

GREEN DEPOT

greendepot.com



GREEN DEPOT™

environmental living & BUILDING

GREENDEPOT
environmental living & building

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Keyword or SKU

CLEANING & RECYCLING PAINTS & FINISHES LIGHTING & ELECTRONICS FILTRATION & SAFETY BABY HOME DÉCOR BOOKS BUILD ABOUT US

WHAT IS GREEN? OUR GREEN FILTER TIPS FOR ROOMS REGISTRY OUR STORES BUY GIFT CARDS SERVICES

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What is Green? Icon System

Our Green Depot Icon System is designed to show at a glance why we call a particular item green. First, we decided that for us, a "green" product offers among five basic environmental benefits: it improves indoor air quality, conserves resources, stimulates the local economy, saves energy, and is manufactured responsibly. We then defined icons to identify every product that meets one of the above criteria-half tone if it performs better than most conventional products yet there's room for improvement, full-tone if it truly meets or exceeds our standards.

| AIR QUALITY | CONSERVATION | LOCAL | ENERGY | RESPONSIBILITY |
|--|--|--|--|---|
| <ul style="list-style-type: none"> NON-TOXIC NON-ALLERGENIC NO OR VERY LOW VOCs NO COMBUSTION GASES NO PARTICULATES DURABLE MOLD FIGHTER AIR PURIFIER SOUND INSULATOR | <ul style="list-style-type: none"> RECYCLED, RECLAIMED, REUSED BIPOY & RENEWABLE PROTECTED/STEWARDED NON-POLLUTING WATER SAVER WASTE REDUCER | <ul style="list-style-type: none"> LOW CARBON FOOTPRINT LOCAL BUSINESS STEERKLANT | <ul style="list-style-type: none"> ENERGY-CONSERVING SE-3000 RENEWABLE ENERGY SOURCE DATYLIGHTING LOCAL | <ul style="list-style-type: none"> RESPONSIBLE MANUFACTURING DEVELOPMENT OF GREEN JOBS ENVIRONMENTAL PROTECTION WORKER PROTECTION TRUTHFUL MARKETING |
| More > | More > | More > | More > | More > |

WHY IS IT NECESSARY ?

This Green Filter helps us select high-performance products that are truly green and not simply "greenwashed." It was developed by our in-house experts and outside advisors with vast knowledge about what makes a product an excellent choice for both people and planet, and it's a crucial part of our mission.



GREEN DEPOT CLEANERS

1-STOP SHOP FOR GREEN BUILDING MATERIALS & SOLUTIONS
10 Locations. 20 Warehouses. Boom Truck Delivery 24/7. FSC COC Carrier.

Question:

What is the retailer's role in getting customers to care about safer “green” products, and what are the challenges to doing so?

The Bad News and the Good news...

THEN. NOW.



THESE ITEMS ARE NOT MUTUALLY EXCLUSIVE.

