

# Why Enviro-Conscious Cleaning?

By incorporating green cleaning into your business, you help protect the health of people without harming the environment. This does not mean you sacrifice appearance or effectiveness; you simply engage in processes and techniques that are less abrasive on the environment and by doing so, it typically presents the same or better results.

## Health and Cost Containment

Building related illness affect many American workers since people spend as much as 90% of their time indoors. Improve indoor environmental quality by using products that have a reduced impact on the environment and incorporate green cleaning practices. This can also help improve productivity and save companies money. Applying these practices may limit the number of respiratory, asthma and allergy issues that may surface which typically result in sick days, doctor visits and low productivity.

## Compliance

Many state, local and federal governments as well as non-government (i.e. schools) organizations now require the purchase and use of products that have a reduced impact on the environment.

## Customer Perception

The public increasingly views environmentally responsible organizations as preferable to those that have not taken such a stance.

## Corporate Citizenship

Enviro-conscious cleaning advances companies' sustainable business strategies, improving both their business models and their role in the communities they serve.

### Product Attributes for Consideration:

- Post-consumer and recovered fiber content
- Core/box recovered content
- Minimized solid waste from production
- No added coloring/frAGRANCE
- No toxins in production or packaging
- Minimized resource consumption in production

# Enviro-Conscious Cleaning Standards

Standard	Description	Audience
The Biodegradable Products Institute (BPI)	BPI promotes the use, and recycling of biodegradable polymeric materials (via composting). The BPI is open to any materials and products that demonstrate that they meet the requirements in ASTM D6400 or D6868, based on testing in an approved laboratory.	Anyone interested in compostable products.
Carpet and Rug Institute (CRI)	The Carpet and Rug Institute (CRI) is a nonprofit trade association that applies science to make carpets, rugs and vacuums better and longer lasting. CRI has several signature programs. The Green Label and Green Label Plus testing programs are designed for architects, builders and facility managers who want assurance that carpet and adhesives products meet the most stringent criteria for low chemical emissions. The Seal of Approval testing program helps identify superior cleaning products including spot removers, deep cleaning extractors and vacuums.	Any purchaser of carpet, adhesives and/or vacuum cleaners.
Cedar Grove Composting	Cedar Grove Composting offers a program of technical review and testing for compostable products to determine their feasibility in a commercial composting process. Items submitted for approval range from can liners to foodservice ware items like utensils, plates, bowl, clamshells and wrap. Cedar Grove also transforms grass, leaves, yard trimmings, food waste and wood waste into compost. Cedar Grove has developed a full line of healthy soils and has grown to become the largest single dedicated yard waste composting facility in the United States.	Anyone interested in compostable products.
EcoLogo (Environmental Choice)	EcoLogo is North America's largest environmental standard and certification organization. EcoLogo certifies environmental leaders in over 120 product categories. It is one of two programs in North America that has been successfully audited by Global Ecolabeling Network (GEN) as meeting ISO 14024 standards for eco-labeling.	Anyone interested in purchasing products with a reduced environmental impact.
Greenguard Environmental Institute (GEI)	The Greenguard Environmental Institute (GEI) is an industry-independent, non-profit organization that specializes in acceptable indoor air standards for indoor products, environments, and buildings. All certified products must meet several chemical emission or "offgasing" standards. GEI also establishes acceptable product standards for building materials, interior furnishing, cleaners, electronics and children's products.	Any purchaser of building materials, school materials or cleaning and maintenance products.
Green Seal	Green Seal is an independent, nonprofit organization that issues science-based environmental certification standards. Product evaluations are conducted using a life-cycle approach to ensure that all significant environmental impacts of a product are considered.	Large, institutional purchasers, including government agencies, universities, and the lodging and architectural building industries.
Leadership in Energy and Environmental Design (LEED)	LEED is an internationally recognized third-party certification program and accepted benchmark for the design, construction and operation of high performance green buildings. LEED strategies are aimed at improving performance across all the metrics that matter most: energy savings, water efficiency, CO2 emissions reduction, improved indoor environmental quality, and stewardship of resources and sensitivity to their impacts.	Commercial and residential building owners and operators, architects, engineers, interior designers and construction managers.
Scientific Certification System (SCS)	Scientific Certification Systems (SCS) is a global leader in independent certification and verification of environmental, sustainability, stewardship, food quality, food safety and food purity claims. Certified product categories include, but are not limited to, adhesives/sealants, office supplies, packaging & shipping materials and paper products. SCS assessments lead to the recognition of accomplishments in greenhouses has inventories and offsets, agricultural production, food processing & handling, forestry, fisheries, flowers & plants, energy, green building, product manufacturing and corporate social responsibility.	Anyone interested in purchasing products with a reduced environmental impact.
USDA BioPreferred Program	The BioPreferred program was created by the Farm Security and Rural Investment Act of 2002 (2002 Farm Bill) and expanded by the Food, Conservation and Energy Act of 2008 (2008 Farm Bill). The purpose is to increase the purchase and use of biobased products. The United States Department of Agriculture manages the program. Some of the products included in this program are cutlery, disposable food containers & tableware, cleaning supplies, floor care, soaps & laundry, medical products and office supplies.	Federal and contractor personnel looking for biobased products.
U.S. EPA Comprehensive Procurement Guidelines (CPG)	The EPA is required to designate products that are or can be made with recovered materials, and to recommend practices for buying these products. Once a product is designated, procuring agencies are required to purchase it with the highest recovered material content level practicable. The EPA also issues guidance on buying recycled-content products in Recovered Materials Advisory Notices (RMANs). RMAN levels are updated as marketplace conditions change.	Primarily federal agencies, but helpful to anyone interested in purchasing products with a reduced environmental impact.
U.S. EPA Design for the Environment (DfE)	The DfE logo on a product means that the DfE scientific review team has screened each ingredient for potential human health and environmental effects and that-based on currently available information, EPA predictive models, and expert judgment-the product contains only those ingredients that pose the least concern among chemicals in their class.	Anyone interested in purchasing products with a reduced environmental impact.
U.S. EPA Environmentally Preferable Purchasing (EPP)	The EPA created the Environmentally Preferable Purchasing Program to help federal officials meet the requirement of purchasing environmentally preferable products. Environmentally preferable means "products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose." This comparison applies to raw materials, manufacturing, packaging, distribution, use, reuse, operation, maintenance, and disposal.	Primarily federal agencies, but helpful to anyone interested in purchasing products with a reduced environmental impact.





