



**THE CSI FOUNDATION**



**CHARLES PANKOW  
FOUNDATION**

Building Innovation through Research

# CSI GreenFormat Sustainable Product Reporting Guide Project

## Final Report to the Charles Pankow Foundation

**RG A #05-07**

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5/20/2009

**Final Report for:  
The Pankow Foundation  
GreenFormat Sustainable Product Reporting Guide Project  
May 2009**

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# RG 05-07

## Summary

The GreenFormat project has proceeded in accordance with the CPF Grant Agreement 05-07 dated 2007-10-08 and amended by the Addendum to Research Grant Agreement – Grant Agreement No. 05-07 dated 2008-11-21. This Final Report provides a summary of the work on the project, status of deliverables and the Dissemination Plan for releasing the results of the project to industry.

The development of *GreenFormat* was a joint effort of the following groups. Each had an important role in the project outcome.

- CSI Sustainable Facilities Task Team - this group of CSI members created the First Draft of *GreenFormat*, representing the interests of the sustainable design community and product manufacturers.
- CSI *GreenFormat* Program Management Task Team - this group of CSI members took over the development of the format at the start of the beta test period to work with product manufacturers to refine the First Draft and advise the efforts of CSI staff and consultants to develop it into a useful CSI format for both manufacturers and those seeking information on green building products.
- BuildingGreen, LLC - consultants to CSI during the development providing technical expertise on “green” and sustainable practices and procedures.
- CSI staff - administered the project, worked with task team members, consultants and industry contacts to coordinate efforts of all involved and produce final format and website.
- Nearly 150 product manufacturers participated in the beta test phase and provided their comments on the structure, usefulness and completeness of the format.

Appendix A identifies the individuals involved in delivering the Grant. Their knowledge and practical experience formed the basis for the development work and the resultant format.

In general, this report concludes that the primary goal of the project -- to create a standard format for the reporting of key properties of products that impact sustainability -- has been met. This is demonstrated by the release of *GreenFormat* Version 1.0 and the availability of the *GreenFormat* website at [www.GreenFormat.com](http://www.GreenFormat.com). The two versions of the format are available for download at the site, the format version for the designer/specifier/contractor/consultant community and a questionnaire version for the manufacturer community. The ability to submit information about products in accordance with the format and the ability to find information about product sustainability is available to the industry from the site. As anticipated in the project plan and proposal, work continues on refining and maintaining *GreenFormat*, and on gaining widespread use and adoption. An overview of the main screens on the site and their primary function is included in Appendix B.

## Status of Activities

The status of identified activities for the project is:

WBS	Description	Due Date	Status as of 08.31.08
AT1	Prepare for expanded Alpha Test	Oct-07	This activity is complete.
AT2	Conduct Alpha Test with target group of manufacturers	Feb-08	This activity is complete.
WS1	Conduct Task Team and Industry Stakeholder Workshop	Feb-08	This activity is complete.
PR1	Submit Interim Progress Report	Mar-08	Submitted 04.15.08.
GF1	Prepare supporting materials and agreements	Jan-08	This activity is substantially complete. Terms of Use and Product Listing Agreements are in place. Supporting materials to explain the format and use of the website are available on the site. Expansion and refinement of these materials will continue.
GF2	Prepare <i>GreenFormat</i> V1.0	Apr-08	This activity was completed with the launch of <i>GreenFormat</i> in November 2008.
GF3	Program <i>GreenFormat</i> web site refinements	Apr-08	Programming of the site to support the beta test was completed.
BT1	Conduct public Beta Test	Jul-08	The first phase of the Beta test with manufacturers was conducted as planned. 197 products were entered into <i>GreenFormat</i> during the testing phase, providing sufficient feedback on the process from manufacturers to allow the task team to make needed adjustments based on stakeholder review. Since the launch of <i>GreenFormat</i> in November 2008, CSI has received numerous comments from the public (non-manufacturer) user community. These are being logged and many have been addressed in the subsequent releases of the website since launch. All comments received will be addressed and if warranted dealt with in subsequent site and <i>GreenFormat</i> releases.
PR2	Submit Second Interim Progress Report	Jul-08	Submitted 09.05.08.
BT2	Program additional <i>GreenFormat</i> website refinements	Aug-08	Programming to address bugs, refine functionality and enhance the product listing interface has continued and will continue up to and through the launch of the site. A comprehensive site review was undertaken by CSI staff, the website developer Public Display and the GFPMTT, resulting in a release plan for the site through the middle of 2009. A second release after the November launch was deployed in February 2009 that improved functionality, speed, stability and the ability to collect charges from manufacturers. Work on a subsequent release is anticipated, but at this time it is beyond CSI's ability to fund until the site shows some ability to generate listing revenue. The current deployment is stable and functional.
GF3	Develop Ongoing Data management procedures	Aug-08	A draft <i>GreenFormat</i> Standard Operations Guide has been prepared and is in the process of being reviewed and refined by the task team. This task has changed somewhat since the original proposal -- CSI staff is providing more of these services than BGI as was originally

			envisioned. It is anticipated that the Operations Guide will be reviewed and refined over the next several months with the goal of completing it at the next GFPMTT workshop in August or September 2009.
GF4	Populate <i>GreenFormat</i> v1.0 with product data	Oct-08	As of 2009-03-15, there are nearly 800 product listings live or in process in <i>GreenFormat</i> from over 150 building product companies. Listings are spread across the spectrum from concrete to HVAC and Controls with the majority in the Finishes division. This exceeds the target set in the project proposal. Efforts are now focused on continuing to significantly expand the number of products that have a completed listing. This is expected to be an ongoing activity.

