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From Green Seal's CEO

As we approach the holidays, Green Seal looks back on a very busy autumn reaching out to existing and new clients, partners, and purchasers of all kinds. Green Seal staff, Board members, and clients participated in the season's many trade shows and conferences, ranging from ISSA to AASHE to Sustainatopia. We were pleased to promote sustainability and the great work of our clients in these events from Las Vegas to Boston.

Our expansive outreach to purchasers in a wide variety of industries illustrates our dedication to building demand for our clients' offerings and for sustainable products and services. Whether we are talking to universities, healthcare facilities, government purchasers, or the broad array of building owners and managers we reach, we never forget that it is our mission—creating a more sustainable world, that drives us. And we are happy to create a demand for that!

With our best wishes for the holidays,

Arthur Weissman, Ph.D.
Green Seal CEO & President

Green Seal is a nonprofit organization that uses science-based programs to create a more sustainable world.



Upcoming Webinar

[Laundry Care Products Webinar](#)

December 2, 3:00 PM ET
Green Seal will host this free webinar with industry expert panelists
Register [here](#)

Recent Events

[Green Cleaning Workshop for MD Public Schools](#)

Nov. 20
Columbia, MD
Green Seal's SVP of Outreach & Strategic Relations, Mark Petruzzi, participated and moderated round table discussions on ecolabels

[Elemental Impact Annual Partners Conference](#)

Nov. 19
Atlanta, GA
Arthur Weissman, Ph.D., President and CEO, presented on Green Seal and its hospitality programs

[Greenbuild](#)

Nov. 18-20
Washington, DC

Newly Certified

Congratulations to the companies whose products and services recently earned the Green Seal.

We support these companies for their sustainability leadership and hope you will do the same.

- [Asian Paints Limited](#): Royale Aspire – Luxury Interior Emulsion
- [AmSan](#): Renown® Green Seal-Certified Bathroom Tissue, Controlled
- [Blue Ocean Oil Supply \(Pty\) Ltd](#): Blue Ocean Wash
- [Brulin & Company](#): TerraGreen Degreaser K
- [Ecolab](#): Quik Fill 92 Neutral Bathroom Cleaner
- [Georgia-Pacific Consumer Products LP](#):
 - Pacific Garden® Gentle Foam Soap, Fragrance Free, Dye Free
 - Pacific Garden® Automated Gentle Foam Soap, Fragrance Free, Dye Free
 - Pacific Garden® Foam Hand Soap
 - Pacific Garden® Gentle Foam Soap
 - enMotion® Gentle Foam Soap with Moisturizers, Fragrance Free, Dye Free
 - enMotion® Gentle Foam Soap with Moisturizers
- [Matera Paper Company](#): MPC Select Standard Roll Tissue
- [M.D. Stetson Company](#):
 - MP-32 Multi-Purpose Cleaner
 - GC-32 Glass Cleaner
 - NC-64 Neutral Cleaner
- [North American Corporation](#):
 - Carlyle Xtra Premium Roll Towels
 - Carlyle Xtra2 High Capacity Premium Roll Towel
 - Carlyle Xtra2 High Capacity Bath Tissue
- [PortionPac Chemical Corporation](#):
 - SFSPac® Laundry Detergent
 - CorrectPac® Laundry Detergent
 - LaundryPac® Laundry Detergent
- [The United Group](#):
 - United Jumbo Roll Tissue
 - United 2-Ply Bath Tissue
 - United White Roll Towels
 - United Centerpull Towels
- [Ultra Chem Labs](#):
 - Ultra Stripper
 - Ruby Stripper
- [Von Drehle Corp.](#): Feather Soft Bath Tissue
- [The Westin Atlanta Airport](#) (advanced to Silver certification)
- [The Westin New York at Times Square](#) (advanced to Gold certification)

To apply for certification, please contact Mac Clevenger at pclevenger@greenseal.org.

Thank you to all of our clients and partners for helping us achieve our mission: to create a more sustainable world.

