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Building and Interior Design Products Industry Report: Green Marketing

Today's smart marketers are using Green to boost product awareness and generate greater opportunities than ever before. Can you afford to ignore it?

by Mark Goren

Executive Summary

Sooner or later, most industries reach a crossroads in their evolution when new and compelling ideas fundamentally change the way companies do business. For manufacturers of building materials and interior design products, the signpost to that critical juncture is written in Green.

Today, the popularity and acceptance of environmentally friendly, or “Green” buildings, continues to blossom with no end in sight. Dozens of cities and states now mandate the use of Green products in buildings that are funded to some degree by tax dollars. The federal government requires its new buildings to meet stringent Green standards. Foundations tie grant awards to Green design. Applications for Green building certification have soared in just a few short years since guidelines were established. And driving these initiatives are generations of end users who have identified with terms like “eco-friendly” and “sustainable” since childhood. More than anyone, they are forcing governments, institutions and companies to think and act differently.

Green has caught the attention of profit-driven builders and developers who increasingly recognize how Green technology can slash millions of dollars in operating expenses over the life of a building without added up-front expense. More and more architects, engineers, facility managers and contractors now base their buying decisions at least partly on Green-influenced factors such as indoor

air quality, raw material conservation, and energy and water efficiency.

At Point to Point, we believe that Green affords marketing executives a tremendous opportunity to help their companies expand sales in existing markets and open new market channels. Some companies may embrace Green and enable it to permeate its products, people and processes. Others will start slowly by certifying their products as Green compliant, and then tailoring their marketing messages to the varying needs of different target audiences. No matter their approach, many companies will find that they are actually further along the Green path than they might think. For them, the challenge is one of better understanding the universe of Green opportunities, and then devising smart strategies to pursue them.

Nearly every aspect of Green building technology—from energy efficiency to resource conservation—has a direct, positive and long-lasting financial effect. While some product manufacturers have been slow to recognize these benefits, those that choose to act on them soon could reap a pot of gold at the end of a Green rainbow.

Green Is Here To Stay. Are You Ready?

It takes more than just features and benefits to elevate your company and its products above a roar of competing messages. In an evolving and turbulent marketplace, brands that achieve the greatest success connect with consumers emotionally.

Consider two rival carpet manufacturers. Company A sells its commercial-grade lines to established market channels by touting looks, durability and price. Sales and increases have remained modest through the years, but company executives won't tinker with market strategies during uncertain economic times.

Company B also makes commercial-grade carpet, but the similarities end there. Knowing that traditional carpet removal creates its own waste and pollution, they developed a patented process by which their used carpet could be renewed and then reinstalled at about half the cost of replacement. This reduced the need to make more new carpet, it eliminated the extra energy and raw materials needed to recycle carpet into something else, and it saved old carpet from clogging limited landfill space. While other companies talked about the concept of sustainability, Company B actually did something about it.

On the surface, it made little sense for the company to stem demand for its own carpet. Yet this initiative actually opened up additional sales channels that lay beyond its competitor's reach. Utilizing a new marketing platform, management began to promote its "Green" process through PR, collateral materials, trade shows, and advertising. It demonstrated how its eco-friendly carpet was also attractive, durable and cost effective. It backed up its environmental claims by certifying both product and process with established industry standards. And before long, it promoted itself as an organization defined by innovation and dedicated to the practice of sustainability.

More than half of all American adults say they would do more for the environment—if only they knew how.¹ Company B offered these people—many of whom were existing and potential customers—a real way to act on their Green concerns and affect positive change. Which company stands to exceed its profit goals? And which one most closely mirrors your own?



The market has begun to think differently about Green, and so should you. Eco-friendly, sustainable products are everywhere, from clothing and toys to the walls, windows and carpets that populate our homes. In particular, buildings have a profound impact on our natural environment, economy, health and productivity.

In the United States, they account for about one-third of all energy, water and materials consumption, and they generate similar proportions of pollution.² As commercial and residential development continues to vie for a finite supply of natural resources, Green's prominent role in the design and construction specification process will continue to grow.

