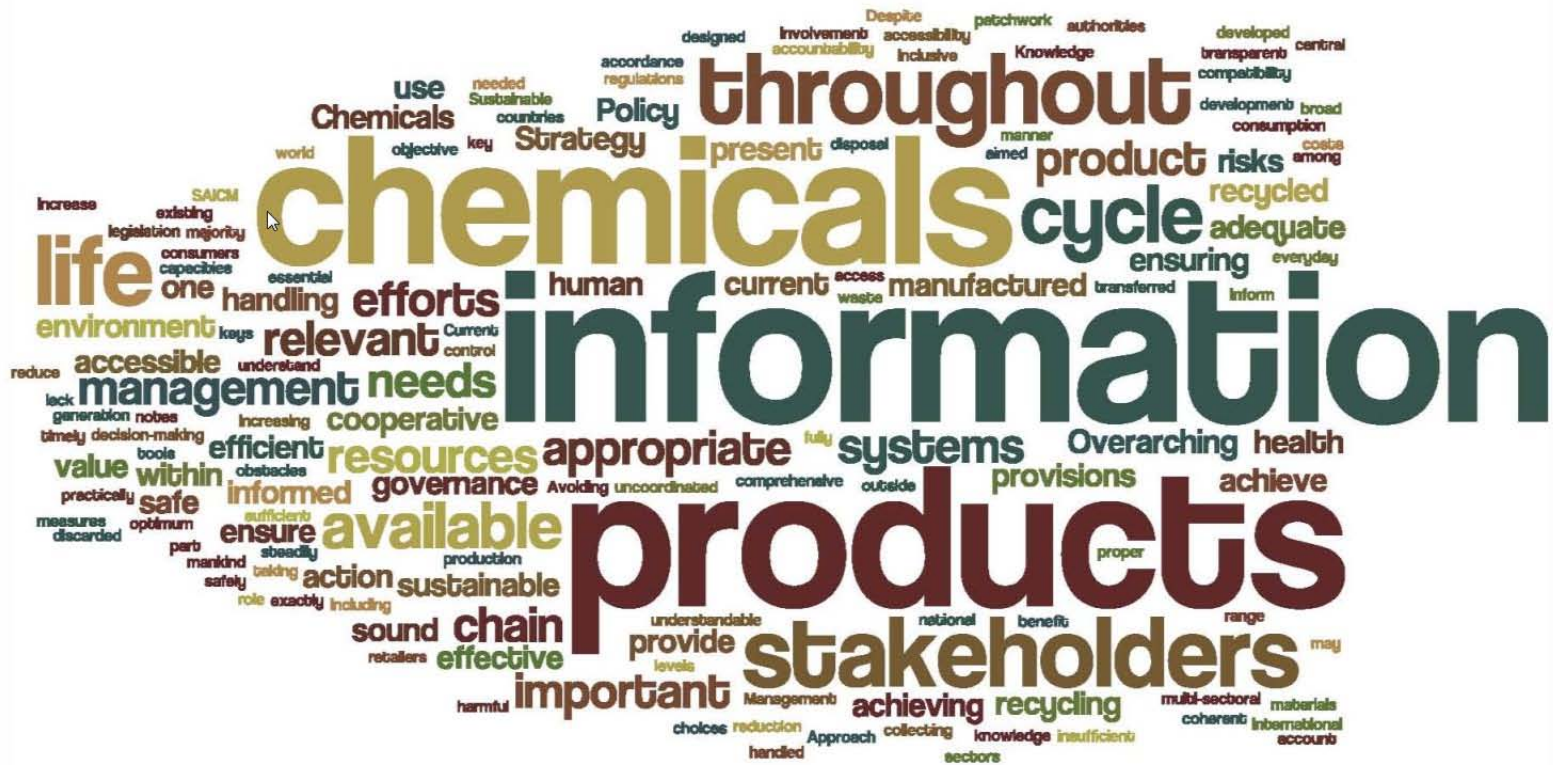


# Chemical information throughout products life cycle





## A Nutrition Label For Building Products

We know what ingredients are in many of the products we buy, but often have no idea what the buildings we spend our lives in are made of. The Building Product Transparency Project is trying to change that.

