

The Connection™

Marvin's View

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Enough Already! Stop With the Green Trees and Blue Lakes



One of the saddest parts of the marketplace is some companies are trying to make their products look "environmentally responsible" by showing pictures of green trees, blue waterfalls, etc. **You have seen this nonsense and the world has even coined a phrase to describe the practice. It is called Greenwashing.** Maybe the term originates from Tom Sawyer when he tricked his friends into Whitewashing his fence, but you know what I mean.

The International Sanitary Supply Association has an excellent new [commentary](#) on "[The Six Sins of Greenwashing](#)" by TerraChoice Environmental Marketing. It is a fun presentation that covers Sins of Hidden Trade Off, No Proof, Vagueness, Irrelevance, Fibbing and The Leser of Two Evils. Check it out and also the entire ISSA website that is very informative.

Unfortunately, our industry is filled with Greenwash. Maybe it is because we have received a lot of unfair blame for detergent pollution when in reality, our industry plays a key role in protecting health and prolonging life. But whatever the reason, I would hope that we could all work together to improve our industry rather than trying to confuse this important issue.

Let's leave the determination about environmentally responsible formulations to GreenSeal. They can tell us about the safety and effectiveness...but sustainability goes way beyond formulations. All of us should look at our manufacturing, distribution, education, usage and disposal practices.

PortionPac's goal since 1964 has been to reduce the environmental impact of cleaning detergents. We help our customers clean effectively with the least number of products and use them correctly. This is what minimizes the pollution, packaging, safety concerns and energy expended in their life cycle. And we, along with everyone else, can make dramatic improvements in this area.

In the meantime, I hope the advertising brains can control themselves and quit showing beautiful forests and crystal clear lakes as a guide to picking products. The only green that makes sense on an advertising piece is the Green Seal Logo.

Greenwashing is bad enough, but confusing us with green trees, is just sad.

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