EXTERNAL CHALLENGES

Chemicals Regulation



Greenwashing

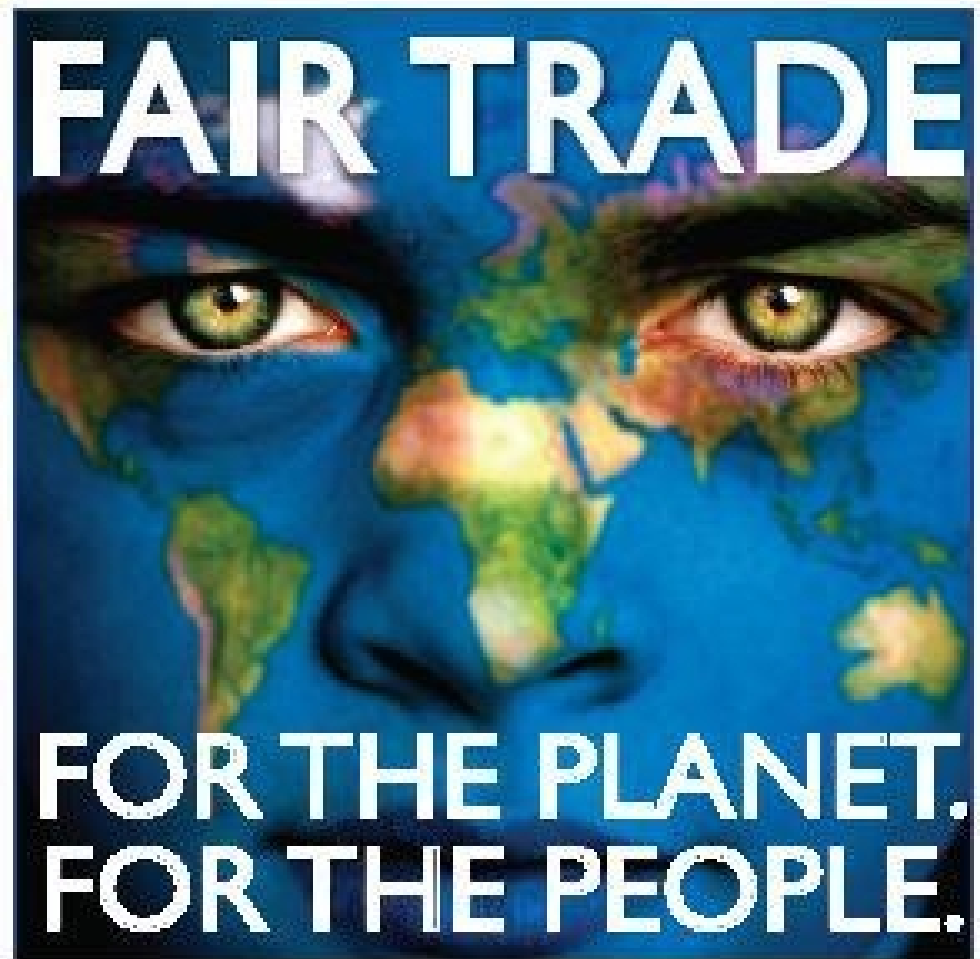
Greenwash is disinformation disseminated by an organization, etc., so as to present an environmentally responsible public image.
-Oxford English Dictionary

Consumer Understanding



GENERATION G

"87% of global consumers expect companies to consider societal interests equal to business interests."



TRANSPARENCY TRIUMPH

Even when considering some of the most basic purchases, over 50% of Millennials use four or more sources of information to help them make their purchase decision and about 33% use seven or more sources."



EXPECTATION ECONOMY



Higher. Faster. Stronger. Longer. Better ... Greener

Create Triple Bottom Line Value.

1

PEOPLE

caring about
your customers, employees,
+ communities

2

PROFITS

making an honest
+ accurate profit

3

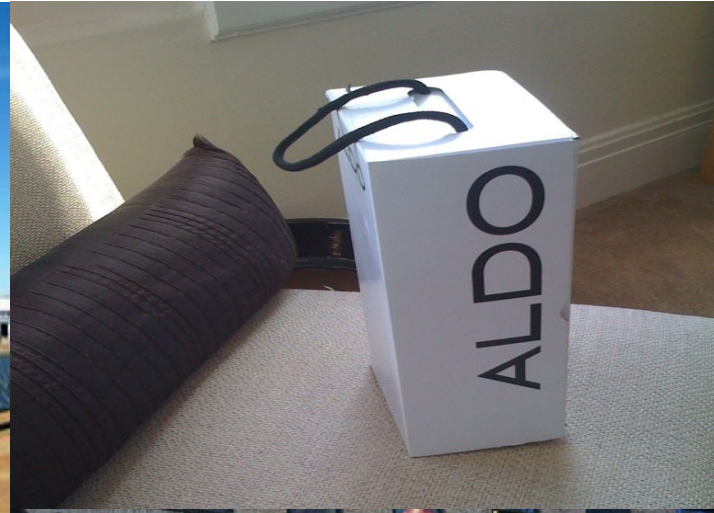
PLANET

minimizing environmental
impact and giving back
to the earth



How do you stack up?

Internal Operations & Logistics



Be Aspirational.

Corporate Product Criterion



Vendor Assessment | At Green Depot, all of our products are assessed through our proprietary FILTER to ensure their veracity:

- ✓ Product Performance
- ✓ Product Composition
- ✓ Chemical Screen
- ✓ Embodied Energy
- ✓ Energy Efficiency
- ✓ Manufacturer Profile



Ensure Quality Control. Foster Education & Leadership.

Share your Story.



Boots vows to phase out baby bottles containing chemical
Thursday, 1 April 2010, Jerome Taylor
Boots said yesterday it would phase out [baby bottles](#) containing BPA within "a few weeks". In a statement released last night, Britain's largest chemist said that the new version of their own brand baby bottles are no longer made with BPA and that the older models would be phased out shortly...

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Model Sustainable Leadership