### Summary of Funds Expended:

In the preparation of *GreenFormat* to date, CSI has expended a total of \$203,208 of CPF funds in accordance with the revised budget. In addition, CSI and its partners have contributed \$335,854 of funds and in-kind contributions to the project for the following categories of effort to complete the work of the grant.

- CSI staff time to support work of task team and testing with manufacturers
- Task Team Workshop and regular conference call expenses
- Consulting on green product technology issues by BuildingGreen, LLC
- Website development work by Public Display
- Communications and industry outreach programs by CSI

A final accounting vs. the Revised Budget included in the Addendum to Research Grant Agreement – Grant Agreement No. 05-07 dated 2008-11-21 is on file with the CPF Executive Director.

### Summary of Project Goals and Objectives and related Deliverables

	Goals and Objectives 2007-10-01 Proposal	Deliverable
1	A standard reporting format for manufacturers concerning environmental claims, and other environmental attributes based on accepted standards and certifications.	<i>GreenFormat</i> Release Version 1.0 has been completed in both a Questionnaire and Format version. Both are available from the <i>GreenFormat</i> website.
2	Web interface to allow manufacturers to self-complete and update <i>GreenFormat</i> for their product(s) that also provides open access to completed product data forms for the building team to use when selecting and evaluating products.	The <i>GreenFormat</i> website is available for use by manufacturers to list information about their products and for the user community to search for and access information. All product listings are accompanied by a downloadable report of the product characteristics provided by the manufacturer.
3	A relational database for storing manufacturer product data with specific modules for key product categories built on the framework of CSI MasterFormat 2004 Edition - the industry	The <i>GreenFormat</i> website is underpinned by a relational database for storing product listings in the <i>GreenFormat</i> structure. The database resides on a web server and is built

	standard for accessing building product information. Both the database and web interface will be built on the same platform as masterformat.com.	and functioning effectively.
4	Usage guidelines, procedures and a support system to enable manufacturers to readily provide product information and help users understand the information.	Basic support materials for manufacturers are included on the site and will continue to be expanded. Some support materials for end users are also available on the site and will also continue to expand. Ongoing support will be provided by CSI staff, BGI staff and the GF Task Team. Procedures will be defined and delivered in a document to be developed as transition shifts from development to operation.
5	Alliances with other environmental information service organizations to leverage the value of standardized product data.	Discussions have been initiated with a number of industry organizations and are now able to progress. The organizations and the nature of discussions are identified in the Dissemination Plan that follows.
6	An ongoing operation that promotes the open use of the <i>GreenFormat</i> by designers and the listing of product information by manufacturers while also funding the marketing, maintenance and management of the process.	This item applies to the ongoing operation of the system that the grant helped create and is beyond the scope of this phase of the project. Ongoing operations are in place at CSI to support the maintenance and ongoing development of the format and website. CSI is committed to continuing the success of <i>GreenFormat</i> to date and making a long term viable resource for the industry.

### Dissemination Plan

Communicating *GreenFormat* to the industry is being done through a variety of programs aimed at two primary groups, building product manufacturers and those looking for building products – designers, constructors and building managers. To gain broad adoption and use of *GreenFormat* requires simultaneously growing awareness and involvement of these two groups so that those looking for products can find enough products to see value, and so that manufacturers can see traffic to their product information and justify using *GreenFormat*.

To accomplish this, the Dissemination Plan includes programs to reach both groups in a concerted way. The following programs and activities are being pursued to disseminate the format.

	Component	Activities
1	Access to the <i>GreenFormat</i> website	The <i>GreenFormat</i> website is available for use by the public at <a href="http://www.GreenFormat.com">www.GreenFormat.com</a> . Access to all completed product listings is available under the <i>Find A Product</i> interface. Access to a document version of the complete <i>GreenFormat</i> along with supporting materials is also available here.

