



# Why Certified Green?

## OVERVIEW OF CURRENT SITUATION

- "Green & safer" claims and products have been around for approximately 10 years.
- Until recently, not grown in significant use.
- Why?

## NOT GROWN FOR VARIOUS REASONS:

- Poor product performance
- Price premium
- Unclear standards/Lack of consistent standards
- Unproven Claims/Mis-information/False Claims
- Complacency and resistance to change
- Lack of understanding by cleaning professionals
- Lack of acceptance by the major manufacturers of cleaning chemicals

Things have changed over the past 10 years, and over the past year there has been tremendous growth in "Proven Green" cleaning chemicals. The more significant reasons are that "Proven Green" products now perform as well or better than traditional products; there is no longer a price premium; and there are some very large users that have been using "Proven Green" cleaning chemicals for years which provide testimonial proof that the products work cost competitively. This provides end-users with independent and objective verification of "Green" claims.

This trend promises to continue gaining momentum exponentially as public awareness, and health and safety concerns escalate.

**Significant development:** One standard in Canada (Environmental Choice program) and one standard in the US (Green Seal) was adapted by several large organizations, making it easy for purchasers to know exactly what constitutes a "Green" product.

## RECENTLY, GREATER ACTIVITY:

### SCHOOLS

McGill University  
Acadia University  
Laval University  
Vanier College  
Various School Boards  
Healthy Schools Campaign

### CITIES/STATES

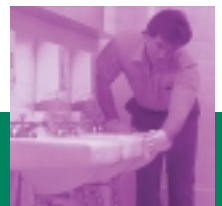
Brampton  
British Columbia Building Corp.  
Sarasota County  
Chicago  
Massachusetts  
Vermont

### COMPANIES

Ontario Hydro/  
Ontario Power Generation  
CN Headquarters & Rail Station  
Black & Decker  
Johnson & Johnson  
Ford Motor Company

### HEALTHCARE

Multiple Hospitals  
Multiple Nursing Homes  
NIH (National Institute of Health)  
Health Care Without Harm



# WHY CERTIFIED GREEN?

## THE PROBLEM...

There are a lot of false, misleading claims being made by many manufacturers. Others do not provide the necessary information to do a thorough analysis of "how green" the products truly are. Others make claims that are unsupported by objective, 3rd party verification. This "eco-babble" often takes the form of non-scientific and non-verifiable claims.

- **misleading by using terms such as the following:**

- *safe*...no product is 100% safe (water can kill)
- *100% biodegradable*...but not giving the test. For example, does it biodegrade in 10 days or 10 years?
- *implying that since the ingredients come from plant extracts they are safe*...bear in mind that nicotine comes from tobacco and cocaine also comes from also a natural plant. Furthermore, turpines such as pine oil and d'limonene are natural but are not considered rapid biodegradable.
- *non-toxic to aquatic life*...but not specifically advising if tested against algae, invertebrea, vertibrea and minnows or against whales

- **misleading in their claims..."Does Not Contain":**

There are over 100,000 ingredients in the marketplace. Any one company can pick ingredients that their product does not contain.

- **misleading in their claims..."Contains":**

Similar to the point above. This information is relevant only if it lists ALL ingredients.

- **They list no ingredients in Section 2 of their MSDS.**

By not disclosing all ingredients, like Enviro-Solutions does, the products may in fact have ingredients that are hazardous but are less than 1% of the solution or have cancer causing ingredients but being less than 0.1% of the solution, or have ingredients that are hazardous to the environment but not on the list of ingredients that determine if you must report if greater than 1% (such as phosphates). The only way you can be sure is to force the manufacturer to divulge all ingredients and then review each for human and environmental impact.



## THE SOLUTION...

Use only products "Certified Green" by a leading certification body, such as Environment Canada's "Environmental Choice Program" or the US "Green Seal Program" where the criteria exist. Where there is no set criteria, make manufacturers prove their claims.

