

US EPA ARCHIVE DOCUMENT

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# Looking Beyond the Label

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# UL Environment

UL Environment, launched January 2009, is a wholly owned subsidiary of Underwriters Laboratories (UL), an independent, 116-year old product safety standards and certification organization.

- UL evaluates 19,000 products, components, materials and systems with 20 billion marks appearing on 72,000 products each year
- Last year alone, UL conducted nearly 85,000 product evaluations
- UL maintains 1,400 product standards and counting.





**Underwriters Laboratories is expanding the definition of safety to include protecting the safety of future generations.**



# UL Environment Growing Fast:

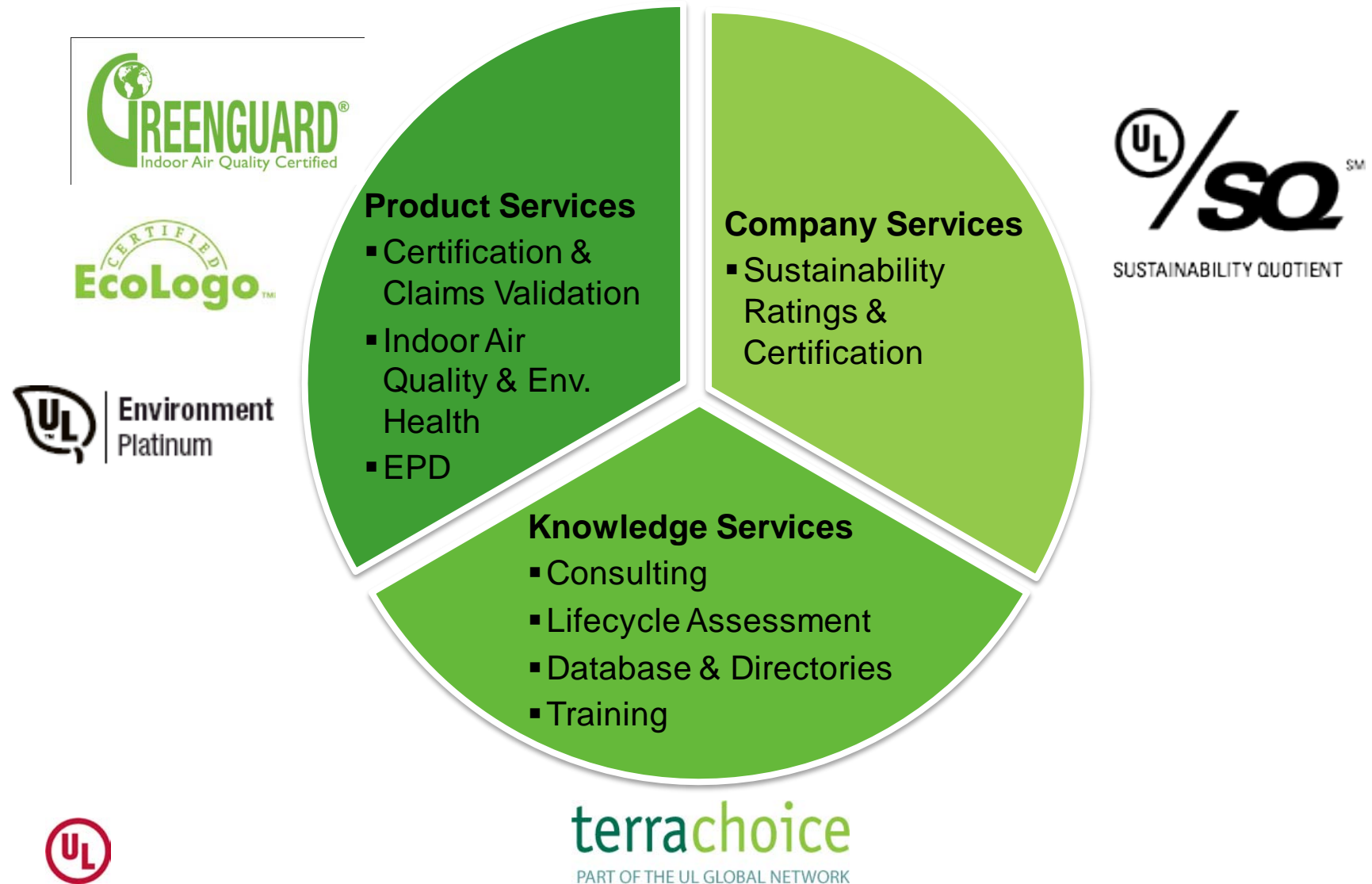
- On August 31, 2010, Underwriters Laboratories announced that ULC Standards acquired TerraChoice, the managers of the Canadian government's EcoLogo program, the oldest ecolabel in North America.



- On February 1, 2011, UL Environment announced its acquisition of GREENGUARD and Air Quality Sciences, which focus on identifying products that are protective of indoor air quality.



