

BUILDING SERVICES MANAGEMENT

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EcoLogo to Sponsor CleanGredients Program

CHICAGO -- EcoLogo, a Green certification and marketing organization, has announced it is one of three sponsors of CleanGredients, a project of GreenBlue based in Charlottesville, VA. CleanGredients, which was officially launched in October 2006 at the ISSA/INTERCLEAN tradeshow in Chicago, helps formulators of Green cleaning chemicals and products to select chemical ingredients that are environmentally preferable.

Founded in 2002, GreenBlue is a nonprofit institute that works with industry and professional communities to create practical solutions, resources, and opportunities for implementing sustainability and developing healthier products and services.

- In addition to EcoLogo, the organization's other sponsors include:
- ISSA, the largest association in the world specifically for the professional cleaning industry
 - The U.S. Environmental Protection Agency's Design for the Environment Program, which works with industry to integrate health and environmental considerations into business decisions

"Instead of reviewing products, we provide verified information on ingredients," said Dr. Lauren Heine, CleanGredients Director of Applied Science at GreenBlue. "Manufacturers are often told what ingredients they can't use when developing a Green product. CleanGredients is designed to help formulators find ingredients that they can use."

According to Heine, the CleanGredients database currently includes surfactants used for hard-surface floors, carpet cleaning, laundry, and hand dish soap.

"Additional, ingredient classes such as solvents, chelating agents, fragrances, and others will be added as the attributes and criteria are established," she said.

Scott McDougall, president of EcoLogo, adds that GreenBlue has already made significant contributions toward Greener, more sustainable cleaning. "We believe that working with CleanGredients and mutual cooperation between our two organizations will further the Green cleaning movement and help manufacturers streamline the introduction of healthier, sustainable, and more environmentally preferable cleaning products."

For more information on EcoLogo, contact Arsheel Hirji at ahirji@terrachoice.com. For more on CleanGredients or GreenBlue, contact Christopher (Topher) Buck at topher@GreenBlue.org.

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