Green Claims are Everywhere
Consumers are demanding more information on products to make informed decisions, especially about green products.
Eco labels can help clear up some of the confusion - but product certifications from reputable organizations that you can trust are even better.

Example: Biodegradable vs Compostable
Some claims, like “biodegradable” are difficult to verify and are confusing.
Biodegradable is commonly misunderstood term. It’s very general and means that an item can potentially break down into smaller pieces. It does not indicate a timeframe or really explain how this breakdown happens. So technically lots of things (plants, food, clothing, even cars and buildings) will biodegrade –eventually.
Compostable is a specific term for one type of biodegradation process that happens quickly and creates compost.
Some people claim that oil-based plastics are “biodegradable”. While this may be technically true, these items probably won’t compost.
We don’t know how long it takes for most oil based plastics to break down. All the plastic that was ever created is still out there, just in smaller and smaller pieces in our landfills, waterways, and oceans.

Certifications for Eco-Products® Items
Eco-Products® compostable items are certified to be compostable in commercial compost facilities and carry the BPI logo as proof of this.
Carrying the BPI logo means that our compostable products are backed by scientific assurance that the materials in them will break down in a commercial compost facility in a short timeframe.
Compostable products must pass the ASTM D6400 standard (for bioplastics) and ASTM D6868 (for papers, Plant Starch and sugarcane) in order to carry the BPI logo.
Products that are not BPI certified may not actually compost.

Greenwashing Claims
Foodservice items must meet FDA food safety requirements, but increasingly there are environmental policies and laws that mean big changes for foodservice.
Some of these laws are designed to reduce greenwashing claims, like the FTC Green Guides.
The Green Guides require that environmental claims must be backed up by real evidence. This helps consumers spot greenwashing and ensures that companies provide real evidence that backs up their claims.
Some of our competitors have taken advantage of the confusion around green claims and label items as “green” or “eco-friendly” without substantiating their claims.
Green Product Laws

Forward thinking cities and towns, like San Francisco, are beginning to realize the huge costs associated with waste and plastics, and are banning plastic bags and requiring compostable or recyclable foodservice items. This has been very successful – with a 77% waste diversion rate in San Francisco – and will most likely expand around the country in coming years.

In California it is also illegal to label items as compostable if they are not ASTM compliant. These laws make it easier for consumers and composters alike to tell which products are compostable.

Eco-Products always tests, labels, and communicates BPI certification when it applies to our products. By honestly communicating with our customers, we will continue to be a leader in the market and also help waste diversion be more successful and effective.