



CERTIFICATION LAUNCH KIT

UL GREENGUARD

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INTRODUCTION

Welcome to the UL Environment GREENGUARD program. As you prepare to communicate your sustainability achievements in the market, we would like to share some important information and helpful resources. In the pages below, you will find information on how to best leverage your certification, resources available to maximize the value of the program, and whom to contact should you have any questions. Accompanying this launch kit, you will find the following tools for your use:

- **GREENGUARD Certification Marks** – Place these in marketing communications, on product packaging or on your website to demonstrate your commitment to sustainability. (Note: Certification marks may not be placed in email signatures and should be reserved for promotional communications.)
- **Mark Usage Guidelines** – This document will outline how to leverage the GREENGUARD mark properly across channels to ensure alignment with brand requirements.
- **Communications Templates** – To get you started, we have provided a press release template and sample social media posts to promote your recent certification.

If you have any questions or need any support as you go to market with your newly achieved certification(s), please contact us at ULEMarketing@ul.com.



SPOT SUSTAINABLE PRODUCT DATABASE & MY UL ENVIRONMENT

SPOT SUSTAINABLE PRODUCT DATABASE

With over 45,000 products listed, UL SPOT is a searchable database where your certified products are showcased. Once certification is awarded, all products are featured online in the SPOT where consumers, professional purchasers, and industry influencers can access listings of products certified by UL Environment. You are responsible for uploading your certified products to SPOT. The section below, My UL Environment Portal, provides step-by-step instructions on how to do this.

Navigating Product Listings

Product listings can be searched by certification type, product category, manufacturer or brand, sustainable credits like LEED, or standard number.

Product listings allow you to share details about your certified products including photos, product description, and retail outlets where your products can be found. Additionally, viewers can download certificates of compliance that serve as documentation for green building and specification programs, codes, and procurement policies.

Explore SPOT by visiting ul.com/spot

MY UL ENVIRONMENT PORTAL

The MyULEnvironment Customer Service Portal is your gateway to updating and adding product listings in SPOT and gaining access to training materials, marketing collateral and technical resources including available standards.

Access the MyULEnvironment Portal by visiting <http://my.ulenvironment.com>

ACCOUNT ACCESS

Register For An Account

Registering for an account on the MyULEnvironment portal is easy. Here is the step-by-step registration process.

1. Go to <http://my.ulenvironment.com> and click “Not a User, Register Here!” – this will take you to the registration page.
2. On the registration page, you can create a profile in just 4 easy steps:

Step 1: Purpose of the Registration

- Note: if you are involved in managing product listings, be sure to check the box indicating that you would like “To Upload Products” and fill out all registration information accurately to minimize possible security delays.

Step 2: Username/Email

Step 3: Information (Contact)

Step 4: Email Confirmation

3. You will then receive a confirmation email with your password. Visit the “Manage Profile” section when you login to change your password.



- NOTE: For security reasons, full access to the “Manage Products” section may be delayed for 1-3 business days in the event your account cannot be immediately verified by the system. If you do not see the “Manage Products” option in the left navigation bar when you first log in, please note that your registration request is being screened. Full access will be provided as quickly as possible, and you will receive an email when it is granted. If you need immediate access or assistance please email: LST.ULE.SPGActivation@ul.com

CREATING & MANAGING PRODUCT LISTINGS

Create Enhanced Product Listings


Once you have registered, you will have the ability to create visual, information-rich product listings in order to drive awareness of your offerings. From your product listings, you will be able to download a copy of your most current certificate. We suggest you review some of the listings that have already been enhanced to see for yourself the difference the details and pictures can make.

Home > Built Environment > 1 Panel HD Embossed Door

1 Panel HD Embossed Door

Company: [Ceco Door](#)

Tags:





Polyurethane foamed in place core, or polystyrene foam core

Documents

UL Certification

[GREENGUARD Certification 16357-410](#)

[GREENGUARD Gold Certification 16357-420](#)

Categories

Standard Number Categories

- [UL 2818 - 2013 Standard for Chemical Emissions for Building Materials, Finishes and Furnishings](#)
- [UL 2818 - 2013 Gold Standard for Chemical Emissions for Building Materials, Finishes and Furnishings](#)

Product Type Categories

- [Doors ~ Metal](#)

