

North America Ecolabeling

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In this presentation...

- Introduction to ACI®
 - Our position on Environmentally Preferable Programs (EPP)
- North American Ecolabels and logos
 - Regulations
 - Cleaning Product standards
 - Current criteria
 - Trends
- Questions

Who is ACI?

- Formerly The Soap and Detergent Association, the American Cleaning Institute (ACI) is a 100+ member trade association representing the \$30 billion U.S. cleaning products market.
- ACI members include:
 - formulators of soaps, detergents, and general cleaning products used in household, commercial, industrial and institutional settings;
 - companies that supply ingredients and finished packaging for these products;
 - and oleochemical producers.
- ACI and our members are dedicated to improving health and the quality of life through sustainable cleaning products and practices.

ACI Position on Environmentally Preferable Product Programs and Schemes

Yes

- Sound science and hazard/exposure based safety assessment
- Environmental and Health Benefits based on all stages of product life cycle
- Holistic approach with consideration of environmental factors along with other product benefits such as performance
- Accurate and meaningful information
- Official guidelines for environmental claims
- Reportable indicators across all relevant areas
- Assessments based on full life cycle of the product thereby ensuring that burdens are not shifted from one life cycle to another
- Open to continued innovation and flexibility
- Agreed EPP principles should be consistent between the I&I and retail product sectors

No

- Pass/fail criteria based on limited endpoints (e.g. ready biodegradation, acute toxicity cut-off levels)
- Hazard-based only criteria
- Targets addressing limited/narrow endpoints (e.g. amount of non-biodegradables per use)
- Discrimination of certain ingredients, products and product categories based other than on sound scientific principles
- Claims of environmental attributes unless based on sound science, compliant with FTC and EPA guidelines



Federal Trade Commission (FTC) Guides for the Use of Environmental Marketing Claims (“Green Guides”)

- Applies to labeling, advertising, promotional materials and all other forms of marketing
- General principles and specific guidance
 - Qualifications, Products/Packages, etc...
 - Biodegradation, Refillable, Ozone Safe, etc...



FTC Green Guides (continued)

- Currently being revised; will probably include:
 - Requirement for a qualifying statement on a label for any logos
 - Clarification on definitions of degradable, compostable, free of/non-toxic, etc
- Will NOT include:
 - Renewable energy
 - Sustainability definition



North American Ecolabels

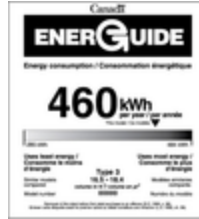
reducing with the Carbon Trust



CO2

We have committed to reduce the carbon footprint of this product

carbon-label.com



ÖKOEFFIZIENZ-ANALYSE
ECO-EFFICIENCY ANALYSIS



Ökologisch und ökonomisch nach BASF-Methode bewertet als Wärmeklassenerbauesystem Platz 1 in der Gesamtwertung

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for better living



North America Ecolabels –Cleaning Products



U.S. Voluntary Government Programs

- U.S. Environmental Protection Agency (EPA)
Design for the Environment (DfE)
 - Standard for Safer Cleaning Products
 - Industrial & Institutional (I&I) Products
 - Consumer Products
 - Detergent Ingredients Partnership (CleanGredients™)
 - Safer Detergent Stewardship Initiative (SDSI)
- U.S. Department of Agriculture
 - BioPreferred Program



U.S. EPA DfE Standard for Safer Cleaning Products



- Hazard-based criteria; includes:
 - Prohibited ingredients
 - Endpoint cut-offs (biodegradability, toxicity, VOCs, etc)
 - Additional considerations for those ingredients found on “official” lists (AOEC Asthmagens, etc)
- Updated April 2011 to include new provisions in addition to existing criteria for ingredients:
 - Ingredient disclosure, including CAS number
 - Provisions for Enzymes and Enzyme Stabilizers
 - On-site Audits
 - Performance testing



U.S. EPA DfE Safer Detergent Stewardship Initiative (SDSI)



