



# GREENGUARD Fact Sheet

The Freshaire Choice™ Paint is the first paint that truly contains no volatile organic compounds (VOCs). Available in a 66-color tintable program, Freshaire adds color to your life without the odor and harmful effects of pollutants in the air. Due to its environmentally conscious formulation, Freshaire is recognized as GREENGUARD Indoor Air Quality Certified® and is the first paint product to receive the certification for Children & Schools<sup>SM</sup>.

## GREENGUARD Environmental Institute (GEI)

- The GREENGUARD Environmental Institute (GEI) provides third party verification for low-emitting products and is dedicated to increasing the quality of life by supporting programs that are designed to improve indoor air quality.

## GREENGUARD Indoor Air Quality Certified®

- Through a series of testing methods and sample collection analysis, the GEI determines the level of chemicals emitted from goods used indoors, such as building materials, interior furnishings, cleaning and maintenance, and personal care products, establishing acceptable indoor air standards for each.
- Each product that obtains certification from the GEI must meet acceptable indoor air quality guidelines and standards, which are also in line with the United States Environmental Protection Agency (EPA).

## GREENGUARD Children & Schools<sup>SM</sup> Certification

- GREENGUARD Children & Schools Product Certification Program complies with the State of California's Department of Health Services Standard Practice (CA Section 01350) for testing chemical emissions from building products used in schools. As such, GREENGUARD Children & Schools Certified products can be used as a strategy to earn valuable credits in the Collaborative for High Performance Schools (CHPS) Best Practices Manual for K-12 schools.
- Products certified under the GREENGUARD Children & Schools are ideal for use in educational, learning and play environments for young children based on its low-emission rating.
- Children have greater exposure risks to chemical emissions from products because of body weight to breathing ratios and other factors. Therefore, strenuous efforts need to be made to reduce this exposure through the improvement of indoor air quality – starting with schools.
- The Freshaire Choice Paint is the first paint to receive this certification.

## GREENGUARD Certification Testing

- A product that is undergoing third-party testing for GREENGUARD certification is placed in a dynamic environmental chamber that provides a typical indoor environment in which the product can be placed and left to react to its surrounding naturally.
- Pollutants such as formaldehyde, VOCs, and aldehydes are measured and analyzed against specific pollutant standards for each product type set forth by the EPA.

## GREENGUARD Credibility

- Products that are certified by the GEI confirm a manufacturer's environmental responsibility and distinguish its environmental achievement through independent, third-party testing and verification. In addition, all certified products are recommended by leading sustainable building programs, including:
  - U.S. Green Building Council (USGBC) LEED Rating System
  - National Association of Home Builders (NAHB) Green Building Guidelines
  - Green Guide for Health Care (GGHC)
  - Collaborative for High Performance Schools (CHPS) Best Practices Manual
  - New York City Department of Design and Construction Sustainable Design Specifications

## More Information

For more information on GREENGUARD, visit [www.thefreshairechoice.com](http://www.thefreshairechoice.com) or [www.greenguard.org](http://www.greenguard.org).