

# FROM OUR BOARD CHAIR AND OUR CEO

Green Seal's launch in 1989 brought with it the creation of an entirely new, market-based tool for spurring healthier, more sustainable products – the ecolabel. In the thirty years since, the Green Seal mark has offered buyers an effective way to identify proven-greener, proven-healthier options verified by an independent non-profit organization. From prompting a nationwide shift toward recycled-content paper, to catalyzing a movement toward products low in volatile organic compounds (VOCs), today the Green Seal certification mark is a recognized symbol that products or services meet the highest benchmark of health and environmental leadership.



Green Seal's scientists are dedicated to identifying safer ingredients and reducing overall product environmental impacts while ensuring products bearing the Green Seal mark work just as well as or better than conventional alternatives. This strategy – set a high bar and recognize leaders with the Green Seal mark – is how we harness the power of the marketplace to improve quality of life for people and the planet.

More than 350 companies have led the way with top-performing cleaning, facility care and sanitary products, including household names such as 3M, Dial, Georgia-Pacific, Staples, Johnson Professional, Ecolab, Diversey and many more. With more than 30,000 certified products on the market today, Green Seal can be found in all the spaces where we live, learn, work, and stay.

Each year, Green Seal standards and certified products protect more than 7 million children from toxic chemicals and asthma triggers in schools. They also prevent 500 million pounds of organochloride pollution from entering our waterways and avert more than 3.8 million metric tons of CO<sub>2</sub> emissions from being released into the atmosphere.

Amid the global COVID-19 pandemic, safe and effective cleaning has never mattered more. Green Seal's certified cleaning providers set the benchmark for excellence in cleaning effectiveness. Meeting strict requirements, our certified providers clean for health

and safety in leading facilities including Amazon, Harvard University, the Ritz Carlton, World Wildlife Fund and more. Further, the COVID-19 crisis has publicly amplified the incredibly important role of our nation's front-line workers. Custodians, housekeepers and other building professionals deliver a crucial service to society each and every day. They keep our spaces healthy and our families safe, and we couldn't be more grateful for their service.

From its start, Green Seal's hallmark has been to lead with science to spur innovation for a greener, healthier economy. The success of this mission exposes the false choice between environmental and economic health – and between products that are safe yet also effective. At Green Seal's founding, only about 10 percent of products sold nationwide claimed to be green. According to Nielsen, by 2018 that number had climbed to 22 percent, and it is expected to reach 25 percent next year.



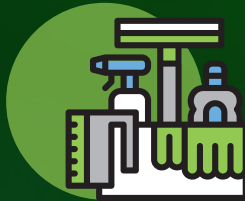
For thirty years, Green Seal has accelerated the adoption of safer and more sustainable products. This transformation is about continuous improvement. We continue to follow science to help policy makers, businesses, and consumers use healthier products and create spaces where people can thrive. The stories of our leaders are written on the following pages, and they give us hope and inspiration that we can continue to solve our toughest challenges together.

**- PAUL BATEMAN**  
GREEN SEAL BOARD CHAIR

**- DOUG GATLIN**  
CHIEF EXECUTIVE OFFICER



# IMPACT HIGHLIGHTS



GREEN SEAL CERTIFIES  
**33,459 PRODUCTS**  
\*BY SKU

## Each year, Green Seal Certified Products & Standards:



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**Save 3.8m Metric Tons**  
of CO<sub>2</sub> emissions from sanitary paper products

\*EQUIVALENT OF TAKING 800,000 CARS OFF THE ROAD



....

**Protect 7m Schoolchildren**  
from toxic chemicals and asthma triggers  
in cleaning products



....

**Eliminate 500m lbs**  
of organochlorine pollution



....

**Prevent 500k lbs**  
of VOC pollution in LEED certified buildings

# SPOTLIGHT

## ENTRY®: A CHLORIDE-FREE ICE MELT GOOD TO – 30°F

Rock salt is such a regular part of maintenance routines in cold-weather regions that it's tempting to overlook its health and environmental downsides. Salt-based ice melters can erode soil, kill plants, burn the skin and eyes of people and pets, and threaten aquatic wildlife.

Enter Entry® liquid ice melt from Branch Creek, the first product to earn Green Seal's certification of Environmental Innovation (GS-20) under the new program requirements. With a clear-as-water application that leaves no salty white tracks, Entry® uses a potassium-formate blend that is chloride-free and safer for people, pets, water, and plants when used as directed.

By breaking down the hydrogen bonds that form when water freezes, Entry® removes thin layers of ice and snow and prevents new ones from forming even at minus 30 degrees Fahrenheit—a colder

freezing point than any other product on the market. That's one reason Entry® is popular with the Denver Broncos, whose Mile High Stadium and UCHealth Training Center both rely on the product to keep high-traffic, high-stakes areas clear of snow, ice, and corrosive residue.



Despite its clear advantages, Entry® almost never made it to market because Branch Creek CEO Nate Clemmer grew concerned about competing in an unregulated ice-melt market beset by greenwashing. Clemmer found the answer in third-party validation from Green Seal: “We can point to Entry®’s Green Seal certification, and what it stands for, instead of engaging in evidence-free debates about a product’s environmental and performance claims.”

**“Green Seal verification of both environmental integrity and efficacy lets Entry® not only enter the market with a reputable ally behind it, but also lets us introduce structure and accountability to the larger ice-melt scene.”**

— Nate Clemmer, CEO, Branch Creek