



# The Elephant in the Room: Selling Green Products in a Tough Economy

Tools and approaches to address regulatory challenges

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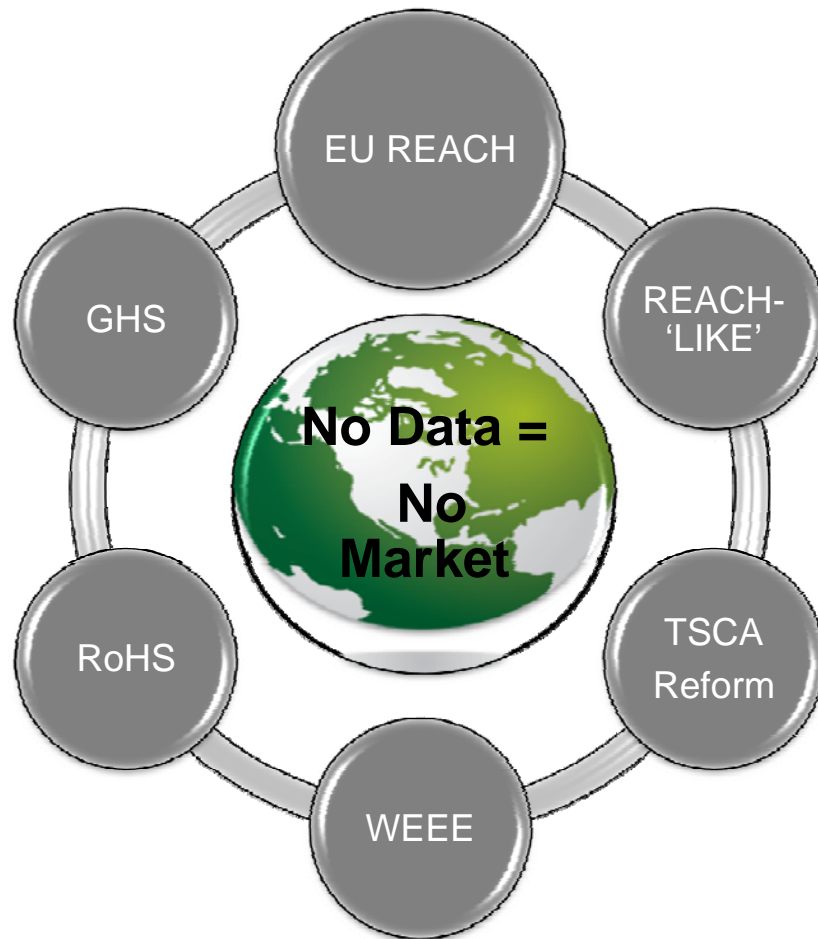
# Chemicals Management is a Market Issue



*“Everyone is chasing the same set of data”*

- Time consuming
- Resource intensive
- Challenge to obtain
- **Changing Global Regulations**

# Global Regulatory Pressures Abound – Snapshot



## Challenges related to Regulation

- **Scope – Local to Global**
- **Breadth of Products, Industries Impacted**
- **Pace of Regulatory and Legislative Action**
- **Complexity**

