

A photograph of a woman and a young girl sitting at a desk, looking at a laptop together. The woman is pointing at the screen, and the girl is smiling. They are in a bright room with a large window in the background showing greenery outside. A semi-transparent green overlay covers the bottom half of the image.

GREENGUARD Certification Program<sup>SM</sup>





AHHH, THE GREAT INDOORS<sup>SM</sup>

# Higher Standards. Cleaner Air.

It may be hard to believe but research proves that the air inside our homes, schools, offices and other buildings can be more polluted than the air outside.

## Why?

Because the materials used to make furnishings, appliances, equipment and other household and office products emit thousands of different pollutants. Additionally, many cleaning agents and chemicals used in everyday life generate indoor air pollution. In a single building, you can find volatile organic compounds (VOCs), ozone, carbon monoxide, fine particles, mold spores and even biological allergens.

This evidence is significant because people today spend about 90 percent of their time indoors. As a result, we face long-term health

risks due to indoor air pollution. Our children are especially at risk, as are the elderly, those with chronic illnesses and people who suffer from respiratory or cardiovascular diseases. The 20 million plus Americans who have asthma — six million of whom are children — endanger their health every day simply by spending time at home, work, school or in other indoor environments.

**GREENGUARD offers a solution: keep pollutants out in the first place.** By using products bearing the GREENGUARD Indoor Air Quality Certified® mark, manufacturers, architects, designers and consumers can rest easy knowing these products have been independently tested and meet the most rigorous chemical emission standards in the world.

APPROXIMATELY HALF OF ALL SCHOOLS HAVE PROBLEMS LINKED TO INDOOR AIR QUALITY.



PEOPLE IN DEVELOPED  
COUNTRIES SPEND 90% OF  
THEIR TIME INDOORS

# GREENGUARD Certification Adds Value.

**Today's marketplace is evolving.** Every day more and more people are aware of the ways our environment — inside and out — impacts our quality of life. We now understand that to keep indoor air clean and healthy, we must choose materials and products that emit the fewest possible pollutants.

The GREENGUARD Environmental Institute (GEI) was created in 2001 to develop a set of standards to test and certify materials used in indoor environments. Since then, GREENGUARD has established more than a dozen emissions criteria and achieved authorization as an American National Standards Institute (ANSI) developer for indoor air quality standards. GREENGUARD certification has been awarded to thousands of qualified materials, products, furnishings, appliances, electronics and cleaning agents used in homes, schools and businesses.

Ongoing verification is required to retain certification, giving GREENGUARD certified manufacturers a clear advantage in the marketplace.

**GREENGUARD certification is good for kids, too.** The GREENGUARD Children & Schools<sup>SM</sup> program includes specialized standards that address the unique sensitivities of infants and children. Products used in day care centers, schools and other children's facilities must meet even more stringent requirements, including additional limits on chemicals such as phthalates and toxins that impact child development.

INDOOR AIR IS 2 TO 5  
TIMES MORE POLLUTED  
THAN OUTDOOR AIR

# You're in Good Company.

GREENGUARD certified products are available worldwide, brought to you by leading manufacturers who are eager to demonstrate their commitment to environmental excellence, healthy lifestyles and green living. In fact, the GREENGUARD Indoor Air Quality Certified® mark has become synonymous with the highest level of corporate commitment to protecting indoor environments.

It's easy to find GREENGUARD certified products and materials. Just look for the GREENGUARD mark. For a comprehensive list, please visit the GREENGUARD Product Guide<sup>SM</sup> at [www.greenguard.org](http://www.greenguard.org).

HERMAN MILLER

3M

ICI PAINTS

DUPONT

FORMICA

LENOVO

HUNTER DOUGLAS

OWENS CORNING

A person's hands are shown holding a rolled-up blueprint. The background is a window with horizontal blinds, slightly out of focus. The entire scene is overlaid with a semi-transparent green filter.

## Collaborating for Sustainability.

GREENGUARD certified products are recognized and specified by the nation's leading sustainable organizations including:

U.S. Green Building Council's (USGBC) LEED® Green Building Rating System — A leading consensus-based national rating system for developing high-performance, sustainable buildings.

Green Guide for Healthcare™ — A best practices guide for healthy and sustainable building design, construction and operations for the healthcare industry.

California's Collaborative for High Performance Schools (CHPS) — A program that oversees the nation's first green building rating system especially designed for K-12 schools to help them achieve environmental efficiency and healthy building practices.

National Association of Home Builders' (NAHB) Green Building Guidelines — Voluntary Model Green Home Building Guidelines are designed to be a tool kit for the individual builder looking

to engage in green building practices and home builder associations (HBAs) looking to launch their own local green building programs.

Green Globes — A building environmental design and management tool that delivers an online assessment protocol, rating system and guidance for green building design, operation and management.

Regreen — A partnership of the American Society of Interior Designers' Foundation and the U.S. Green Building Council in delivering best practice guidelines and targeted educational resources for sustainable residential improvement projects.

Plus there are numerous local authorities across the country that recognize GREENGUARD within their own green building codes.

# Marketing the GREENGUARD Brand.

The GREENGUARD Environmental Institute is true to its mission. We aggressively promote the GREENGUARD brand in the marketplace and actively support the companies who earn the GREENGUARD Indoor Air Quality Certified® mark.

