



SFI UPDATE

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TERRACHOICE LISTS SFI LABELS AS CREDIBLE ECO-LABELS

TerraChoice Environmental Marketing includes the SFI label as a credible eco-label in its Greenwashing Report 2009, saying the program meets three key criteria – third party certified, publicly available standard and transparent standard development process.

Researchers from TerraChoice surveyed products in big box retail stores in the United States, Canada, the United Kingdom and Australia, and tested environmental claims against government guidelines, including the U.S. Federal Trade Commission and the Canadian Competition Bureau. They found that more than 98 percent of the products surveyed committed at least one of what TerraChoice calls "seven sins of greenwashing."

TerraChoice says it wants to discourage companies from misleading consumers about environmental practices or environmental benefits of a product or service by putting practical tools in the hands of consumers, while encouraging and rewarding genuine efforts toward sustainable innovation.

Greenwashing Report 2009 is posted at
<http://sinsofgreenwashing.org/findings/greenwashing-report-2009/>

TerraChoice's news releases about the report are posted at
<http://sinsofgreenwashing.org/media-room/>