2	Communications with Building Product Manufacturers	<p>Beginning in the Beta Test phase, communications with manufacturers have been sent directly to CSI membership and BuildingGreen lists through email and inclusion in newsletters. This program of outreach to manufacturers continues today.</p> <p>In addition, advertising is being done through the <i>CSI Construction Specifier</i> magazine and banner ad campaigns on McGraw-Hill's <i>GreenSource</i> and <i>Architectural Record</i> websites. McGraw-Hill has contributed this advertising as part of its in-kind contributions to the development of <i>GreenFormat</i>. Reed Construction Data's <i>Building Design and Construction</i> site also is running banner ads and a sponsored e-newsletter program. The ads and e-letter are targeted at generating awareness among both manufacturers and industry users. This program component will continue indefinitely based on funding and partnership programs.</p>
3	Industry Outreach Program	<p>During the development phase, communications with industry through articles in the <i>Specifier</i> and other journals; presentations at CONSTRUCT, ECOBUILD and GreenBuild; and presentations at CSI and USGBC chapter meetings have been used to get the word out to CSI members and other designers and specifiers.</p> <p>Since the release of <i>GreenFormat</i> at GreenBuild in 2008, CSI has maintained a program of regular communications with its members through CSI newsletter articles, <i>Specifier</i> articles and articles in other journals. A schedule of these is included as Appendix B. CSI is also hosting a regular series of webinars to educate manufacturers and users on the format and website. CSI staff and task team members are also regularly speaking about <i>GreenFormat</i> at CSI/USGBC chapter meetings and industry events. These efforts will continue.</p>
4	Industry Partner Program	<p>With the release of <i>GreenFormat</i>, efforts to establish relationships with software and information publishing companies have accelerated. Discussions are underway with:</p> <ul style="list-style-type: none"> <li>• ARCOM (publisher of MasterSpec) – discussion initiated on connecting completed GF reports to MasterSpec and working with manufacturer clients.</li> <li>• Autodesk – discussing working with Autodesk Seek product information service.</li> <li>• Building Green, LLC –original partner in the development of <i>GreenFormat</i> will continue to work with us on using <i>GreenFormat</i> as an entry into GreenSpec.</li> <li>• Building Systems Design (BSD) - discussion initiated on connecting completed GF reports to their SpecLink product and working with manufacturer clients.</li> <li>• International Code Council (ICC) – discussions initiated on collaborating with the new ICC Evaluation Service that will test and rate selected products for compliance with requirements.</li> <li>• McGraw-Hill (MHC) – another original partner, MHC is currently providing in-kind advertising through its publications.</li> </ul>

		<p>In addition, we are finalizing details to have GF completed listings available as part of Sweets Green program.</p> <ul style="list-style-type: none"> <li>• Underwriters Laboratory – discussions initiated on collaborating with the new U/L evaluation service and GF listing structure and organizations.</li> </ul>
5	Association Partner Program	<p>Discussions and outreach efforts with other industry organizations have been in process since the beginning of the <i>GreenFormat</i> program. The goal of these discussions initially was to communicate the existence of <i>GreenFormat</i> and secure comments on its structure. With the release of <i>GreenFormat</i>, the focus is on getting reviews by other organizations and communicating with members. Examples of programs include:</p> <ul style="list-style-type: none"> <li>• Architecture 2030 – CSI is a member of this organization. At a meeting earlier this year on building products, it was acknowledged that there is a need for information. <i>GreenFormat</i> was proposed as a solution and is being considered as the group works through its plans.</li> <li>• Architectural Woodworking Institute – AWI members conducted a very favorable review of <i>GreenFormat</i> and provided comments. The GFPMTT is in the process of reviewing these to address in the next version of GF. A program to involve AWI member companies in GF is also planned.</li> <li>• Brick Institute of America – preliminary discussions have been initiated with BIA.</li> <li>• North American Insulation Manufacturers Association – NAIMA members participated in the Beta test. A program of education and a special offer to NAIMA members is planned.</li> <li>• National Institute of Building Science – preliminary discussions with NIBS to connect <i>GreenFormat</i> with the Whole Building Design Guide (WBDG) have been held and will continue now that GF is available and able to provide content to WBDG.</li> <li>• USGBC – in discussion with USGBC to get a review of GF by the Material and Resources TAG, a step toward getting a potential endorsement or recommendation for GF from USGBC.</li> </ul>
6	Traffic Monitoring Program	<p>Traffic levels and patterns on the site will be tracked on an ongoing basis using Google Analytics. Metrics currently being monitored are:</p> <ul style="list-style-type: none"> <li>• # of visitors</li> <li>• Duration of visit</li> <li>• Locations viewed on the site</li> <li>• Referring source</li> <li>• Listings created</li> </ul> <p>Through its first 4 months of operation the site has received over 12,000 visits with an average duration of nearly 6 minutes/visit. This ranks the site in comparison to similarly trafficked construction industry sites as reported by Google at 20% above its category benchmark for visits and more than 100% for duration.</p> <p>Traffic patterns will be reviewed regularly on an ongoing basis to measure the effectiveness of the dissemination programs and to monitor</p>



	usage. It is anticipated that in the future, regular reports of traffic to listings will be provided to manufacturers.
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Observations and Conclusions

*GreenFormat* consists of two parts, a new CSI format and a web service that enables the collection and dissemination of product information structured by the format. Creating and refining the format has been a relatively straightforward process with many similarities to other CSI format development efforts. We feel confident that the new format is well designed and fulfills the goal of its development and of this project: To provide a structure to capture and report the properties of products that impact sustainability in buildings. To continue to maintain its level of completeness will require ongoing maintenance. Plans call for an annual Task Team Workshop that will review comments received and developments in industry and make needed changes to the structure of the format. The first Update Workshop is planned for September 2009.

At the same time, we also wanted to address the challenges being felt by manufacturers and those looking for information about products arising from an inefficient process for organizing and accessing “green” product information. This led us to deliver the format on a web site where manufacturers could complete a structured questionnaire and designers, specifiers, consultants, contractors, facility operator and others looking for products could find relevant information – the *GreenFormat* website, [www.GreenFormat.com](http://www.GreenFormat.com).