That is the easiest, simplest, and safest way for users to be sure that they are in fact using products **PROVEN** to be safer. Unless you have the time, chemistry background and receive all necessary info and 3rd party verification from the manufacturer, you are at the mercy of misleading and false claims, and can be held negligent.

# KEY CRITERIA OF GREEN SEAL AND ENVIRONMENTAL CHOICE PROGRAMS



Green Seal and Environmental Choice have various criteria/standards for cleaning products. The most common for the Jan/San Industry is, GS-37 and ECP-57/CCD 146.

In order to demonstrate the broad based and stringent criteria/standards that products must pass in order to become certified, the following has been produced. For more information on the criteria, refer to Green Seal at [www.greenseal.org](http://www.greenseal.org) and Environmental Choice at [www.terrachoice.com](http://www.terrachoice.com).

Category	Green Seal GS-37	Environmental Choice ECP-57/CCD 146	Comments
Scope /Product Categories	General Purpose Cleaner, Bathroom Cleaners (excluding toilet bowl cleaners, disinfectants, sanitizers) Glass Cleaners	Institutional & Industrial: General Purpose, Degreasers, Bathroom Cleaners, Odor Eliminators, Spot & Stain Removers, Glass Cleaners, Neutral Floor Cleaners, Hand Soap, Dish Liquid Soap	EC has more categories
Product Performance Testing	General Purpose – removes 80% of soil in ASTM D4488-95, A5; Bathroom Cleaners – remove 75% of soil ASTM D5 345; Glass Cleaners – a rating of 3 in soil removal, smearing, streaking by CSMA test DCC 09	Effective cleaning as measured by CAN/CGSB-2.11-94 Method 20.3	Similar
Toxic Compounds	Undiluted product not toxic to humans. Lethal if LD50 < 2000mg/kg Inhalation lethal concentration < 20mg/L Toxicity measured in whole product	Must not contain > 0.1% of any ingredient that is: acutely toxic substance, toxic and bioaccumulating, acutely toxic and not biodegradable, bioaccumulating and not biodegradable	Green Seal does not address bioaccumulation
Carcinogens and Reproductive Toxins	Shall contain only ingredients that are not carcinogens or known to cause reproductive toxins as specified by IARC, NTP, OSHA	Shall not contain carcinogens or reproductive toxins as specified by IARC and EU	Similar
Skin & Eye Irritation	Undiluted product shall not be corrosive to skin & eyes. Dispensing system products can be tested as used	Must not be corrosive to skin pH 3.0 to 11.0 (12.0 for bathroom cleaners)	
Skin Sensitization	Undiluted shall not be a skin sensitizer. Disp. system conc. shall be tested as used	Not specified	

Category	Green Seal	Environmental Choice	Comments
Combustibility	Undiluted product shall not be combustible. Flashpoint > 150°F (65.5°C)	Flashpoint > 61°C	EC slightly lower
Smog/Ozone Production/Indoor Air Quality	Product as used has VOC limits. VOC 1% max for General Purpose, 3% max for Glass Cleaners	VOC 1% max for General Purpose Cleaners and 3% for Glass Cleaners	Similar
Toxicity to Aquatic Life	Shall not be toxic to aquatic life. LC50 for algae, daphnia, fish < 100 mg/L	Non-toxic to aquatic life by sub chronic toxicity tests at minimum use dilution for algae, daphnia and fish	Similar
Aquatic Biodegradability	Each organic readily biodegradable by OECD test	Must be readily biodegradable (OECD) whole formulation or each organic ingredient	Similar testing
Eutrophication	< 0.5% P	None	
Prohibited Ingredients	APEO, dibutyl phthalate, heavy metals, ozone depleting compounds	APEO, aromatic solvents, butoxyethanol, chlorinated solvents, NTA, EDTA, ozone depleting products	



Dell Tech Laboratories is a regulatory consulting firm that has been providing guidance to manufacturers and users of chemical products for over 22 years, with a focus on regulatory compliance, product safety and government registrations. Their services include product assessments, reviews and classification of products under the Hazardous Product Act, both for consumer and industrial workplace regulations. They are a Canadian General Standards Board certified testing laboratory under the requirements of ISO Guide 25. Their clients include small and medium size manufacturers in Canada and the United States as well as large multinational companies.

