The Challenge
As consumers gain a better understanding of how pre-consumer and post-consumer waste negatively impacts the environment, companies have experienced an increase in the demand for eco-friendly products. These products help to reduce waste during the manufacturing and end-of-life stages by incorporating waste material back into the product. Many organizations make claims about the environmental benefits that result from products made with post- and pre-consumer waste content, but have difficulty verifying and substantiating those claims. Multiple governmental bodies have issued marketing guidelines or regulations that require marketers to substantiate their environmental claims to avoid deceiving or misleading consumers.

The Solution
Intertek's Green Leaf Mark – Recycled Content Verification is a consumer product and systems verification used to validate that your recycled content claims have been independently verified by an international third-party testing, auditing and certification body. The verification mark can be used to enhance a product's marketability and instill confidence about your products in business clients, consumers and other external stakeholders.

The Process
- An initial recycled content audit is performed at the manufacturing facility to determine if the percent of recycled content claimed is accurate, reliable and verifiable and annual surveillance is required
- A calculation of input, output and production waste confirms the claim
- Intertek conducts a system review to ensure the management of recycled content is under control

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