The *GreenFormat* website is the first site that collects and consistently displays all the key information that designers and specifiers need. The market is ready and waiting for that. *GreenFormat* is ready for use commercially in that the questions are robust, the website is functioning well, and a relatively large sample of products is available for designers seeking information. The ability to browse product listings by MasterFormat numbers and see at a glance how many products are in each category aligns with how designers are accustomed to working with construction information. This will likely keep *GreenFormat* useful while there are still a limited number of products.

When manufacturers take the time to complete the questionnaire thoroughly, the information provided is the aid to designers and specifiers it was intended to be potentially reducing their workload as well as the manufacturer’s workload. However, care needs to be taken to ensure that manufacturers enter enough information to make the listings valuable. If only an introductory marketing text is included for products, this can devalue the system. Some methods for tagging or labeling entries according to completeness, or even allowing completeness as a search filter, would both increase the usefulness of the site and encourage manufacturers to fill out the information more completely. Plans are to address this in the next major release to come later in 2009 or in the first part of 2010. The site does include a mechanism to comment on manufactures’ listings which is intended to allow users to question listings and report inconsistencies, inaccuracies or identify lack of completeness of listings.

Expanding the number of listings beyond the current level is critical to the success of the *GreenFormat* web service. It has always been understood that steady growth in listings would be needed to attract and keep users which would in turn attract more manufacturers to list their products. While the current level of listings is a good start, the number needs to double several times to reach a level where a truly broad selection of “green” products can be found. Some relevant benchmarks are BuildingGreen’s GreenSpec which includes evaluations of over 2000 products and is steadily growing. McGraw-Hill Sweets includes general information from nearly 10,000 companies on as many as 85,000 separate products. A subset of a few hundred of these are

identified in a special Green category. Our current goal is to double the listing counts in *GreenFormat* in the next year.

Some additional increases in usability for designers would also be valuable, such as direct site enhancements or providing data to other sites that have enhanced usability. Direct enhancements could include:

- Improving searching capabilities and filtering functionality (for example, allow for a particular test-method or standard to be searched for within a particular division or being able to compare listings side by side)
- Improving navigation (for example, going directly from one product listing to other listings in the same MF04 section)
- Developing a cleaner at-a-glance view of content
- Better tracking of searchers as well as manufacturers could provide a clearer picture of how *GreenFormat* is used, and of incoming traffic
- Better tracking of user demographics through their login profiles could help identify types of traffic
- Customizing the user's login account to improve its value to the user could mean:
  - Saving listings that have been researched
  - Easier retrieval for future projects
  - Encouraging returning traffic

These items will be the focus of efforts to continue improving the site. All in all the general consensus of the project team is that the site is at somewhere on the order of 70% of its potential functionality currently. CSI plans to pursue a program of regular releases to the site to continually add features and improve functionality. The next release is currently planned for later in 2009 to coincide with any updates to the format that result from the annual Task Team Workshop.

Clearly the work to create a useful website where the format could be accessed and used interactively has been more of a challenge than initially anticipated, and will continue to require resources to maintain and improve. CSI is committed to continuing to develop the site, but will need to pace the development with our ability to obtain funding from the manufacturing community through listings on the site. We are continuing efforts to expand *GreenFormat*'s pool of manufacturers through a variety of programs as described in the Dissemination Plan. It should be noted that while we are working to position the cost to manufacturers at a level where it will not be a barrier to their participation, we are embarking on this in a very difficult economic climate.

The Pankow Foundation funding has provided CSI with significant assistance to help us get this project to the industry in a timely fashion. While we have more work to do to reach *GreenFormat*'s full potential, we have been able to make substantial progress. We expect that progress to continue as we attract more manufacturers and product information searchers to the site. With this increase in traffic and use, *GreenFormat* will be able to deliver to the industry the benefits of improved research efficiency and improved building performance resulting from the use of more sustainable products - ultimately contributing to better buildings.

## Appendix A: Project Contributors

1. CSI *GreenFormat* Program Management Task Team
  - Paul R. Bertram FCSI, CDT, LEED AP, RCI – Chairman  
Director of Sustainability  
North American Insulation Manufacturers Association
  - Melissa Vernon, LEED AP  
Director of Sustainable Strategy  
InterfaceFLOR
  - Chris Hsieh, LEED AP  
Trane Commercial Systems
  - Susan M. Kaplan, CSI, CCS, LEED AP  
HLW International
  - James Scott Brew, FCSI, AIA, LEED AP  
Principal  
Rocky Mountain Institute  
RMI Built Environment Team
  - D. Michael Fuller, RA, CSI, CDT, LEED AP  
Senior Associate  
HOK
  - John Patrick McCaffrey, FCSI, CCS, AIA, SCIP – Ex-Com Liaison
  - Paul M. Sternberg; AIA, CSI, CCS, CCCA, LEED AP – Tech Com Liaison
2. BuildingGreen, LLC
  - Jennifer Atlee  
Research Director
  - Nadav Malin  
Vice President  
Principal Investigator
3. CSI Staff
  - Roger Grant, CSI  
Director Technical Services and Development  
Principal Investigator
  - Sarah Meyers, CSI  
Project Coordinator
  - Eric Kestler  
IT Project Manager

## Appendix B: GreenFormat Web Site Main Screen Views

**GreenFormat Home Page:** Main interface for finding (Find A Product) and listing (List A Product) products on the site. Key items to also note are the free educational sessions offered, the "Reference" tab at the top of the page, and the "Help" tab which contains a list of FAQ's.

