



FINAL CHECKLIST

BEFORE MAKING CLAIMS, ASK YOURSELF...



Is the claim clear, accurate, and easy to understand for everyone?



Do you have sound evidence to show that the claim is true?



Does the claim consider the whole product and if not, is it clear what part of the product the claim is for?



Can the claim mislead anyone or have only partially true or untrue aspects?



Are you using a legal requirement as a green claim ?



Can you avoid making a general claim (sustainable, green, ecofriendly..) or are you able to qualify the claim by mentioning why, based on the product's whole life cycle, that the product is environmentally better than others?



If it's a comparative claim, is there a sound scientific method behind the comparison? Is the comparison done for equivalent products and in fair way?



If you have logos, symbols or any other pictures next to your claims, are you sure they won't be misunderstood as making additional claims?



Please send an email if you have any questions:
estelle.seibert@ahlstrom.com