MasterFormat® Categories

- [08 00 00 OPENINGS ~ 08 10 00 DOORS AND FRAMES ~ 08 13 00 Metal Doors](#)

Sustainable Credits Categories

- [LEED v4 - Interior Design & Construction ~ EQ Credit 4: Indoor Air Quality Assessment - Option 2 Air Testing](#)
- [LEED v4 - Interior Design & Construction ~ EQ Credit 2: Low-Emitting Materials](#)
- [LEED v4 - Homes ~ EQ Credit 7: Low-Emitting Materials](#)
- [LEED v4 - Homes ~ EQ Credit 2: Contaminant Control ~ Option 4 Air Testing](#)
- [LEED v4 - Building Design & Construction ~ EQ Credit 4: Indoor Air Quality Assessment - Option 2 Air Testing](#)
- [LEED v4 - Building Design & Construction ~ EQ Credit 2: Low-Emitting Materials](#)
- [ASHRAE 189.1 ~ 8.4.2.6 : Ceiling & Wall Systems](#)

Certification Categories

- [GREENGUARD Gold Certification](#)
- [GREENGUARD Certification](#)

The information presented here was acquired by UL from the producer of the material. UL makes substantial efforts to assure the accuracy of this data. However, UL assumes no responsibility for the data values and strongly encourages that upon final material selection data points are validated with the material supplier.

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- Once product upload permissions have been added to your account, click on the “Manage Products” button in the navigation bar on the left side of the screen.
 - a. If you are **creating a new product listing**, select the “Add Products” tab in the top navigation bar. Then select “Add Individual Product” at the bottom of the page.
 - b. If you are **updating an existing product listing**, select the “Update Existing Products” tab at the top of the page. Select the checkbox next to the listing you wish to update and click the “Update Selected” button.
- Once on the detail information page, you can add images, product descriptions, retailer locations, contact information, and website URLs.
- If you want to link to your product listing from your company’s website, select “Link to This Page” in the left navigation bar and include the link code provided in your website code.
- Click the “Save” button at the bottom of the screen. Your updates will be reviewed by UL Environment and activated online within 1-3 business days. You will be notified via email when they are active.

Tips for Image and Data Upload:

- **Save Time with Bulk Uploads**
 - You can bulk upload product images from your hard drive using the “Bulk Photo Upload” tab, and then match them to your listings in the “Unassigned Images” tab.
 - Selecting the checkboxes for multiple listings will allow you to bulk update information that you want to add to every listing (such as retailer, website, contact, etc.). For product specific information such as product description, you will need to update listings one at a time.
- **Image File Types:**
 - The preferred image file type is JPG (though PNG files are also acceptable).
 - Image filenames may not contain the following characters: \ ?/*<>”|
 - When uploading/dragging multiple images to the “Bulk Photo Upload” tab, it is best to load a maximum of 100 images at one time.
- **Keywords:**
 - Terms you enter in the keyword box will pull your listings when a user searches with this function. You may enter unlimited search terms.

Listing Under Multiple Brands

If your products go to market under a strong brand name that creates a corporate identity separate from your company name, you may need to list your products under these identities to avoid confusion in the marketplace.

UL Environment must add brand names to your profile in order for you to assign listings in this manner. You will see brands to which you can assign products in the small drop down at the top right corner of your MyULEnvironment “Manage Products” page. If you would like additional brand names associated with your certified products added to your profile, please contact the operations team (LST.ULE.SPGActivation@ul.com).



EDUCATION, TRAINING & SPECIFYING

101 Education Programs

Learn how to make the most of your certification by participating in a 30-minute training session that introduces you and your team to the value of your certification and how it helps you communicate your sustainability achievements in the market. Available training sessions include:

- GREENGUARD 101
- ECOLOGO 101
- Environmental Product Declaration (EPD) 101

To request a training session, please contact ULEducation@ul.com.

Train the Trainer

UL Environment has developed numerous Continuing Education Units (CEUs) that manufacturers can offer to their customers/clients by participating in our Train the Trainer program. All courses are Health, Safety and Welfare (HSW) accredited and contribute to credential maintenance for American Institute of Architects (AIA), Interior Design Continuing Education Council (IDCEC), and the Green Building Certification Institute (GBCI). Becoming an accredited UL Environment trainer is an excellent way to gain and maintain a presence with key product specifiers and buying influencers. Becoming a certified trainer can be done in two ways: through an onsite workshop at your facility or via webinar. Once certified, there is a library of training materials available for you to leverage.