**GreenFormat™** Find the Right Green Products For Your Project

Home About Pricing **Reference** Help Contact Login

- Search "Green" Product Information
- Evaluate the Green Characteristics of Prod...
- Choose the Products that Fit Your Project
- Obtain Spec-friendly Results

**Start searching now!**

Manufacturers - list your products on GreenFormat TODAY!  
See pricing.

**Contains:**

- glossary
- referenced standards & abbreviations
- questions related to LEED rating points
- GreenFormat "user guide" explaining questionnaire

**FIND A PRODUCT**

Product or Manufacturer

**Free Search!**

- MasterFormat Number - "09 90 00"
- Product Type - "Paint"
- [Browse](#)
- Designers & Specifiers:** Learn how GreenFormat makes product searches quick & easy in this [free webinar!](#)

**Educational sessions offered for free about GreenFormat.**

**LIST A PRODUCT**

**Add a Product to GreenFormat!**

- Click "Start".
- [Register](#) or [Log-in](#) to your account.
- Review existing entries or start a new one!
- [Tell me more!](#)
- Manufacturers:** Learn how to list your products in this [free webinar!](#)

Questions? [FAQs](#) [Terms of Use](#)

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Stay Up to Date with GreenFormat

[subscribe](#) to GreenFormat's recent Product Listings using RSS! (What's RSS?)

(800) 689-2900 (703) 684-0300 [greenformat@csinet.org](mailto:greenformat@csinet.org)

**Find a Product Interface (2 types of results):** When a designer or specifier types in a key word such as "concrete" a sortable list of results appears.

**GreenFormat™** Find the Right Green Products For Your Project

Home About Pricing Reference Help Contact Login

SEARCH FOR  in

**Search Results**

Your search for **concrete** produced **92 product results** and matched **16 MasterFormat Divisions**.

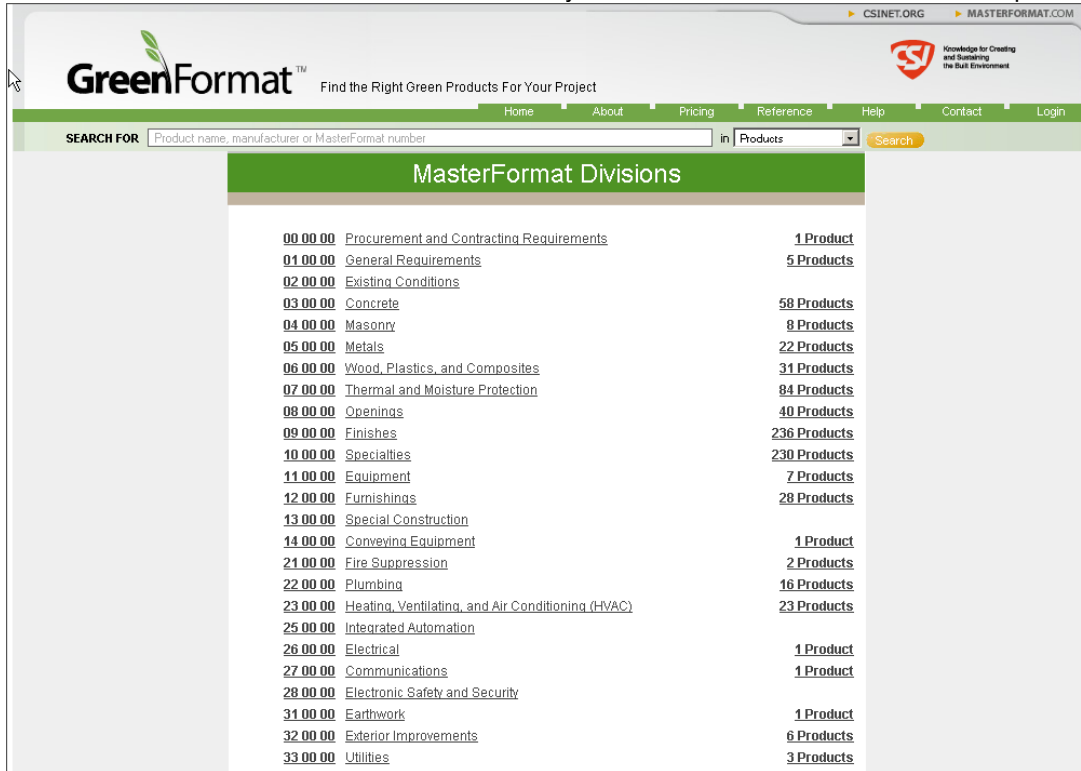
**PRODUCT SEARCH RESULTS** [\(hide\)](#)

Sort Results by: [Name](#) [Manufacturer](#) [MasterFormat Number](#) [Last Update](#)

