



## **What is Green Seal?**

Founded in 1989, Green Seal is an independent non-profit organization dedicated to safeguarding the environment and transforming the marketplace by promoting the manufacture, purchase, and use of environmentally responsible products and services.

## **What is Green Seal's mission?**

Green Seal's mission is to achieve a more sustainable world by promoting environmentally responsible production, purchasing, and products.

## **What is Green Seal Certification?**

Green Seal Certification ensures that a product meets rigorous, science-based environmental leadership standards. This gives manufacturers the assurance to back up their claims and purchasers confidence that certified products are better for human health and environment.

## **Where does Green Seal get its authority to set standards and certify products and services?**

Green Seal operates under the international guidelines for environmental labeling programs, ISO 14020 and 14024, set by the International Organization for Standardization. Green Seal is also a founding member of the Global Ecolabeling Network, which has criteria for membership. Green Seal standards have been recognized and used by the United States Federal Government, many State governments, and other important entities.

## **How big is Green Seal?**

Green Seal consists of a core professional staff supplemented by additional experts who provide assistance in auditing and specialized research. Green Seal has a long-term relationship with the University of Tennessee's Center for Clean Products and Clean Technologies, which provides some of the research on which Green Seal standards are based.