

Marketing Guide - How to use Green Guide ratings

Guidelines on the use of generic Green Guide ratings by commercial organisations wishing to make claims relating to the environmental performance of their products

Key points to note:-

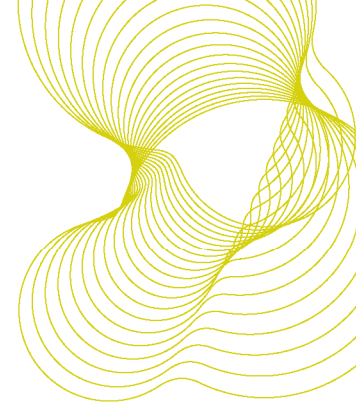
- Generic ratings published in the Green Guide are not specific to any one proprietary product and it is important that their use does not convey that impression.
- A product could be used in a number of different specifications, which could each achieve different ratings. A claim relating to the use of a product in a particular specification should never imply that it will achieve that rating in any other specification, even if it is not listed in the Green Guide.
- A specification may have different ratings depending on the building type - the full generic specification description, the building type and the Green Guide element number should therefore be provided in any claim.
- No individual company can claim to be the first to achieve a particular generic rating.
- Green Guide ratings are copyright BRE Global and should not be used without BRE Global's permission. Permission will be automatically granted where these guidelines are followed.
- Organisations found to be making false claims will, in the first instance, be asked to immediately retract such claims. Persistent cases will be referred to Trading Standards.
- BRE Global is in no way responsible for any claims made by third parties that refer to the Green Guide.

Guidelines of making claims using Green Guide ratings for Floor Finishes, Windows and Insulation as their element category

For these element categories, most products are assessed in isolation without any other materials within the specification – the rating therefore directly refers to the product. Where the product is not used in isolation in assessing the rating (for example where a carpet could be used with various underlays) then the *Guidelines for All Other Elements* below should be used.

- When referring to results in the Green Guide Online, the following wording will be considered acceptable (refer to 'Key and further explanation' below):-

[proprietary product name(s)] correspond(s) to the BRE Global Green Guide online generic specification '[specification text]' (ref. [element reference]) which achieves a summary rating of '[rating]' within [applicable building type(s)].



Or, in tabular form:-

Product name	BRE Global Green Guide Specification text	Element Reference	Applicable Building Type(s)	Rating
Proprietary product name 1	Specification text	Element reference	Applicable Building Type(s)	Rating
Proprietary product name 2	Etc.	Etc.	Etc.	Etc.
Proprietary product name 3	Etc.	Etc.	Etc.	Etc.

- The following is optional, but is encouraged as a reference to the Green Guide should further information be required:-

Access to the Green Guide Online is free, but requires users to register prior to use at www.thegreenguide.org.uk.

Guidelines of making claims using Green Guide ratings: All other elements

- When referring to results in the Green Guide Online, the following wording will be considered acceptable:-

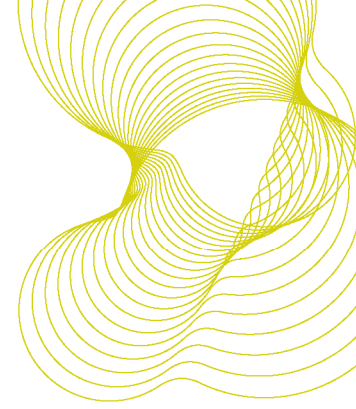
[proprietary product name(s)] correspond(s) to the generic component/material '**[generic component/material]**' in the BRE Global Green Guide online generic specification(s) '**[specification(s) text]**' (ref. **[element reference(s)]**) which achieve(s) a summary rating of **[rating]** within **[applicable building type(s)]**.

- Or, in tabular form:-

Product name	generic component/material	BRE Global Green Guide Specification text	Element Reference	Applicable Building Type(s)	Rating
Proprietary product name 1	generic component/material	Specification(s) text	Element reference	Applicable scheme(s)	Rating
Proprietary product name 2	Etc.	Etc.	Etc.	Etc.	Etc.
Proprietary product name 3	Etc.	Etc.	Etc.	Etc.	Etc.

- The following is optional, but is encouraged as a reference to the Green Guide should further information be required:-

Access to the Green Guide Online is free, but requires users to register prior to using www.thegreenguide.org.uk.



Key and further explanation

- Proprietary product name(s)** Your applicable proprietary product name (or names if applicable to more than one). Only list the names of your products that are an exact match to the 'specification(s)' text.
- Specification(s) text** The verbatim specification description (or descriptions if applicable to more than one) from the Green Guide Online, see below example text (figure 1), highlighted in red.
- Element reference** The applicable nine digit number (or numbers if applicable to more than one) from the Green Guide online. See example below (figure 1) which shows '812540073' for the specification highlighted in red.
- Rating** The applicable rating from the Green Guide online, see example below (figure 1) which shows 'B' for the specification highlighted in red.
- Applicable scheme(s)** The scheme name (or names if applicable to more than one). All schemes and respective elements are shown in figure 2 below.
- Generic component/material** The generic component/material description (as it appears in the Green Guide specification) that the proprietary material(s) corresponds to.

