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Contact: Robert Kravitz  
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**EcoLogo Announces New Extended Sur**

*The EcoLogo<sup>M</sup> Program is placing a grea*  
*"unannounced" compliance program. \**

This program makes sure companies certifi  
organization continue to comply with the cri  
current over the term of their license.

The EcoLogo Program is a leading indeper  
Green certification organization. Started in  
provides incentives for manufacturers and s  
environmentally preferable products and se

Once a product is certified by EcoLogo, the  
place the EcoLogo mark on the product and  
marketing materials as well. This helps con  
products and services that have less impac  
environment.

"Our agreement with participating companie  
allowed us to perform surveillance audits (e  
to make sure a product is still in compliance  
Herbert, Director of Science and Programs  
we are expanding this program to further he  
consumers, the environment, and the EcoL

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According to Herbert, the expanded audits in 2006 and 2007 will cover 11 distinct product categories including the cleaning and paper industries, manufacturers, and 243 products. Among the products investigated are:

- A review of manufacturing records and processes
- Marketplace samplings of products—areas that are restricted, prohibited, and permissible ingredients
- Product testing as to performance and durability
- Biodegradation of products.

#### Why Now?

Herbert indicates that the program is not being implemented because there has been an increase in manufacturers wanting to stay compliant. Instead, "it's our job," she says, "the program has significantly grown in the past couple of years and with increased certification must come augmented surveillance."

Herbert adds that most manufacturers have been affected by the expansion of the program and under the current circumstances.

"Many manufacturers are driven to produce because of customer demand," she says. "Once they start producing them, they realize they are making them to the health of their customers. Because of this, we have never had a problem with increased surveillance."

For more information, visit [www.ecologo.org](http://www.ecologo.org) or contact Herbert at [sherbert@ecologo.org](mailto:sherbert@ecologo.org).

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