With greater environmental concerns in today's world, many different standards and criteria have been developed. Green Seal Inc. and the Environmental Choice Program have issued two of the more popular standards. Dell Tech has compared the Green Seal Industrial and Institutional Cleaners standard GS-37 to the Environmental Choice Industrial and Commercial Cleaners standard ECP-57/CCD 146.



Category	Green Seal	Environmental Choice	Comments
Fragrances	Must be identified	None except for Bathroom Cleaners	
Concentration	Must be a concentrate	May be a concentrate or RTU	
Packaging	Primary package recyclable or may be returned and refilled	Not specified	
Animal Testing	Prefer no animal testing	Not specified	
Training	Operators shall be trained in proper use of product including: dilution, use, disposal and use of equipment	WHMIS and OSHA require training	
Labels	Labels should assist non-English speaking and illiterate personnel. Labels must indicate dilution with cold water, dilution level, use, disposal and protective equipment	Must be identified as not for household use. Detailed use, disposal and recycling directions, must be used temperature 17C below its flashpoint	Both will have to meet workplace-labeling requirements
In my expert opinion, GS 37 and ECP 57 are very similar with no material overall differences/impact regarding safety or protection for the environment.			
John Ott Dell Tech Laboratories Ltd. Senior Business Development Manager Jott@delltech.com (519) 858-5021 ext. 22040			

# CLEANING TENDERS/BIDS-PRODUCT GUIDELINES

## Factors:

Every decision you make for your facility very likely takes into account three important factors:

1. Price

2. Performance

3. Protection (People & Environment)

## Weighed In The Balance:

- If *Price & Performance* were the only factors, your facility would be using only highly aggressive, economical but dangerous chemicals like bleach, ammonia and muriatic acid.
- If any other combination of any two factors were considered alone then you know you would not be acting in the best interest of your facility. No, you need all three and people depend on you to deliver.

## How:

- The key is to understand what green is; what are the variables, considerations, and criteria of green; and how to know a product is green given all the misinformation and "spin" being disseminated by many manufacturers, both large and small.
- Going green should not be a destination, but rather a journey. The key is to start. Start with one product or one area of cleaning and make a change.
- Demonstrate your commitment to helping create a greener, cleaner and safer future. Make a difference today that will affect tomorrow.

## A Sound Principle:

- The precautionary principle requires authorities to take preventive action when there is a risk of severe and irreversible damage.
- Action is required, even in the absence of certainty about possible ensuing damage and without waiting for full scientific proof of the cause-effect relationship.
- When disagreement exists about the need to take action, the burden of proof must be reversed and placed on those who contend that the activity will not have an impact.

## PRODUCT GUIDELINES

### A) Performance:

- Products to perform as well or better than their traditional counterparts as determined by use and testing by the end user.

### B) Occupational Health and Safety:

- Products are to be acute non-toxic per WHMIS/OSHA standards, and all health claims and effects are to have been confirmed by a recognized laboratory approved by an agency of the Government or equivalent.
- Where criteria exist, products are to be Green Seal and/or Environmental Choice Certified.

### C) Environmental Stewardship:

- Product claims and effects are to have been confirmed by a recognized laboratory approved by an agency of the Government or equivalent.
- Where criteria exist, products are to be Green Seal and/or Environmental Choice Certified.

### D) Product Supplier Training and Support:

The product supplier must have a demonstrated capacity to provide the following:

- Dilution control systems
- Written best practice procedures
- WHMIS training and support materials (such as wall-mounted information charts)
- Ability to train your staff in procedures
- Trouble-shooting services



Got a question? Let us help you.

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