

# NEWS RELEASE

For immediate release



## **EPEAT® and EcoLogo™ Partner to Support Green Computer Purchasing**

**Portland, OR, December 16, 2008** - Two leading eco-labels announced a partnership today to support the rapid growth of demand for environmentally preferable electronics. EPEAT, the preeminent environmental ratings system for computers, and EcoLogo, an internationally recognized environmental standard setting and certification body, have agreed to partner to ensure that electronics manufacturers who want to register products in the rapidly growing EPEAT registry can do so through either EcoLogo or EPEAT.

“As growing numbers of computer purchasers worldwide select products that meet the EPEAT system’s stringent environmental criteria, manufacturers are eager to register products in the system,” says Jeff Omelchuck, Executive Director of EPEAT. “This collaboration with one of the most well-respected environmental standards organizations enables EPEAT to increase our registration capacity and to forward our mission of greening the electronic product sector.”

The EPEAT system evaluates electronic products according to three tiers of environmental performance: Bronze, Silver and Gold. Each EPEAT registered desktop, laptop or monitor complies with 23 required environmental performance criteria to qualify for EPEAT registration. Products receive Bronze, Silver or Gold EPEAT ratings based on how many of 28 optional criteria they meet. Key benchmarks include the elimination of environmentally sensitive materials, product longevity, end of life management, and energy efficiency. EPEAT is a purchasing contract requirement for all US Federal Agencies, is included in the Canadian National Master Standing Offer for IT equipment, and is increasingly integrated into government, education, health care and enterprise purchasers’ IT contracts.

“EPEAT has quickly become the most recognized environmental standard for the computer industry,” says Scot Case, Executive Director of the EcoLogo Program. “We are proud to join forces with EPEAT to support companies demonstrating environmental leadership and to help customers understand the value of EPEAT.”

Moving forward, manufacturers will be able to register products in the EPEAT system by working directly with EPEAT or by working with EcoLogo. The two organizations will also collaborate on technical product verification, which is key to the EPEAT registry’s product assessment process.

**About EcoLogo™:** EcoLogo is a third-party, multi-attribute eco-labeling program approved by the Global Ecolabelling Network, an international association of eco-labeling programs, as meeting the ISO 14024 standard. EcoLogo was established in 1988 and today is one of the most recognizable, long-standing eco-labels in North America. For more information, visit [www.ecologo.org](http://www.ecologo.org).

**About EPEAT:** EPEAT evaluates computer desktops, laptops, and monitors based on 51 environmental criteria developed through a stakeholder consensus process supported by US EPA. EPEAT is based on the ANSI-approved IEEE 1680 standard and is managed by the Green Electronics Council, a nonprofit organization headquartered in Portland, OR. Compared to conventional computer equipment, all EPEAT-registered computers have reduced levels of cadmium, lead, and mercury to better protect human health and the environment. They are more energy efficient, which reduces emissions of climate changing greenhouse gases. They are also easier to upgrade and recycle. In fact, manufacturers must offer environmentally responsible recycling options for all EPEAT-registered products. For more on EPEAT criteria and qualified products, see [www.epeat.net](http://www.epeat.net).

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### **Media Contacts:**

Sarah O’Brien, EPEAT, (802) 479-0317, [sarah.obrien@greenelectroicscouncil.org](mailto:sarah.obrien@greenelectroicscouncil.org)

Scot Case, EcoLogo Program, (610) 779-3770, [scase@terrachoice.org](mailto:scase@terrachoice.org)