

Taking the Lead - Clarke implements own Green Certified Program

Clarke® is committed to designing and manufacturing products that are measurably *superior* to competitive offerings in the market. The “Clarke Green Certified” program is designed to allow Clarke the capabilities to brand our machines as green-friendly products.



The Environmental Protection Agency (EPA) has defined a green product in Section 201 of EO 13101 to mean products or services that “have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose. This comparison may consider raw materials acquisition, production, manufacturing, packaging, distribution, reuse, operation, maintenance or disposal of the product or service.”

Clarke will accept the exact definition as noted above, and will show proof of such differences through internal or external comparative evaluation or testing before placing any products into the category of “Clarke Green Certified.” In the case where there is a third party certification (i.e., Carpet & Rug Institution green label approval), Clarke will confirm such testing meets Clarke’s certification criteria before certification is noted.

Equipment qualifying for the certification will display the Clarke Green Certified logo on brochures and other marketing materials to denote the certification.

green
clean.

*Focusing on product development,
increasing productivity, and being
environmentally responsible.*

Clarke®
Cleaning Power Since 1916.