

Legislative Update – A Green Perspective

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Federal Trade Commission

- FTC Guides for the Use of Environmental Marketing Claims

A need for the Guides

Evidence

Benefits

Deceptive environmental claims

Sustainability

Claims and Guidelines

- Many claims being made
- Some factual
- Some not based on good science
- Reusable industry – Makes claims on scientifically based evaluations – LCA and other studies, (with controls)

How Green Is My Collar

- Bureau of Labor Statistics
- Green Collar Jobs
- Reusable industry shown to maintain jobs which promote and sustain the environment

Future Considerations

- Response to possible ANPRs
- Lobbying efforts
- Challenge
- Opportunity
- Value of Reusable Textiles

Green, Sustainable, Environmentally
Sound Products, Cost Effective