CONSIDER :

- Nearly \$15 billion in Green buildings currently are in design or under construction in the U.S., representing 12 to 15 percent of total public construction and about 2 percent of private sector construction.³
- Green building construction has maintained a 75 percent growth rate per year for the past several years.⁴
- Governments and regulatory agencies on nearly all levels continue to introduce new incentives that make Green products and sustainable development more attractive at the outset.
- Studies find that more voters than not believe current environmental laws and regulations do not go far enough and are prepared to vote for stiff laws if necessary.⁵

Green is more than a movement. It's more than a trend. Green has taken hold nationally and internationally on public and private levels. Of course, this hasn't happened by accident, and it hasn't occurred entirely through corporate altruism. Yes, Green benefits the environment. But it also bodes very well for business. More and more architects, engineers, building owners and contractors now base their buying decisions at least partly on Green-influenced factors such as indoor air quality, raw material conservation, and energy and water efficiency. Why? Simply put, Green building products have become cost-effective to specify. Figure in long-term cost savings, and the economics get better still.

Even intangible benefits yield bottom-line results. Innovative Green strategies can help revitalize a company, renew its product lines and recharge the morale of its employees. A growing number of CEOs now recognize the link between environmental responsibility and more efficient—and profitable—business practices. They have empowered their marketing staffs to leverage Green in ways that help boost earnings and bolster their corporate images. As marketing professionals with Green experience can attest, environmental themes can greatly enhance advertising, public relations and promotional messages.

Many marketers now know that being the first to the shelf with an environmental innovation brings a distinct competitive advantage. For example, Philips Lighting, inventors of compact fluorescent lighting technology, stood ready when businesses and electric power utilities needed replacements for energy-guzzling incandescent bulbs. Management's foresight enabled the company to capture significant market share and retain it to this day. What will prove to be the turning point in your industry, and how will you react?

Looking Ahead

The pace at which Green continues to evolve is so rapid that in time, it won't be called Green—it will simply be *the way to do business*. It's not enough anymore for companies

to refrain from damaging the environment, or simply to comply with environmental laws. Consumers expect more from manufacturers; they are compelling companies to demonstrate real and lasting environmental benefits in their products. Marketers who don't embrace Green to some extent could give a strong impression that their products are not environmentally sound. Momentum continues to build, but it's not too late. Companies without a clear Green strategy can still reposition themselves and their products in the marketplace to access new customer channels both here in the U.S. and abroad. Opportunities abound, so marketing professionals should plan for it—now.

The good news: *You may already be Green and not even know it.* That is, your company is probably further along the Green path than you think. Your products may already conform to established Green standards. Your people may already embrace Green practices such as on-site recycling and water conservation. Your manufacturing and distribution processes may already be Green-compliant.

This paper was developed to provide a broad overview for today's marketing executive with specific objectives:

- Explain how the term Green is generally defined within the broad building and interior design products category
- Detail the many benefits that Green strategies offer manufacturers
- Address misconceptions about Green and its financial impact on projects
- Lay out a comprehensive marketing checklist
- Disclose issues of critical importance to consider before moving ahead, and provide a listing of resources for additional information
- Describe how a Green strategy can be acted upon

Learn To Identify Green

Many companies use the term Green as part of their product positioning. Consequently, there are scores of Green consumer and commercial products from which to choose. Unfortunately, manufacturers often take unfair advantage of this term to promote products that, in reality, are no Greener than the next. This puts the burden on specifiers to weed out false or dubious claims and identify products that are legitimate and best suited for their particular project.

What *does* make buildings and building products Green?

In the broadest sense, Green products meet the needs of the current generation without compromising the needs of future generations. Officially, the Office of the Federal Environmental Executive defines Green building as “the practice of 1) increasing the efficiency with which buildings and their sites use energy, water, and materials, and 2) reducing building impacts on human health and the environment.”⁶

Of course, there are no completely Green products—they all expend energy and resources while in use and create by-products and emissions during their manufacture, transport and eventual disposal. So relatively speaking, Green describes products that have less of an impact on the environment than alternatives.

