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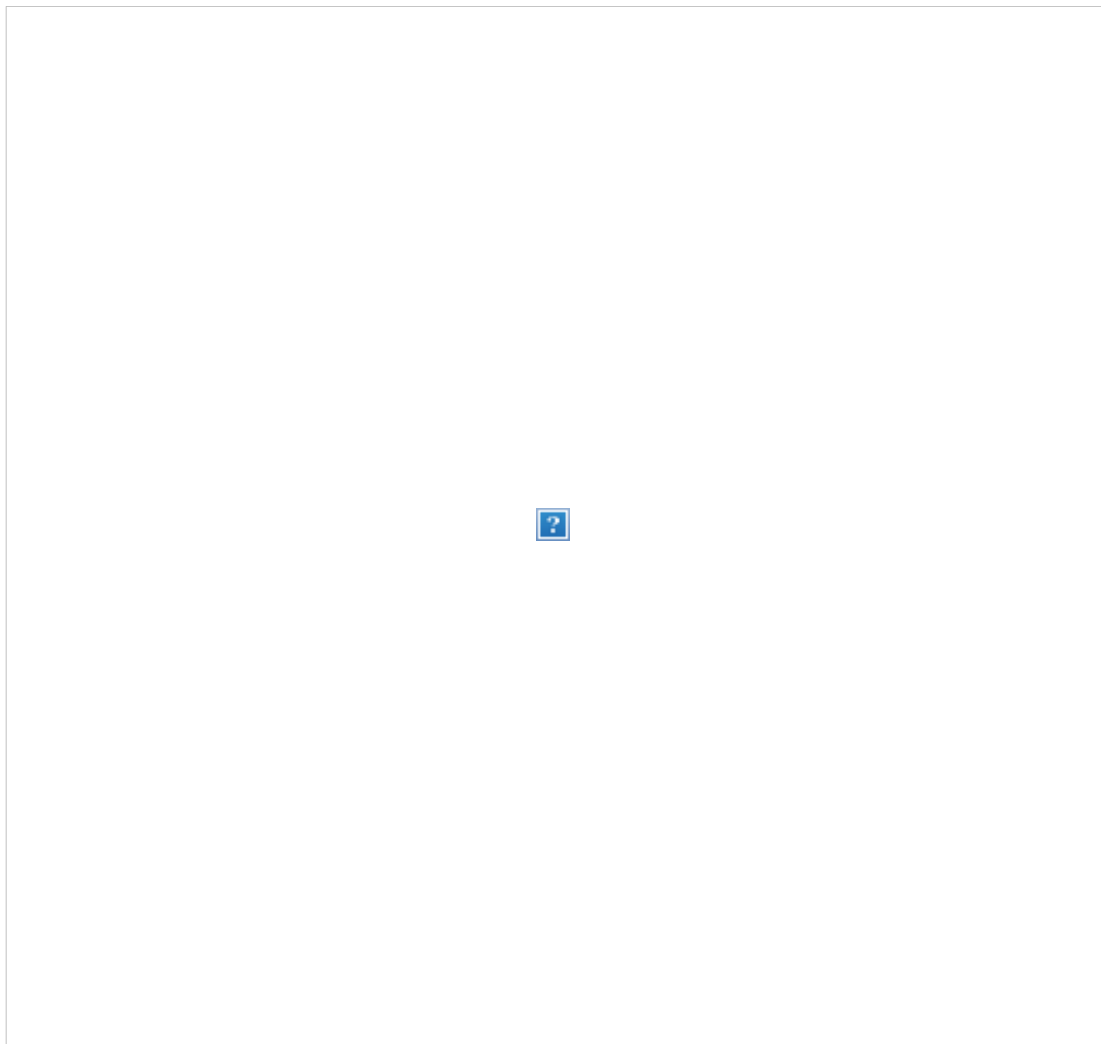
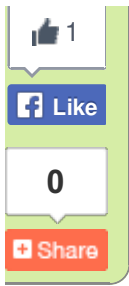


Valuable Resource – BuildingGreen Product Certifications Report

Posted on 02. Jan, 2012 by [Maryruth Belsey Priebe](#) in [Articles](#)

