

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.