It's important to distinguish between two primary types of products. First, *Green building products* are considered Green by virtue of their material makeup or manufacturing process. They are measured against established standards for durability, air quality and thermal comfort. The second category—*performance-based Green products*—is defined by their unique application or use and their ability to improve the environmental performance of a facility.

One of the most widely used resources by architects, engineers and contractors is the GreenSpec Directory, published by BuildingGreen, Inc., Brattleboro, VT. GreenSpec breaks out Green products into six main categories:

- Products that are made with salvaged, recycled or agricultural waste content.
- Products that conserve natural resources.
- Products that avoid toxic or other emissions.
- Products that reduce environmental impacts during construction, demolition or renovation.
- Products that save energy or water.
- Products that contribute to a safe, healthy indoor environment.

Understanding Why Green Products Are Specified

In a perfect world, developers and building owners would weigh environmental and economic considerations evenly at the outset of every project. Yet historically, buildings have been designed primarily to minimize design and construction expenditures—the so-called “first costs” of a facility. This approach relegates Green to little more than an afterthought.

Today, growing consumer awareness of environmental issues has forced these stakeholders to think and act differently when planning a building project. Much of this stems from a growing cohort called LOHAS [Lifestyles Of Health And Sustainability]. LOHAS describes a \$226 billion U.S. marketplace for goods and services that appeal to people who value health, the environment, social justice, personal development and sustainable living. In total, LOHAS represents about 30 percent of all U.S. adults, or 63 million consumers.⁷ It's hard to dismiss the collective will of a group this large. Not surprisingly, product manufacturers, developers and building owners have begun to embrace Green building as an inroad to the LOHAS community.

At Point to Point, we see Green markets no differently than any other. For starters, you don't have just one group of customers—you actually have three: Influencers, Channels and End Users [or ICE for short]. Each of these customers has different needs, different ways of talking and different ways of looking at your product.

Influencers

- *Architects, Interior Designers and Specification Engineers:* These professionals exert tremendous influence over which products get specified in a given project, and getting in at the spec level is essential. For them, Green products must be cost-effective, attractive, efficient and durable if they are to stand apart from traditional products.
- *Developers:* Developers will almost always seek to keep costs low. Therefore, a powerful Green marketing message will demonstrate the tangible effect your product has on lowering first and long-term costs.
- *Builders:* Builders need to understand that more and more home buyers and commercial tenants demand Green. Your message to them must articulate the clear benefits of Green. In turn, this helps them to position those benefits to their customers and drive sales.
- *Remodelers:* Products used in any renovation project should ideally be better than those they replace. Green marketing should position those products as more than just eco-friendly; it must prove how they look better, last longer, cost less and offer greater reliability.

Channels

- *Distribution Shops:* This is where the customer transacts. And its actions are often crucial in swaying the purchasing decisions of influencers and end users. To elicit action at the channel level, you must demonstrate real demand for Green products among consumers.

End Users

- *Facility and Purchasing Managers:* People who oversee daily operations focus on keeping ongoing costs low and associates healthy. Green products offer a healthier living environment and substantial long-term cost savings over their traditional counterparts and often cost the same—or less—up front.
- *DIYers:* People who make home improvements are concerned about upgrading their own standard of living, as well as increasing the resale value of their homes. DIYers will always look for long-lasting products that help to lower operating costs over time.

Initially, marketing executives must understand what drives various audiences within the building and interior design industry. From there, it's a matter of finding the right mix that creates an effective marketing "cocktail." Should you invest in a strategy that emphasizes Influencers? Do you consider strengthening your relationship with the Channel? Or is it best to create End Use demand for your product? Whatever approach you take, success is contingent on clearly articulating a product's core benefits from the perspectives of your specific audience.