# Glossary of Commonly Used Terms

**The Federal Trade Commission, in cooperation with the EPA, has developed guidelines for advertisers to ensure that environmental marketing claims don't mislead buyers. Listed below are some terms to help you sort through environmental claims.**

**Biodegradable** - Materials such as food and leaves break down and decompose into elements found in nature when they are exposed to air, moisture and bacteria. Cleaning products, such as detergents and shampoos, often display "biodegradable" claims. Most of these products have always degraded in wastewater systems, causing no harm to the environment.

**CFCs (Chlorofluorocarbons)** - These are chemical substances that can deplete the earth's protective ozone layer in the upper atmosphere. The ozone layer in the upper atmosphere is necessary to prevent the sun's harmful radiation from reaching the earth. In the late 1970s, CFCs were banned from use as propellant in most consumer aerosol products and they are gradually being phased out.

**Compostable** - Degradable materials are turned into a useable compost-humus-like material that enriches the soil and returns nutrients to the earth. This may apply to products or packaging that will break down, or that become part of a useable compost in a safe and timely manner in compost piles.

**Mill Broke** - Any paper waste generated in a paper mill prior to completion of the paper-making process. It is not counted toward post-consumer or recovered fiber content. If a mill uses less than 100% post-consumer or recovered fiber, only a proportional amount of broke can be counted towards post-consumer or recovered fiber content.

