

US EPA ARCHIVE DOCUMENT

The EcoLogo^{CM} Program



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Presentation to:

Comparative Safety Statements or Logos
for Pesticide Product Labeling
Work Group to the PPDC

September 10, 2008 Meeting

TerraChoice

- North America's leading environmental marketing firm
- Environmental investments = market advantage
- Communicating environmental value
- Programs and services

***Certification
& Verification***

***Environmental
Marketing***

***Strategic Counsel
& Consulting***

EcoLogo^{CM} Program

- ISO “Type I” ecolabeling program
- Launched 1988
- Market success / solid platform
 - > 120 categories
 - > 250 companies
 - > 7000 products



EcoLogo^{CM}

EcoLogo^{CM} Program

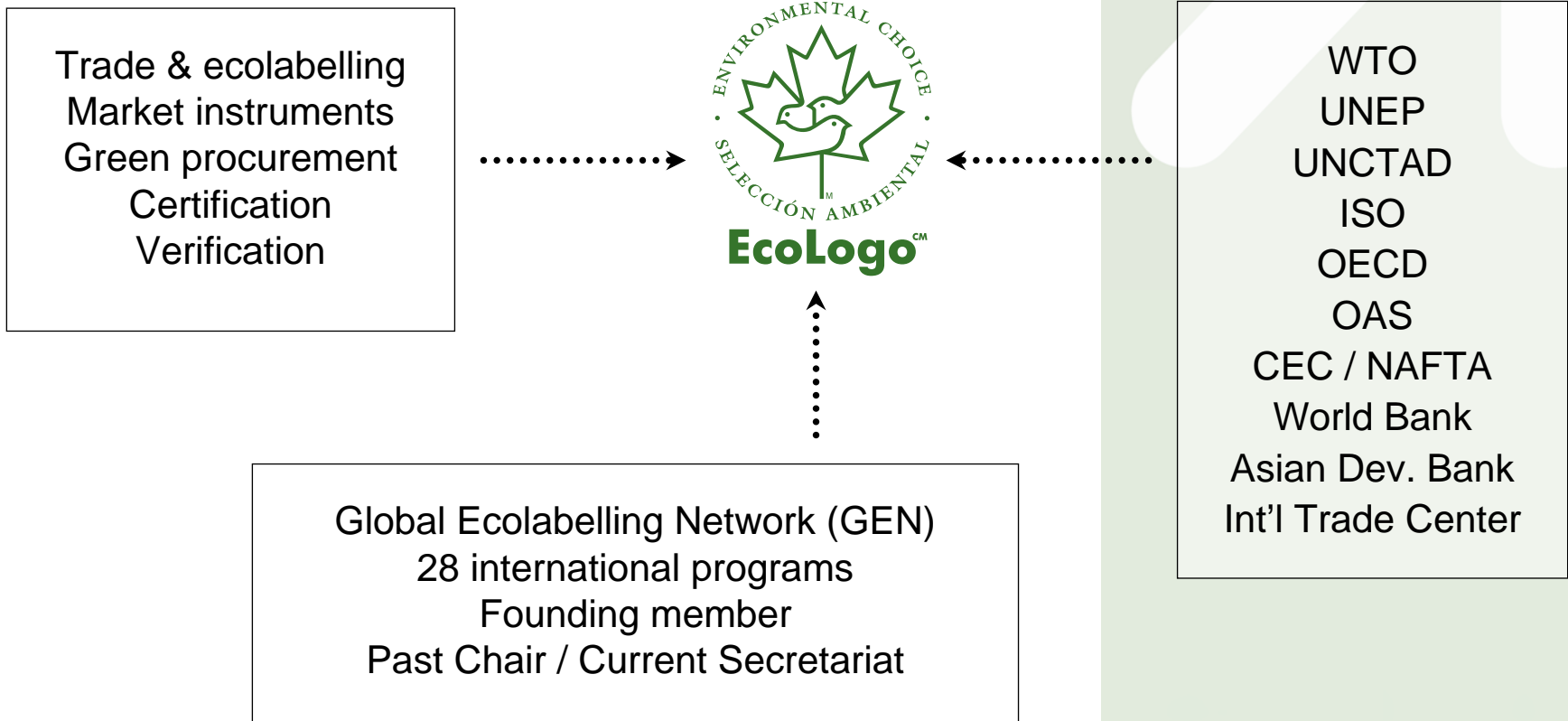
- Sound science
- Life-cycled based techniques
- Multi-attribute
- Balanced interest groups
- Selective
- Transparent and accessible
- Independent auditing
- Ongoing certification
- Regular standard maintenance



