



Scientific Certification Systems, Inc.
2200 Powell Street, Suite 725
Emeryville, CA 94608
Tel: (510) 452-8000
Fax: (510) 452-8001

For Immediate Release

Contact: Alexander Winslow
Director of Communications
awinslow@scscertified.com
510-452-8003

SCS Releases New Certification Label Design for Entire Family of Environmental Product Claims

Emeryville, CA – November 9, 2006 – Scientific Certification Systems (SCS), a recognized leader in third-party certification of environmental claims, has been certifying the environmental and social responsibility accomplishments of businesses and their products for fifteen years. Today, SCS released its new, unified label design for application to all manufactured products and materials that qualify for certification.

The distinctive SCS company logo, a green cross overlaying the earth, has gained widespread recognition and value over the years as a mark of excellence in the pioneering field of independent, performance-based environmental certification. This logo is now positioned at the center of the new label, encircled by a pair of green arrows signifying the life-cycle of the products being certified. The certified environmental claim is prominently featured within the circle just below the cross and globe. Additional details, such as statements of compliance with pertinent purchasing specifications, may be featured in a drop-down box. When a specific claim includes multiple tiers of certification, color differentiation is also incorporated into the design.

“The SCS logo has significant brand equity for our customers who display it. We’ve learned from focus group research that consumers recognize the green cross as a strong symbol of helping the earth,” said Linda Brown, SCS executive vice president. “Now, our goal is to build even greater recognition and value for certified companies and their products. The unified label format will accomplish this by delivering a consistent look, feel and message across our many certification categories.”

Companies with SCS product certifications will have the opportunity to phase in the new label over the next six months. SCS expects companies that publicize their environmental and social accomplishments to benefit from the more modern look of the new label design as well as from the increased specificity of information it provides.

Since its inception, SCS has certified environmental claims for a wide variety of industries and manufactured product and material categories, including products in the building and construction, home improvement, hardlines, and supermarket sectors.



<u>Type of SCS Certification</u>	<u>Claims</u>
Material content claims	Recycled content Reclaimed content Bio-based material content Salvaged wood from submerged timber
Ingredient / formulation claims	Biodegradable, No added urea formaldehyde
Indoor Air Quality	Indoor Advantage™
Comprehensive claims	Environmentally Preferable Products (EPP) SCS Sustainable Choice

About Scientific Certification Systems (SCS)

SCS is an independent certifier of environmental, sustainability, food quality and food purity claims. Over two decades, SCS has developed internationally recognized standards and certification programs aimed at spurring the highest level of environmental improvements, social accountability and product performance. Its programs span a wide cross-section of the economy, recognizing accomplishments in the fields of agricultural production, food processing and handling, forestry, fisheries, energy, green building, consumer and business product manufacturing, and retail. SCS was the first company to offer manufacturers a program for verifying the accuracy of environmental claims on products. Certification programs for building products include Recycled Content, Indoor Advantage™, Environmentally Preferable Product, and SCS Sustainable Choice. For more information about SCS, visit www.scscertified.com or call 510-452-8000.

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