**Photodegradable** - Usually plastic materials which disintegrate into smaller pieces when exposed to enough sunlight. Degradation of any material occurs very slowly in landfills, where most garbage is taken. The reason is the law requires that modern landfills be designed to keep sunlight, air and moisture out of the landfill. The design prevents pollutants from leaking out of the garbage and from entering the air and drinking water. Because of this, it slows decomposition.

**Recovered Fiber** - Post-consumer fiber plus manufacturing wastes such as dry paper and paperboard waste generated after completion of the paper-making process (cutting and trimming of the paper machine reel into smaller rolls or rough sheets).

**Recyclable** - Products that are collected, separated or recovered from the solid waste stream and used again, or reused in the manufacture or assembly of another package or product through an established recycling program.

**Recycled Content** - When you evaluate an environmental claim, you should determine if the claim applies to the product, the packaging, or both. If a label says "recycled," check how much of the product or package is recycled. The label must tell you how much is recycled unless the product or package contains 100% recycled materials and it should tell you where the recycled material comes from.

- **Post-Consumer** - Material that comes from previously used products such as newspapers, shipping cartons, plastic bottles, glass containers and aluminum cans.
- **Pre-Consumer** - Essentially manufacturing waste, such as clippings left over from manufacturing processes and then the clippings could be made into other like products instead of being tossed.

**Source Reduction** - Reducing or lowering the weight, volume or toxicity of a product or package. Source reduction claims must qualify the amount of source reduction and give the basis for any comparison that is made.

**VOCs (Volatile Organic Compounds)** - These substances contribute to the formation of ground-level ozone, or smog. Alcohols, butane, propane and isobutene are common VOCs. Emissions from cars and factories are the major source of VOC releases to the environment, but household cleaning products, floor polishes, charcoal lighter fluid, windshield wiper fluid, hair styling spray, gel or mousse, whether in aerosol cans or spray pumps, also may contain these substances and contribute to smog problems.

**A.** FTC (Federal Trade Commission) <http://www.ftc.gov/bcp/edu/pubs/consumer/general/gen02.shtm>

**B.** EPA Comprehensive Procurement Guidelines <http://www.epa.gov/wastes/conserve/tools/cpg/products/define.htm>

## Chemicals & Janitorial

The following standard may be applicable to the Chemicals & Janitorial category.

EPA Guide for Federal Purchasers (**EPP**)

EPA Design for the Environment (**DfE**)

Green Seal for the Industrial & Institutional Cleaners (**GS-37**)

