



Private Label Opportunities Available for UL GREENGUARD Certification

Product manufacturers extensively use the GREENGUARD certification marks to communicate that their products have passed strict chemical emission standards and are monitored to confirm compliance with the standards. UL Environment also provides these manufacturers, distributors, dealers, alliance partners, and customers the opportunity to associate their branded products with the mark. There are two options available to these parties.

1. Sell or distribute UL GREENGUARD certified products as-is.

A company that sells or distributes GREENGUARD certified products (as is, without any changes) can use the GREENGUARD marks as long as it is directly associated with the company and/or brand that has already attained GREENGUARD certification. For instance, “Acme Distributors proudly sells XYZ Corporation’s GREENGUARD certified products” (XYZ Corporation would be the existing GREENGUARD participating manufacturer).

2. Sell or distribute UL GREENGUARD certified products under your company name - requiring a Secondary Licensee Agreement to be executed, thus entering into the Private Label Program.

A company that sells or distributes GREENGUARD certified products as their own and under a different name without making reference to the Primary Licensee of the GREENGUARD certified products must enter into a Secondary License Agreement. In reference to the example above, “Acme Distributors proudly sells GREENGUARD certified products” (leaving out XYZ Corporation - the Primary Licensee).



To learn more, visit ul.com/environment or call 1.888.485.4733

The Private Label Program Process is as follows:

- The selling / distributing company receives permission from the original participating manufacturer to represent their products. The selling / distributing company recognizes the use of the mark depends on the manufacturing companies' continued participation in the GREENGUARD certification program.
- The selling / distributing company provides verifiable information to UL Environment on the names of the product or company brands that are intended to use the certification mark and the corresponding product names that have achieved certification. For instance, "Acme Distributor's GREENGUARD certified Product A is identical to XYZ Corporation's Product B." UL Environment may need to verify that the distributors' products are, for the purposes of chemical emissions, identical.
- The selling / distributing company enters into a secondary license agreement with UL Environment on the terms and conditions of the use of the certification mark. This agreement governs issues ranging from product liability, acceptable uses of the mark and other related issues.
- The selling / distributing company pays UL Environment annual licensing fees.

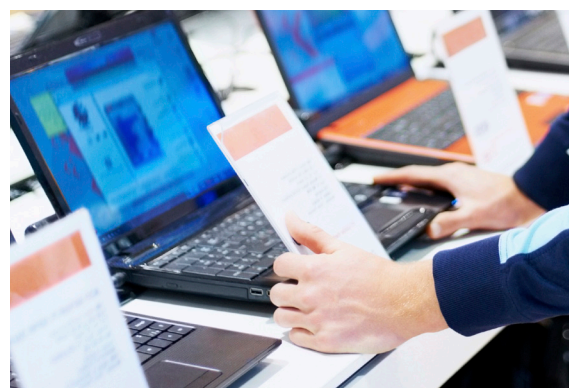
Upon completion of these steps, UL Environment will provide marketing materials (including the GREENGUARD certification mark) to the selling / distributing company, will assist the company in representing its products on the UL Environment Sustainable Product Guide, and will extend to the company the marketing / promotional support services available to all GREENGUARD participating manufacturers.

How to Get Started

For more information on UL Environment's services and how they can benefit your company, visit www.ul.com/environment.

Or, call or write us today:

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