Understanding How Green Products Are Specified

For manufacturers of building and interior design products, the quest for Green recognition begins with product and project certification. To certify a building as Green, architects, engineers and contractors must specify products that meet certain standards. The most widely used standards system is the U.S. Green Building Council’s Leadership in Energy and Environmental Design [LEED™] system. LEED provides professional accreditation in Green building standards and certification of new buildings, existing structures, commercial interiors, and core and shell structures.

Products themselves cannot be LEED certified—LEED either lists specific Green requirements or defers to standards developed by other entities [see Appendix for a list of third-party certification organizations]. Still, Green products—from paint and HVAC equipment to lighting, flooring and roofing materials—are essential criteria that help a project to achieve certification.

Many architects, engineers and contractors say that Green and LEED characteristics are crucial factors in deciding which products to specify on projects. In fact, projects that conformed to LEED standards achieved 5 percent market share in just three years. Additionally, 80 million square feet of LEED-certified projects were built in 2002, and 130 million square feet of LEED-certified projects were built in 2003.⁸ New product certifications are also being developed to expand market opportunities in housing, laboratory, health care, hospitality, school and municipal building projects.

To measure a building using the LEED rating system, points are awarded for achievements in six categories: Sustainable Sites; Water Efficiency; Energy & Atmosphere; Materials & Resources; Indoor Environmental Quality; and Innovation & Design Process. Projects are then measured against these criteria, and certification levels are assigned based on total points achieved.

FIGURE 1:

LEED Category and Available Points		LEED Certification Levels	
Sustainable Sites	7	LEED Platinum:	42-57
Water Efficiency	2	LEED Gold:	32-41
Energy & Atmosphere	14	LEED Silver:	27-31
Materials & Resources	14	BASIC LEED Certified:	21-26
Indoor Environmental Quality	15		
Innovation & Design Process	5		
Total Possible Points:	57		

** Courtesy B. Alan Whitson Company*

As you can see, in cases of new construction, existing buildings and commercial interiors, LEED certification can be granted to projects that achieve just under half the total possible points in a given category.

Is Green An All-Or-Nothing Proposition?

In a word, no. Companies can benefit from Green branding and marketing in many ways, from the simple certification of a product to promotion of that certification to added marketing messages that underscore your product's Green attributes.

Your company may offer products or services that will never fit under the aegis of Green. But more often than not, there is a niche that you can fill within the Green realm. And if nothing else, you stand to increase your company's own efficiency and productivity by incorporating basic Green principles. Consider some examples that illustrate the degrees to which organizations can leverage Green in their product and corporate positioning:

- **Basic—Product level:** Ever wonder whether your existing or planned products might qualify under established Green standards? Find out. Every day, manufacturers measure products currently in production or on the drawing board against environmental criteria set by third-party certification organizations [see Appendix for specific organizations and contact information]. Products that meet these standards receive appropriate environmental certifications and may be marketed as such.
- **Intermediate—Product and process level:** Marketing Green products is a pretty straightforward proposition. But opportunities exist to expand your Green presence by practicing and promoting design and manufacturing techniques that are both cost-effective and environmentally responsible. Such techniques can include:
 - *Biomimicry*, through which human problems are solved by studying and drawing inspiration from the natural world;
 - *Extendibility*, whereby products are designed that allow for new features and retrofits;
 - *Rapid Continuous Improvement [RCI]*, a quality-enhancement tool that helps products to better fit their functions, and materials and assembly methods to fit the products;
 - *Recycled/reusable material selection* to minimize the number of different materials used in products and ensure that selected materials are recyclable.
- **Advanced—Comprehensive product, process and corporate identity:** Some companies not only embrace Green marketing for their products, but they extend that effort into each facet of their operation through a deep commitment to pressing environmental and social concerns. Companies across the country and around the world already have begun substantially Greening their operations, bringing their employees on board, and

Did You Know...

Several branches of the federal government and many federal agencies maintain stringent Green building policies. From the White House to the U.S. Navy to the Department of Energy, Green building projects save billions of dollars annually. The U.S. Government Accounting Office and National Academy of Sciences have recorded \$30 billion in savings annually on just five R&D projects by the Department of Energy.⁹

communicating their initiatives to their customers, prospects and the media. A broad Green strategy such as this helps companies create exciting new products, saves them money, enables them to recruit more productively, and keeps shareholders happy.