Green Seal staff and Board members attended. VP of Marketing & Communications Linda Chipperfield attended as a USGBC board member— read Linda's [blog post](#)

[BUILDER Sustainability Forum](#)

Nov. 17

Washington, DC

Green Seal's Marketing &

Communications Associate, Lisa

Nash, attended

[Sustainatopia](#)

Nov. 17

Boston, MA

Arthur Weissman, Ph.D., led the

panel *Digging Deep into Food*

System Supply Chains and another

panel on *Higher Levels of*

Consciousness, during which he

discussed his book *In the Light of*

Humane Nature

[AASHE \(Assoc. for the Advancement of Sustainability in Higher Education\)](#)

Oct. 25 – 28

Minneapolis, MN

Green Seal exhibited and hosted a

panel entitled, *Building the Best*

Team for a Sustainable Campus

[ASBO \(Assoc. of School Business Officials\) Annual Meeting](#)

Oct. 24

Grapevine, TX

Arthur Weissman, Ph.D.

presented: *A Safer, Healthier School*

Through Green Cleaning

[BSCAI \(Building Service Contractors Association International\)](#)

Oct. 22 – 24

Las Vegas, NV

Mark Stanland, VP of Client

Services, attended

[ISSA/Interclean](#)

Oct. 20 – 23

Las Vegas, NV

Green Seal staff and CEO attended

and exhibited

[IEHA \(Intl. Executive Housekeepers Assoc.\)](#)

Oct. 19 – 23

Las Vegas, NV

Mark Petruzzi, SVP of Outreach &

Strategic Relations, presented: *The*

Down & Dirty Truth about Green

Cleaning

[Massachusetts FAC85 Vendor Fair](#)

Sept. 25

Boston, MA

Green Seal exhibited

Client News

Presenting the Best Team at AASHE

The theme for the 2015 Association for Advancement of Sustainability in Higher education ([AASHE](#)) Conference & Expo was *Transforming Sustainability Education*. One well-attended presentation involving Green Seal clients and staff was a panel discussion on “Building the Best Team for a Sustainable Operation”. [Read more ...](#)

Food for Thought Engages Green Seal in Branding Initiative

[Food For Thought Catering Group](#) of Chicago is partnering with Green Seal to promote sustainability and its certification under [GS-55](#) for Restaurants and Food Services. The goal of the partnership is to enhance Food For Thought’s new branding initiative by highlighting its environmentally responsible food purchasing, operations, and management. [Read more ...](#)

PortionPac Introduces Certified Concentrated Laundry Products

The leading provider of highly concentrated, pre-measured cleaning products, [PortionPac Chemical Corporation](#) has been awarded Green Seal certification for its laundry care products.

Their latest innovations, certified on October 29th, are laundry detergents CorrectPac® (for correctional facilities), SFSPac® (for K-12 schools), and LaundryPac® (for general facilities). All three products are certified under GS-51 (Laundry Care Products for Industrial & Institutional Use).

PortionPac Chemical Corporation was founded in 1964 and was the first in the cleaning industry to emphasize educational materials for the proper use of their products. Their passion for health and safety shows in every product they produce. The company has been a client of Green Seal since their first concentrated products were certified in 2005. These three new laundry products bring to 33 the total of Green Seal-certified products that PortionPac Chemical Corporation offers.

Westin NY Times Square Goes Gold

[The Westin New York at Times Square](#), a 45-story hotel located in the heart of Broadway, has achieved the highest certification that Green Seal offers to hotels. The Gold-certified hotel has put in place energy reduction goals, monitoring energy and water consumption, and waste tracking. [Read more ...](#)

[Asthma Prevention in Schools Webinar](#)

Sept. 17

Watch a [video recording](#) of the webinar

[Coating Trends & Technology](#)

Sept. 15 – 16

Chicago, IL

Daniel Pedersen, Ph.D., VP of Science and Standards, gave a keynote address: *Sustainability Leadership for Paints: VOCs and Beyond*

ISSA Review: Market Transformation

At the [ISSA/InterClean](#) trade show this October, exhibitors put their Green Seal certification front and center. [Soundview](#)

[Paper Company](#) incorporated a huge Green Seal graphic in their booth that says, “Proud Producers of Green Seal-Certified Products”. [Agaia, Inc.](#) had two panels that touted what the Green Seal mark means on their products. See more examples in our Facebook album [here](#).



The marketing enthusiasm behind the Green Seal at ISSA/InterClean demonstrates a trend in the cleaning industry: manufacturers are taking ownership of their green identities and using certification to establish themselves as stewards and educators in the market. They are literally putting Green Seal certification on the table in business negotiations. This trend illustrates a transformation from the market that Green Seal experienced 15 years ago when [GS-37](#), our widely accepted standard for I&I cleaning products, was launched.