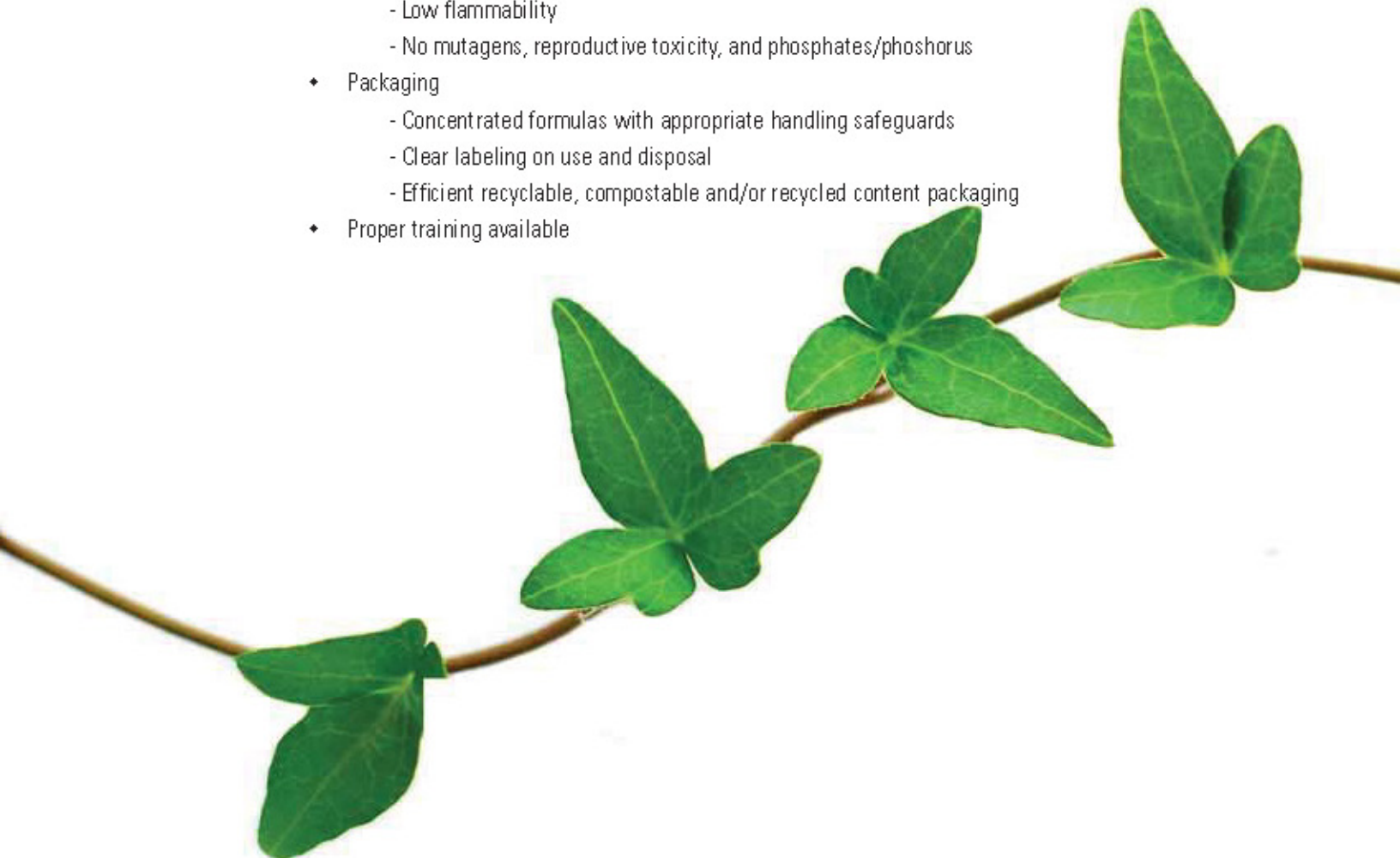


Green Seal for Industrial & Institutional Floor-Care Products (**GS-40**)

Environmental Choice (**EcoLogo**)

### Product Attributes for Consideration:

- ♦ Comply with all governmental requirements
- ♦ Energy efficiency/effectiveness (i.e. designed for use in cold water, etc.)
- ♦ Formulation
  - Minimal corrosive/irritating ingredients, carcinogens, ozone-depleting compounds, regulated hazardous material, fragrances and heavy metals
  - Use of renewable resources
  - Low VOC content
  - Biodegradable
  - Low toxicity in terrestrial and aquatic species (including humans)
  - Low flammability
  - No mutagens, reproductive toxicity, and phosphates/phosphorus
- ♦ Packaging
  - Concentrated formulas with appropriate handling safeguards
  - Clear labeling on use and disposal
  - Efficient recyclable, compostable and/or recycled content packaging
- ♦ Proper training available