Examples of corporate in-house Green initiatives include extensive recycling programs, cafeteria food composting processes, use of low-flow toilets and other Green building products, and participation in the U.S. Environmental Protection Agency's voluntary Green Lights energy-efficient lighting program. Many companies also pledge a percentage of sales [as pre-tax profits] to groups actively engaged in environmental protection. In return, many companies enjoy outstanding sales that are driven by a fiercely loyal customer base.

Financial Impact Of Green

The growing demand for Green building products among consumers has been well documented. It also has gained wide acceptance of professionals in commercial building and construction circles. Still, some professionals have yet to be swayed by the many compelling arguments for Green. A 2003 Reed Business Information survey on sustainable design validates their misconceptions.¹⁰ When asked to identify barriers to sustainable design:

- 44 percent said it “adds significantly to first costs”
- 42 percent said the “market is not interested or not willing to pay a premium”
- 35 percent said it was “hard to justify, even on long-term savings”
- 19 percent said they weren’t “comfortable with new ideas and technology”
- 16 percent said it was “too complicated” and involved “too much paperwork”
- Only 5 percent did not perceive sustainable design as a barrier

In fact, Green buildings represent a significant cost savings for ownership. Owing to the efficiency and productivity standards in Green design, many Green building projects cost about the same to build as a traditional building project. While integration of high-performance features can increase initial costs from an average of 2 to 7 percent depending on the design and extent of added features, lower operating expenses of Green buildings result in huge net savings in a relatively short period of time. Often, operating expenses of a Green building are half as much as a comparable traditional building. In fact, a 2003 study performed for the State of California demonstrates that the financial benefits of Green building are ten-times that of increased first costs.¹¹

Latent benefits shouldn't be overlooked, either. For example, Green buildings are designed with the health and well-being of occupants in mind. This helps to boost worker productivity in a corporate or industrial environment, and it leads to happier tenants in a residential setting [see Figure 2]. Companies that make Green work for them also make it work for their customers and their customers' customers.

Remember, companies need not jump head-first into the realm of Green in order to realize its many benefits. Rather, marketing executives should remain open to and aware of these benefits and then decide how best to leverage them in promoting products.

FIGURE 2:

Home Green Home—Demand for Eco-Friendly Materials in New Homes Grows

Today's Green homes offer a variety of practical—and financial—benefits for homeowners, including:

- Lower operating costs: Green homes use less energy for heating and cooling, and appliances are more energy-efficient. A Green home also saves water through water-conserving plumbing fixtures and landscaping.
- Lower maintenance costs: Green homes feature low-maintenance exterior building products and lawns that require less watering and weeding.
- Healthier living: Ventilation, moisture control, and materials such as low VOC paints, all lead to healthier living.
- Strong home value: Owners report higher resale value, since buyers see the benefits of Green through lower utility bills. More homeowners than ever now place a high value on homes that are resource and energy-efficient.

Green Building Products Marketing Roadmap

Building and construction markets are ripe with innovative, cost-saving Green products. But many companies still haven't branded these products Green or identified them as part of a broader corporate identity strategy. Why?

Short-term thinking is partly to blame. Of the total expenditures an owner will make over the span of a building's lifetime, first costs account for just 5 to 10 percent.¹² Yet decision-makers rarely use life-cycle cost analysis to account for reduced operating expenses or enhanced labor productivity and well-being. This bias even extends into the federal sector, where life-cycle costing is required. Adding to the problem are image and perception characteristics of Green products; environmentally preferable technologies sometimes look or perform differently and are perceived as less effective than their more traditional counterparts.

Despite all this, market demand for Green buildings grows stronger each day. In 1999, no common definition existed for a "high-performance Green building," and only a handful of buildings nationally exhibited such features. As of 2003, more than 600 private and public buildings, comprising 86 million square feet, have registered for LEED certification. In a nine-month period alone, membership in the U.S. Green Building

Council has jumped from 1,500 to more than 2,600 companies and organizations. Clearly, rapid changes are underway.

