

About GBA's **Green** Building Products Initiative

GBA's Green Building Products Initiative promotes economic growth for Pennsylvania and national leadership for manufacturers and suppliers of green building products and services.

GBA's services and tools include:

- » An online directory of Pennsylvania green building products
- » Direct consultations with manufacturers and green service companies
- » Fee-based project work, including sustainability reviews and marketing literature reviews
- » Product innovation guidance
- » Educational events about green buildings and green building products

GBA's Green Building Products Initiative is generously supported by the Commonwealth

of Pennsylvania, Ben Franklin Technology Development Authority; Richard King Mellon Foundation; and The Heinz Endowments.

With GBA's help, you can make the most of competitive opportunities in today's marketplace. Whether you're just starting with green building or are an experienced hand, GBA can help. Contact us today.

To find out how to list or find PA green building products, visit:
www.go-gba.org/products

To learn more about GBA's green product services, email products@gbapgh.org or call (412) 431-0709 . To search the Pennsylvania products directory, please visit www.go-gba.org/products .

GREEN BUILDING

PRODUCT CERTIFICATION

AND

LABELING SYSTEMS

If you manufacture, distribute, purchase, or specify building products, making sound judgments about which products are truly green is difficult. It is critical for manufacturers to understand the benefits of green product labels and certifications—as well as the time and investment required to comply with these standards.


Green Building Alliance hopes to simplify the process through this valuable guide.



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 Printed with vegetable-based ink on recycled paper.

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ABOUT GREEN BUILDING ALLIANCE

Green Building Alliance (GBA) is a nonprofit organization that advances economic prosperity and human wellbeing in Western Pennsylvania by driving market demand for green buildings and green building products. Based in Pittsburgh, GBA is an affiliate of the U.S. Green Building Council, and serves Western Pennsylvania.

DISCLAIMER

Green Building Alliance does not endorse any of the green building product directories, labeling systems, certifications, or organizations listed within this document. The information presented here is not a comprehensive representation of any of the included resources and only contains information collected through April 2011. LEED references are specific to LEED 2009.



HOW GREEN IS YOUR PRODUCT?

GREEN PRODUCT VERIFICATIONS

Certification : Complex system having multiple science-based criteria for determining if a product qualifies to be certified

Directory : Yellow page-type listing of available green building products

Labeling System : Simple system in which a blanket (and often single-attribute) label is applied to all products

WHAT'S COVERED?

The green product certification and labeling systems profiled here are only a few of many systems that can denote products as "green." Those chosen to be featured are:

- » Widely used and recognized by green building professionals
- » Most prevalently used to label or certify green building products
- » Applicable to or referenced by domestic green building rating systems

WHY IT MATTERS

Compliance with Other Standards : Systems certified by national and/or international standard bodies such as ISO or ANSI may meet a higher level of quality and consistency than other systems

LEED Credits : Green building rating systems such as LEED create significant demand for green building products; in fact, various green product certifications and labeling systems can help products contribute to a wide variety of LEED credits

Multiple Levels : Systems that have different achievement levels help differentiate between the environmental and social impacts of products of the same type (e.g. carpet, wood, etc.)

