



Armstrong's Australian made Accolade Plus, Accolade Safe Plus, Infinity & Wallflex are ecospecifier verified products and are currently being assessed by ecospecifier for GreenTag™ LCARate & GreenRate Certification.

The **ecospecifier verified Product Program** replaces the previous ECG Premium **ecospecifier** assessments and listings reassuring potential customers that any **ecospecifier** verified product is an eco-preferred, healthy product in accordance with our **ecospecifier** verified Product Program Standard.

Furthermore, it guarantees to consumers and professionals alike that all key manufacturer health & environmental claims are third party verified and assessed in a rigorous, scientific manner using a Life Cycle Thinking (LCT) analysis in combination with our unique ecospecifier Cautionary Assessment Process or ES CAP health and eco-toxicity screen that considers the impacts of composition down to 0.1-0.001% (ES CAP and Product Category Specific Standards ranges) using Australian, European, US Standards and others as appropriate, all under our ISO 9001 Certified Quality Management System.

The new, easily recognizable **ecospecifier** verified 'tick' logo enhances an already well respected and trusted eco-branding to the benefit of manufacturers own branding and is a low cost way to assure potential customers that the product information is not 'Greenwash'.

Verified assessment website listings also provide a full **Green Building Rating Tool Technical Opinion** as to the relevance of the product to all Green Building Rating tool credits relevant to the Emirate, country or region e.g. Green Star™, LEED®, BREEAM™, Green Mark, Estidama Pearl, etc. as a powerful marketing tool in addition to existing strategies.

The verified products program does NOT certify credits, but it does provide advice about the relevance of the product to all credits.

All **ecospecifier** **verified** assessments are included in the relevant country website to attract interested green building professionals and specifiers using the site's powerful green building rating tool and credit specific Search functions and significant web-traffic volumes and statistics feedback to provide major green marketing benefits and drive sales.

The benefits of a detailed product listing on ecospecifier website are also to be found at:

<http://www.ecospecifier.com.au/our-services/ecospecifier-global-verified-product-program.aspx>

[Testimonials - Professional](#)
[Testimonials - Manufacturer](#)

Note: Information is provided courtesy of Ecospecifier and is available at www.ecospecifier.com.au