

GBCA TRADE MARK POLICY

REFERENCING GREEN STAR® IN PRODUCT LITERATURE

The Green Star® environmental rating system does not certify individual products. Manufacturers may reference Green Star in their product literature provided that the language neither states nor implies endorsement by the GBCA or the Green Star system. Furthermore, the language must clearly acknowledge that Green Star credit requirements cover the performance of materials, not the performance of individual products or brands. Therefore, products that meet the Green Star performance criteria can only contribute towards earning points needed for Green Star certification; they cannot be said to earn points towards Green Star certification on their own.

Acceptable

“Product ‘A’ contributes towards satisfying Credit ‘X’ in the following Green Star® rating tools: (specify tools)”

“Product ‘A’ complies with ‘X’ requirements of Credit ‘X’ in the following Green Star® rating tools: (specify tools)”

Such claims should be accompanied with the following note:

Products are not reviewed or certified under the Green Star rating system. Green Star credit requirements cover the performance of materials in aggregate, not the performance of individual products or brands. For more information on Green Star, visit www.gbca.org.au.

Unacceptable

“Product ‘A’ is Green Star® [certified/rated/qualified/ compliant/ accredited/ approved]”

“Green Star® product”

“Product ‘A’ [meets/satisfies/fulfils/complies with] Credit ‘X’”

Statements not mentioned above, connecting the performance of a product with Green Star, must be reviewed and approved by the GBCA Marketing Department. Contact info@gbca.org.au with “Marketing” in subject line.