# Certified Environmental Product Declarations.
# At the heart of transparency.

**Environmental Product Declarations (EPDs) tell a product's complete sustainability story and equip manufacturers with an unrivaled tool for differentiation.**

Market demands for the disclosure of a product's cradle-to-grave environmental impacts are growing. To build and maintain credibility, sustainable product manufacturers and their suppliers must be open, honest, and transparent. And now, with UL Environment's EPD program, they can be.

## What is an EPD?

An EPD is an internationally-accepted, published report detailing the ways in which a product—throughout its lifecycle—affects the environment. Think of it like a "nutrition label" for a sustainable product: it discloses the full story of a product's environmental impacts, and may disclose health, and corporate/social impacts—from material extraction, to production, to shipping, to consumption, to disposal. EPDs act neither as product ratings nor ecolabels; rather, they are informational resources that help architects, designers, specifiers, and other purchasers better understand a product's sustainable qualities and environmental impacts.

EPDs are developed according to Product Category Rules (PCRs)— product-specific calculation requirements and methodologies that ensure consistent data collection and analysis. Because of this, EPDs enable the comparison of environmental impacts of like products, thus providing the utmost in transparency.

Manufacturers that offer EPDs certified by UL Environment demonstrate their commitment to sustainability. But more important, they showcase their willingness to go above and beyond—all in the name of transparency and clarity.

To learn more, visit ul.com/environment or call 1.888.485.4733

## What's Driving Demand

A recent study by an independent market research firm found that 65 percent of architects and designers believe lifecycle assessment is the single most important criterion for evaluating a manufacturer's sustainability claims[1] . However, only one-third of those surveyed say they actually trust lifecycle assessment reports from manufacturers. An EPD that's certified by a credible third party, like UL Environment, helps bridge this gap in trust and instills confidence in the minds of purchasers. EPDs also help purchasers satisfy certain environmental specifications, such as data on a product's carbon footprint, impact on acidification, eutrophication, depletion of natural resources, and energy consumption, to name a few.

Demand for EPDs is also growing in response to new "green" government and commercial procurement policies. In the U.S., the LEED® Green Building Rating System is now placing greater emphasis on lifecycle-based environmental reporting and transparency, rewarding points for products with EPDs as part of MR Pilot Credit 61. And in Europe, France now requires that at least 50 percent of all construction materials used in building projects have EPDs. The rest of the European Union is likely to adopt similar laws in the future, and is currently directing its member nations to harmonize all PCRs so that EPDs can be used consistently throughout the global marketplace.

## Why Choose UL Environment?

Built on UL's century-long legacy of trust, UL Environment empowers both manufacturers and purchasers to transform their environmental stewardship into true market leadership. We enable manufacturers to create better products in a more environmentally-responsible way, and enable customers to make smarter, more environmentally-preferable purchasing decisions.

## How to Get Started

For more information on UL Environment's services and how they can benefit your company, visit www.ul.com/environment.

Or, call or write us today:

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1    MindClick Research, October 2010

**Environmental Product Declaration:**

- Foster trust through transparency and authenticity in the marketplace of a product's environmental impacts

- Help products meet environmental reporting criteria as specified in procurement policies

- Allow manufacturers to leverage the power of the trusted UL brand and mission

### Did you know?

UL Environment is a leader in harmonizing global PCRs and saves manufacturers time, money, and effort, by ensuring a "one-stop shopping" experience—no shuffling back and forth between service providers.

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