

Representing GREENGUARD Certification: Opportunities for Distributors, Dealers and Customers

Product manufacturers extensively use the GREENGUARD Indoor Air Quality Certified® mark to communicate that their products will emit limited chemicals into the indoor air.

GREENGUARD Environmental Institute (GEI) also provides these manufacturers' distributors, dealers, alliance partners and customers the opportunity to associate their branded products with this mark.

A company that distributes or sells (but does not change) GREENGUARD certified products can always use the GREENGUARD Indoor Air Quality Certified® mark as long as it is directly associated with the company and / or brand that has already attained GREENGUARD certification. For instance, ***“Acme Distributors proudly sells XYZ Corporation's GREENGUARD Indoor Air Quality Certified® products”*** (XYZ Corporation would be the existing GREENGUARD participating manufacturer).

Additionally, a company that distributes or sells a GREENGUARD certified product can use the GREENGUARD certification mark in conjunction with ***its*** name upon completion of the following four steps:

- The selling / distributing company receives permission to use the emissions test data from the original participating manufacturer for the purposes of representing certification. The selling / distributing company recognizes that its use of the mark depends on and mirrors the manufacturing companies' continued participation in the GREENGUARD program.
- The selling / distributing company provides verifiable information to GEI on the names of the product or company brands that are intended to use the certification mark and the corresponding product names that have achieved certification. For instance, ***“Acme Distributor's GREENGUARD Certified Product A is identical to XYZ Corporation's Product B.”*** GEI may need to verify that the distributors' products are, for the purposes of chemical emissions, identical.
- The selling / distributing company enters into a legal agreement with GEI on the terms and conditions of the use of the certification mark. This agreement governs issues ranging from product liability, acceptable uses of the mark, and other related issues.
- The selling / distributing company pays GEI an annual \$3,000 licensing fee and an annual \$2,000 administrative fee (per product test group).

Upon completion of these four steps, GEI will provide marketing materials (including the GREENGUARD Certification mark) to the selling / distributing company, will assist the company in representing its products on the GEI website, and will extend to the company the marketing / promotional support services available to all GREENGUARD participating manufacturers.

Typically, depending on the complexity of the manufacturers' value chain and the number of products represented, this process can be completed within 30-60 days.

For more information, please do not hesitate to contact GEI at 1.800.427.9681 or go to www.greenguard.org.