0 0 0

Transparency is becoming increasingly important for a number of industries; you probably have some idea about the ingredients in your food, and thanks to sites like [GoodGuide](#), your electronics, cleaning products, and clothing. But the building products industry remains disturbingly opaque. You have no idea what your house or office is made of. Since we spend so much of our time indoors, shouldn't we have a better idea of what, exactly, we're being exposed to? The [Building Product Transparency Project](#), a partnership between design firm Perkins+Will and architectural product company Construction Specialties, is planning to shed a little light on the industry.

The project, which grew out of Perkins+Will's [Precautionary List](#) (a list of chemicals described as hazardous to human health by government agencies and what classes of building products they are found in), is starting small, with a flooring system from Construction Specialties called the [PediTred](#).

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Free I

**Todd Woody**, Forbes Staff

I cover green tech and environmental issues from San Francisco.

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TECH | 10/05/2011 @ 2:20PM | 657 views

# New Product Label To Promote Green Building Materials

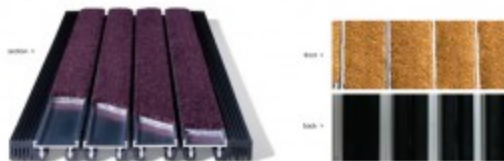
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We live, we're told, in an age of transparency.

I can point my iPhone at a box of cereal in the grocery store and GoodGuide will tell me how healthy it is for my family. Wikileaks has infamously bared the inner workings of the U.S. government for all to see. Twitter and Facebook have made it harder for companies to bury bad products and decisions

## PRODUCT LIFE IMPACT INFORMATION

This label is a declaration of the make-up of the product, highlighting critical life cycle information and potential human health impacts. It strives to be comprehensive, relevant, verifiable, and able to evolve as the products and processes change.



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**Todd Woody**

Forbes Staff

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I'm the environment editor at Forbes. Before joining Forbes in April 2011, I wrote about all things green and tech as a contributor to The New York Times, a senior editor at Fortune and an assistant managing editor at Business 2.0 magazine. I previously was the business editor at the San Jose Mercury News and during the

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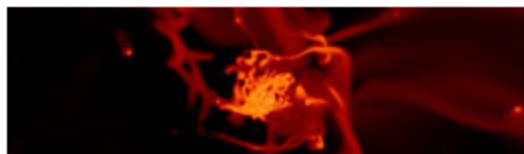
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# New "Ingredient" Label for Buildings Launches at Greenbuild

Posted: 10/5/11 12:25 PM ET

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A few years ago at Greenbuild, USGBC President Rick Fedrizzi held up a box of animal crackers, showed the audience the list of ingredients, and pointed out that nothing like that exists for buildings -- despite the

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PHOTO GALLERIES



# Ingredient Disclosure With A Purpose

## **About Transparency:**

The CS / Perkins+Will team developed and were guided by 8 Principals of Building Product Transparency:

1. **Advocate Industry Transformation.** Expand the conversation about manufacturer behavior and material health as well as the associated impacts on people and the environment.
2. **Disseminate Information.** Provide relevant and easily accessible lifecycle and material health information to all concerned parties.
3. **Facilitate Manufacturer Disclosure.** Make it easy for other manufactures to disclose comprehensive and verifiable information by providing a clear template.
4. **Encourage Progress.** Without disrupting business-as-usual, encourage release of proprietary information.
5. **Be Transparent About Health.** Bring forward known and suspected impacts on human health.
6. **Empower Decision-Makers.** Give parties inside and outside project boundaries more control over environmental and health impacts.
7. **Delineate Lifecycle Influences.** Include all early and late supply chain factors.
8. **Shift the Paradigm.** Identify, acknowledge and reset the limits of transparency.



