

FOR IMMEDIATE RELEASE



ECOLOGO™ LAUNCHES A REVIEW OF ITS PRINTING AND INKS STANDARDS

OTTAWA April 15, 2011 – The bar for greener printing products and inks is about to be raised. Today, the EcoLogo Program, one of North America's most recognizable eco-labels, issued an open call for stakeholder engagement to help revise a set of environmental leadership standards within the printing and ink sectors. EcoLogo, part of the UL Family of companies and UL Environment, will be working with stakeholders to revise the standards for Lithographic Printing Services (CCD-041), Digital Printing Services (CCD-141) and Inks (CCD-040) with the goal of issuing new versions later this year.

"There is a tremendous amount of green innovation taking place within the printing and ink industries," says Dr. Angela Griffiths, Executive Director of the EcoLogo Program. "EcoLogo is working toward revising the Program's printed products and inks standards so that environmental leaders can be recognized for their part in helping to improve air quality, conserve resources, and reduce toxic emissions to the environment."

The revised standards for printed products will include criteria related to the environmental and health impacts of products from commercial printers, print shops and printing offices; energy and materials consumption; volatile organic compound (VOC), greenhouse gas and air emissions; waste produced or diverted; and water quality and conservation.

The initial scoping document highlights potential areas of focus identified by the collective team of science experts at EcoLogo and UL Environment after their preliminary research, which included a review of life cycle information. Participating stakeholders will help define the scope of the review, receive all progress updates and will be provided with the opportunity to comment on the standard.

The stakeholder consultation period for the printing products and inks standards will be opened April 15, 2011. Comments must be received by May 31, 2011. To register as a participating stakeholder, interested parties should contact Tim Corder, at William.T.Corder@ulenvironment.com. Corder will be managing the stakeholder engagement process during the standards' review. The public can also follow the development of this review online and access standard documents (including the current active standards under review) at: http://www.ecologo.org/en/criteria/subpage.asp?page_id=242.

To participate more comprehensively in the review process, individuals can also apply to be part of the Advisory Committee (AC). The AC will meet throughout the process to propose consensus-based recommendations to the EcoLogo Program. For a summary of the roles and responsibilities of the AC, please refer to Appendix A in the scoping document found by following the link above. To apply, please send your resume and letter of interest to Tim Corder at the email listed above.

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. Originally formed in 1988 by the Canadian Federal Government and now managed by TerraChoice, EcoLogo is now one of the most recognizable eco-labels in North America. EcoLogo is a Government of Canada official mark used under license from Environment Canada. TerraChoice is not an agent of Environment Canada. In 2010, The Program became part of the UL global network, significantly expanding its reach as a leading certifier of the world's most sustainable products. For more information, visit www.ecologo.org.

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