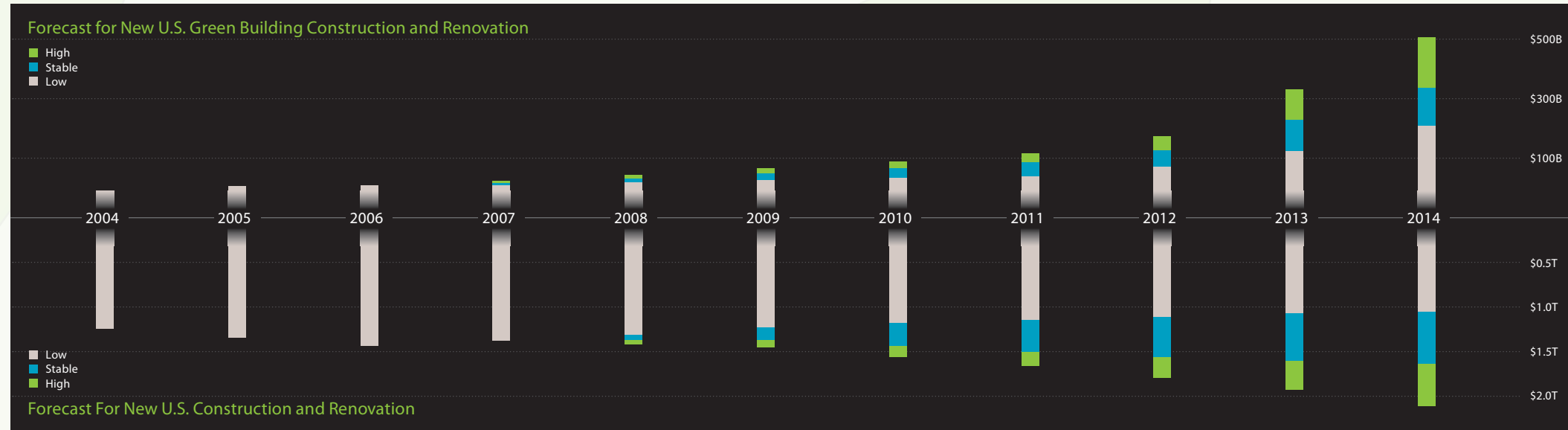
Third-Party Certification : Review by an independent and unbiased third party is currently the most reliable method of verifying claims of product "greenness" and "sustainability"

Cost to Manufacturer : Cost ranges presented here generally vary based on the complexity of the product in question and represent a variety of services that may be supplied by a green labeling and certification system provider

GREEN BUILDING PRODUCT DIRECTORIES

Green product labels and certifications are often very detailed assessment-based systems clarifying what makes a building product green. However, there are also many basic listing services for which green building products. These directories are the "yellow pages" for green building products—some are well-filtered and considered; others are not. Regardless, they are a primary source of information for many building designers and operators.

To search for product directories, visit www.go-gba.org/products







ACRONYMS

The green building world is full of acronyms. Here are some key definitions:

- | | |
|--|---|
| ANSI: American National Standards Institute | LEED: Leadership in Energy and Environmental Design (Green Building Rating System by U.S. Green Building Council) |
| ASTM: American Society for Testing and Materials | EA: Energy & Atmosphere |
| BIFMA: Business and Institutional Furniture Manufacturer's Association | EQ: Indoor Environmental Quality |
| CHPS: Collaborative for High Performance Schools | ID: Innovation & Design |
| CRI: Carpet and Rug Institute | MR: Materials & Resources |
| CSA: Canadian Standards Association | SS: Sustainable Sites |
| EPA: Environmental Protection Agency | WE: Water Efficiency |
| FTC: Federal Trade Commission | NAHB: National Association of Home Builders |
| ICC: International Code Council | NSF: National Sanitation Foundation |
| ISO: International Organization for Standardization | SCS: Scientific Certification Systems |
| | UL: Underwriters Laboratories |
| | USDA: U.S. Department of Agriculture |



