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## Green Leaf Mark for Consumer Goods

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*Communicate environmental  
claims with ease and strengthen  
brand value*



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## 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 certification 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 and certified by an international independent third-party testing, auditing and certification body.

### **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.

(Please Note: Green Leaf certification specifically for the US market requires compliance with the Federal Trade Commission (FTC). Intertek, working in direct collaboration with the FTC, can partner with you to understand exactly what can and cannot be considered a claim for distribution in the US.)



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**Current Scope of the Green Leaf Mark:**

- SVHC (Substance of Very High Concern)
- Low VOC (Volatile Organic Compound)
- PVC Free
- Biodegradability in Water
- Recycled Content
- Environmental Impacts (Carbon Footprint, Energy Use)

We can also assist you with other types of claims.

**Certificate Database, QR Barcode and Product Communication Platform**

Once your claims have been verified, your product will appear on Intertek’s website for certified products to enable buyers and consumers who are looking for third-party verified 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. With one-third of European consumers having a smart phone able to tag QR barcode, they have the opportunity to learn more about environmental claims using this technology.

**The Green Leaf Mark Certification Process**

The Green Leaf Mark certification process is a straightforward, three-step process. Once you achieve certification, 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.

<u>Application</u>	<u>Evaluation &amp; Testing</u>	<u>Certification</u>
- Claim/s	- Documentation review, on-site audits and testing	- Issuance of certificate
- Products/articles	- Delivery of report	- Green Leaf Mark certificate
- Documentation	- Review and evaluation of testing reports	- Update certification database
- Type of certificate	- Transmission of completed evaluation and testing reports	- Valid for up to 5 years
- Number of factories		
- Identify label/mark		

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### About Intertek

Intertek is a leading provider of quality and safety 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.

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