Marketers now face the challenge of positioning their products, people and corporate identities to capitalize on Green in ways that best fit their specific needs. What to do? Where to start? Consider some strategies and tactics below as guideposts along this journey.

- 1. Understand Market Expectations About Green.** Do your homework. Speak with professionals who specify products. Talk to your customers. Understand the full range of environmental, economic, political and social issues that affect them. Learn from those who matter most to you what matters most to them and to what extent Green factors into their decision-making process.
- 2. Identify Areas of Green In Your Company.** Take stock of your business—your products, processes, services and culture. Ask yourself the following questions:
 - *What is your product category, and what Green or sustainable benefits are appropriate for it?* For example, biodegradability may be an attractive feature for one product, but not another.
 - *Where are your products being used?* What is considered highly Green in one part of the country may not be in another. For example, reusable products may be more preferable in areas where landfill space is at a premium, while biodegradable products are a better choice in areas that allow composting.
 - *How will your product be used?* Some products require more energy during their manufacture than they save in an end-use application. Understand the nuances, and act accordingly.
 - *Do alternative technologies undermine any Green claims you may make regarding your company's products?* While recycled stationary and envelopes offer many Green benefits, for example, they are generally less Green-friendly than e-mail.¹³
 - *To what extent do you and your company want to embrace Green?* Companies can realize many benefits of Green at different levels, from promoting one product to positioning Green products and programs as part of a corporate policy of environmental excellence. Determine management's overall support and commitment and understand what, if any, sustainability goals currently exist.
- 3. Devise a Strategy and Establish Tactics to Achieve Your Specific Goals.** Question your own assumptions, understand your customers and their key drivers, and align your approach with their values. Make Green products and positioning relevant to your customers as described in "Understanding Why Green Products Are Specified."
- 4. Get Certified, Get Specified.** Success often rides on the quality of the standards to which products adhere. LEED Certification applies only to building projects, not materials, products or services. However, certifiers of Green product claims include Scientific Certification Systems [www.scscertified.com], Greenguard Environmental Institute [www.greenguard.org] and Green Seal [www.greenseal.org].

Additionally, there are catalogs of Green products that simplify the process for users.

“Green Spec” may be the most respected among them. BuildingGreen Inc., which publishes the catalog, relies on several well-established Green criteria.

Also available is a free software program from the federal government, Building for Environmental and Economic Sustainability (BEES) that measures the environmental performance of building products by using the life-cycle assessment (LCA) approach specified in the International Organization for Standardization’s ISO-14000 standards. Economic performance also is measured to develop an overall performance measure. See “Appendix” for additional resources.

- 5. Communicate Your Product’s Point of Difference.** Conventional marketing articulates the benefits of products that were developed to meet basic consumer needs. Green marketing is more complex. To be effective, it must succeed in balancing claims of quality, performance, affordable pricing and convenience with *environmental compatibility*. It should also project a consistent image that relates both to the product and its parent company’s environmental commitment.

Green marketing works best when sustainable product attributes are obvious, legitimate, and meaningful to diverse audiences and can be clearly and simply communicated.

As a product marketer, you should establish channels with architects, engineers, contractors, building owners and even end-use consumers to help them understand the environmental and financial benefits of your technology, materials and designs.

