

Press Release For The Environmental Choice Program

FOR IMMEDIATE RELEASE
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Hard-Surface Cleaners Added to ECP Criteria

The Environmental Choice Program (ECP) announces they have just added the criteria “Hard-Surface Cleaners” to their list of product categories the organization evaluates.

ECP evaluates more than 100 different product categories, from adhesives, building products, and photocopiers to cleaning chemicals and equipment.

Certification by ECP allows manufacturers to place the organization’s “EcoLogo” on their products, which warrants that the product is:

- Safer for the environment, users, and building occupants
- Readily biodegradable and nontoxic
- Comparable in performance to similar conventional products
- Cost-competitive
- Packaged in recyclable materials
- In compliance with standard safety requirements

ECP also has reciprocal agreements with its sister organization, Green Seal, and each honors the other’s evaluation programs.

Actively Involved with Jansan Industry

“We are working with many manufacturers and organizations in the jansan [cleaning] industry,” says Kevin Gallagher, ECP’s vice

president. “And this has grown rather dramatically in just the past couple of years.”

Gallagher says that manufacturers of hard-floor surface cleaners—as well as other products—begin the evaluation process by having their products tested by a recognized, third-party laboratory. Lab results are then sent to ECP, where they are evaluated.

After this, ECP representatives visit the factory to verify the manufacturing procedure and lab information. “The entire process can take as little as one week to about a month,” he says. “There is a onetime fee for the evaluation and a licensing fee to bear the EcoLogo.”

About the Environmental Choice Program

The Environmental Choice^M Program (ECP), Environment Canada’s ecolabeling program, was established in 1988 to help provide a market incentive to manufacturers and suppliers of environmentally preferable products and services, and it thereby helps consumers identify those that are less harmful to the environment.

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