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Special Message:

INTEGRA Green Products

Unfortunately, there are many companies in today's chemical cleaners marketplace who sell "Green" products that are inferior in two ways:

1. They are just bad products that don't work. They are sold under the "environmentally friendly" banner, and customers usually buy them only once, giving the whole green cleaners industry a bad name.
2. There is nothing about them that is green except the color of and claims on the label. They are simply phony products.

The real problems here are that there is a nebulous definition of terms like "green," and "environmentally friendly," which means that anyone can stick a label on a bottle making the claim of environmental safety. Of course, there is no guarantee of quality and performance from typical fly-by-night manufacturers who do these things other than *caveat emptor* (buyer beware).

Reputable companies like the folks behind INTEGRA have strict guidelines they follow when labeling a product as INTEGRA Green. Generally, these are guidelines adapted from the EPA's Design for the Environment program. Go to: <http://www.epa.gov/dfc/> for more information on the EPA's program.

You can also get a list of INTEGRA Green products by going to: www.theintegraprogram.com and clicking on the INTEGRA Green section on the front page.

Learn as much as you can about legitimate green products and why their claims of environmental friendliness are valid. When selling against the cheapo's and the phonies out there, you can defeat them with this information.

Green products are here to stay, and learning all you can about them will help you be ready for the future as you see more and more of them coming from your competition. Today's prospects have been sold on the concept of environmentally safe products, and many of them think green. Most prospects will prefer a green product if it does the job it was intended for.

Do your research, select as many green performers as possible, and go out and beat your competition to the punch!

Good Selling,

John White