# Inform & Transform



**Transparency Goals:** The CS / Perkins+Will team believe that building products containing chemicals of concern that are harmful to humans, animals, and the environment should be avoided when there are reasonable alternatives. To that end, the team sought to create a means that allows people to make informed decisions when they fabricate, specify, install, use and dispose of building products.

**Transparency Approach:** The team believes that collaboration is imperative for market transformation. Accordingly, CS / Perkins+Will formed a partnership to create a labeling system that makes environmental and health disclosure easier for any manufacturer who chooses to adopt the template.

**Transparency System:** This labeling system is a forthright declaration of the make-up of a product and its potential impacts, presented in multiple formats. It strives to be comprehensive, relevant, verifiable and able to evolve as the products and processes change.



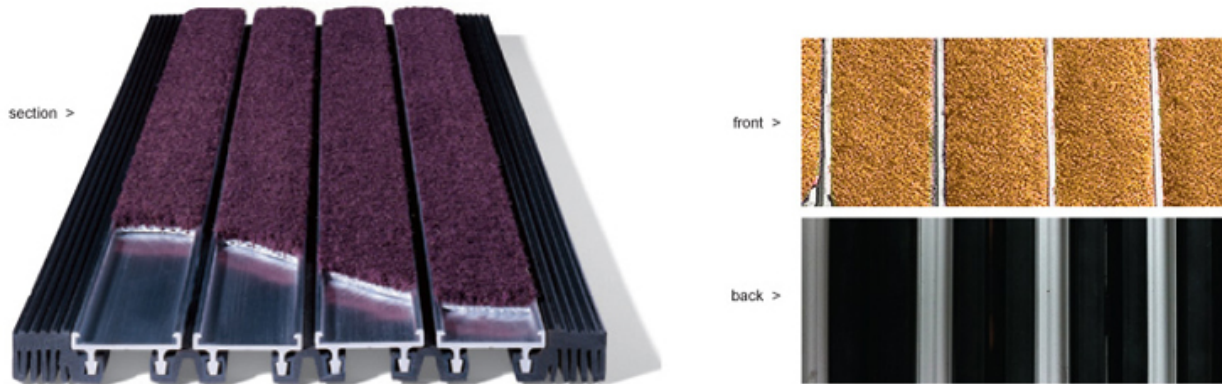
# <http://transparency.csgroup.com/>



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## PRODUCT LIFE IMPACT INFORMATION

This label is a declaration of the make-up of the product, highlighting critical life cycle information and potential human health impacts. It strives to be comprehensive, relevant, verifiable, and able to evolve as the products and processes change.



## PRODUCT CONTENT

**Product Content\*:** [Aluminum](#) tread rails; [Nylon 6,6](#) carpet fiber; [Polypropylene](#) backing; [Polypropylene](#) monofilament; [EPDM](#) (25038-36-2) cushions and rail connectors

*\*Listed in order of highest quantity to least, at a minimum of 100 parts per million (ppm) content. 100ppm is approximately the minimum content at which an ingredient is added knowingly and purposefully. If a CAS number is associated with any ingredient, it will be provided next to that ingredient.*

**Health Summary:** As of the modification date listed above there are no known or suspected health impacts listed on any governmental watch lists for this product's content.

**Recycled Content:** 15.3% — Post-Consumer  
+ 60.6% — Pre-Consumer  

---

75.9% — TOTAL

**Recycled Components:** **Aluminum rails & frame:** 55% post-industrial, 26% post-consumer  
**EPDM connectors/cushions:** 100% pre-consumer  
**Trims:** 25% pre-consumer

Content Source:	COMPONENT	% BY WEIGHT	LOCATION
	Aluminum	65%	Pennsylvania
	Carpet Strip	10%	Georgia
	Cushion EPDM	25%	Asia