- 6. Establish and Maintain Credibility For Your Marketing Efforts.** Never overstate a product’s Green attributes or generalize its significance. Also, consider the environmental impact of your marketing methods. For example, sending a national direct mailing promoting the Green benefits of your product is fine, but doing so on non-recyclable paper puts the credibility of your claim at risk. Consider channels that utilize recycled paper, soybean inks, or better yet, send your message electronically. Some companies rely solely on “virtual” press releases and environmental reports. Misrepresenting a Green product will always do more harm than good to your organization. People who specify and consume Green products expect and demand accurate representations.
- 7. Allow Green to Permeate Communication Channels.** Promote your message—use Green to your advantage in any medium you choose, *so long as your claims are legitimate and verifiable*. Communicate your corporate commitment and project your values where and when you feel it’s appropriate.
- 8. Enable Sustainability Over Time.** Don’t quit. Continuously strive for “zero” environmental impact of your products and processes; learn from your mistakes. Green is a moving target; attitudes and regulations change constantly. Addressing environmental issues on a continuous basis will enable you to anticipate consumer shifts, better control your marketing resources, and leap-frog the competition when market opportunities appear.

Conclusion

Some companies will embrace Green out of sheer good will. Most, however, will heed growing consumer demand for Green products and recognize the bottom-line savings they offer at the outset of a project—and especially over time. Acting through pure altruism is admirable. But there is no moral ground to be lost in leveraging Green to boost sales and revenues. Simply put, Green benefits everyone. Some companies can retool their products and processes to cut energy costs, improve manufacturing during production and enable end users to reduce operating expenses long after those products are installed. Others companies may champion facility-wide conservation tactics that stem the need for additional landfill space and position them as good corporate stewards. While Green progress can be measured on many levels, one thing is certain: Those that strategically promote Green stand a good chance of capturing fertile market share at the dawn of a new Green age.



Point to Point Communications is a marketing communications agency that offers strategically driven marketing solutions for leading manufacturers in the interior design and building products industries. For more information, call Mark Goren, President, at (216) 831-4421 ext. 152, e-mail mgoren@p2pcom.com or visit www.p2pcom.com.

Appendix

- *BuildingGreen*, www.buildinggreen.com. Publisher of the GreenSpec directory listing 1,700 Green products by CSI division. It also contains useful case studies, news and articles:
- *Composite Panel Association*, www.pbmdf.com. Certifies and educates end users about composite panel products.
- *Energy Star*, www.energystar.gov. Claiming to have saved \$7 billion last year, this government-supported program partners with 7,000 public and private organizations to certify Green building products.
- *Federal Trade Commission's Guides for the Use of Environmental Marketing Claims*: <http://www.ftc.gov/bcp/gmrule/guides980427.htm>.
- *Forest Stewardship Council*, www.fscus.org. Certifies wood-manufactured products based upon ecologically sound and socially responsible criteria.
- *Greenguard Environmental Institute*, www.greenguard.org. Tests and certifies low-emitting, interior products and materials.
- *Green Seal*, www.greenseal.org. Promotes products that conserve resources, cause less pollution, and minimize global warming and ozone depletion. Green Seal produces technical product reports and certifies Green products.
- *Scientific Certification Systems*, www.scscertified.com. Tests and certifies Green products and materials.
- *U.S. Green Building Council*, www.usgbc.org. Offers a wide array of sustainable design tools, case studies and resources. Mainly known for its LEED certification program, the USGBC promotes the design of high-performance, environmentally responsible buildings.

Footnotes

- ¹ Roper's Green Gauge, 2003
- ² Building Momentum: National Trends and Prospects for High-Performance Green Buildings, U.S. Green Buildings Council, Nov. 2002
- ³ Building Design & Construction, Nov. 2003
- ⁴ Building Design & Construction, Nov. 2003
- ⁵ Courtesy Peter D. Hart Associates, 2003
- ⁶ Office of the Federal Environmental Executive Web site, 2004
- ⁷ LOHAS Journal Online, 2004
- ⁸ Building Momentum: National Trends and Prospects for High-Performance Green Buildings, U.S. Green Buildings Council, Nov. 2002
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- ¹¹ Building Momentum: National Trends and Prospects for High-Performance Green Buildings, U.S. Green Buildings Council, Nov. 2002
- ¹² Building Momentum: National Trends and Prospects for High-Performance Green Buildings, U.S. Green Buildings Council, Nov. 2002
- ¹³ *Green Marketing: Opportunity For Innovation*, by Jacquelyn A. Ottman, J. Ottman Consulting, Inc., 1998