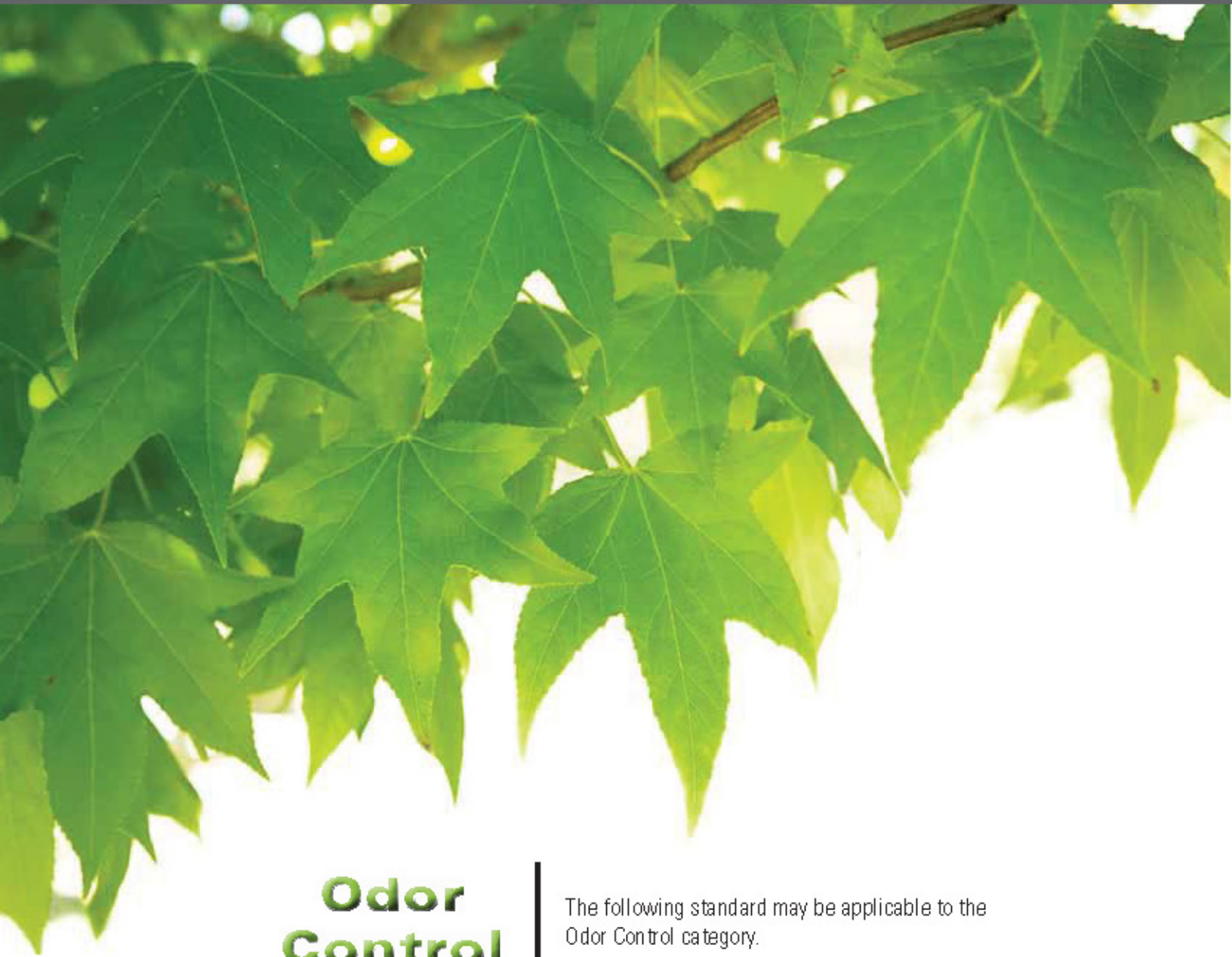
## Facility Maintenance

The following standard may be applicable to the Facility Maintenance category.

### **Product Attributes for Consideration:**

- Recycled content
  - Post-consumer recycled content plus one-half of the pre-consumer content as defined by LEED
  - Meet the recommended minimum recyclable content levels for post-consumer steel applicable to the EPA's Comprehensive Procurement Guidelines
- Contributes toward earning points in Materials and Resources (MR) Credits 4.1/4.2 and MR Credits 5.1/5.2