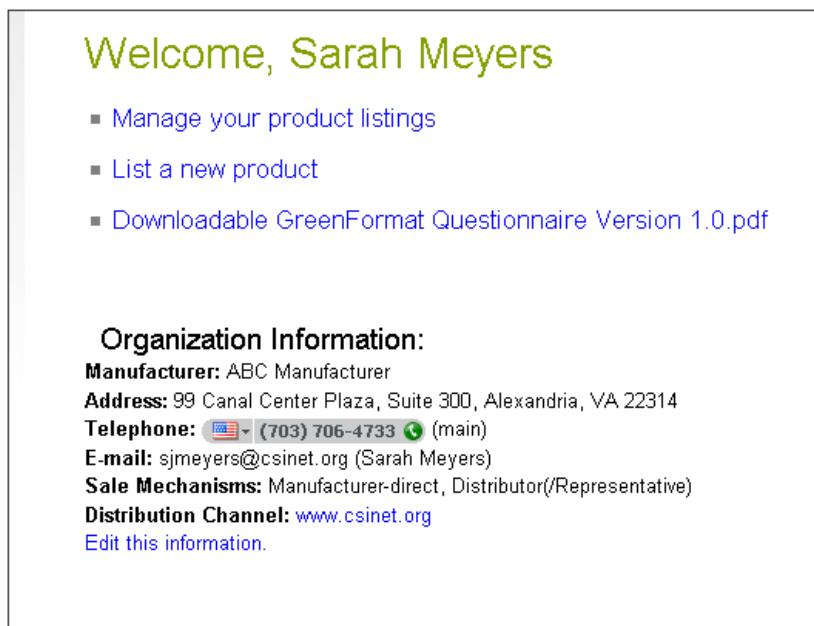
<p><b>1040/1041 Waterborne Zone Marking Paint</b> Farrell-Calhoun</p> <p>Interior/exterior quick drying zone marking paints that are formulated to give maximum footage and wear resistance. These coatings have excellent hiding and produce a hard, durable film that is very ... Updated: 2008-09-15</p> <p>MasterFormat #s: 09 90 00, 09 91 00, 09 91 13, 09 91 23</p>	<p><b>1100-CLEAR Series</b> W. R. MEADOWS</p> <p>1100-CLEAR series of water-based concrete curing compounds is formulated using hydrocarbon resins and may be used on interior, exterior, vertical and horizontal concrete surfaces. Once applied, 1100-C... Updated: 2008-08-11</p> <p>MasterFormat #s: 03 39 23</p>
<p><b>1200-WHITE Series</b> W. R. MEADOWS</p> <p>Water-Base, White-Pigmented Curing Compounds are resin-base dispersions with selected white pigments. When properly applied, they provide an impermeable film, which optimizes water retention. The whit... Updated: 2008-08-13</p> <p>MasterFormat #s: 03 39 23</p>	<p><b>1300-CLEAR Series</b> W. R. MEADOWS</p> <p>1300-CLEAR Water-Base, Wax-Base Concrete Curing Compounds is an excellent cure for interior and exterior, horizontal and vertical concrete surfaces. When properly applied, it provides an impermeable f... Updated: 2008-08-13</p> <p>MasterFormat #s: 03 39 23</p>
<p><b>1600-WHITE Series</b> W. R. MEADOWS</p> <p>The 1600-WHITE SERIES, Water-Base, White-Pigmented Concrete Curing Compounds are wax-base dispersions, with selected white pigments. When properly applied, they provide an impermeable film, which opti... Updated: 2008-08-19</p> <p>MasterFormat #s: 03 39 23</p>	<p><b>2200-WHITE Series</b> W. R. MEADOWS</p> <p>The 2200-WHITE series includes 2245-, 2250- and 2255-WHITE. These ready-to-use concrete curing compounds are high solids, white-pigmented, poly-alpha-methylstyrene resin based. These formulations were ... Updated: 2008-08-19</p>

92 results <Previous Next>

**Find a Product Interface:** A user can also browse by MasterFormat numbers and titles to find products.



**List a Product:** Manufacturers are prompted to register (if a first time user) after clicking "start" and returning users can simply login in order to access their product listings. Once logged in, the welcome page contains a few options:



**List a Product:** If a first time user, manufacturers can start on the questionnaire and returning users can edit listings.

## List a Product

Please select a product. You may update your listings as often as you like, but your changes will not be made live until you have gone through the questionnaire completely and authorized the data you have provided.

*User agrees that its GreenFormat listing does not convey or imply any CSI or GreenFormat "approval," "certification," "verification," or any other third-party review or endorsement of the user's product characteristics or quality by CSI or its agents. User further agrees not to refer to any such approval, certification, endorsement, or validation in any communications or marketing regarding User's listing(s) in GreenFormat.*

**Status key:**

- ✔ Product listing is subscribed and is available to the public.
- ⓘ This Product's listing subscription has expired and the listing is not visible to the public.
- ? Product listing is subscribed and available, but a newer draft version exists in the system.
- ! Product listing is not subscribed and is not visible to the public.

**GreenFormat** ?
View product page in public view  
View draft product page

**ABC Manufacturer**
Expiration Date: 10-31-2009

GreenFormat is a CSI Format that lets manufacturers list the sustainable attributes of their products. Designers and specifiers can find product information on [www.greenformat.com](http://www.greenformat.com).

Delete Listing

[New product](#)

Select this option to create an entirely new product listing.

?

**List a product:** The questionnaire begins once new product is clicked or the returning user decides to edit information in a previously published questionnaire. See the sample questionnaire section 1.2 below:

## 1.2 Product Description

**All fields are required.** To look up your product's MasterFormat 2004 number, please see the [MasterFormat 2004](#) web site. Include only those subsidiaries, websites, etc. that apply to the product being reported. If your description exceeds the allowable number of words/characters, please include a link to the webpage that provides a full description of the product.

