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EcoLogo Joins ISSA, EPA as CleanGredients Sponsor

January 4, 2007

EcoLogo^M, a leading North American certification and "green" marketing organization, is joining ISSA and the U.S. Environmental Protection Agency (EPA) to become the third sponsors of CleanGredients,TM according to an EcoLogo news release sent out yesterday.

CleanGredients, a project of GreenBlue that 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 ISSA and EcoLogo, it is sponsored by the EPA's Design for the Environment (DfE) program, which works with industry to integrate health and environmental considerations into business decisions. ISSA also sits on the Steering Committee that oversees the ongoing development of the CleanGredients database.

"Instead of reviewing products, we provide verified information on ingredients," says 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 says.

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



[ISSA Advertising Opportunities](#)

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About EcoLogo

The EcoLogo program , formerly known as the Environmental Choice program , is Environment Canada's ecolabelling program, established in 1988 to help provide a market incentive to manufacturers and suppliers of environmentally preferable products and services, as well as to help consumers identify products and services that are less harmful to the environment.

The program's official symbol of certification—the EcoLogoM—features three stylized doves intertwined to form a maple leaf, representing consumers, industry, and government working together to improve our environment. For more information, visit www.ecologo.org.

About ISSA

As the leading international trade association for the cleaning industry, ISSA's worldwide membership includes more than 4,800 distributor, manufacturer, building service contractor, and in-house service provider members. The association is headquartered in Lincolnwood, IL, USA, with regional offices in Amsterdam, Netherlands; Monterrey, Mexico; Singapore; and Shanghai, China. ISSA also works with more than 75 associations, alliances, and government agencies around the world to represent the cleaning industry. For more information, visit www.issa.com.

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