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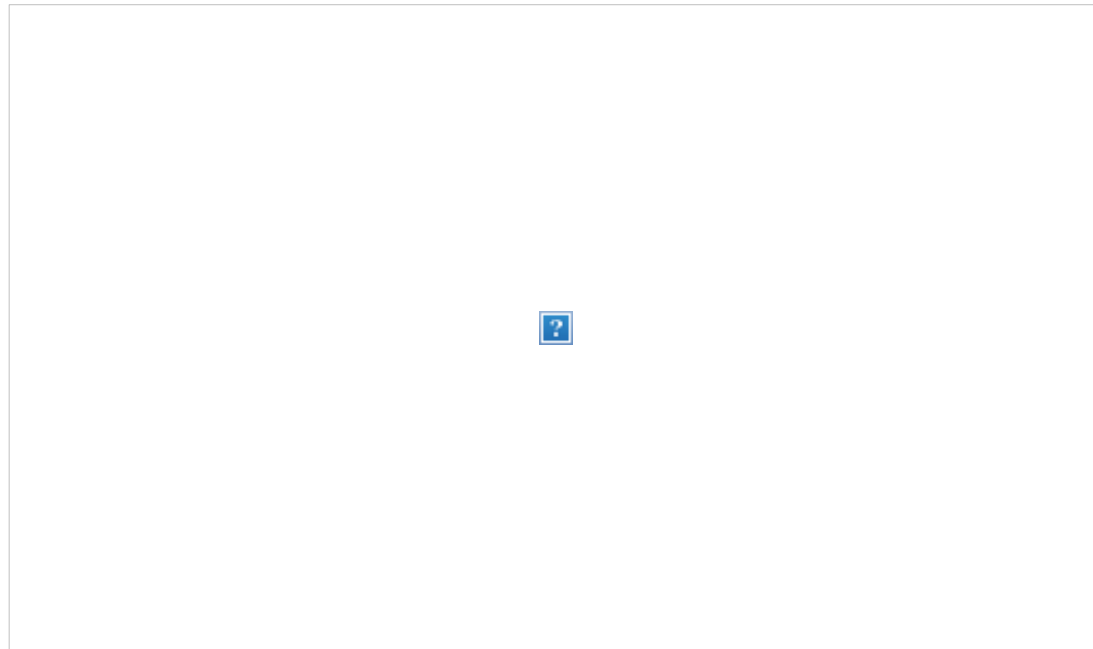
The folks over at BuildingGreen.com published a great [Green Building Product Certifications Report](#) that provides guidance on how to choose the best green products for your [green house plans](#). There are so many claims of green attributes in the eco-friendly building industry these days that it can be near impossible for the average consumer to know what's really green and what's not. No more.

Working with a multi-attribute approach to assess the validity and value of each certification – of which there are more than 100 in the US alone – the team created a no-nonsense guide to help everyone from builders to designers to manufacturers find out which products give the biggest green bang for the investment.

Here are some of the highlights of the report:

- A discussion of the importance of certifications for green building materials.
- An overview of how to spot greenwashing using nine criteria.
- Pointers on focusing on what really matters when selecting a green product for your building project.
- Details on most of the current green product certifications.
- A discussion on certifications by sector (CSI).
- Information on what to expect for the future.

The product certifications section makes up the bulk of the report, of course, and covers water efficiency, energy performance, embodied carbon, forest certification, and others. The report also offers a Quick Take for various sections, which provides a snapshot of the information in the section to really boil down complexities to the basics.



In addition, the report covers some of the developments in the green materials sector, with predictions that the green product certifications industry will continue to grow. In particular, they provide some great information on which product

certifications are owned by which parent companies (Ecologo, for instance, was acquired by UL), the difference between VOCs and SVOCs, how to decipher first, second, and third party certifications (and why the distinction is important), and more. All of this while maintaining a big picture view on the most important factors when considering the various green certifications.

If you're considering a green home building project or a green renovation project, I would highly recommend making an investment in this report for ensure you can identify greenwashing and find the best green products for your purposes. It requires a \$79 investment, but is well worth the cost.



Related posts:

1. [New Biobased Product Certification for Green Building Supplies](#)
2. [New Report: Green Homes Consume Less Water](#)

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