

BUYING GREEN

A buyers choice for
Quality, Service, and Education



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✓ Green cleaning means the use of products and services that have a reduced impact on human health and the environment when compared with other products or services that serve the same purpose.

✓ There are several organizations that offer certification or set criteria for environmentally friendly products.

✓ The Environmental Protection Agency (EPA) labels products with the Design for the Environment (DfE) label. While the Green Seal organization identifies products with their Green Seal Certification.



✓ Carpet and Rug Institute (CRI) offers certification for carpet cleaning machines and vacuums.

✓ Greenwashing describes a method in which companies deceitfully market their products as eco-friendly. Look out for the Seven Sins of Greenwashing:

- ✓ The Hidden Trade-Off
- ✓ No Proof
- ✓ Vagueness
- ✓ Fibbing/Truth Stretching
- ✓ Lesser of Two Evils
- ✓ Irrelevance
- ✓ False Labels

✓ Green cleaning is more than just products; it requires procedures and an ongoing commitment to a healthy environment and healthy employees.

✓ Green **DOES NOT** mean it will cost more.

✓ Everyone can contribute to a more environmentally sound world.