- Recognition for those who voluntarily commit to the use of safer surfactants
 - Suppliers, Formulators, Distributors, Non-Profits
- Two Levels
 - Champion: Will be able to use SDSI logo in their literature; recognized on website as champion
 - Partner: Significant accomplishment towards the use of safer surfactants; will be recognized on website



USDA BioPreferred Program

- Labeling program began 2009 (based on 2002 Farm Bill)
- Bio-based materials must be produced within the United States (sole criterion)
- Percentages for cleaning products:
 - Multipurpose Cleaners – 56%
 - Industrial Cleaners – 41%
 - Laundry Products – 46%
 - Hand Cleaners/Sanitizers – 64%/73%



North America Third Party Certifiers



Green Seal™

- Thirty one standards which provide certification to products and services:
 - GS-8 General Purpose, Household
 - GS-37 General Purpose, I&I
 - GS-41 Hand Cleaner and Hand Soap, I&I
 - GS-44 Soaps, Cleansers and Shower Products
 - GS-50 Personal Care Products
 - *GS-52/53 Specialty Cleaning Products for Household/I&I Use



Green Seal™

- HAZARD criteria include:
 - Toxicity endpoints
 - Biodegradation endpoints
 - Volatile Organic Compounds (VOC)
 - List of prohibited/restricted substances
- No consideration given to risk assessments of ingredients or products
- To date, no data exist to show any real or measurable environmental improvements



GS-52/53 – Standard for Specialty Cleaning Products for Household/I&I Use (in development)

- Includes Automatic and Hand Dish Detergent, Boat Cleaners, Motor Vehicle Cleaners, Graffiti Removers
- Criteria Includes:
 - Ingredient Disclosure
 - Provisions for Enzymes and Enzyme Stabilizers
 - Performance testing
 - On-site Audits
 - Social Responsibility



EcoLogo™/Underwriters Laboratory (UL) Environment™

- Only NA standard setting group which meets ISO 14024 standard for environmental labels
- Over 120 standards which provide certification of products and services Certification Criteria Documents (CDD):
 - Disinfectants and Disinfectant Cleaners (CCD-166)
 - Hand Cleaners, I&I (CCD-104)
 - Hard Surface Cleaners (CCD-146)
 - Liquid Laundry Detergent and Fabric Softeners (CCD-105)
 - Personal Care Products (CCD-103)



EcoLogo™/Underwriters Laboratory (UL) Environment™

- UL (1894) acquired Ecologo (1988) in 2010; UL Environment has been in existence since 2009
- Ecologo maintains over 120 standards which provide certification of products and services
Certification Criteria Documents (CDD):
 - Disinfectants and Disinfectant Cleaners (CCD-166)
 - Hand Cleaners, I&I (CCD-104)
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 - Liquid Laundry Detergent and Fabric Softeners (CCD-105)
 - Personal Care Products (CCD-103)



EcoLogo/UL E

- Importance

- UL is an American National Standard Institute (ANSI) Accredited organization
- Ecologo is the only ISO 14024 and is well recognized in Canada, where UL is recognized in the U.S. and worldwide
- Products carrying one brand are qualified to carry the other

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Why 3rd Party Certifiers in NA?

- Many federal, state and local governments/agencies require the purchase of “green” cleaning products, many others considering
- Purchasers feel unqualified to assess environmental attributes
 - Purchasers just want to see a seal
- Marketing Strategy
 - Price to pay to enter or stay in I&I market



Trends

- FTC Green Guide updates
- Ecolabeling for Personal Care Products
 - GS-50
 - DfE criteria for extended dermal contact
- Sustainability criteria
- More program/logos developed
 - Natural Products Association
 - Good Housekeeping
 - Whole Foods



Trends

- Ingredient Disclosure
- In-house Auditing by criteria setters
- Realize this issue is large and getting larger and still not well understood
 - Educate procurement agents and consumers

North America Ecolabeling

Thank you!

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