

Green Product Certification



A green product can generally be defined as a product that, from raw material extraction and processing to use and end-of-life disposal, lessens its impact on the environment as thoroughly as possible. The objective of Green Product Certification is to assess the holistic framework and highlight the way forward to achieve excellence in environmental performance.

The certification system guides the manufacturers to position their products as green and eco-friendly.

The Green Product CERT system adopts 'Cradle to Cradle' approach for evaluation, at par with international Standards. The Green Products Certification adopts a holistic approach based on the life cycle of the product. The certification system encourages the product manufacturers to implement Green measures in all phases of the product e.g. Product Design, Raw Materials, Manufacturing Process, Product Performance during use, Recycling/Disposal.

Types of Certification

ISO defined types of environmental labels			
Type	ISO Number	What does label does	Parties
Type I (Ecolabel)	ISO 14024	This is voluntary, multiple-attribute criteria based, third party programme that awards a license or seal or approval, authorising the use of environmental labels on products indicating overall environmental preference of a product within the product category based on life cycle assessment.	This kind of ecolabel needs third party certification
Type III (environmental declarations)	ISO 14025	This kind of labels are voluntary, consists in qualified product information based on life cycle impacts. A qualified third party determines the environmental parameters and the companies gather the required information into the reporting format and these data is independantly verified (Ex. Report cards, information labels)	This kind of ecolabel needs third party certification

Benefits of Green Product Certification

- Sustainable use of resources improves the acceptability of product in the market
- Long term benefits to mitigate the climate change
- Differentiates the Green product from the competition
- Enhances the market reach with credible and precise information on the Green features
- Enables Green product innovation
- Improves the environment by reducing toxic pollution and waste, conserving resources and habitats, minimizing global warming and ozone depletion
- Increases the health and well-being of your customers, particularly those most affected by product choice, such as schoolchildren, service staff, and the elderly
- Demonstrates that environmentally responsible products and services can meet or exceed performance and quality expectations
- Access to new customers and high-value niche markets
- Increases customer loyalty among your core clientele
- Improves community relations
- Boosts your profitability and enhance your brand

Independent Certification Performance (Type - 1 and 3)

- Open, transparent standard development process and award criteria
- Criteria based on life cycle (multi-attribute) approach
- Clear consumer communication on nature of certification
- Regular updating of standards/criteria
- Facility inspection/site audit
- Protocols for testing institutions/labs
- Access to certification for companies of all sizes

TUV India Offers

- Type I (Ecolabel) certification in line with requirements of ISO 14024
- Type III (environmental declarations) certification inline with requirements of ISO 14025



Our Approach

- Defining the type of certification and mutual discussion with client
- Contract review
- Appointment of team members and technical reviewers
- Desk review of the assurance report and supporting documents
- Certification planning
- On-site assessment
- Background investigation and follow-up interviews with client personnel and the relevant stakeholders
- Draft reporting
- Resolution of corrective actions (if any)
- Final Certification Report
- Technical review
- Final approval of the certification statement

Our Know-how

- Established and reliable partner for inspection, certification and verification of Green Product
- Comprehensive knowledge
- National and international reference in the area of ecolabelling of product
- Conducted extensive audits under similar portfolios like energy labelling, sustainability assurance, supply chain audits, EHS audits

GREEN PRODUCT CERTIFICATION TUV India Pvt. Ltd.

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