



## Environmental Choice New Zealand Licensed Products

**Environmental Choice New Zealand**  
has granted **GreenEarth Solutions**  
a licence for commercial and  
institutional cleaners.

**Environmental Choice Licence Number:** 3709063

**Licence Issued:** November 2009

**Environmental Choice New Zealand Standard:**  
EC-37-08 Commercial & Institutional Cleaners



**Environmental Choice  
New Zealand**

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## About Environmental Choice New Zealand

Environmental Choice New Zealand (ECNZ) is New Zealand's official ecolabelling programme, established by the New Zealand Government in 1992. The programme and the ECNZ label are owned by the Crown (through the Ministry for the Environment). ECNZ is administered by an independent Trust, the New Zealand Ecolabelling Trust, under a contract with the Ministry for the Environment.

### The Minister's objectives for ECNZ are that the programme:

- (a) develops credible product specifications that promote improved environmental practice for an appropriate range of products manufactured in or imported into New Zealand
- (b) provides an incentive for manufacturers and importers to reduce adverse environmental effects of products sold in New Zealand, through encouraging uptake of and consumer demand for the ECNZ label
- (c) ensures that the ECNZ label is widely recognised, sought out, and used by central and local government, businesses, and the New Zealand public as a clear, credible and independent guide to environmental acceptability in their purchase decisions
- (d) achieves harmonization with credible environmental labelling schemes operated by New Zealand's trading partners, as a further incentive to New Zealand exporters and to New Zealand consumers considering purchasing imported products.

ECNZ is a "Seal of Approval" or "Type I" (as defined by the International Organisation for Standardisation - ISO) ecolabel. This means that ECNZ awards licences to use the ECNZ label on products or services that are environmentally preferable over other similar products available in the marketplace. To be awarded an ECNZ licence, products and services need to meet all the requirements set in published ECNZ specifications for the relevant product or service category.

ECNZ operates to the ISO 14024 standard "Environmental labels and declarations - Type I environmental labelling - Principles and procedures". The New Zealand Ecolabelling Trust is also a member of the Global Ecolabelling Network (GEN), an international network of national programmes also operating to the ISO 14024 standard. The ECNZ programme has successfully completed a GEN peer evaluation process, confirming that ECNZ is meeting the requirements of ISO 14024 and GEN's own membership principles.

### About ECNZ specifications

ECNZ specifications are developed using a life cycle approach to identify the environmental impacts of a product or service across its whole life. Environmental criteria that products or services must meet are set, based on an evaluation of the life cycle impacts and so as to differentiate products and services on the basis of preferable environmental performance. Criteria need to be objective, measurable, attainable and verifiable. ECNZ invites submissions from interested parties when developing specifications. These parties include manufacturers, suppliers, customers, consumers, trade partners, regulators and environmental groups. All ECNZ are published and available on the ECNZ website.

### About ECNZ licence assessments

Before ECNZ awards a licence to use the ECNZ label, the products or services are independently assessed to confirm they meet all the requirements in the relevant ECNZ specification. The New Zealand Ecolabelling Trust maintains a register of trained and competent, independent assessors and appoints an appropriate assessor for each licence application. Once a licence has been granted, this will be subject to a Licence Supervision Plan that will include ongoing records reviews and on-site assessments to confirm licensed products continue to meet the ECNZ specification requirements.

## Why GreenEarth Solutions' Environmental Choice New Zealand commercial and institutional cleaning products are environmentally preferable

