

GREENDEPOT

environmental living & BUILDING

Presented by: Sarah Beatty, Founder & President
May 5, 2009

MISSION:



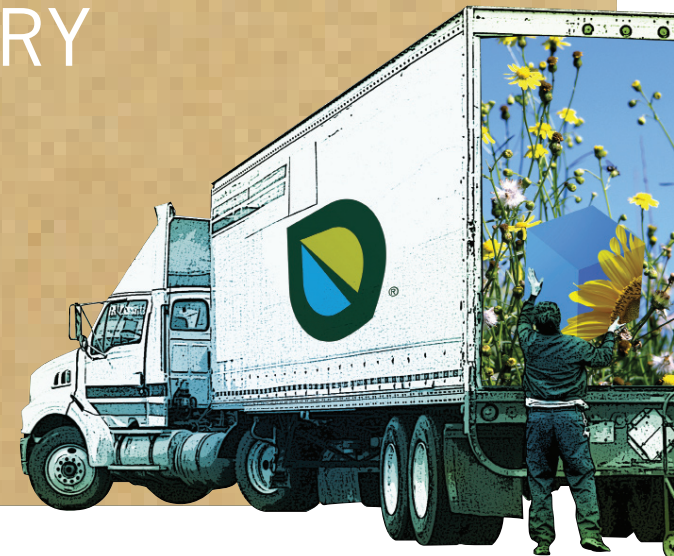
MAKE “GREEN” BUILDING AND
LIVING SOLUTIONS ACCESSIBLE,
AFFORDABLE AND GRATIFYING.

STEWARDSHIP:
FROM PROCUREMENT
TO DELIVERY

The Green Depot Manifesto

Everything we offer must meet or
exceed the existing standard for:

- . QUALITY
- . EFFICIENCY
- . FUNCTIONALITY
- . DESIGN
- . INNOVATION



Green Depot Locations

LIVE Stores

- . Manhattan, NY

BUILD Stores

- . Chicago, IL
- . Philadelphia, PA
- . Stoneham, MA
- . Newark, NJ
- . Brooklyn, NY
- . Greenport, NY
- . Albany, NY (Coming Soon!)
- . Newark, DE (Coming Soon!)

Distribution Centers

- . Hartford, CT
- . Newark, DE
- . Waldorf, MD
- . Manchester, NH
- . Pleasantville, NJ
- . Wall Township, NJ
- . Albany, NY
- . Farmingdale, NY
- . Mattituck, NY
- . Newburgh, NY



Green Depot Product Categories

Adhesives, Caulks & Sealants
Appliances
Building Materials
Conservation
Decor
Doors & Windows
Energy & Filtration

Electronics
Flooring
Industrial Cleaning
Kitchen & Bath
Lighting & Fans
Outdoors
Paint & Finishes

Plumbing
Storage
Solar
Tools, Hardware & Equipment



CHALLENGES

Availability and efficacy
of green materials

Regional, economic,
and social conditions

Greenwashing

Lack of understanding on
the part of homeowners,
developers, designers
and builders



GREEN ICON NAVIGATION SYSTEM

The icon system is designed to connect Green Depot's rigorous back-end product "filter" to a simple, front-end system that clarifies what and why a product can claim it is "green".

Clarifies the considerations surrounding the complex green conversation



Organizes them behind 5 basic environmental "end benefits"



Icons are awarded in full and half tone using a consistent methodology



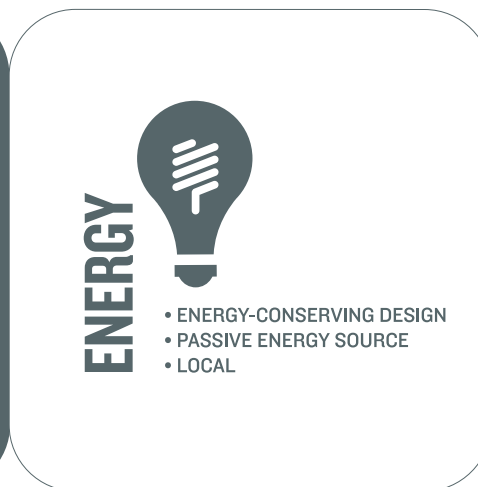
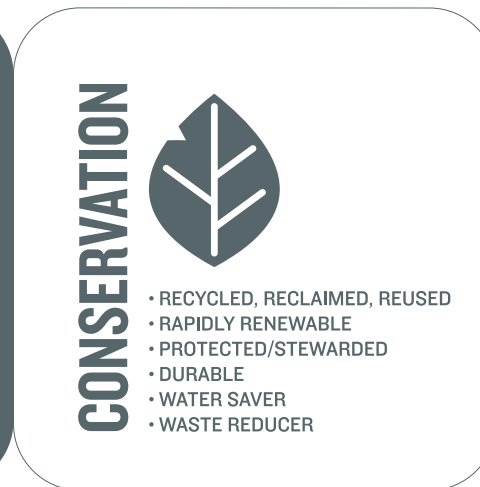
Gateway to Green Depot's product database

