

# Green Product Mark Certification for Electrical Products

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 **TÜVRheinland<sup>®</sup>**  
Precisely Right.

# What does Sustainability mean to you?

Sustainability is a major competitive advantage in the consumer world. Consumers are becoming increasingly watchful: what criteria does a seal fulfill and which interest group is behind it?

On the road to sustainable management, all players including brands, retailers and manufacturers need clearly defined goals and roadmap how to achieve them. TÜV Rheinland supports you in the transition to sustainable business.



## Make sustainability work for your product



### DATA TRANSPARENCY AND CLAIM-FIRST STEP TO BE GREEN

There are hundreds of standards and certifications used by brands, manufacturers, retailers and service providers to demonstrate their commitment to good environment, social, and ethical practices. What are the industry best practice and expectation? And how to fulfill the requirements?

Data transparency and green claims are the FIRST step for your product sustainability. They key is to calculate, to validate and to verify your product "As Is" sustainable feature status, then to claim publicly "GREEN" achievements of your product.

Now the world requires a responsible claims when promoting products, TÜV Rheinland's scheme can help client to make claims with solid supporting evidences.



### SUPPLY CHAIN MANAGEMENT - KEY TO OPEN THE SUSTAINABILITY



In today's world, sustainability has emerged as the key corporate goal across industries, setting a challenge for companies to compete on sustainability at products lifecycle and full SCM a global scale.

Changes today benefit the well beings in the future. It is always clear for manufacturers to set up corporate sustainability strategies, but how to apply sustainability into daily operation has always been a challenge.



### PRODUCT LIFE-CYCLE MANAGEMENT - LOW CARBON IS CORNERSTONE

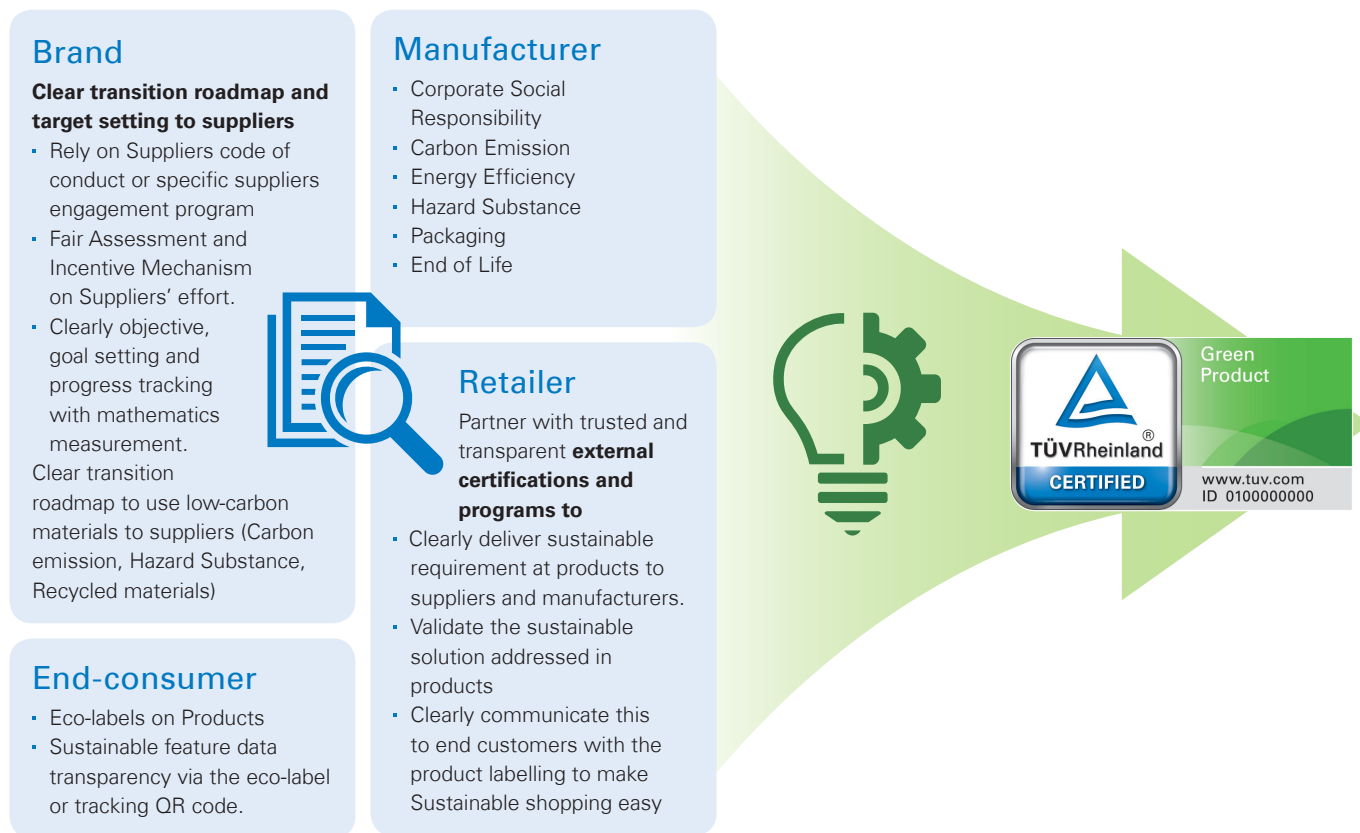
Sustainable products go hand in hand with product life cycle assessment, and carbon footprint transparency is always the first step. The general improvement roadmap is

