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
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

AIR QUALITY
- Non-toxic & Non-Allergenic
- NO or VERY LOW VOC
- No radioactive contaminants
- No particulates
- No combustion gases
- Mold fighter
- Oxygen maker
- Sound insulator

CONSERVATION
- Recycled, reclaimed, reused
- Rapidly renewable
- Protected, stewarded
- Durable
- Water saver
- Waste reducer

RESPONSIBILITY
- Responsible manufacturing
- Development of green jobs
- Environmental protection
- Worker protection
- Truthful marketing

ENERGY
- Energy-conserving design
- Passive energy source
- Local

LOCAL
- Low carbon footprint
- Local business stimulant
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 Gtilitz, Dir. of Environ. Assessment (Green Depot)
Paul Novack, Dir. of Sustainability (Green Depot)
Monica Becker, Consultant, (Monica Becker Associates)

PROCESS
1. Send out vendor questionaire 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
FILTER IMPLEMENTATION

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<tr>
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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