

# Green Product Certification



## Overview:

A Green Product can generally be defined as a product that, from raw material extraction to process for usage and end-of-life disposal, lessens its impact on the environment as much 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 Grave 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.

**TUV India currently offers Type II service, which are self-declared, verifiable single – attribute and unambiguous environmental claims for issues such as energy consumption, emissions or recycled content.** The Type II (self-declaration) certification is carried out in line with requirements of ISO 14021.



### Benefits of 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
- Facilitates Green product innovation
- Improves the environment by reducing toxic pollution and waste, conserving resources and habitats, minimizing global warming and ozone depletion
- 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 enhances your brand

### Assessment Approach:

- Finalising the offer with the client based on the information provided
- Desk review of the assurance report and supporting documents
- 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

## Why choose TÜV India

- Established and reliable partner for inspection, certification and verification of Green Products
- Comprehensive knowledge
- National and international reference in the area of Eco-labelling of the product
- Wide pool of highly qualified and experienced assessors across India
- Comprehensive and diverse range of value-added services
- Key account management
- One-stop solution for your sustainability requirements

## About Us:

TÜV India Pvt. Ltd. (TÜV NORD GROUP) is a customer-focused, innovative, and independent, technical, quality & safety services organization, dedicated to providing future-proof solutions through technological excellence for the success of its customers with the

highest level of integrity. With a presence at over 40 strategic locations in India; a branch office in Sri Lanka and Bangladesh; state-of-the-art laboratories at Pune, Bengaluru, Noida and Jamnagar; 100 important countries worldwide and through digital means, we are always connected to you, our esteemed customer, anywhere, anytime.

We are proud to provide increasing levels of services to the best known, largest global and national companies as well as medium and small industries in diverse sectors like Oil & Gas, Petro-chemical, Nuclear, Renewables, Infrastructure, Food, Power, Manufacturing, Chemicals, Pharma, Paper, Automobiles, Railways, Aerospace, Defence, IT, Health, Hospitality, Retail, etc.

Over 1500 competent and experienced TÜV India experts spread across India and over 14000 TÜV NORD experts all over the world, enthusiastically support our clients by providing value-added services in Industry Inspection, European / International Approvals, Management System & IT Certification, Sustainability, Energy Audit, Water Audit, Carbon Services, Building Infrastructure & PMC, Renewable Energy, Food & Packaging Testing, Food Certification & Inspection; Testing of restricted and banned chemicals in Automotive and Electrical & Electronics components and other regulated industries, Product Testing – Electricals, Electronics and Industrial Machinery; Product Certification; Petroleum, Chemicals & Gas Cargo Inspection; Petroleum, Chemicals & Gas Testing; Railway Technology; Engineering, Safety Studies, and knowledge enhancing training programs under TÜV India Training Academy.

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