



UL Environment & Terrachoice Now Under One Roof

Thomas Miner

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ULC Standards, owner of the environmental standards development firm UL Environment, has purchased a majority stake in Canadian based environmental certification and marketing firm Terrachoice, the exclusive manager of the renowned EcoLogo program.

The move brings an ecolabel that is recognizable on over 7,000 products into the fold at UL Environment, whose main focus lies in standards development and independent third-party assessments. Terrachoice's expertise in marketing and communications (The firm is also the publisher of the "Sins of Greenwashing" study) should also prove to be complimentary to UL Environment.

The EcoLogo was designed to assist the public and corporate purchasers find preferable products, based on sustainability analysis, in 80 specific product categories. The logo evaluates products against the ISO 14024 standards which reflect the entire

lifecycle impacts of a product. An audit process is then employed to ensure that all products meet EcoLogo standards – only the top 20% of products in each category are eligible to receive the certification.