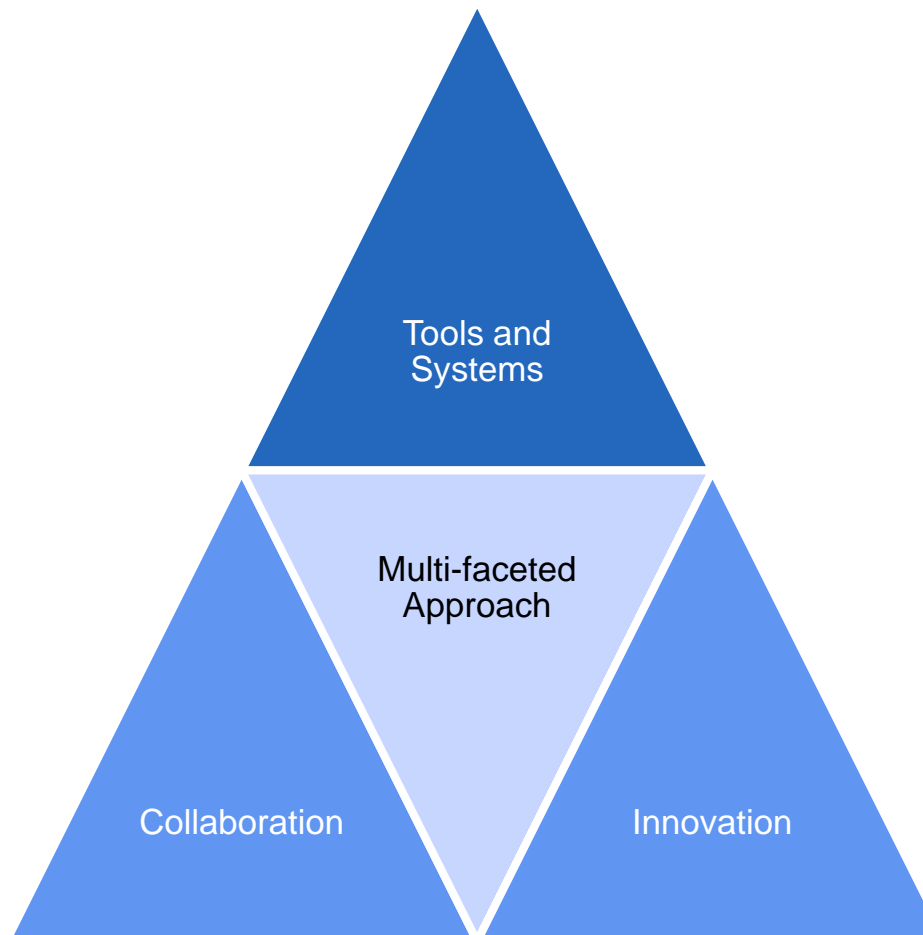


# Responding to the Regulatory Challenges

- ✓ Understand regulations and requirements
- ✓ Manage the related information
- ✓ Meet supply chain needs



# Approaches to Addressing the Challenge of Chemical Information Management Regulation



# Collaboration

- *Goal: synchronisation of chemical ingredients information comprehensively, consistently and efficiently, to better enable companies to assure compliance with regulatory requirements, reduce risk and accelerate innovation*

Examples:

- **SEIFs** – to address REACH
- **GDSN** – Global Data Synchronization Network
- **Suppliers Partnership for the Environment**
- **Joint Industry Guide for Electronics**



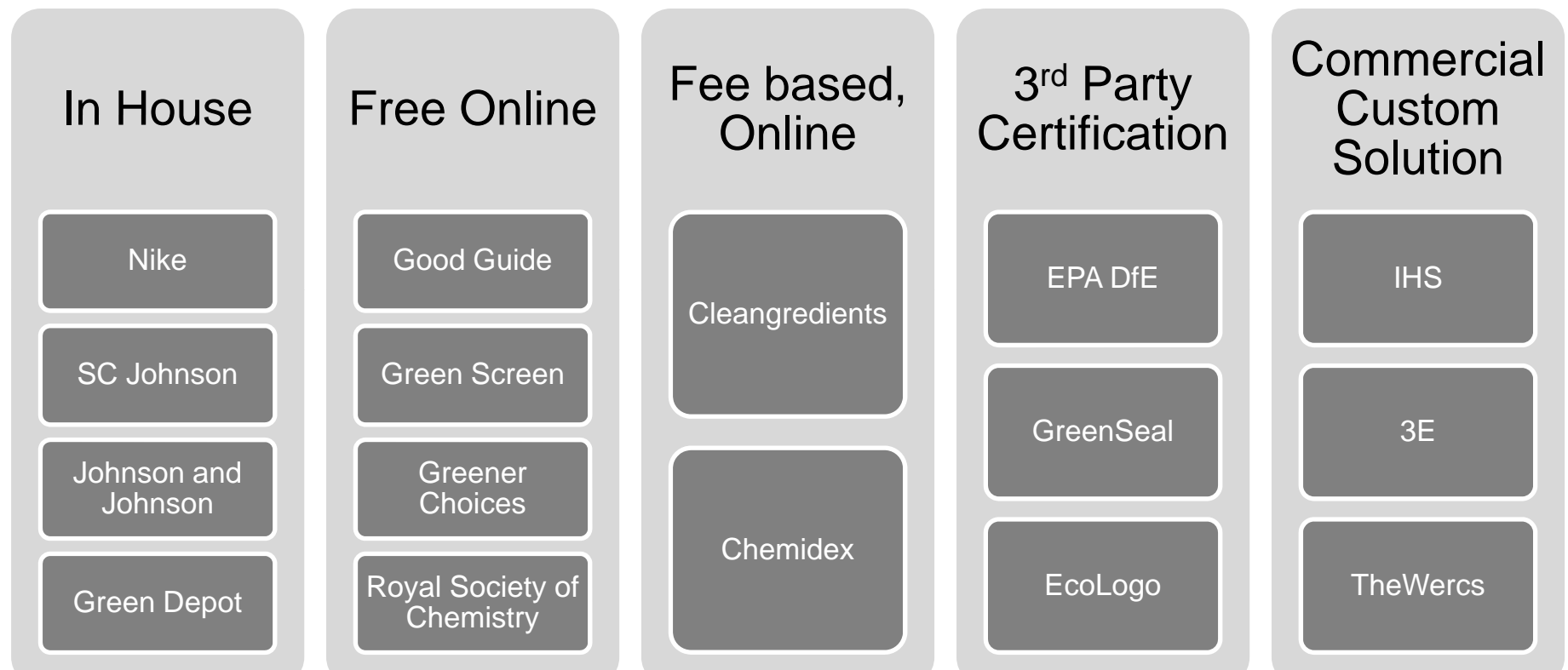
# Tools and Systems

- Evaluating and understanding needs:
  - Informational – scope of content
  - Analytical – beyond content
  - Generic data, Custom data capabilities
  - Integrated systems





# Spectrum of Tools and Systems - examples



Used separately and/or in conjunction with one another

# Moving beyond Regulations -- to 'Green' Products

