



The Role of Third Party Certification

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Overview of Paint Certification

- Certification mark on the product label tells consumers and business that the paint meets lead content standard.
- The Global Alliance to Eliminate Lead Paint calls for the development of a framework for certification of paint.
- Encourages paint companies to reformulate in the absence of regulation.
- Not a substitute for Mandatory Regulatory Frameworks but it can help address lack of enforcement capacity.

Objectives of Paint Certification

- Promote alternatives to lead paint by providing recognition to paints without added lead and lead compounds.
- Provide information to consumers and painters about the lead content of paints to allow them to make informed purchasing decisions and to minimize exposures.

Advantages to Paint Companies

- Certification will help level the playing field among companies operating in a global market.
- Opens up export markets.
- Marketing opportunity to differentiate a brand.
- Environmental preferable products are commanding a premium in the market.
- Certification can help encourage companies to reformulate in advance of regulations.

Indian Study on Eco-friendly Purchasing Behavior

- Study results: a majority of respondents are aware of eco-friendly products and about environment-related issues;
- 95% were aware of the fact that purchasing eco-friendly products will contribute towards a sustainable future;
- 78% said that labeling a product as eco-friendly would change their purchasing choice;

What is Third Party?

- First party verification is a manufacturer's own claim promoting an environmental attribute;
- Second party verification is where an affiliate or trade group certifies based on standards developed by its members;
- **Third party** verification is done by an independent source (e.g. certification body) that awards labels to products based on certain environmental criteria or standards.

Company Self-Certifications



Range of low VOC and Lead free paints for your home.

LOW VOC & LEAD FREE
HEALTHY HOME PAINTS

NEROLAC
EXCEL
IMPRESSIONS ECO CLEAN
IMPRESSIONS
BEAUTY



asianpaints
LEAD FREE* GUARANTEE

*All Asian Paints products do not contain any added Lead, Mercury, Arsenic and Chromium from April 2008



SHERWIN-WILLIAMS
green sure
DESIGNATION



NO ADDED LEAD MERCURY AND CHROMIUM

Berger



NO ADDED CHROMIUM • NO ADDED LEAD • NO ADDED MERCURY

Shalimar

Paints from Brazil and India labeled “no lead” or “no added lead”

Concentration of Lead (ppm)
91
143
380
948
1,470
2,050
9,500
134,000

25% of the paints indicating lead content were falsely labeled

Types of Certification

- **Process Standard** – certifies systems or processes in manufacturing which requires audits of factories.
- **Product Standard** – certifies product attributes which requires testing of products.

Development of Paint Certification Standard

- IPEN and network of Asian NGOs have worked with the paint industry and other stakeholders to develop an international certification standard;
- India stakeholder group chaired by the Quality Council of India with Toxics Link;
- Philippines stakeholder group convened by the Philippines Association of Paint Manufacturers with Ecowaste Coalition;
- Both efforts resulted in a standard of 90 ppm

Key Documents

- Certification Standard vs. Certification Requirements:
 - **Certification Standard** provides the criteria.
 - 90 ppm TOTAL lead
 - Label information
 - **Certification Requirements** document describes the testing verification protocol.

Total or Soluble Lead?

- Total lead is recommended by GAELP.
- Total lead provides a more predictable test for manufacturers who have test results from ingredients.
- Lower lab cost for testing total lead.
- No scientific basis for soluble: no less risk or fewer health effects from less soluble lead.
- Total lead promotes harmonization for exports to countries with total lead standards for products.

Certification Requirements

- Definitions
- Initial Paint Analysis
- Ongoing Surveillance Testing Protocol
 - Periodic Testing
 - Testing in Response to a Material Change
 - Testing in Response to a Failure
 - Suspension of certification
- Sampling Strategy
- Sample Preparation
- Laboratory Testing Protocol/Qualifications
- Records and Reporting

Key Definition

Paint is a mixture of resins, pigments, fillers, solvents, and other additives that constitute a finished product **including varnishes, lacquers, stains, enamels, glazes, primers or coatings** used for any purposes.



Launch of Lead Safe Paint Certification

- Stakeholders have reached consensus on a certification standard;
- Program name is “Lead Safe Paint” Certification
- Major paint companies in the Philippines and Sri Lanka are participating;
- Formal launch of program is expected in December 2015.

Steps to Become Certified

- Company pledge (as initial step).
- Company's submit samples for testing to certification body.
- Accredited laboratories test lead content.
- Companies sign license agreement to place a certification mark on their products.
- Ongoing testing of samples from stores or other distribution points.

Brand Certification

A Brand is what is being certified – not a company or a single paint type/color.

- “Brand is a trade name or logo or product label design, or a combination of these, employed in marketing a product or a family of products that may include a number of colors or various formulations to cover a range of surface applications for commercially available paints.”

Testing Scenarios

- **Initial testing** to obtain certification (100%).
- **Ongoing surveillance** of all certified brands:
 - Sampling from distribution points based on production volume
 - Approximately 40/year per brand
- Whenever the certification body is notified of a **material change** in the formulation of a certified paint product.
- In response to a product that **fails** test.

Key Responsibilities

- Certification body: This must be an independent organization which has the systems in place needed to assess whether a product meets the requirements of the standard.
- Accreditation body: Ensures that the certification body does its job properly and is needed to 'certify the certifiers'.
- Scheme owner: Owns the standard and certification logo and is in charge of licensing.

Role of Certification Body (CB)

- Maintain integrity and impartiality in all certification activities;
- Make decisions relating to the granting, maintaining, extending, suspending and withdrawing of certification, and performing re-evaluation and surveillance;
- Arranges laboratory testing, evaluates results, and administers certification processes.



Role of Governments in Certification Programs

- Reference to third party certification in regulation with language to prohibit conflicts of interest in certification (“safeguarding against undue influence”);
- Develop laboratory accreditation for environmental testing;
- Adopt preferred purchasing programs for certified paint products;

Government Role (continued)

- Certification schemes may be voluntary or mandatory by regulation and could be country specific or international.
- National Standards Bodies can reference Lead Safe Paint Standard.
- Accreditation of certification bodies;
- The certification bodies charged with assessing and certifying conformity could be public or private institutions.

Conclusion

- Certification is an important tool to encourage paint company's to reformulate.
- Certification provides a low-cost mechanism to verify compliance with regulations on lead paint and reinforce mandatory standards.
- Certification can help increase exports/ trade.
- Governments can actively encourage certification for paint products.



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