

Comparison of Green Product Registries that Include Low VOC-Impact Claims, April 2011

Introduction: Interest in the environmental impacts of products is rapidly expanding. Compliant products may be eligible for credits in green building rating systems such as USGBC LEED. Additionally, green building construction codes, such as CALGreen, have established mandatory VOC emissions and VOC content requirements for some product categories. These market and legal forces have resulted in the need for manufacturers to communicate the environmental performance of their products. Listing products on registries that may be accessed by architects, contractors, and consumers is one way to communicate this information. The following table provides and compares information for seven product registries that include claims for low VOC impacts. This information was gathered in April 2011.

Disclaimer: This table is intended only as an introduction to green product registries that include low VOC-impact claims. There are additional registries not included in the table. Marketing of green products is a rapidly evolving business activity. Users can expect that changes will occur that will modify or invalidate the information contained in the table.

Parameter	CHPS Registry	Green Wizard	ecoScorecard	GreenFormat	Green Approved Products	Green Product Directory	GreenSpec
Website	www.chpsregistry.com/live	www.GreenWizard.com	http://ecoscorecard.com	www.greenformat.com	www.nahbgreen.org/Certification/greenapprovedproducts.aspx	www.builditgreen.org/green-product-directory	www.buildinggreen.com/menus
Sponsor Org.	Collaborative for High Performance Schools (CHPS)	GreenWizard	ecoScorecard	Construction Specifications Institute (CSI)	National Assoc. of Home Builders (NAHB)	Build It Green	BuildingGreen
Self-declared claims	Yes	Yes	No	Yes	Yes	Yes	No
Number of products	~300	1,000+ companies; 100,000+ products	30+ companies; thousands of products	Undetermined, <500	Few, <200	Thousands, but few if any IEQ claims	>2,000
How to get listed	Register, submit product details on line; listing requires staff review	Register, submit product details online, dedicated Acct. Manager	Work with staff to create company online store	Register, submit product details online	Apply to agent, submit product info by mail	Forms available online; submit product info by mail	Products selected by editors; co. may suggest
Approx. costs	Free to users; companies \$25/product listing fee + \$25/attribute, assessed annually	Free to join and list; performance-based marketing fee for manufacturers	Free to users; company costs not disclosed	Free to users; \$295 for 1 st product + \$100 ea additional product, assessed annually	Free to users; company costs not disclosed	Free to users; fee for company varies by size, starts at \$150/yr for sole proprietor	BuildingGreen Suite subscription \$19.95/month; \$199/year
Renewal frequency	Annual	On-going till cancelled	Annual	Annual	Annual	Annual	Weekly for users
Comments	Certificates valid for 2 yr; available procedures manual	Attributes not entered for all products	Each company has mini website; downloadable documents	Linked to CSI MasterFormat; company certifies info	Sponsored NAHB Research; products link to NAHB Green Scoring Tool	Membership supported non-profit; data reviewed by staff	Print directory is for sale on website