


[Home](#) > [News](#) > News Detail

INDUSTRY NEWS

News Detail

Search:

- [Asia-Pacific News](#)
- [Awards & Recognitions](#)
- [Business News](#)
- [Cleaning Industry News](#)
- [Environment & Health](#)
- [European News](#)
- [Events](#)
- [Financial/Taxes/Stock Announcements](#)
- [Growth & Acquisitions](#)
- [ISSA News](#)
- [Industry Losses](#)
- [Industry Oddities](#)
- [Personnel Announcements](#)
- [Product Announcements](#)
- [Regulatory](#)
- [Statistics & Trends](#)
- [Search News](#)
- [Submit Your News](#)

EcoLogo Offers Special ISSA and DfE Pricing

May 8, 2007

Following up on the announcement made to attendees of the recent ISSA Legislative Forum in Washington, DC, EcoLogo™, a leading “green”-certification organization, is offering special pricing to ISSA members wishing to have their products certified environmentally preferable.

Basic certification, the standard fee for certification that is priced as a percentage of the annual sales of the certified product, will be extended to all ISSA members, the company said in its release. (Half or more of all EcoLogo licensees pay no more than US\$1,200 per year for Basic certification, the company said.)

EcoLogo also offers two programs—EcoLogo Plus! and EcoLogo Premium!—to help their clients market green-certified products. These will also be offered at the following special prices to ISSA members:

- EcoLogo Plus!, which normally costs \$20,000 per year, will be reduced by 25 percent to \$15,000
- EcoLogo Premium!, which provides even more marketing assistance, normally costs \$35,000 per year. This has been reduced by 25 percent to \$26,250 for ISSA members.

DfE Discounts

Also as revealed at the forum, EcoLogo is offering special pricing to partners of the Design for the Environment (DfE) program—an important green formulation program established by the U.S. Environmental Protection Agency (EPA).

Under DfE, jansan manufacturers submit to EPA scientists and experts a cleaning product’s entire chemical formulation as prepared by a qualified, independent laboratory. If the products are deemed green, DfE will “partner” with the manufacturer, helping them improve the product and suggesting chemicals that perform as well as or better than those currently used and are also safer for the environment.

For products that are recognized by DfE, there will be no charge—a \$10,000 savings—for the first year of basic

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certification.

Additional DfE partner discounts include:

- EcoLogo Plus!—a package of additional marketing support—which normally costs \$20,000 per year, will be reduced by half to \$10,000 in year one
- EcoLogo Premium!—which offers even more marketing support—will be reduced to \$25,000 from \$35,000 for the first year.

“We are extending these special pricing programs to ISSA members because of all that ISSA is contributing to the green cleaning movement,” Scott McDougall, president/CEO of EcoLogo and TerraChoice Environmental Marketing said in the release. “We want ISSA members to benefit from their investment in producing environmentally preferable products from the very start.”

ISSA is equally excited about the new arrangements, according to Director of Legislative Affairs Bill Balek. “We are thrilled to be able to offer our members special discount pricing from a leading green program such as EcoLogo,” he said. “The incentives announced by EcoLogo will encourage more companies to forge environmental strategies for success.”

Adds McDougall, “ISSA is the driving force in the jansan industry, and DfE is a critical program for advancing greener formulation. Because of their leadership, environmentally preferable cleaning products are not only growing dramatically, but becoming the products of choice within the jansan industry.”

 [Back to top](#)

About the EcoLogo program

The EcoLogo program (formerly the Environmental Choice Program) was 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. For more information on EcoLogo, visit www.ecologo.org. For a listing of EcoLogo-certified products and services, click [here](#).

To return to ISSA News, click [here](#).



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