

GreenSpec Launches PASS Eco Label to Combat Increase in GreenWash

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GreenSpec (<http://www.greenspec.co.uk>), the foremost 'Green Building' resource in the UK, is launching the PASS (<http://www.greenspecpass.co.uk/>) Green Building Products label, to help both design professionals and the self-build audience easily identify truly Green construction products from the ever growing 'Greenwash'. Devised and operated by practising architects and specifiers for the benefit of building designers and manufacturers, PASS' evaluation criteria and specialist peer review process ensures that only Green products are endorsed.

Boasting excellent Green credentials, PASS has been developed by GreenSpec, the UK's leading source of Green construction design guidance, which started as a BRE project over 10 years' ago. Offering evaluation and endorsement of building products, materials, equipment and systems featuring 'Green' characteristics, PASS also promotes competent and environmentally sound construction. Committed to providing Green guidance on a wide range of construction materials, the GreenSpec PASS provides manufacturers with a simple route to apply for this valued third-party accreditation through its website <http://www.greenspecpass.co.uk/>.

Sandy Patience, architect and editor of GreenSpec said: "Even though the market for Green products is growing, with awareness at an all-time high, there are issues preventing even greater growth including: specifiers finding it difficult to identify truly environmental products; a lack of adequate definition of Green products; unfamiliarity with sustainable construction techniques; and a lack of third-party labelling. At GreenSpec our goal is to help drive the construction industry towards more sustainable forms of construction through our website resource and our PASS Label.

"Unfortunately, Greenwash is on the rise and in a World with thousands of products to choose from, it is essential to have a label architects and specifiers can understand and trust, which credibly demonstrates the product has genuine environmental credentials. PASS' evaluation criteria and specialist peer review process ensures that only Green products are endorsed. For manufacturers gaining a PASS for their Green products is a simple way to help distinguish their products from a sea of Greenwash."

Endorsing with PASS enables manufacturers to use the PASS label on their products and marketing materials differentiating them from Greenwashed products, thus enabling specifiers to easily identify truly Green products. Products that gain a PASS accreditation also feature on GreenSpec INDEX, the website's online product directory. Designed to promote sustainable building products, materials and construction techniques, the GreenSpec website attracts over 50,000 visitors a month including architects, specifiers and contractors. Simple to apply for, a PASS label is a cost effective way to promote Green products to a wider audience.

A well-respected online 'Green' design resource for the construction industry, GreenSpec identifies, endorses and promotes Green building products providing a toolkit of services to manufacturers, architects and specifiers to leverage the market for Green construction products. Committed to disseminating information on sustainable construction the GreenSpec website features products that have received the GreenSpec PASS. GreenSpec PASS is a third-party endorsement label for outstanding Green

building products helping specifiers to distinguish the truly Green from the Greenwash.

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Media Contact:

Sara MacLean

MacLean Communications

Tel: 07976 782817

Email: macleancomms@gmail.com

For a high resolution jpeg please contact Sara MacLean at MacLean Communications.