## Odor Control

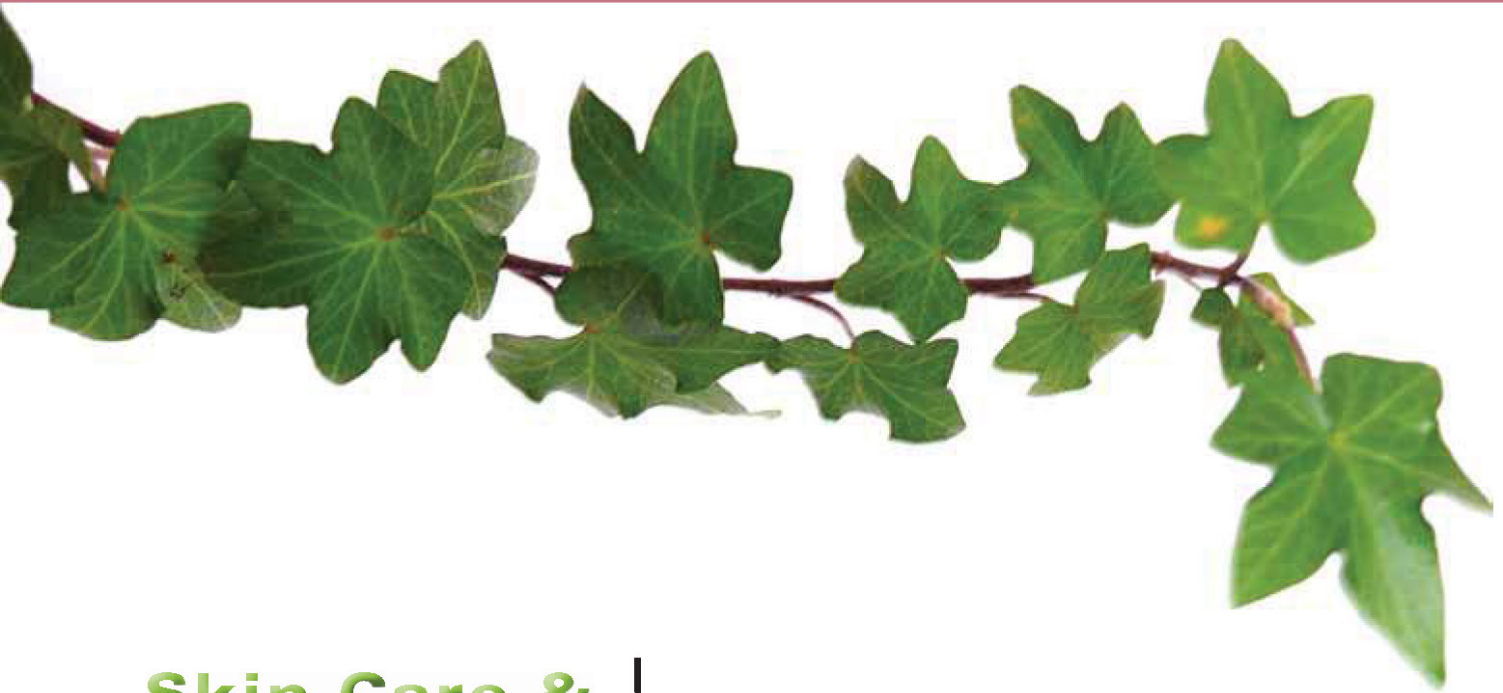
The following standard may be applicable to the Odor Control category.



U.S. EPA Environmentally Preferable Purchasing (EPP)

### **Product Attributes for Consideration:**

- ◆ Presence of ozone depleters should be minimized
- ◆ Percentage of volatile organic compounds (VOC) which are known to contribute to smog formation
- ◆ Non-flammable products are preferred
- ◆ Favor biodegradability upon disposal
- ◆ Minimize acute and chronic toxicity



## Skin Care & Personal Hygiene

The following standard may be applicable to the Skin Care & Personal Hygiene category.