# ULE Services







SUSTAINABILITY QUOTIENT

- Company-wide standard for manufacturers based on 100 indicators in five categories – Governance, Environment, Workforce, Customers/Suppliers, and Community Engagement/Human Rights.
- Draft released end of July 2010
- More than 730 commenters and more than 1,500 comments.
- Largest public response in the 116-year history of UL.
- Additional versions will focus on service providers (ULE 881) and specific industry groups.
- Currently selecting pilot companies.







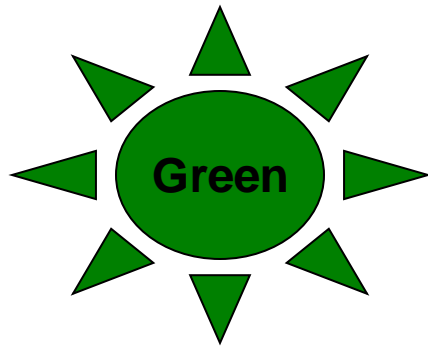
# Future of Green Labeling?

# Future of Labels?

- Greater collaboration and/or consolidation in the labeling world.
- Emergence of a common government label?
- Rise of hybrid labels.



# Types of Labels



**Type I**

## Attributes

Attribute A – xx%

Attribute B – xx

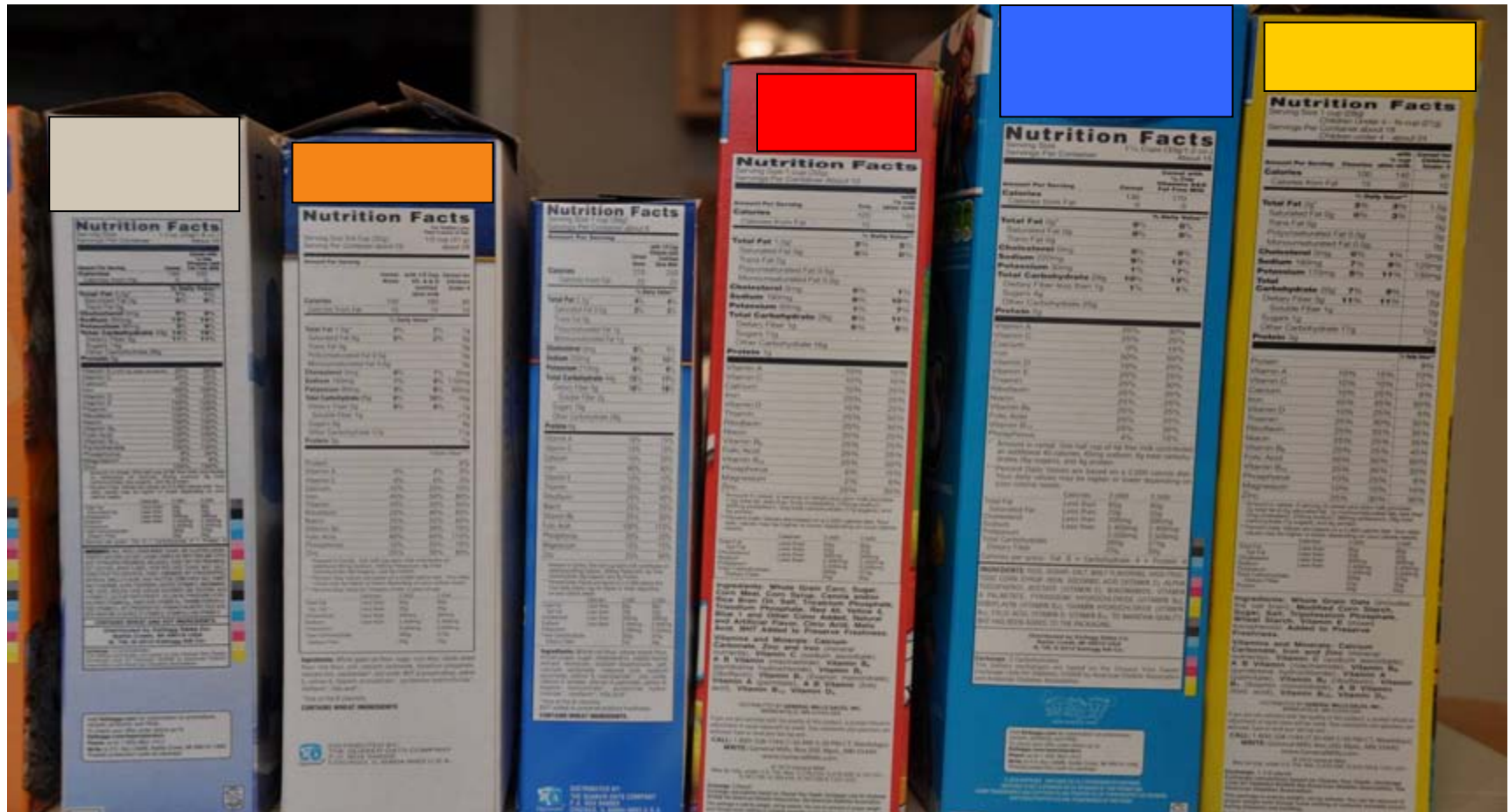
Attribute C – xx

Attribute D – xx

**Type III  
(Vastly Simplified)**

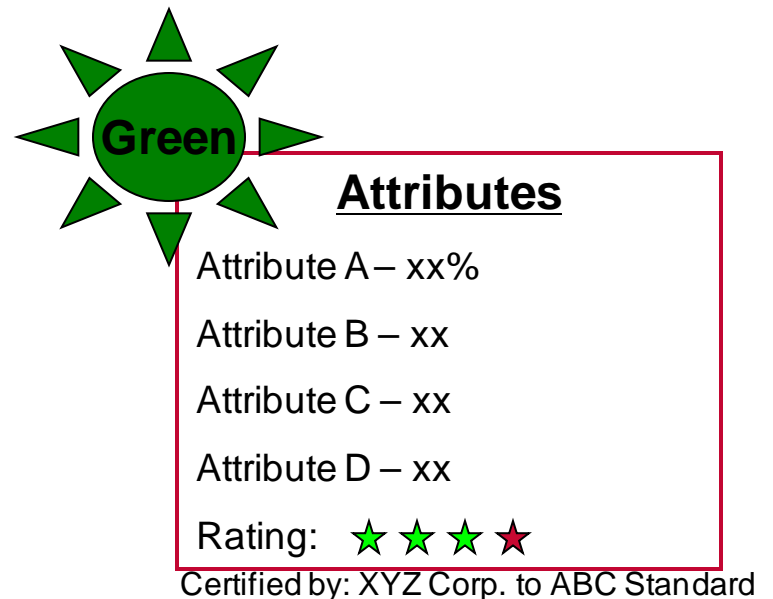
Rating: ★★☆☆

# Which is best?

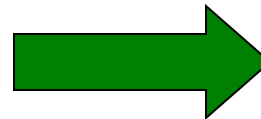