***Stakeholder-based
Environmental leadership
Verified
Maintained***



Internationally Respected



EcoLogo^{CM} Categories

- Auto Related Products & Services
- Building & Construction Products
- Cleaning & Janitorial Products
- Consumer Products
- Containers, Packaging, Bags & Sacks
- Electricity Products
- Events
- Fuels, Lubricants & Related Products
- Marine Products
- Office Furniture, Equipment & Business Products
- Printing Products & Services
- Pulp & Paper Products
- Services



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Thermal insulation
Paints / varnishes / stains
Adhesives
Caulking compounds
Sealants
Flooring products
(tiles, carpeting, wood subs, etc.)
Wallboard
Boilers & furnaces

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Car washes

Car wash cleaners

Fuels & lubricants

Coolants

**Anti-corrosion
treatments**

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Hard surface cleaners

- General purpose
- Floors
- Degreasers
- Appliances
- Glass
- Bathrooms

Biologically-based cleaners & additives

Industrial cleaners

Carpet & upholstery cleaners

Hand cleaners

Disinfectants & disinfectant cleaners

...a few EcoLogo^{CM} companies



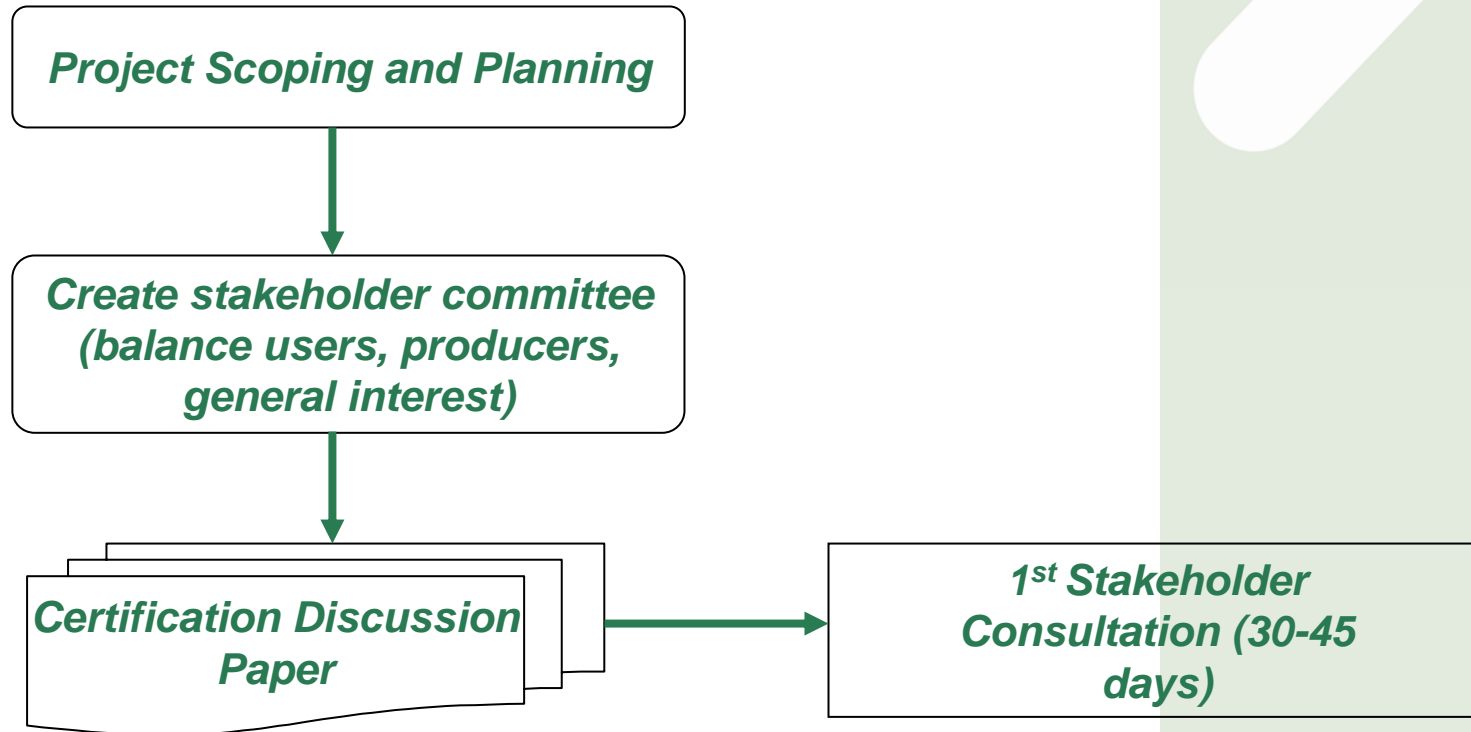
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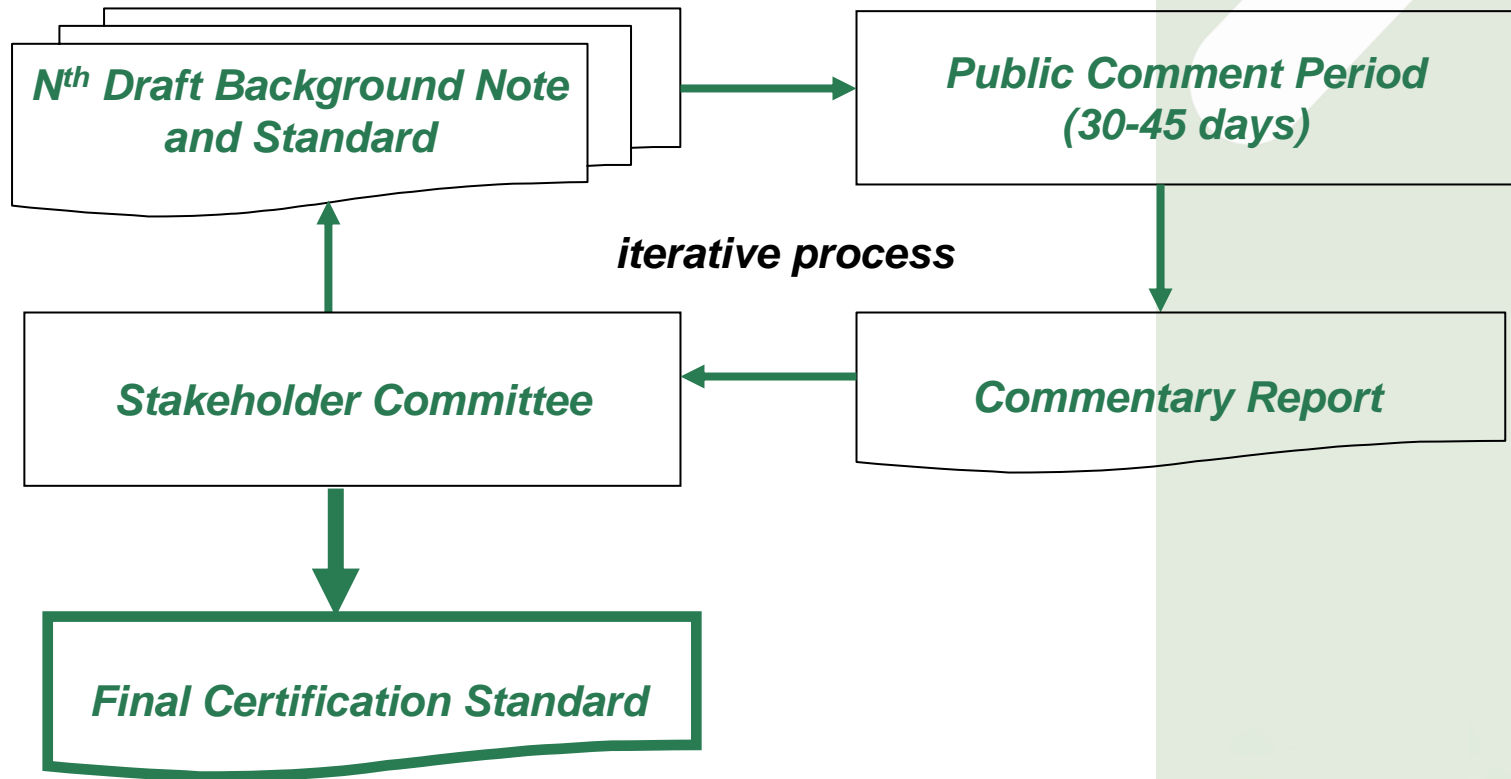
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Standards Development Process



Standards Development Process



Disinfectants and Disinfectant Cleaners

- Regulatory requirements
- Efficacy
- Packaging / Labeling
- Physical properties
- Prohibited & restricted components
- Toxicity
- Biodeg. & bioaccum.

Integral to all standards

Dilution systems, use instructions, recycling

Levels representing environmental leadership

Thank You!

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environmental marketing



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terrachoice
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helping grow the world's
most sustainable companies