WHY IS IT NECESSARY ?

- Educates and enables consumers to navigate the environmental considerations in a simple way
- Serves as easy entry for new customers to understand and engage as "green" consumers
- With insight & knowledge, consumers are empowered to drive the marketplace



THE WAY WE SEE GREEN



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Developed using Green Depot's knowledge and experience along with help of experts affiliated with Lowell Center for Sustainable Production

Internal Product Filter Methodology

DESIGNED TO:

Leverage existing reliable sources & standards

Articulate internal standards & procedures for ongoing operation

Protect and guide Green Depot in its own unique corporate mission

WHAT IS THE "GREEN DEPOT FILTER"?

6-step process for disciplined, even-handed evaluation of prospective products

- . Defines Green Depot's standard for product performance & environmental composition
- . Clarifies Green Depot's environmental thresholds, "red flags" and requirements
- . Assists in the compiling of a detailed product profile database that Green Depot will transparently make available to consumers online

WHY IS IT NECESSARY ?

- Greenwashing
- Complex, subjective nature of defining "green"
- Dynamic change & growth in the green building sector
- Products
- Guidelines
- Certifications
- Terminology

GREEN DEPOT FILTER PROCESS

Team Lead By Jenny Gitlitz, Dir. of Environ. Assessment (Green Depot)
Paul Novack, Dir. of Sustainability (Green Depot)
Monica Becker, Consultant, (Monica Becker Associates)

PROCESS

1. Send out vendor **questionnaire** with questions regarding product composition and performance.
2. **Check MSDSs** for wet ingredients and for articles with coatings, binders, etc.
3. **Rule out** products with harmful ingredients using internal Red Flag Chemical Database (EPA's SARA list, California's Prop 65 list, and Environmental Defense Fund's "Scorecard" and other related chemicals)
4. Establish **credibility of other green attributes**, and award halftone or fulltone icons. Products evaluated on basis of:
 - **Air quality:** VOC level; non-toxic inputs; ability to detect or filter pollutants
 - **Energy Efficiency:** passive energy savings, or more efficient than mainstream products
 - **Conservation:** renewable & recycled content; durability; biodegradability; water savings
 - **Local:** does material extraction, processing or manufacture occur w/in 500 miles of Green Depot's Brooklyn HQ
 - **Responsibility:** subjective evaluation of companies' corporate social responsibility programs



CERTIFICATIONS

LEVERAGE REPUTABLE INFORMATION SOURCES



PROS

Efficacy

Quality Control

Internal Training

Leadership

CONS

Non-Disclosure

No 3rd Party Verification

Workload

Market Pressure



GREENDEPOT.COM

E-Commerce:

- Home of Green Depot's product database
- Recreates the Green Depot brick & mortar experience online

INTERACTIVE
INFORMATIVE
SOLUTION MINDED
PRACTICAL
FRESH
RELEVANT
TRANSPARENT
FUN


Welcome, Sign In / Register |  Shopping Cart | 1-800-238-5008

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[WHAT IS GREEN?](#)
[OUR GREEN FILTER](#)
[TIPS FOR ROOMS](#)
[REGISTRY](#)
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Green Depot Cleaning

Our new non-toxic, biodegradable, high-performance cleaning products get the job done. Made locally in New York City and available fragrance-free.







Green Depot's Mission

Make "green" building and living solutions accessible, affordable and gratifying.

[How We See Green: Icon System](#)
[Green Depot Store Locations](#)
[Get Green Tips for Rooms](#)

Cleaning Products



Energy Efficiency



Green Depot Baby