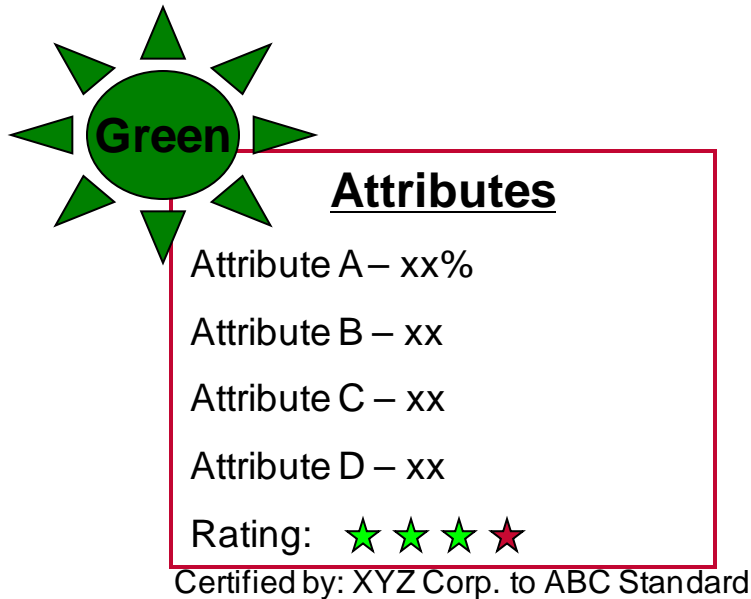


# Potential Hybrid Label

- Certifier is identified
- Combination of label types –  
(1) clearly defined attribute[s] to define environmental leadership and (2) Lifecycle assessment data
- Consumers can look for the “green spot”
- Sophisticated consumers can compare attribute-level details



# Potential Hybrid Label



Visit website  
for more info

## Verified Environmental and Lifecycle Assessment Data

- Data point 1 - xxxxxxxx
- Data point 2 - xxxxxxxx
- Data point 3 - xxxxxxxx
- Data point 4 - xxxxxxxx
- Data point 5 - xxxxxxxx
- Data point 6 - xxxxxxxx
- Data point 7 - xxxxxxxx
- Data point 8 - xxxxxxxx
- Data point 9 - xxxxxxxx
- Data point 10 - xxxxxxxx
- Data point 11 - xxxxxxxx
- Data point 12 - xxxxxxxx
- Etc.

# Initial Experiments

- UL Environment and EcoLogo are working with ISSA on a hybrid approach for the jan/san sector.
- Announcement at October 2010 ISSA show.
- Pilot projects beginning in Q3 2011.





# Questions?

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