U.S. EPA Design for the Environment (DfE)

Green Seal for Industrial & Institutional Hand Cleaners (GS-41)



EcoLogo No. 104 Hand Cleaners - Industrial & Institutional

### Product Attributes for Consideration:

- Compliance with any governmental requirements and/or standards
- Effectiveness
- Formulation
  - No skin sensitization nor irritation
  - No antibacterial, antimicrobial, antiseptic or sanitizing claims
  - No alkylphenol ethoxylate surfactants (APEOs), halogenated solvents, butoxy-ethanol; builders that use phosphates, ethylene diaminetetraacetic acid (EDTA) or nitrilotriacetic acid (NTA); or chemicals classified as carcinogenic
  - Biodegradable
  - Use of renewable resources
  - Non-toxic to terrestrial and aquatic species (including humans)
- Packaging
  - Efficient, recyclable, compostable and/or recycled content packaging
- Minimal animal testing

## Paper & Dispensers

The following standards may be applicable to the Paper & Dispensers category.

### EPA Comprehensive Procurement Guidelines:

Recommended Recovered Content Levels for Commercial and Industrial Sanitary Tissue Products

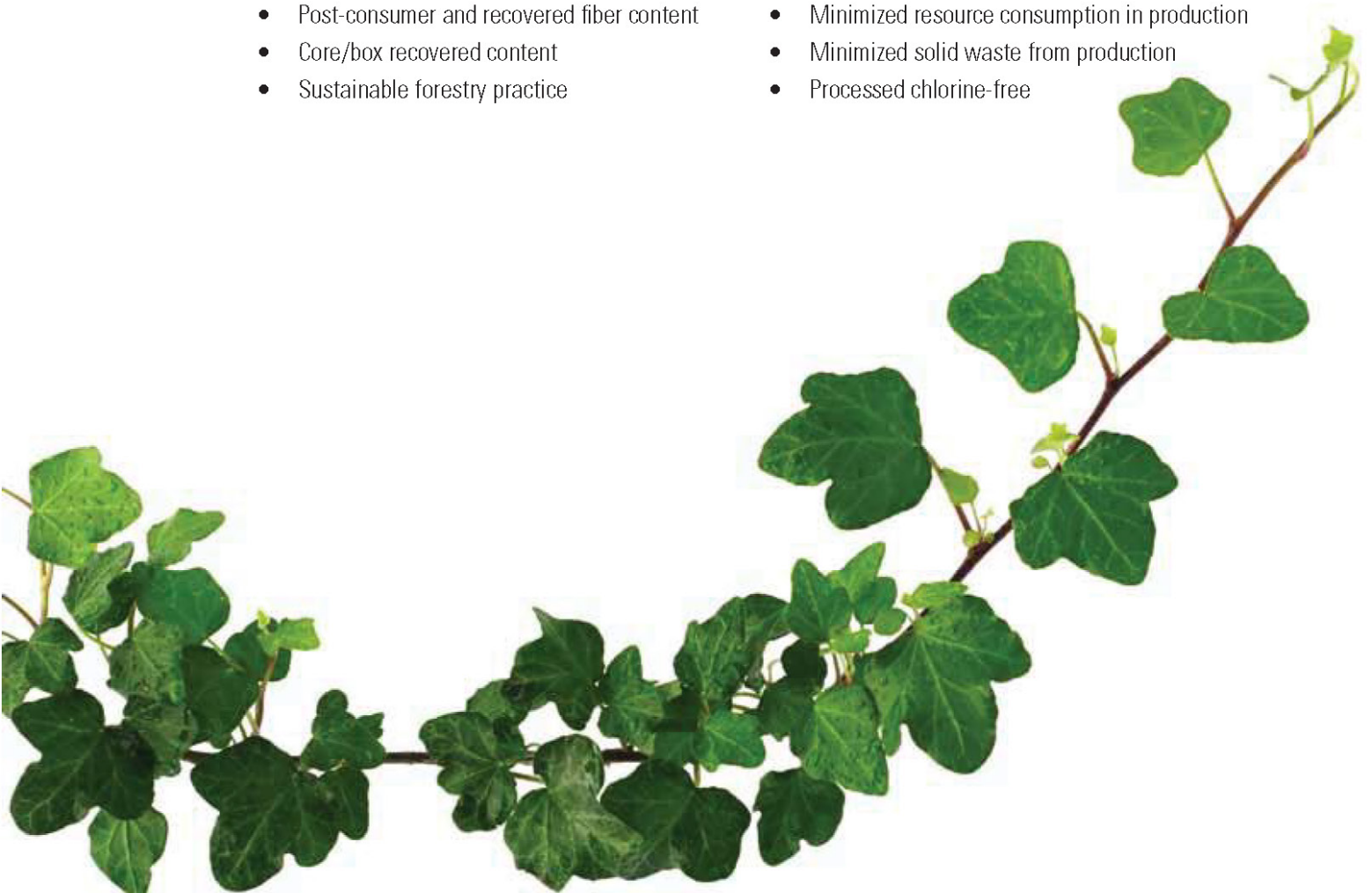


Item	Postconsumer Fiber (%)	Recovered Fiber (%)
Bathroom Tissue	20-60	20-100
Paper Towels	40-60	40-100
Paper Napkins	30-60	30-100
Facial Tissue	10-15	10-100
General Purpose & Industrial Wipers	40	40-100

*Note: The content levels should be read as X% recovered fiber, including Y% postconsumer fiber and not as X% recovered fiber plus Y% postconsumer fiber.*

### Product Attributes for Consideration:

- Meet all government regulations
- Post-consumer and recovered fiber content
- Core/box recovered content
- Sustainable forestry practice
- No added coloring/fragrance
- Minimized resource consumption in production
- Minimized solid waste from production
- Processed chlorine-free





## Mops, Brooms & Dusters

The following standard may be applicable to the Mops, Brooms & Dusters category.

### **Product Attributes for Consideration:**

Microfiber - Cleaning with microfiber supports Environmentally Conscious Cleaning in the following ways:

- Chemical Reduction - Reduces chemical usage by up to 95%
