



*Look for the Green Tick™  
Brands in a store near you.*

*Environmental Integrity, Quality and Value*

*Independent Sustainability  
Certification*

*Shaping Sustainable Futures  
ISO 17000 compliant*



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## What is Green Tick™ Certification?

Green Tick Certification is an independent system for certifying goods and services that are genuinely sustainable.

It is based on a full life cycle assessment of a product from "cradle to grave", consistent with international standards for environmental quality.

We look at where the product comes from, how it is made, what is in it, how it can be disposed, and what effects it has on the environment. Nobody else does all this.

The Green Tick brand on a product instantly tells you that it has been independently assessed and certified as genuinely sustainable.

This way, you can be sure that a manufacturer's "clean green" claims have been independently and thoroughly verified.

## What does "sustainability" mean?

As a minimum, sustainability means that products and services are produced in a way that does not permanently degrade the environment.

*Ideally, sustainability leads to improvements in the environment.*

## Green Tick™ Brands



### Green Tick™ Sustainable - the SUSTAINABLE brand

This brand shows that a product or service has been certified as genuinely sustainable against the Green Tick Sustainability Standards.



### Green Tick™ Climate Friendly - the CLIMATE FRIENDLY brand

This brand shows that a product or service has been certified as genuinely sustainable, and also that it is climate-friendly.



### Green Tick™ Organic - the ORGANIC brand

This brand shows that a product or service has been certified as genuinely sustainable, and that it holds a current organic certification.



### Green Tick™ GE-Free - the GE-FREE brand

This brand shows that a product has been certified as genuinely sustainable, and that it contains no genetically engineered content.



### Green Tick™ Natural - the NATURAL brand

This brand shows that a product has been certified as genuinely sustainable, and that it contains only natural product content.



### Green Tick™ Fair Trader - the FAIR TRADER brand

This brand shows that a product or service has been certified as genuinely sustainable, and that it is produced according to fair trading principles.

## How can I be sure that Green Tick™ is reliable?



Green Tick is a totally independent certification agency.



Organisations must pass rigorous independent assessments to become certified. Any environmental claims they make on their products have been independently verified by Green Tick.



Certification is never automatic or guaranteed. We insist on independent testing of the highest standard.



Certification is only valid for two years, after which the product or organisation is reassessed.



Certified organisations must agree to "spot checks" at any time.



The results of Green Tick Certification reviews are made public.

## Want to know more?

More information is available on our website, or please contact us at:

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