



Retail Solutions
Where Brands Take Shape



At b² Retail Solutions, green is more than just a shade on a colour wheel – it's our environmental responsibility. Together with our clients, we work towards increasing sustainability as it relates to branding and packaging and it's an important part of our business! This reference guide provides an overview of symbols and organizations that are committed to reducing society's impact on the environment.

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paper

Some of the most commonly recognized symbols belong to this category encompassing paper and wood products.

	Source: Universal symbol, möbius loop	Usage: Recyclable material	Website: www.strategis.ic.gc.ca/pics/cp/envguide.pdf (CAN) www.ftc.gov/bcp/edu/pubs/business/energy/bus42.pdf (US)
	Source: Universal symbol, möbius loop	Usage: Recycled material, number indicates percentage of recycled content	Website: www.strategis.ic.gc.ca/pics/cp/envguide.pdf (CAN) www.ftc.gov/bcp/edu/pubs/business/energy/bus42.pdf (US)
	Source: Corrugated Packaging Council	Usage: Non-waxed corrugate cardboard	Website: www.corrugated.org (US)
	Source: Sustainable Forestry Initiative (SFI)	Usage: Percent certified content and fiber sourcing labels	Website: www.sfiprogram.org (US)
	Source: Chlorine Free Products Association (CFPA)	Usage: Certified recycled content paper and virgin fiber papers	Website: www.chlorinefreeproducts.org (US)
	Source: Forest Stewardship Council (FSC)	Usage: Certified responsibly managed wood	Website: www.fscscanada.org (CAN) www.fscus.org (US)
	Source: 100% Recycled Paperboard Alliance	Usage: Made from 100% recovered paperboard fiber from post-consumer and post-industrial sites	Website: www.rpa100.com (US)
	Source: Canopy	Usage: Maximized post-consumer recycled content; any virgin fiber is FSC-certified; process or totally chlorine free	Website: www.canopyplanet.org (US)
	Source: American National Standards Institute (ANSI)	Usage: Alkaline or neutral paper that can resist aging for more than 100 years under normal warehousing conditions	Website: www.ansi.org (US)

plastic

Plastics are divided into categories identified by numbers for the purpose of recycling. Recycling capabilities vary by municipality.

	<p>Source: Universal symbol, möbius loop</p>	<p>Usage: Recyclable plastic, numbers and/or letters for type most commonly accepted in recycling programs</p>	<p>Website: www.strategis.ic.gc.ca/pics/cp/envguide.pdf (US)</p>
	<p>Source: Universal symbol, möbius loop</p>	<p>Usage: Recyclable plastic, numbers and/or letters for type, not as widely accepted in recycling programs</p>	<p>Website: www.strategis.ic.gc.ca/pics/cp/envguide.pdf (CAN)</p>







approach

Each of these symbols focus on North American and global programs with varying degrees of required certification.

<p>ISO 14001 ISO 19011</p>	<p>Source: International Organization for Standardization</p>	<p>Usage: Environmental and/or quality standards management</p>	<p>Website: www.iso.org (GLOBAL)</p>
	<p>Source: Environmental Choice Program (EcoLogo®)</p>	<p>Usage: Certified environmental product labelling</p>	<p>Website: www.ecologo.org (CAN)</p>
	<p>Source: Rainforest Alliance</p>	<p>Usage: Certified environmental product labelling</p>	<p>Website: www.rainforest-alliance.org (US)</p>

other

Going beyond commonly recognized symbols, these relate to biodegradability, glass and energy usage.

	<p>Source: Glass Packaging Institute (GPI)</p>	<p>Usage: Promotes recycling glass containers</p>	<p>Website: www.gpi.org (US)</p>
	<p>Source: Biodegradable Products Institute (BPI)</p>	<p>Usage: Meets ASTM biodegradable standards</p>	<p>Website: www.bpiworld.org (US)</p>
	<p>Source: Energy Star</p>	<p>Usage: Meets or exceeds product energy efficiency standards</p>	<p>Website: www.oeenrcan.gc.ca/energystar (CAN) www.energystar.gov (US)</p>
	<p>Source: Natural Resources Canada/Office of Energy Efficiency</p>	<p>Usage: Energy efficiency product labelling and comparison</p>	<p>Website: www.oeenrcan.gc.ca/energiguide (CAN)</p>
	<p>Source: Green-e</p>	<p>Usage: Verified, certified renewable energy and greenhouse gas emission reductions</p>	<p>Website: www.green-e.org (US)</p>
	<p>Source: Bullfrog Power</p>	<p>Usage: Green electricity that comes exclusively from wind and hydro facilities that have been certified as low impact by Environment Canada</p>	<p>Website: www.bullfrogpower.com (CAN)</p>

For further information on the practices of labelling green products and services, go to www.ecolabelling.org. This site helps companies and consumers identify, learn about and use ecologically responsible labels.

ECOLABELLING.ORG
WHO'S DECIDING WHAT'S GREEN?

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