go	Visit www.go-gba.org/products or email products@gbapgh.org for additional details!	Number of Products	Number of Companies	Fee	Third Party Certification	Public Access to Method	Public Comment	ANSI	COMPLIANCE WITH STANDARDS							
									AST M	CHPS	ISO	LEED	NSF	Other		
SINGLE ATTRIBUTE CONSIDERED	 Carbon Reduction Label Type: L Attribute: EC	5,000+	80+	●	●	●	●				●				●	
	 Cool Roof Rating Council Rating Program (CRRC) Type: R Attribute: RC	1,942	179	\$1,000 to \$6,000	●	●	●	●	●		●	●	●			●
	 CRI Green Label and Green Label Plus (CRI) Type: C Attribute: IAQ	●	●	●	●	●	●	●			●		●	●		●
	 CSA Sustainable Forest Management System (CSA/FMS) Type: C Attribute: F		21	●	●	●	●	●								●
	 Energy Star Type: L Attribute: EP	44,000+	●	Free	●	●	●	●	●	●			●			
	 FloorScore Type: C Attribute: IAQ	84+	33+	●	●	●	●	●			●		●	●		
	 Forest Stewardship Council (FSC) Type: C Attribute: F	●	13,000+	●	●	●	●	●					●			
	 Green Seal Claim Verification Program Type: CV Attribute: IAQ M	●	●	●	●	●	●	●				●				
	 Green-e Energy Type: C Attribute: EP	●	97+	\$1,000 to \$12,000	●	●	●	●					●			●
	 Green Circle Certification System (GCC) Type: CV Attribute: EC M	300+	11+	\$3,500 to \$15,000	●	●	●	●	●	●			●		●	●
	 GREEN GUARD Indoor Air Quality Type: C Attribute: IAQ		360+	●	●	●	●	●	●	●	●	●	●	●	●	●
	 Hazardous Substance Free Mark (HSF Mark) Type: C Attribute: T	●	●	●	●	●	●	●								●
	 ICC - E S A V E Type: CV Attribute: EC EP M T WE	17	12	\$5,200+	●	●	●	●	●	●	●	●	●	●		●
	 Indoor Advantage Type: C Attribute: IAQ	●	●	●	●	●	●	●	●		●		●			●
	 NSF Environmental Claims Verification Type: CV Attribute: EC EP M T WE	●	●	\$5,000 to \$15,000	●	●	●	●	●				●			●
	 SCS Material Content Certification Type: CV Attribute: M	514	●	●	●	●	●	●				●	●			●
	 Sustainable Forestry Initiative (SFI) Type: C Attribute: F	●	2,000+ Locations	●	●	●	●	●								
	 UL Energy Efficiency Certification (EEC) Type: C Attribute: EP	800	100	●	●	●	●	●								●
 UL Environmental Claims Validation (ECV) Type: CV Attribute: EC EP M T WE	50	40	●	●	●	●	●		●	●		●			●	
 US DA BioPreferred Label Type: L Attribute: M	●	●	Free	●	●	●	●		●							
 WaterSense Type: L Attribute: WE	3,000+	70+	Free	●	●	●	●				●	●	●		●	
MULTIPLE ATTRIBUTES CONSIDERED	 Cradle to Cradle (C2C) Type: C Products: All	437+	112+	\$5,500+	●	●	●	●					●			
	 Design for the Environment Safer Product Labeling Program (DfE) Type: L Products: Chemicals	2,400+	400+	●	●	●	●	●								
	 Eco Options Type: L Products: Home Depot Products	3,700+	●	\$1,500	●	●	●	●								●
	 EcoLogo Type: C Products: Varies	10,000	400	\$1,500 to \$5,000	●	●	●	●				●				●
	 Electronic Product Environmental Assessment Tool (EPEAT) Type: C Products: Electronics	3,200+	45+	\$5,000+	●	●	●	●	●				●			●
	 Environmentally Preferable Product (SCS EPP) Type: C Products: Varies	21+	5+	●	●	●	●	●				●				
	 Green Seal Type: C Products: Construction/Building	2,500+	●	\$6,000+	●	●	●	●	●	●		●	●	●		
	Greener Product Certification Seal Type: L Products: Construction/Building	2,000+	354	\$150/mo.	●	●	●	●					●			●
	NSF Sustainable Product Type: C Products: Varies	●	●	●	●	●	●	●	●				●	●		
	SMaRT Consensus Sustainable Product Standards Type: C Products: All	18+	6+	\$7,500 to \$10,000	●	●	●	●	●				●	●	●	●
	Sustainable Choice Type: C Products: Furniture & Carpeting	110+	●	●	●	●	●	●			●				●	
	UL Sustainable Product Certification (SPC) Type: C Products: Varies	10	10	●	●	●	●	●	●				●	●	●	●