For more information and to set up your training please contact ULEducation@ul.com.

Product Specifications

UL Environment is involved in outreach to specifiers and code and standard officials. Our participation in the development of green building programs and green purchasing guidelines aids manufacturers who have achieved UL Environment certifications/validations by creating a preference for UL GREENGUARD and UL ECOLOGO Certified products, as well as for products with Environmental Claim Validations and/or Certified EPDs. To view all programs in which UL Environment has been specified, please click on “Specifications” in the left hand navigation.

Getting Specified

If you are actively trying to get specified for a project, UL Environment has a tool that makes it easier for architects, designers, and other specifiers to include you in their bid specifications. This tool is a Sustainable Specification Master Spec formatted template that makes including UL Environment certification programs into those specifications easier. The note below is the introduction to the document. View the full [Sustainable Specification formatted document](#).

NOTE TO SPECIFIER: This specification is presented by UL Environment to aid in specifying products that will reduce indoor air pollution and are less hazardous to health and the environment. UL Environment provides three types of documentation that address these environmental issues. For easy identification of UL Environment certified products, their Sustainable Products Directory is maintained at ul.com/spot. The three types of documentation are:

1. GREENGUARD and GREENGUARD Gold Certifications provide evidence of indoor-air-emissions testing according to stringent requirements exceeding the State of California indoor air quality for schools and GSA standards. GREENGUARD and GREENGUARD Gold certifications fulfill the credit requirements of LEED and other high performance building programs for low-emitting products.



2. Environmental Product Declarations are internationally accepted reports detailing the ways in which a product, throughout its lifecycle, affects the environment. EPDs act as neither product ratings nor certifications; rather they are informational resources that provide transparency into a product's environmental impacts. EPDs qualify as ISO 14024 Type III ecolabels. EPDs address the USGBC LEED v3 and LEED v4 credits for material sourcing.

3. Multi-Attribute Environmental Product Certifications are lifecycle-based product certifications that provide additional insight into sustainable attributes of a product, including: materials, energy, manufacturing, operations, health and environment, product performance and use, product stewardship, and innovation. Each product category has its own certification standard, which is cited in this specification. Multi-attribute certifications address the USGBC LEED v3 and LEED v4 credits for material sourcing.

For more information on specification language, please contact ULEducation@ul.com.

MARKETING YOUR CERTIFICATIONS

UL GREENGUARD CERTIFICATION MARK USAGE

With the completion of your GREENGUARD certification, you have been provided with a UL Environment certification mark. This mark is your tool to promote your sustainability achievements. To accommodate various communication platforms, two different marks for GREENGUARD and GREENGUARD Gold have been provided for use; the preferred mark and the alternate mark (see images below). In communicating your sustainability achievements, you can leverage either of these marks in accordance with the brand guidelines (see the Mark Guidelines PDF provided). Please note that the qualifying language must always appear with the certification mark when using the alternate mark lockup.



PREFERRED



ALTERNATE

PRODUCT CERTIFIED FOR
REDUCED CHEMICAL
EMISSIONS. VIEW SPECIFIC
ATTRIBUTES EVALUATED:
UL.COM/GG
UL XXXX

To get you started down the path of using your certification mark in your promotional communications, here are a few ways that other customers have leveraged their certification marks.

- Websites & Landing Pages
- Print Advertising
- Product Catalogs (print & online)
- Product Packaging
- Point of Purchase Displays
- Blogs, Social Media & Press Releases
- Tradeshow Booths & Signage



PROCESS AND APPROVALS: WORKING WITH UL ENVIRONMENT

In order to best support our customers with their marketing efforts and to ensure consistency and accuracy of the message around certification, UL asks that you submit for review all communications that leverage the GREENGUARD mark, messaging about your certification and the use of UL Environment brand. The following are some examples, though not necessarily an exhaustive list of materials you should submit for approval:

- Press releases announcing certification
- Web content talking about GREENGUARD Certification
- LinkedIn, Facebook, Twitter and other social media posts announcing or promoting certification
- Product packaging bearing the GREENGUARD mark
- Advertisements with the GREENGUARD mark

The Process

We ask that you submit materials 3 – 5 days prior to deadline for review. In special circumstances, we can provide quicker turnaround, but this notice ensures we have plenty of time and the appropriate parties available to review the materials. Please submit all files to ULEMarketing@ul.com for review. Context about the location and use of the mark is appreciated.

