

## RETAILERS/DISTRIBUTORS: Meet “Green” Customer Needs

*Everyone is “going green” and claims are showing up everywhere. Frankly, many are meaningless and not in line with FTC guidelines. But a growing number of your customers want to buy green. How can you help them and build your reputation?*

EHS Strategies, Inc. offers assistance in setting up an environmental award and advertising program for companies who distribute third party products to provide products with environmental advantages. The program allows vendors to continue to make their own environmental claims, but gives you the added reputation of encouraging and recognizing those products and companies that take extraordinary steps toward environmental, health and safety improvement. The benefits of the “[Your Company] Eco-Advantage Award Program” include:

Encouragement of companies who practice life cycle management principles at multiple stages of raw material supply, manufacture, customer use and disposal - not just single attribute environmental attributes like recycled content of one component.

An application-based program that requires submission of substantiating information to the distributor for your review.

Flexible criteria that acknowledges innovative measures taken by vendors, rather than a limited set of standardized metrics.

Use of relative ranking among vendor applicants within related product categories to encourage more than just compliance or “me too” activities.

Recognition of just the top tier applicants, so as not to dilute the value of the award.

Time limited award periods to encourage and reward continuous improvement.

Amenable to shelf labeling or website and/or catalog listings with an appropriate logo and explanations to meet FTC requirements for non-misleading environmental claims.