MasterFormat numbers	<div style="border: 1px solid #ccc; padding: 5px;"> <span style="font-size: 0.8em;">🗑️ <b>01 00 00 General Requirements</b></span>  <span style="font-size: 0.7em; color: red;">Every listing requires at least one MasterFormat number. Please input one six or eight digit masterformat number at a time in the box below and then press 'Add Number.'</span> </div> <div style="display: flex; align-items: center; margin-top: 5px;"> <input style="width: 80%;" type="text"/> <input style="margin-left: 10px;" type="button" value="Add Number"/> </div> <div style="margin-top: 5px;"> <input checked="" type="checkbox"/> Display complete GreenFormat questionnaire without any MasterFormat category filtering applied.         </div>
Manufacturer's product line	<input style="width: 90%;" type="text" value="Standardized Docs"/>
Product name	<input style="width: 90%;" type="text" value="GreenFormat"/>
Model Number(s) or ID Number(s)	<input style="width: 90%;" type="text" value="12"/>
Product photo	<div style="text-align: center;"> </div> <div style="margin-top: 5px;">             Upload new photo: <input style="width: 100px;" type="text"/> <input type="button" value="Browse..."/> </div> <div style="font-size: 0.8em; color: grey;">             Image must be in .jpg, .gif, or .png format, at least 800 pixels in height or width and 2mb or less in size.           </div>
Product Description	<div style="border: 1px solid #ccc; padding: 5px; font-size: 0.8em;"> <p>GreenFormat is a CSI Format that lets manufacturers list the sustainable attributes of their products. Designers and specifiers can find product information on <a href="http://www.greenformat.com">www.greenformat.com</a>.</p> </div>

**List a Product:** The questionnaire is generally formatted as below. There are various drop-down choices, blank fields and boxes to enter product data with the goal to make responses as objective as possible.

### List a Product: GreenFormat

BACKGROUND INFORMATION  
  **2 PRODUCT DETAILS**  
  3 PRODUCT LIFECYCLE  
  4 ADDITIONAL INFORMATION  
  5 AUTHORIZATION

#### 2 PRODUCT DETAILS

This section address three of the four different methods of specifying - reference standard specification, performance specification, and descriptive specification. The fourth method of specifying, the proprietary method, would use the information presented in Section 1.

*Manufacturer Tip: This section includes questions that are most likely to be asked by specifiers and other design professionals. When deciding what products or product line to include in a single listing, it may help to browse the questions in this section and think about what grouping of products would allow you to answer the questions most clearly.*

##### 2.1.1 Third Party Certification - Whole Product Sustainability

This certification indicates that an independent third party has tested a product's compliance to a multi-attribute standard that attempts to cover all aspects of a product's sustainability. Comprehensive third party product information disclosures like LCA and Environmental Product Declarations (EPDs) that do not include specific criteria for acceptance are included in later sections.

	Certifying Organization	Level	Certification Number	Activation Date	Length of Term
<b>Env. Preferable Products</b>	Scientific Certification Systems, Inc. (SCS)		<input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> months
<b>Sustainable Choice</b>	Scientific Certification Systems, Inc. (SCS)	Silver	1231231231	1 1 2003	123 months
<b>NSF-140 Sustainable Carpet Assessment</b>	NSF	Silver	1231312131	1 18 2004	123 months
<b>BIFMA E3 Business and Institutional Furniture Sustainability Standard</b>	This is a test and demo	Silver	3432423423	1 20 2003	234 months
<b>Other</b>	This is a test and demo I	This is a test and d	2462374623	1 1 2003	273 months

##### 2.1.2 Third Party Certification - Forestry Practices

This certification indicates that an independent third party has tested a product's compliance to requirements of a recognized sustainable forestry

**List a Product:** Once a manufacturer reaches Section 5, they self authorize that the information is true and correct before publishing the listing.

### Authorize Your Data

BACKGROUND INFORMATION  
  2 PRODUCT DETAILS  
  3 PRODUCT LIFECYCLE  
  4 ADDITIONAL INFORMATION  
  **5 AUTHORIZATION**

#### 5 AUTHORIZATION

Authorization is an assurance to CSI and users of GreenFormat that the information provided by the manufacturer is true, correct, in keeping with the Product Listing Agreement accepted when the account was created, and officially endorsed by the company behind it. A technical contact at the manufacturer is required in case users of the database have questions.

Full Name	<input type="text"/>
Title	<input type="text"/>
Authorization	<input type="text"/> <i>(Please enter your full name and title again as your electronic signature)</i>
For company	<input type="text"/>
<input type="checkbox"/>	The contact for this authorization is different than the signer above

User agrees that its GreenFormat listing does not convey or imply any CSI or GreenFormat "approval," "certification," "verification," or any other third-party review or endorsement of the user's product characteristics or quality by CSI or its agents. User further agrees not to refer to any such approval, certification, endorsement, or validation in any communications or marketing regarding User's listing(s) in GreenFormat.

