

# Green Leaf Mark for Consumer Goods



Valued Quality. Delivered.

Verify your environmental  
claims



# When it comes to the challenges of validating your environmental claims, Intertek has the solution.

## Your Challenges

Today's consumers have unlimited options when purchasing environmentally friendly or sustainable products, and cannot always trust that the claims advertised are true and accurate. It is up to manufacturers, brands and retailers to substantiate these claims in order to provide consumers with promises they can really trust. In turn, manufacturers, brands and retailers seek to promote their environmental credentials and efforts related to designing, sourcing and manufacturing eco-friendly products as market differentiators in the competitive consumer goods marketplace.

To achieve brand loyalty and market share, manufacturers, brands and retailers need to go beyond self-declared claims to avoid being accused of "green washing" by media and consumers, and move toward independent third-party labels.

Guides have been issued on environmental marketing claims by U.S., Canadian and European authorities.

## Our Solutions

### Green Leaf Mark for Consumer Goods

Intertek's Green Leaf Mark is a consumer product and systems verification that validates your environmental claims have been independently verified and can be used to enhance the marketability of your product. With the Intertek Green Leaf Mark, manufacturers, brands and retailers can provide business clients and consumers with the confidence that environmental claims concerning their product(s) are verified by an international independent third-party testing, auditing and certification body.



# When it comes to the challenges of validating your environmental claims, Intertek has the solution.

The current scope of the Green Leaf Tested Mark includes:

- *SVHC (Substance of Very High Concern)*
- *Low VOC (Volatile Organic Compound)*
- *PVC Free*
- *Chemical Aspects of Raw Materials & Components*

The current scope of the Green Leaf Verified Mark includes:

- *Recycled Content*
- *Environmental Impacts (Carbon Footprint, Energy Use)*

We can also assist you with other types of claims.

## A Competitive Edge

With the Green Leaf Mark, you will raise your profile as an environmentally conscious organization and increase your brand value to your customers. The Green Leaf Mark logo can be directly printed on your product's packaging or tag, used as a communication tool on your website or at the point of sales to reinforce your green claims.

## Flexibility

Intertek's Green Leaf Mark offers flexibility because it can be used to address multiple

environmental regulations. It is as easy as starting with only one environmental claim and then building green credentials using the Green Leaf Mark as a multi-attribute mark.

## Green Leaf Mark Database, QR Barcode and Product Communication Platform

Once your claims have been validated, your product will appear on Intertek's website for considered products to enable buyers and consumers who are looking for third-party validated claims quick and easy access to information about your product. New communication technologies such as QR barcode can also be incorporated to include content used for consumer education.

## The Green Leaf Mark Process

The Green Leaf Mark Process is a straightforward, three-step process. Once you achieve the relevant requirement, you can use the Green Leaf Mark to educate and communicate to consumers about the sustainable attributes of your products, your environmental policies and your brand's commitment to designing, sourcing and manufacturing eco-friendly products.

### The Green Leaf Mark Three-Step Process

Application	Evaluation & Testing	Granting CoC
<ul style="list-style-type: none"><li>- Claim/s</li><li>- Products/articles</li><li>- Documentation</li><li>- Type of verification</li><li>- Number of factories</li><li>- Identify label/mark</li></ul>	<ul style="list-style-type: none"><li>- Documentation review, on-site audits or testing</li><li>- Delivery of report</li><li>- Review and evaluation of testing or auditing reports</li><li>- Transmission of completed evaluation and testing and auditing reports</li></ul>	<ul style="list-style-type: none"><li>- CoC (Certificate of Conformity)</li><li>- Green Leaf Mark testing and verification</li><li>- Update database</li><li>- Valid for up to 1 year</li></ul>



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At Intertek, our time-tested service, wealth of experience, and depth of knowledge allow us to offer solutions dedicated to helping you navigate the regulatory process. Intertek delivers the precision you need, with the speed to market you are looking for.



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