








Five Coastwide Laboratories Sustainable Earth® Products Attain Green Seal Certification!

-  **SE60 GP Cleaner**
-  **SE61 Glass Cleaner**
-  **SE64 Neutral GP Cleaner**
-  **SE65 HD Cleaner**
-  **SE70 Washroom Cleaner**



Coastwide Laboratories is pleased to announce that five Sustainable Earth® products are now Green Seal certified and meet the GS37 environmental standard for Institutional and Industrial Cleaners. The five Green Seal certified products include SE60 GP Cleaner*, SE61 Glass Cleaner*, SE64 Neutral GP Cleaner*, SE65 Heavy Duty GP Cleaner* and SE70 Washroom Cleaner*. Green Seal certification was awarded to Coastwide after a rigorous independent evaluation, product testing and comprehensive manufacturing plant audit. Coastwide has met the independent certification requirements of Green Seal and has at least one product certified for each product type where standards and guidelines are currently established by Green Seal. As Green Seal adds new product types to its standards Coastwide will formulate products consistent with guidelines and standards established by Green Seal.

For Coastwide Sustainable Earth® product types where Green Seal standards and guidelines do not currently exist we will continue to emphasize improved public and private health and safety, indoor air quality, and reduced effects on the outdoor environment by submitting product formulations to the U.S. EPA Design for the Environment (DfE) Formulator Initiative and meeting all the requirements of SEGC 114 Sustainable Cleaning Standard. For more information about the EPA Design for the Environment Formulator Initiative and the Coastwide Partnership with EPA visit the following EPA website at www.epa.gov/dfe/projects/formulat/formpart.htm

What is Green Seal?

Green Seal is an independent, non-profit organization that strives to achieve a healthier and cleaner environment by identifying and promoting products and services that cause less toxic pollution and waste, conserve resources and habitats, and minimize global warming and ozone depletion. Green Seal has no financial interest in the products that it certifies or recommends or in any manufacturer or company. Green Seal's evaluations are based on state-of-the-art science and information using internationally recognized methods and procedures. Thus, Green Seal provides credible, objective, and unbiased information whose only purpose is to direct the purchaser to environmentally responsible products and services. Green Seal's Mission is to achieve a more sustainable world by promoting environmentally responsible production, purchasing, and products. For more information about Green Seal please visit www.greenseal.org

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Green Seal Certified Products and LEED Certification

Green Seal is the most widely recognized name in environmental standards. Many local, state and federal governments recognize Green Seal standards. In addition, building owners and facilities managers seeking LEED certification for their new and existing facilities can gain valuable LEED certification points for using Sustainable Earth® products certified by Green Seal. For more information about U.S. Green Building Council LEED Certification please visit www.usgbc.org

Commitment to Developing Sustainable Cleaning Products

Coastwide believes that a sustainable cleaning product is one that performs and has a reduced effect on environmental and human health when compared with competing cleaning products that serve the same purpose.

The **FOUR** guiding principles that are fundamental to the Sustainable Earth® product category are:

Performance

Products must be designed to work equal to or better than competing cleaning products that serve the same purpose.

People

Product must be designed to have a reduced detrimental effect on human health compared to cleaning products that serve the same purpose.

Planet

Product must be designed to have a reduced effect on environmental health compared to cleaning products that serve the same purpose.

Price

Product must be designed to provide lowest total cost when compared to cleaning products that serve the same purpose.

Sustainable Earth® products are available from Coastwide Laboratories. For more information call toll free, 1-800-775-3289 (Oregon), 1-800-732-1084 (Washington), or visit Coastwide Laboratories' Website: www.coastwidelabs.com

*These products meet Green Seal's GS-37 Environmental Standard for industrial and institutional cleaners based on their reduced human and aquatic toxicity and reduced smog production potential.