**Final Manuf. Location:** Muncy, Pennsylvania 17756

**Rapidly Renewable?:**  No.

**FSC Certified?:**  No.

**VOC Content:** This product meets the Indoor Air Quality (IAQ) requirements of the CA 01350 protocol.<sup>1</sup>

**Manufacturer's Notes:** 1. Of eighty compounds tested for, *PediTred* tests Below Quantifiable Level (BQL) for Volatile Organic Compounds (VOCs) on all but five substances: Benzene, 1,4-dichloro; Formaldehyde; Formamide, N,N-dimethyl; Naphthalene; and Caprolactam (2H-Azepin-2-one, hexahydro). However, these five substances test below California's Office of Environmental Health Hazard Assessment (CA OEHHA) Chronic Reference Exposure Limit (1/2 CREL), which is the emission threshold for CA 01350 criteria.





# Global Demand & Impressive Buying Power



## PRESS RELEASE

Contact: Ashley Katz  
Communications Manager, USGBC  
202.742.3738  
[akatz@usgbc.org](mailto:akatz@usgbc.org)

### **USGBC President Rick Fedrizzi Elected Chair of World Green Building Council**

*Fedrizzi steps up in organization's tenth year, with plans to strengthen and grow local councils, raise voice and visibility of global coalition*

Washington, DC – (Oct. 24, 2011) – Rick Fedrizzi, president, CEO and founding chair of the U.S. Green Building Council (USGBC) has been elected chair of the World Green Building Council (WorldGBC). The WorldGBC is a coalition of green building councils from 89 countries around the world.

“I’ve watched in awe as the green building movement has grown on a global scale—as people from widely different backgrounds, countries and industries have united under a common commitment to building a healthier, more sustainable world,” said Fedrizzi. “I’m humbled to be a part of this massive movement, and honored to serve the WorldGBC and its global members.”

Part of Fedrizzi’s plan as WorldGBC chair is to raise the global awareness of the WorldGBC while at same time advancing the voice of each country and region.