GREENGUARD:

- Includes a comprehensive, searchable, online resource of certified materials and products in the GREENGUARD Product Guide,<sup>SM</sup> available free to the public.
- Develops and reviews GREENGUARD certified collateral materials.
- Delivers presentations at national sales meetings.
- Provides internal education and training.
- Offers trade show support and distribution of program materials.
- Advertises in key industry publications.

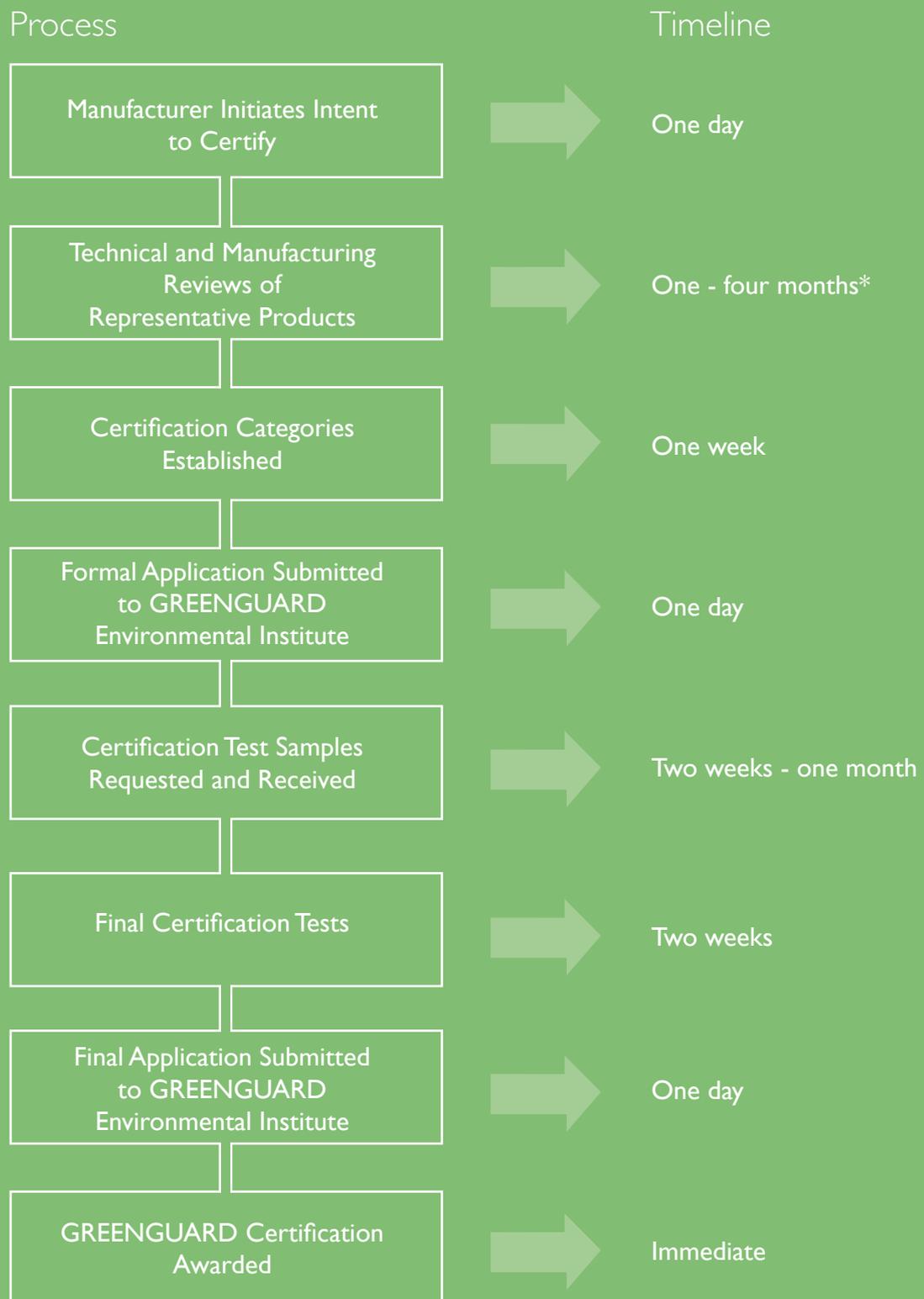
The key to effective brand management begins with education. GREENGUARD shares its expertise about indoor air quality principles and standards with the manufacturing, design and building industries.

GREENGUARD:

- Offers accredited continuing education (CE) courses, for architects and designers, approved by organizations such as the American Institute of Architects, Construction Specifiers Institute and the International Interior Design Association.
- Provides a "Train the Trainer" course for manufacturers of GREENGUARD certified products.
- Delivers educational presentations on indoor air quality at key green building conferences.
- Establishes a prominent presence at industry and consumer trade shows, meetings and key industry events, including the NeoCon World's Trade Fair and the Green Build International Conference and Expo.
- Provides insight, facts and opinions for local, national and international media.
- Distributes a monthly e-newsletter about important green and indoor air quality issues to more than 31,000 registered trade professionals and consumers.

More than 60% of respondents to an independent market survey said GREENGUARD is the most valuable "green label," second only to the U.S. EPA ENERGY STAR® Program.

# Understanding the Process.



\*The time is highly dependent on the number of certification categories and number of products in each certification category.

Take the first step to clean indoor air.  
Go to [www.greenguard.org](http://www.greenguard.org) and complete  
the Manufacturer Questionnaire or  
call a sales representative at 678.444.4042  
for a complimentary consultation.





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