Other

We are happy to provide you with a custom quote from an appropriate UL executive. Simply contact ULE ULEMarketing@ul.com with your request, the purpose/location of the quote and we will contact you to provide what you need.

MARKETING SUPPORT FROM UL ENVIRONMENT

The UL Environment marketing team is available to support you in communicating your GREENGUARD certification achievements. Here are a few ways our team can support your marketing needs.

- **Mark Reviews:** Please submit a copy of all assets that include the UL GREENGUARD or other UL Environment mark to ULEMarketing@ul.com for review and approval. For information on how to properly use the certification mark, please reference the Mark Guidelines PDF provided.
- **Messaging Development:** If you're not sure how to talk about your certifications, UL Environment can work with you to review or create a few key messages about your certification to leverage in your communications.



- **Social Media & PR:** Go to market with UL Environment. We can work together to provide quotes, review your press release, or amplify your message in the market by engaging with and sharing your social content.
- **Team Training:** If you need support engaging multiple people within your organization, UL Environment can provide a training/education session on the value of your certification/validation and how to leverage the marks and messages in market.
- **Collateral Materials:** If you need table top signage or one-pagers about your certification, please check the MyULEnvironment Portal for available materials. Collateral can be ordered through the portal or by emailing ULEMarketing@ul.com.

Need additional marketing support or strategy? Contact us to talk about additional engagement opportunities to amplify your message in the market to drive the maximum awareness among target audiences and the greatest value to your brand.

For questions or support requests, please contact ULEMarketing@ul.com.

FREQUENTLY ASKED QUESTIONS

WHAT ARE THE BENEFITS OF UL GREENGUARD CERTIFICATION?

For Manufacturers:

- Competitive advantage and differentiation through credible, third-party testing and validation by one of the most trusted safety companies in the world
- Inclusion and promotion in SPOT a frequently-used resource for audiences seeking sustainable products
- GREENGUARD Certified products are recognized, referenced or preferred by federal purchasers, retailers, green building rating tools, and building codes around the world
- GREENGUARD Certified products meet stringent chemical emissions requirements, such as being screened for more than 10,000 volatile organic compounds (VOCs).

For Retailers:

- Increased 'green' consumer appeal and trust
- Validation that products on your shelves are low-emitting and support healthier indoor spaces
- Outreach, education, and advocacy geared to key purchasers and other specifiers, helping drive sales of GREENGUARD Certified products

For Purchasers and Specifiers:

- Compliance with a multitude of green codes, standards, guidelines, and building programs globally
- GREENGUARD Certification verifies that a product is low-emitting, and can contribute to healthier indoor environments.

For End Users:

- Validation and peace of mind that a product has reduced chemical emissions
- Confidence in product claims thanks to independent, objective review and certification by one of the most trusted safety companies in the world



CERTIFICATION MARK USAGE

Who can use the certification marks?

A Primary Licensee owns the right to advertise that their products and formulas have met UL Environment's stringent standards. The Primary Licensee is the one that owns the proprietary rights to the product formula(s). This is most often the product manufacturer (some exceptions apply). Once the third-party audits are complete and UL Environment verifies all requirements are satisfied, you will receive an evaluation report, mark files, and can download your certificate from the Sustainable Products Guide. For information on how to properly use the certification mark, please reference the Mark Guidelines PDF provided.

What if I have a private label brand that wants to use the certification mark?

Primary Licensees can offer their clients the opportunity to become certified as a Private Label Licensee. A Private Label licensee owns the right to advertise their products as UL Environment certified but cannot offer the opportunity of UL Environment certification to another party.

Note that additional fees apply to obtain private label licensee rights. Please contact our Customer Service Team at Environment@ul.com or 1.888.485.4733 for additional details.

What if my customers or retailers want to promote that they use or offer UL Environment certified products?