- Water Reduction - Exceptional absorbency and cleaning power reduces water usage by up to 90%
- Product life span - Lasts over 6-10x longer for substantial reduction in waste
- Cleaning Effectiveness - Cleans much faster; removes 97%+ of harmful strains of bacteria with water only
- Improved Indoor Air Quality - Traps dust, particulates and allergens

Recycled Content - Items made from recycled content help minimize waste that ultimately ends up in the environment





## Floor & Carpet Care

The following standards may be applicable to the Floor & Carpet Care category.

**Carpet & Rug Institute Seal of Approval:**

The CRI Seal of Approval program identifies effective carpet cleaning solutions and equipment that clean carpet right the first time and protect a facility's carpet investment.

**U.S. Green Building Council's (USGBC) LEED Certification Program:**

Facilities can earn at least 1 point towards the minimum 32 points necessary to be certified by having an effective, high-performance matting system.

**Green Seal (GS-42) Environmental Standards for Cleaning Services:**

Focus on ways in which to reduce a product's environmental impact. Vacuum use/maintenance and entryway matting are discussed.





## **Waste Receptacles**

The following standards may be applicable to the Waste Receptacles category.

### **EPA Comprehensive Procurement Guidelines for Office Recycling Containers and Waste Receptacles:**

- For Plastic, 20-100% post-consumer content
- For Steel, 16% post-consumer content, 25-30% total recovered content



## Bags & Can Liners

The following standards may be applicable to the Bags & Can Liners category.

### **EPA Comprehensive Procurement Guidelines for Plastic Trash Bags:**

- 10-100% post-consumer content



## Foodservice

The following standards may be applicable to the Foodservice category.

The Biodegradable Products Institute

### **Product Attributes for Consideration:**

- Recycled Content - Made from pre- and post-consumer recovered/recycled content, which helps to reduce waste
- Bio-based ingredients - Made from renewable resources
- Biodegradable - Biodegradable when properly discarded
- Compostable - Compostable when properly discarded in a commercially run compost facility

