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## FOR IMMEDIATE RELEASE

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### **Scientific Certification Systems Guides Safeway's "Bright Green" Efforts** *Supermarket Leader Engages Life Cycle Assessment Experts for Help Developing a New Line of Environmental Products*

**April 27, 2009 – Emeryville, CA** – When the supermarket giant wanted to develop a line of home care products for its environmentally-conscious customers, Safeway officials called Scientific Certification Systems, the experts in applied life-cycle science. SCS worked with Safeway to evaluate products for its Bright Green™ line, reviewing each Bright Green product for specific requirements and accurate labeling.

“Calling a product ‘eco-friendly’ is not enough for today’s consumer,” says SCS co-founder and executive vice president Linda Brown. “SCS helped Safeway identify real, verifiable environmental attributes like ‘recycled’ and ‘biodegradable’ to label Bright Green products accurately.”

Safeway required that products in the Bright Green line, found exclusively at Safeway stores, be as effective as, and priced comparably to leading national brands of traditional household cleaning, laundry, paper and lighting products. SCS provided specific recommendations for Safeway to market the products with the products’ environmental advantages clearly stated, so its customers are better informed to make educated choices.

Using life cycle impacts screening as a base, SCS offers a simplified tool to assess products’ environmental attributes. This simplified process provides a less expensive option than full life-cycle analysis while helping retailers sort through product offerings for their increasingly environmentally-concerned customers.

“More than ever, our shoppers are conscious of the choices and behaviors that affect the world around us, including the products we use to clean our homes, light our rooms and wash our laundry,” said James White, senior vice president of consumer products at Safeway.

SCS was founded 25 years ago with the intention of bringing credible environmental and health information to the average grocery consumer. A leading third-party provider of certification, auditing and testing services and standards in environmental protection and social responsibility, SCS also provides guidance in advancing retailers’ strategic environmental initiatives.



**About SCS**

SCS is a global leader in independent certification of environmental, sustainability, food quality and food purity claims. For more than 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. SCS programs span a wide cross-section of the economy, recognizing accomplishments in agricultural production, food processing and handling, forestry, fisheries, flowers and plants, energy, green building, consumer and business product manufacturing, and corporate social responsibility. For more information or a list of certified products, please visit [www.SCScertified.com](http://www.SCScertified.com).

**About Safeway**

Safeway Inc. is a Fortune 100 company and one of the largest food and drug retailers in North America, based on sales. The company operates 1,743 stores in the United States and western Canada and had annual sales of \$42 billion in 2007. Safeway supports a broad range of charitable and community programs and in 2007 donated more than \$172 million, the equivalent of 20% of its net income, to causes such as cancer research, education, food banks and programs focused on assisting people with disabilities.

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