Early on, purchasers and procurement officials were the driving force in steering the industry to 3rd-party certification. In 2002, Massachusetts was the first state in the United States to specify GS-37 in an RFP; now over half of the states in the U.S. do. In 2005, New York became the first state to require the use of green cleaning products (including Green Seal-certified products) in K-12 schools; currently 10 states and the District of Columbia have such requirements.

This year, Green Seal is celebrating the 15th birthday of GS-37 and the market transformation that it has accomplished. Read more about it [here](#). Thank you to the purchasers and the manufacturers that help move the cleaning industry toward sustainability.



Connecting with End Users

While many people are familiar with Green Seal’s sustainability standards for products and services (covering nearly 400 categories from cleaners to paints to hotels to restaurants), our standards– and the certifications based upon them, are only part of the equation. In order for our nonprofit mission of marketplace transformation to occur, we need to have certified products and services purchased and used by consumers and purchasers in lieu of those that are “less sustainable.”

To help create demand and “pull” in the marketplace for certified products and services, Green Seal works with a diverse group of end-user segments. Many of the products covered by Green Seal’s standards are purchased by a wide range of end users. For example, cleaning products and

sanitary paper (e.g., bath tissue, facial tissue, paper towels) are used by almost everyone at home. But they are also used “away from home” wherever work or social activity may take you: schools, health-care facilities, office buildings, airports, stores, gyms, hotels, and more.

To foster this widespread use, Green Seal supports these institutions with education around the human health and environmental requirements (and benefits) of Green Seal’s standards, [a listing](#) of certified products and services on our website, and [a set of promotional tools](#) to help them share the fact that they are using Green Seal-certified products in their facility. Green Seal’s staff likes to spot Green Seal-certified products in use. I personally have snapped pictures of certified products in such diverse places as the Akron Zoo, the Colorado Convention Center, and the US EPA Headquarters!

Seeing certified products in use helps us to know that we’re “closing the loop” on our mission and having a tangible impact. Since there are still plenty of places where more sustainable products are not being used, our educational mission continues, and you can help, too. To download our consumer postcard that’s full of ideas about certified products and where they can be used, [click here](#). As our colleagues at the [Responsible Purchasing Network](#) like to remind us, “Because every purchase matters.”

Hotel California

Green Seal’s new California Office is working with local governments and businesses to redefine what it means to be a hotel in California. The city of Los Angeles, in partnership with the LA Tourism and Convention Board and Green Seal, created the [LA Green Business Program](#) to recognize and promote businesses that volunteer to operate in a more environmentally responsible or sustainable manner. The Los Angeles Green Lodging Program is the longest-running part of that program, and certification to Green Seal’s Standard for Hotels and Lodging Properties ([GS-33](#)) is a requirement for hotel participation.

“In Los Angeles and California at large, conserving water and energy is part of the daily conversation,” said Joanne Fox-Przeworski, Ph.D., Chair of the Green Seal Board of Directors. “In meeting the standard and displaying their Green Seal certification, these hotels are announcing to their guests that they not only provide a healthy environment but also practice wise use of natural resources.”

This fall, Green Seal honored six of the Green Seal-certified hotels in the Los Angeles area with by presenting each of their leadership and sustainability teams with a wall plaque about their Green Seal certification to further demonstrate their environmental leadership.

Science & Standards News

Now Soliciting Expert Input for Insulation Standard

Green Seal has developed standards for paints, adhesives, and, now, we're gearing up for a new multi-attribute environmental leadership standard for Architectural Insulation Materials – the future [GS-54](#).

Our standards team is reaching out to building and construction experts, manufacturers, public interest organizations, and others to gather information on the technical aspects and life-cycle impacts of fiberglass, rock wool, denim, cellulose, and other materials. [Please provide your comments on our initial findings](#) and spread the word to your green building friends and colleagues. Also, stay tuned: In early 2016, we will publish a draft standard for public comment.

An Expanded, Updated Standard for Architectural Coatings

Green Seal recently issued a new edition of [GS-11](#), our Standard for Paints, Coatings, Stains, and Sealers, which has integrated GS-47. Originally focused on paints and coatings, the new standard now covers most types of architectural coatings, including anti-corrosive and rust-preventative coatings, wall and floor paints, primers, stains and finishes, and concrete and masonry sealers. In addition to an increased number of product categories, GS-11 now includes updated VOC measurement methods and limits.

An Update to Our Laundry Care Product Standards – Coming Soon!

Green Seal will soon release updates to its standards for Household Laundry Products (GS-48) and I&I Laundry Products (GS-51). Check out the [Standard Revision Page](#) to see a summary of the updates.