1. Clearly address the product "As-Is" status
2. Better understanding of the carbon distribution among the life-cycle
3. Set up product climate resilience target in short term and long term
4. Take action to reduce carbon emission
5. Clearly address the product "To Be" status



# What is the industry best practice?

Our services cover everything from manufacturing decarbonization to circular economy enhancement, providing industrial insights for sustainable product strategy.



# TÜV Rheinland's Green Product Mark

TÜV Rheinland's Green Product Mark is a voluntary, multiple criteria-based environmental labelling programme that indicates the overall environmental preferability of a product within a particular category based on life cycle considerations.

## Corporate Social Responsibility

Labor  
Health & Safety  
Ethics

## Environment

Environment Management Corporation  
Energy Management

## Hazard Substances

Hazard substances content



## Products Climate Resilience

Carbon Emission Evaluation  
PCF evaluation Method  
Availability

## Recycled Material Content

Products  
Accessory  
Packaging

## End of Life

Increasing Product Longevity  
Take-back service  
Identification of materials and components  
Biodegradable

As a Type I environmental labelling programme developed according to ISO 14024, Green Product Mark has passed the peer assessment process of the Global Ecolabelling Network (GEN) Internationally Coordinated Ecolabelling System and qualifies as a full member of GEN.

# Applicable Product Scope



## GARDEN TOOLS & POWER TOOLS

- Electric Lawnmower
- Robot Lawnmowers
- Ride – on Lawnmover
- Electric Lawntrimmer
- Electric Drill/Screwdriver
- Sweeper
- Chainsaw / pole saw
- And more...



## HOUSEHOLD APPLIANCES

- Refrigerator
- Dish washing machine
- Domestic coffee maker
- Air conditioner
- Air purifier
- Food processor
- Dryer
- and more...



## LIGHTING PRODUCTS

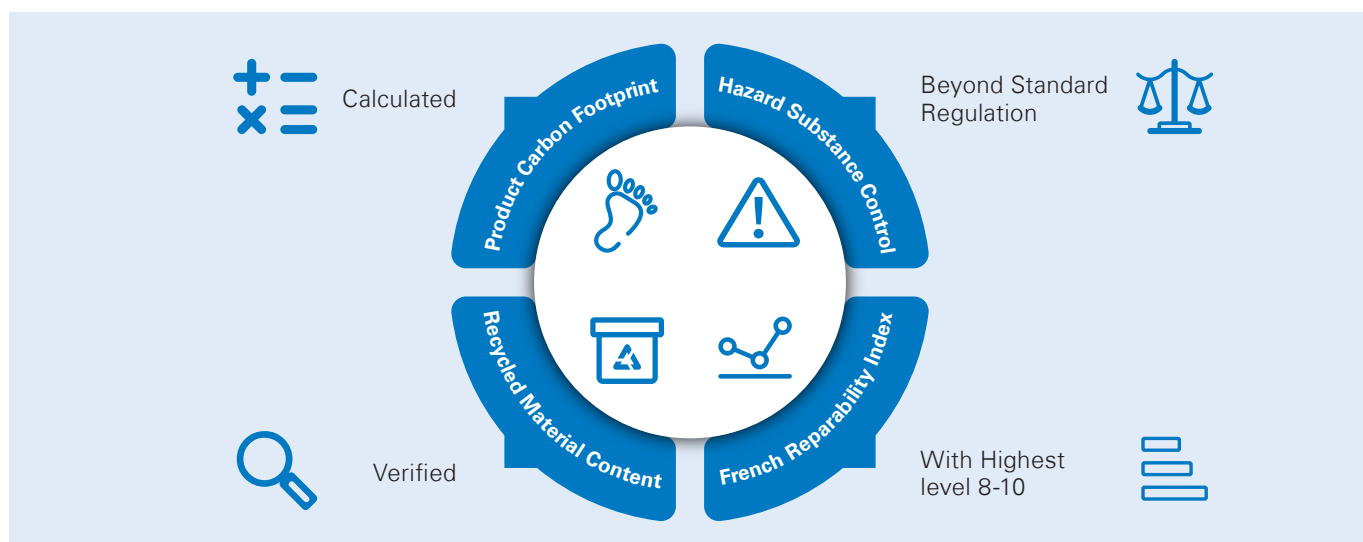
- Indoor and outdoor luminaries
- LED lamps and tubes
- Conventional lamps and tubes
- LED electronics
- Lighting electronics and more...