### The licensed products have all been independently assessed and they:

- ✔ Comply with environmental regulatory requirements
- ✔ Are not manufactured with EDTA, APEOs or reactive chlorine compounds
- ✔ Are not manufactured with toxic metals including As, Cd, Cr, Pb or Hg
- ✔ Do not contain phosphonates or quaternary ammonium salts that are not readily biodegradable
- ✔ Are not manufactured with carcinogenic, mutagenic or reprotoxic substances
- ✔ Contain less than 1 % of substances which are respiratory or contact sensitisers\*
- ✔ Do not contain aquatic ecotoxins which are not readily degradable or are potentially bioaccumulative\*\*
- ✔ Do not contain halogenated organic solvents or greater than 10 % by weight VOCs
- ✔ Are manufactured using only readily biodegradable and anaerobically degradable surfactants
- ✔ May only include biocides in order to preserve the product
- ✔ May only include enzymes in non-aerosol products which are in liquid form or dust free granulate and do not contain the enzyme production micro-organism
- ✔ May only contain fragrances approved by the International Fragrance Association
- ✔ May include dyes in liquid products only if the dyes have been approved for use in foodstuffs or are not bioaccumulable
- ✔ Are manufactured in facilities which have effective waste and energy management
- ✔ Are accompanied by instructions for proper use and information on reuse, recycling or correct disposal of packaging
- ✔ Do not contain any claim or suggestion that the product has antimicrobial action
- ✔ Are accompanied by training schemes or materials which include instructions for proper dilution, use, disposal of the product, use of equipment and recommended personal protective equipment (PPE)
- ✔ Are labelled in English and with graphical representations to explain dilution, use and appropriate PPE in order to assist non-English speaking personnel
- ✔ Are labelled as suitable for use in commercial and institutional facilities only
- ✔ Are sold in packaging which is able to be recycled, contains no PVC or other chlorinated materials, contains more than 80 % recycled cardboard (if applicable) 25 % of which is post-consumer material, and has met light-weighting requirements
- ✔ Are not, as finished undiluted products, classified as explosive, flammable, oxidising, acutely toxic, sensitising, mutagenic, carcinogenic, reproductive/developmental toxins, target organic systemic toxins, skin corrosive<sup>+</sup> <sup>++</sup>
- ✔ Are not, as finished as used products, classified as aquatic ecotoxins<sup>+</sup>
- ✔ Are only available in disposable wipe form if the wipes are manufactured from 100 % recycled materials, or are recyclable in the country where the product is sold, or are fully biodegradable
- ✔ Are not available as sprays which contain propellants
- ✔ Are fit for purpose

Further information and the full ECNZ specification is available at [www.environmentalchoice.org.nz](http://www.environmentalchoice.org.nz)

\* This does not apply to enzymes, fragrances and preservatives    \*\* This does not apply to fragrances

+ Classification refers to the N.Z. Hazardous Substances and New Organisms Act Classes 1, 3, 5, 6.1A, 6.1B, 6.5, 6.6, 6.7, 6.8, 6.9A, 8.2, 9.1A and 9.1B.

++ Products intended for use solely for cleaning toilets are exempt from the requirement on corrosivity, if the classification is set because of pH

## About GreenEarth Solutions

GreenEarth Solutions is an environmentally responsible New Zealand manufacturer of an Eco-Friendly range of natural cleaners specifically formulated for institutional and commercial cleaning companies.

The demand for green cleaning formulations is rapidly growing in industrial & institutional cleaning. Green alternative formulations can offer safer solutions for personnel using the chemicals and for the environment whilst still providing the necessary powerful cleaning properties demanded by commercial cleaners.

GreenEarth Solutions range of natural and eco-friendly cleaning detergents are manufactured from natural and renewable raw materials. Because these eco-friendly products are made from plants and minerals they leave no harsh chemicals fumes or residue and because they are 100% natural, their better for the environment as well.

GreenEarth Solutions range of natural cleaning detergents delivers outstanding performance for industrial and institutional cleaners with excellent cleaning, solubilising and emulsification properties.

GreenEarth's product quality is so well accepted by commercial cleaners that not only are they used locally in New Zealand they are also exported to the very demanding commercial cleaning market in Europe as well.

## Licensed Products

All Purpose Cleaner  
Bathroom Cleaner  
Glass and Surface Cleaner  
Carpet Cleaner  
pH Neutral Floor Cleaner  
Toilet Cleaner  
House Wash



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