.

From web pages, product packaging, in-store displays, to product advertising and literature, Intertek's new Green Leaf Mark is proof that a product has been independently tested and found to conform to multiple existing environmental regulations, such as RoHS laws, REACH and Eco Design requirements through one mark rather than multiple marks.

Products & Standards

Validation of Environmental Credentials with Intertek covers a wide range of materials, from basic building products to furniture, floor coverings, roofing materials and much more. Each product classification can be verified for a variety of attributes, from percent recycled materials to the presence of dangerous compounds. All attributes are verified utilizing nationally- or internationally-recognized test standards.

The Green Leaf Labeling Scheme

The Green Leaf labeling scheme clearly explains to buyers and consumers a product's environmental credentials, removing doubt and pointing them to the right choice. To meet growing market demands in the future, Intertek will extend the scope of the scheme to support manufacturer- and retailer-driven green product performance claims through the same single mark and consumer labeling system.

Many labeling types are available for product packaging, literature, web pages, user and instruction manuals, promotions, and more.

Bold headline tells buyers and consumers this product's environmental credentials were evaluated and confirmed by an independent, unbiased third party

Clear, unambiguous language explaining to buyers and consumers a product's confirmed environmental credentials.



Traceability and transparency with a dedicated Web directory, and identification of product manufacturer and model number on each label.

Third-party mark of distinction from the world's largest product certifier, Intertek.

About Intertek

Intertek is a leading provider of quality, safety and environmental solutions serving a wide range of industries around the world. From auditing and inspection, to testing, quality assurance and certification, Intertek people are dedicated to adding value to customers' products and processes, supporting their success in the global marketplace

Intertek has the expertise, resources and global reach to support its customers through its network of more than 1,000 laboratories and offices and over 24,000 people in 110 countries around the world.

Join those who utilize Intertek to gain global market access and a competitive edge. Call 1-800-WORLDCERT (967-5352) or visit www.intertek.com/green/certification