## IT/AUDIO VISUAL PRODUCT

- Television
- Consumer Router/Mobile Wi-Fi
- Speaker
- Headset
- Server
- Keyboard & Mouse
- Docking Station
- Adapter
- Simple Set-top Box and more...

# Key Product Green features highlight



# Benefits from Green Product Mark

## CARBON EMISSION DIRECTION AT PRODUCT LEVEL

- Clear guideline for environmentally preferable products with less environmental impact to climate
- Understand where and how to reduce carbon emission in materials, production, transportation, usage and disposal

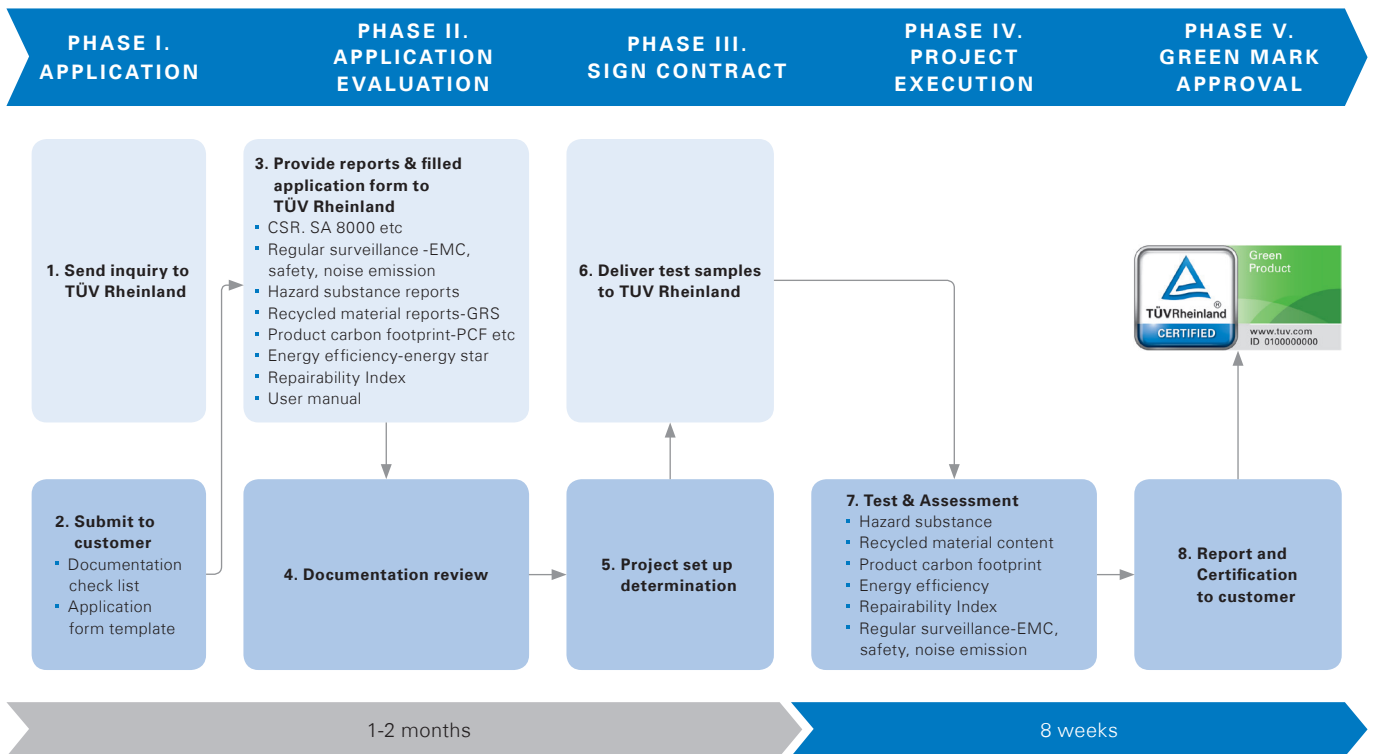
## ENCOURAGED CIRCULAR ECONOMY

- Clarify the right direction together with the sustainable supplier chain management
- Recycled materials, recycle design and durability measures taken to save natural resources and encourage circular economy

## GREEN CLAIMS / PRODUCT PROMOTION TO THE WORLD

- Response to government requirement under the influence of “Dual-Carbon” target and “Green washing”
- The world now requires a responsible sustainable claims when promoting products, the green mark scheme can help you do this with solid evidence

# Service Procedure



We shape the future by making certain that products have the least possible impact on the environment. TÜV Rheinland works with you to find the proper strategy and livery that will jointly achieve your balanced growth and environmental targets.

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