



Going “Green” Just Got Easier

By Mike Battaglia, Chair – Green Building Task Force
Home Builders Association of Dayton

Green building is becoming more and more mainstream in the home building industry. But, at the same time, consumers who are inundated with green claims in every facet of their lives are becoming more skeptical of those claims. Every new home is constructed from several thousand products, materials, components and assemblies. Green builders and designers are searching for products that truly contribute to making a home green and supporting their marketing and certification-based claims.

To help bridge the gap between manufacturers who make green products and builders/designers who want to use them, the National Association of Home Builders (NAHB) Research Center has developed the “NAHB Research Center Green Approved” product seal of approval program. This program makes it easy for home buyers to make smart green choices and is available to manufacturers who provide third-party evidence that their products meet the criteria for recognition in buildings certified to the American National Standards Institute's (ANSI) National Green Building Standard.

“Green Approved” products will have a certificate from the NAHB Research Center that identifies the specific sections of the Standard where points for the product are available.

Selecting products that contribute to green building practices is critical for builders and designers to achieve the National Green Building Certification. The new online green scoring tool will be the required entry point for builders planning to have their home certified to the Standard and will assist the builder/designer in dealing with the complexity of the Standard. The builders and designers will click on links listing all the manufacturers that have Green Approved products that contribute toward points for that particular practice. The user may click on any manufacturer to see the products they have listed. By clicking on a particular product, the user will see all the green practice/point information available for that product (“Product Page”) as well as a link to the manufacturer’s website.

Manufacturers of Green Approved products will be posting links to their Web site on the www.NAHBGreen.org. They will also be able to put the “Green Approved” mark on



promotional literature, company Web sites and similar materials.

Manufacturer Benefits for Having Products Green Approved

- Recognition their product is Green Approved and can be used by builders to earn points toward certification to the National Green Building Standard
- Ability to market Green Approved certificates on their websites, and integrate into the National Green Building Certification scoring tool (on www.nahbgreen.org)
- Will have a hyperlink to Green Approved product listings from all applicable sections of green scoring tool
- It will link to their product website from Green Approved product listing
- It makes the eligible to use Green Approved mark on approved products and related promotional literature
- And in the future they will get a listing at www.GreenApprovedProducts.com