# All Components/All Colors

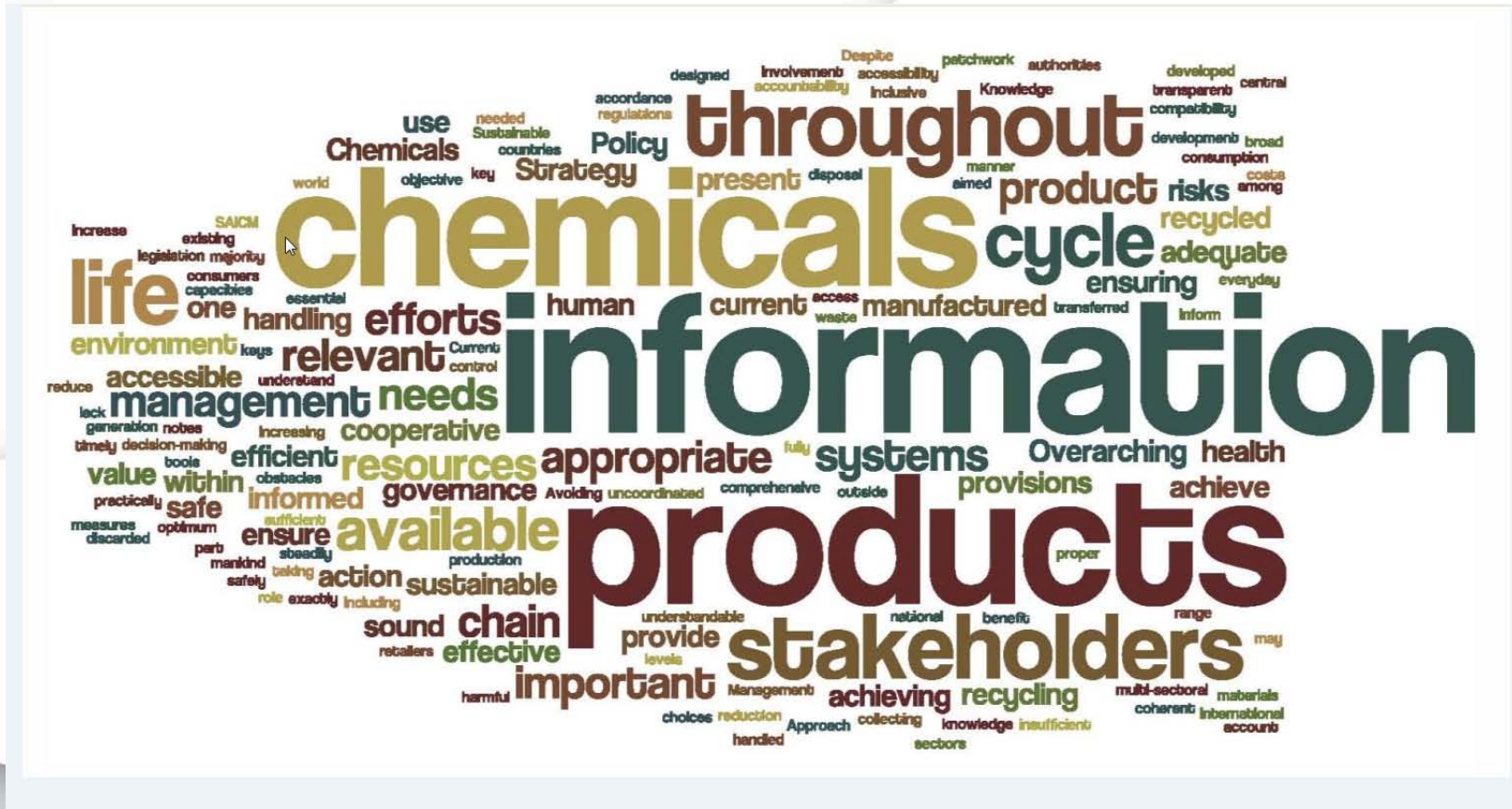


Cradle to Cradle™ Certification  
Construction Specialties, Inc. Acrovyn® 4000 Wall Protection

105	Mocha	YELLOW	This material is acceptable for use.
106	Brown	RED	This material is RED due to a chlorinated pigment Excluded from Gold level certification
108	Black	YELLOW	This material is acceptable for use.
111	Wedgewood Blue	YELLOW	This material is acceptable for use.
129	Yale Blue	RED	This material is RED due to a chlorinated pigment Excluded from Gold level certification
136	Pearl Gray	YELLOW	This material is acceptable for use.
162	Charcoal	YELLOW	This material is acceptable for use.
186	Champagne	YELLOW	This material is acceptable for use.
187	Tan Bark	YELLOW	This material is acceptable for use.
193	Gingerspice	YELLOW	This material is acceptable for use.
194	Chinchilla	YELLOW	This material is acceptable for use.
196	Fawn	YELLOW	This material is acceptable for use.
198	Beige Desert	YELLOW	This material is acceptable for use.
209	Slate	YELLOW	This material is acceptable for use.
223	Danube	YELLOW	This material is acceptable for use.
253	Parchment	RED	This material is RED due to a chlorinated pigment Excluded from Gold level certification
254	Wheat	YELLOW	This material is acceptable for use.
262	Driftwood	YELLOW	This material is acceptable for use.
265	Fog	YELLOW	This material is acceptable for use.
302	Canyon	YELLOW	This material is acceptable for use.
303	Caramel	YELLOW	This material is acceptable for use.
305	Mushroom	YELLOW	This material is acceptable for use.
307	Sienna	YELLOW	This material is acceptable for use.
309	Tranquil Blue	YELLOW	This material is acceptable for use.



# Chemical information throughout products life cycle



# Challenges

- Shift from, “Trust me.”, to trusting our/your customers
- Legislation sets a maximum standard; consumers advance more rapidly
- Harmonized standards

# Opportunities

- Creating products that make buildings better
- Chemicals Policy: essential element of Sustainability
- Shareholder/Stakeholder Valuation
- Differentiation