

# PRESS RELEASE

## **ENERGY EFFICIENT COMPANIES TO BE REWARDED WITH NEW “GREEN LEADER” ENVIRONMENTAL LABELLING PROGRAM.**

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It doesn't take much these days to locate products that claim to help the environment. Everything from phosphate free laundry detergents to organic foods to low energy use kitchen appliances, are all available for the “green” consumer. Many of these however don't disclose the environmental practices of the companies behind them.

A Melbourne based company called Green Leader is taking environmental labelling one step further by helping companies reduce their consumption of resources and then providing them with highly visible marketing and advertising materials to let customers know of the environmental actions these companies have taken.

Green leader founder and CEO, Daniel Leipnik explains; “Man made green house gases are the single biggest contributor to climate change, a phenomenon that has the potential to destroy our way of life and possibly even life on the planet. Rather than focus on how environmental or even ecological single products are, we're turning our attention to providing the tools and know how that enables companies to reduce their use of energy and water and to understand how much waste is being created and find solutions to reduce all of these”.

The Green leader program is surprisingly simple. Companies sign up for a full scale energy audit which sees professional energy gurus visit company sites where they examine every element of how a company consumes energy and water. The auditors then write a full report on where and how the consumption takes place and provides precise recommendations on where energy and water savings can be made. In addition the amount and type of waste created is examined in an attempt to see where reduction or recycling can take place. Once the findings are presented to company owners and staff, the company has 12 months to implement the recommended changes. After the 12 month period, a second audit is organised to measure the improvements and if the company has decreased its use of resources by five, ten, or fifteen percent since the initial audit, it is then rewarded with a membership entitling it to bare “Green Leader: Local”, “Green Leader: National”, or the very highest standard achievable: “Green Leader: Global” certification.

Not only do the companies save money on their utility and water bills, they also receive an array of marketing materials such as swing tags, stickers, and certificates that they can use to their advantage to show consumers that the company has a program to reduce energy consumption and waste.

“The plan is that shortly we’ll see all kinds of products in the stores with Green Leader labels on them so that people can select products that they know have been produced by companies that are committed to energy and resource reduction. Best of all, and unlike many environmental products, Green Leader certified products won’t cost anything more.”

“It’s a timely program”, says Leipnik. “Industry is the largest single source of green house gas emissions through energy use. If we can make a dent in that use and educate companies as to how they can reduce, re-use and recycle, companies are better off because of the bottom line savings and we’re all better off because of the reduced impact on the environment. The fact that companies can now utilise an array of Green Leader marketing materials to show off their green credentials is just the icing on the cake. I predict that like the “Australia Made” and “Heart Foundation Tick “, we’re soon going to see a whole slew of different products with Green Leader labelling on them.

And Leipnik may just be right in his predictions as companies by the thousands look more and more to various point of sale marketing programs to get the word out that they are actually in support of environmental measures.

In the past, companies who have made steps to be more environmental have then had the costly and difficult task of getting this across to customers and other businesses. The Green Leader environmental labelling system is a one stop shop providing specialised audits, professional energy and resource conservation recommendations, follow up re-audits, and supply of marketing materials in the form of hang tags, certificates and general promotion for companies who meet the programs’ various levels of reduction in resource use.

Similar environmental labelling programs such as Germany’s Oeko-tex, America’s Blue Sign, Scandinavia’s Nordic Swan, Canada’s Eco Label, and many more attract the attention and sign up of tens of thousands of well known brands and products worldwide each year. The Green Leader environmental labelling program helps companies find and implement methods of reducing their resource use and at the same time makes their products stand out through eye catching “green” marketing material capable of attracting the growing band of consumers seeking products proven to have been produced by companies committed to supporting the environment.

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