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Okay, So "Green".... What Does This Really Mean Anyway?

What is a "green" product, a "green" process or a "green" system? Historically, the "green" evolution began as a political movement to protect the environment first and foremost as a personal responsibility. "Green" ideology emphasizes participation and the principal of "thinking globally, acting locally". Some of the criteria for being considered "green" are that products or processes will reduce environmental impact to sustain our natural resources and promote energy efficiency and renewable energy sources. Other criteria and specifically for cleaning products include biodegradability, reduction of artificial dyes, and pigments, recyclable, and the elimination of POP's (Persistent Organic Compounds). POP's are created in the industrial process, or occur as by products and are resistant to elimination by environmental degradation through chemical, biological or photolytic processes.

Additional criteria to be considered are that products contain no toxic ingredients, are not petroleum based, produce minimal or no irritation to skin, eyes and respiratory system. They should not be corrosive or highly flammable and reside in a pH range of between 2.5 - 12.

So, how does one determine whether a product is "green"? [Presently, there are currently no formal universally-accepted or consensus-based green standards.](#) "Our cleaning product is "green" is joining "the checks in the mail" and "trust me you'll like it" as one of the frequent fibs of today. Any company or manufacturer can advertise or paste their version of green leaf insignias on their label to appear to be "green." Presently, the consumer is left to their own resources to become educated and informed. [Third party certification is one of the ways that consumers can have some confidence that they have made a "green" choice.](#) **Green Seal** and the **EPA design for the Environment (DfE)** are the only two organizations in the US that set standards. These organizations cover a wide range of products, perform tests and then certify them to carry their seal on the product label.

So, now after having said all that, antimicrobial products such as KennelSol are another story. Pesticide products as a category include disinfecting products. They are considered to be under the jurisdiction of FIFRA and are regulated only by the EPA. In other words, the above organizations cannot include disinfectants in their range of products for "green" certification.

OK, so KennelSol isn't "green" so-to-speak, but as we have always said, it is environmentally friendly, non-toxic, safe and effective. Studies are readily available on its active ingredients regarding toxicology and biodegradability. Some of the other components to the formulation are surfactants, dye and fragrance. KennelSol's surfactants are neutral, (pH 8), and do not contain any solvents (culprits for POP's). The dye is organic and the fragrance is wintergreen. Wintergreen has been known to be medicinal as an antiseptic.

Finally, since I have really gotten going on this "green thing", I want to be sure to mention our Alpha HydroMAID unit. This is a "green" cleaning system for delivery of a variety of chemical products as its self-contained rechargeable battery provides for a renewable source of energy. In addition, low flow, low pressure means less water consumption for greater economy while preserving resources, all without aerosolizing organisms. This automated integrated touch-less cleaning system provides added assurance for employee safety

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