

NEWS ALERT

FOR IMMEDIATE RELEASE



EcoLogo Releases Draft Pool and Spa Water Treatment Products Standard

PHILADELPHIA December 7, 2009 –The EcoLogo Program is inviting stakeholders to participate in the development of a new environmental leadership standard for Pool and Spa Water Treatment Products by reviewing its first draft of this standard.

“The Pool and Spa Water Treatment Products standard is the first of its kind for EcoLogo and will result in important health and environmental benefits,” says Scot Case, Executive Director of the EcoLogo Program. “Participation in the development of this standard is crucial to ensure that a balanced standard that reflects environmental leadership is produced.”

The scope of this standard has been established to encompass water treatment products used to maintain above and below ground conventional residential pool and residential spas. Public (e.g. municipal, hotels, etc.) pools and spas are not covered in this standard as they typically follow government and other best practices guidelines, and may also use non-chemical alternative technologies to treat water such as electric oxidation, salt chlorination, ozone, mineral sanitation systems, etc.

There are many different products for residential pools and spas and they are often classified in specific subcategories. Distinct subcategories are being proposed for this standard to address products designed for specific water treatment functions. The subcategories included in this standard are: Oxidizers, Algacides, Balancers (pH increasers, pH decreasers, or alkalinity increasers), Enhancers (clarifying agents, flocculants, metal sequesters, or conditioners), and Phosphate Removers.

As the second step in this standard development process, the EcoLogo Program is calling for stakeholder comment on the first draft standard to ensure fair, transparent and broad participation. This stakeholder consultation period is intended to serve as an open discussion regarding the scope and potential criteria statements, and will be open for 45 days beginning December 4, 2009. Comments must be received by January 18, 2010.

The EcoLogo Program is inviting anyone interested in helping to develop or review the Pool and Spa Water Treatment Products standard to email Robin Duchesneau at: rduchesneau@ecologo.org, or call: (613) 247-1900 x 239. EcoLogo will accept comments by e-mail, fax, and phone. There is also the opportunity to actively initiate discussion amongst stakeholders by providing comments via our internet-based forum.

About EcoLogo™:

EcoLogo is a third-party, multi-attribute eco-labeling program approved by the Global Ecolabelling Network, an international association of eco-labeling programs, as meeting the ISO 14024 standard. EcoLogo was established in 1988 and today is one of the most recognizable eco-labels in North America. For more information, visit www.ecologo.org.

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