A Non-Exclusive agreement can be executed with customers and retailers of organizations with certified products. The non-exclusive agreement provides organizations the right to advertise to the market their use of UL Environment Certified Products.

Examples of Secondary user claims are:

"We use UL GREENGUARD® Certified Products"

"We sell UL GREENGUARD® Certified Products"

"We print on UL GREENGUARD® Certified Paper"

For further information on how to obtain a Non Exclusive Agreement, please contact a member of the Client Service Team at Environment@ul.com.

CERTIFICATION RENEWAL & COMPLIANCE

How frequently does the certification license need to be renewed?

To remain GREENGUARD certified, representative samples of each product type must undergo comprehensive certification testing on an annual basis. Individual components or materials used in the products' construction may also be subject to additional quality control testing. Regular compliance testing is important because a product's emissions can be affected by supplier, material or manufacturer process changes. The compliance monitoring tests confirm the products' low emission status.



What if the requirements of the standard to which I am certified change?

When a standard is revised to be more stringent, all clients must recertify to the updated criteria. Clients will be notified when a standard has changed and will be given approximately one year to comply with new requirements, otherwise their products will be considered not-certified, removed from the SPOT, and the use of the GREENGUARD mark relative to the applicable product(s) is no longer permitted for product labels, catalogs, brochures, web site listings, etc. Because annual testing is required for GREENGUARD Certification, manufacturers can test to the new standard when they complete their regularly scheduled annual recertification testing.

What type of activities does UL Environment conduct for my GREENGUARD Certification?

There are 3 primary steps conducted by UL Environment:

- **Manufacturing Review**

The manufacturer review is designed to provide an overview of the raw materials, manufacturing process, and typical delivery timeline for their products. This review typically includes a tour of a manufacturing facility by a UL Environmental Project Manager to collect information on material inputs, the manufacturing process, characteristics that differentiate each product and the manufacturer's quality control process. A manufacturing review is required as part of the GREENGUARD Certification process and the number of reviews are dependent upon the number of facilities and the types of processes performed in them. Once certification is achieved, manufacturing reviews are no longer necessary unless the process or location changes.

- **Profile Study**

The profile study includes screening tests for products, components, or materials to help establish product variability and provides baseline emissions data. It enables the manufacturer to certify a large number of products by conducting screening tests on representative products and materials within the defined scope of products. Based on the information obtained, UL Environment will determine the appropriate samples for certification testing.

- **Certification Testing**

A comprehensive certification test is conducted on a representative sample for each product type. The product with the greatest chemical emissions based on the profile study and manufacturing review is specified for the certification test. Products must undergo certification testing to meet emissions criteria prior to certification approval.

What if I want to certify additional products or facilities?

If you are already licensed with the program and seek to add additional products or locations for certification under the same license, you will need to complete an additional product or location application. Contact your customer service team, Environment@ul.com, for additional details.

What if my product formula or components changes?

If changes to the way in which your product is made, a formula change application must be submitted. This application is used when a product is already certified and the client is changing a raw material in the formulation.

Please send all formula changes to our Customer Service team, Environment@ul.com.



WHOM TO CONTACT

How do I know whom to contact?

UL Environment has a team ready to support and serve you throughout the process of obtaining, marketing and maintaining your GREENGUARD Certification. The chart below is designed to let you quickly identify the best contact for your particular question or need.

WHO TO CONTACT	HOW THEY CAN HELP
Customer Service Team Environment@ul.com 1.888.485.4733	I have a question about licensing rights or to obtain a secondary license I have a question about a revised standard and what to do to comply Products have been reformulated or we've made changes in our facilities and I need to speak with someone about how this impacts our certification
Marketing Team ULEMarketing@ul.com	I need marketing and messaging support to promote my certification I need to submit a press release, social media, or artwork for approval I need to submit product packaging featuring the GREENGUARD mark for review and approval
Operations Team LST.ULE.SPGActivation@ul.com	I'm having problems with the MyULEnvironment portal and need assistance and/or I need to have products activated immediately I need to have a brand name added to my profile in the MyULEnvironment portal I cannot place a collateral order
Education & Training ULEeducation@ul.com	I would like to schedule a training session I would like to take part in the Train-the-Trainer program for CEUs

