



Environmental Claim Validation

Manufacturers can rely on one of the world's most trusted names in third-party product safety and standards development—UL—to validate their sustainability claims. Proof that your products are as green as they say they are.

These days, the landscape of green product marketing is anything but black and white. A growing number of “eco-labels” have made it difficult to differentiate between products that are genuinely environmentally preferable and those that aren't. That's where UL can help.

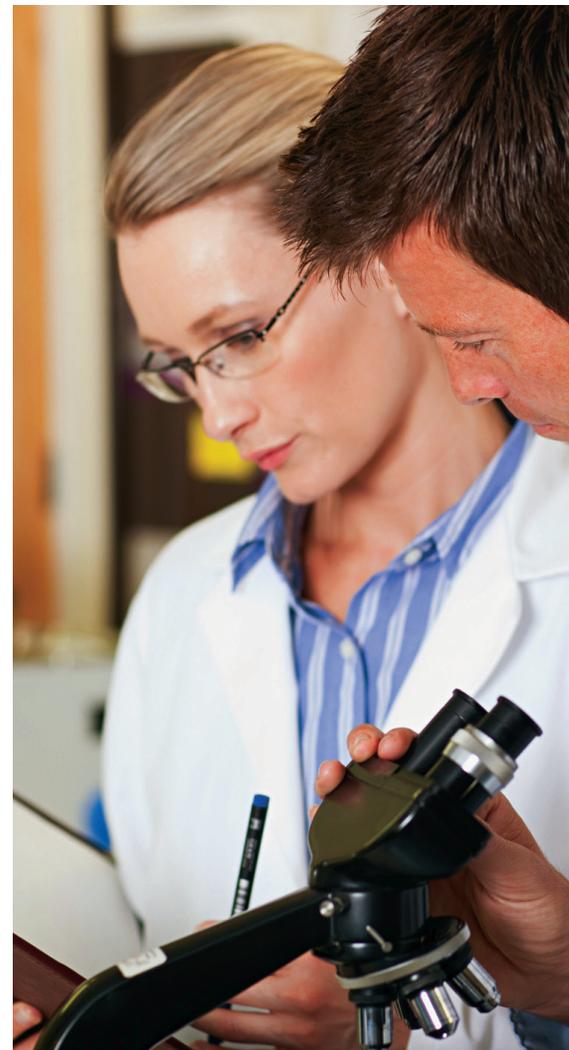
Through rigorous scientific analysis, manufacturers that engage UL Environment can prove to the marketplace that their products do, in fact, live up to their environmental claims and do not perpetuate “greenwashing.” This is important because, for specifiers and other purchasers, greenwashing is the single biggest challenge they face when trying to select greener, healthier products.* So, manufacturers that work with UL Environment can gain instant credibility—and a clear competitive edge in an otherwise murky green product marketplace.

Get Noticed. Get Recognized. Get Specified.

With environmental claim validation from UL Environment, products can contribute to LEED® points, raising visibility among key specifiers and driving marketplace demand for those products.

What's more, manufacturers whose products have achieved environmental claim validation from UL Environment are able to use the UL Environment environmental claim validation badge on their product packaging and marketing materials. With ease and convenience, this badge communicates to customers and prospects that products have been tested by a neutral third-party and independently validated to have been manufactured and/or perform in accordance with its environmental claims.

Additionally, all validated products are featured on UL Environment's sustainable product database, a free online tool that allows specifiers and other purchasers to identify products by product category, company name, product name, or type of claim.



* Green Products Survey, *Building Design + Construction*, 2011

To learn more, visit ul.com/environment or call 1.888.485.4733

The Environmental Claim Validation Process

1

Submitting a Project

- Client submits application for validation services
- UL Environment reviews completed application and prepares quote
- Client signs contract and UL Environment assigns environmental product manager

2

Environmental Claim Audit

- UL Environment conducts project kick-off and determines evaluation plan
- Client submits documents for review
- UL Environment conducts an on-site audit and/or customer submits samples for testing
- UL Environment reviews and shares on-site audit and/or test results

3

Issue and Publish Claim

- UL Environment lists validated product(s) in its sustainable product database
- Manufacturers begin using the environmental claim validation badge in marketing materials and on product packaging

4

Maintaining Environmental Claims

- UL Environment conducts routine on-site audits and/or testing to ensure ongoing compliance



Environmental claim validation:

- Recycled content
- Reclamation facility
- Biobased content
- Mold resistance
- Energy saving power strips
- Rapidly renewable materials
- Zero waste to landfill
- Recyclability
- VOC content

Did you know?

All products with UL Environment validated claims are featured on UL Environment's Sustainable Product Database, a free online tool for specifiers and other purchasers.

Why Choose UL Environment?

Built on UL's century-long legacy of trust, UL Environment empowers both manufacturers and purchasers to transform their environmental stewardship into true market leadership. We enable manufacturers to create better products in a more environmentally-responsible way, and enable customers to make smarter, more environmentally-preferable purchasing decisions.

How to Get Started

For more information on UL Environment's services and how they can benefit your company, visit www.ul.com/environment.

Or, call or write us today:

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