

Greening of Consumer Products

an Allen Matkins
market intelligence
publication

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December 5, 2008

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Underwriters Laboratories enters battle against greenwashing

GreenBiz - Nov 24

Underwriters Laboratories, a 114-year-old organization known for consumer product safety testing, is adding a new dimension to its business and will soon offer assessment and certification of environmental product claims among its array of services. UL considers the two new programs, which are to launch in the U.S. and Europe in January 2009, a logical extension for the organization as businesses increasingly tout the eco-friendliness of their operations and their products as the public grows increasingly wary of greenwashing.

BuildGreen publishes list of top green products

Building Green - Dec 1

BuildingGreen, publisher of Environmental Building News and the GreenSpec Directory, announced its seventh annual Top-10 Green Building Products during the 2008 Greenbuild Expo in Boston. The list recognizes the most exciting products added to GreenSpec or covered in EBN in the last year; a detailed announcement and full product listings are available [here](#).

EPA launches investigation into formaldehyde emissions

Gallup Independent - Nov 29

The U.S. Environmental Protection Agency has launched an investigation into the potential health risks of formaldehyde use in pressed-wood products and is seeking public input. Pressed-wood products are used extensively in mobile homes. The call for comments follows a citizens' petition received under the Toxic Substances Control Act in March 2008 from the Sierra Club, a number of other environmental organizations, as well as a large number of private citizens concerned about risks from exposure.

Homeowners want universal standards for green products

Packaging Digest - Nov 24

Ninety-four percent of U.S. homeowners would like to see universal standards for green products and only eight percent usually accept unsubstantiated green product claims to be true, according to a survey by Ipsos Public Affairs for Icynene. The survey found that, while 77 percent of homeowners consider the green merits of products when making purchase decisions, only seven percent look at green or environmental qualities alone.

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Eileen M. Nottoli

Editor

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