Appendix C: List of Advertisements, Articles and Press Releases

**Media Coverage to Date**

<b>Outlet</b>	<b>Title of Article</b>	<b>Date</b>	<b>Section</b>	<b>Author</b>
Concrete Products	Pankow Foundations Boosts CSI <i>GreenFormat</i> Template	1/1/2008	PRECAST; Pg. PC16 ISSN: 0010-5368	
Design & Build with Metal	CSI Describes Benefits of <i>GreenFormat</i> in Comments to the Federal Trade Commission	8/6/2008		
Residential Design & Build	CSI Describes Benefits of <i>GreenFormat</i>	8/6/2008		
Building Design + Construction	CSI's <i>GreenFormat</i> : A new tool in green product evaluation	8/2008		Dave Barista
New York Real Estate Journal	Technical Initiatives of Construction Specifications Institute	8/11/2008		Staff
Concrete Products	Feds Examine Green Building Marketing Claims	8/14/2008		Staff
Architectural Roofing & Waterproofing	CSI to Debut <i>GreenFormat</i> at Greenbuild International Conference and Expo	10/22/2008		Staff
For Construction Pros	CSI to Debut <i>GreenFormat</i> at Greenbuild International Conference and Expo	10/26/2008		Staff
WallpaperNews	<i>GreenFormat</i> at USGBC's Expo Nov. 18-20	10/27/2008		Staff
Glass on Web	CSI to Debut <i>GreenFormat</i> at Greenbuilding International Conference and Expo	10/28/2008	Events	Staff
Elevator World	CSI to Debut <i>GreenFormat</i> at Conference	10/29/2008	Latest News	Staff
ProAV Online	Construction Organization to Launch <i>GreenFormat</i> Web site	10/29/2008		Staff
Walls and Ceiling	CSI to Debut <i>GreenFormat</i> at	10/30/2008		



	GreenBuild Conference			
California Green Solutions	<i>GreenFormat</i> for Green Building Product Selection	11/3/2008		Staff
ConstrucTech	CSI's New Format	11/11/2008		Staff
Paint Square	CSI to Roll Out <i>GreenFormat</i> at Greenbuild	11/12/2008	News	Staff
SmartBrief	CSI Debuting <i>GreenFormat</i> at Greenbuild	11/20/2008	CABA Smart Brief	Staff
Facilitiesnet	CSI Introduces <i>GreenFormat</i>	12/2008		
Metal Architecture	CSI Green News	12/1/2008	Industry News	Staff
Walls & Ceilings	Too Much Information?	12/1/2008	Pg. 54(3) Vol. 71 No. 12 ISSN: 0043-0161	Dixon, Chris
Waste News	New Products	12/1/2008	New Products	
Roofing Contractor	CSI Introduces Green Format	12/5/2008 and 1/1/2009		
Residential Design & Build	CSI Introduces <i>GreenFormat</i>	12/9/2008	Industry News	Staff
Waste News	CSI Unveils Green Format	12/22/2008		
Concrete Products	New CSI format offers Web-based green product data	1/1/2009	DEVELOPMENTS; Pg. 16 ISSN: 0010-5368	
Go Structural	CSI Introduces <i>GreenFormat</i>	1/1/2009		Staff
Concrete Products	New CSI format offers Web-based green product data	1/1/2009	Developments, Pg. 16, ISSN: 0010-5368	
Florida Construction News	CSI Unveiled <i>GreenFormat</i> for Green Product Information	1/1/2009		
Midwest Construction	Database Identifies Green Building Products	2/1/2009	Association News; Pg. 34 Vol. 12 No. 2	Staff
MidWest Construction	Database Identifies Green Building Products	2/1/2009	News Brief	
Canadian Roofing Contractor & Design	Construction Specifications Institute Introduces <i>GreenFormat</i> Web-based Database	2/1/2009		
BIC	CSI Introduces	2/1/2009	News Brief	

	<i>GreenFormat</i>			
CMSWire	ColumbiaSoft Certifies Document Locator Green	2/4/2009		Crites, Greg
ASTM News	CSI Introduces <i>GreenFormat</i>	4/1/2009		

### **Press Releases Issued by CSI**

<b>Title of Press Release</b>	<b>Date</b>
CSI and McGraw-Hill Construction to Cultivate “ <i>GreenFormat</i> ”	6/20/2007
The Construction Specifications Institute and BuildingGreen to Collaborate on <i>GreenFormat</i>	6/27/2007
CSI Presenting MasterFormat and <i>GreenFormat</i> Training at AIA Convention	3/26/2008
CONSTRUCT2008 and CSI 52 <sup>nd</sup> Annual Convention a Success	6/28/2008
CSI Describes Benefits of <i>GreenFormat</i> in Comments Submitted to Federal Trade Commission	8/6/2008
CSI Introduces <i>GreenFormat</i> <sup>TM</sup>	12/5/2008
CSI to Debut <i>GreenFormat</i> <sup>TM</sup> at Greenbuild International Conference and Expo	12/22/2008

### **Press Releases Issued by GreenFormat Subscribers**

<b>Title of Press Release</b>	<b>Date</b>
“Document Locator® Listed on Construction Specification Institute’s <i>GreenFormat</i> <sup>TM</sup> ”; Issued by ColumbiaSoft <sup>TM</sup>	2/2/2008
“Smart Vent Partners with Construction Specifications Institute to Establish Category for Openings, Vents and Foundation Flood Vents”; Issued by Smart Vent	Date Not Listed

### **Media Placed by CSI**

<b>Outlet</b>	<b>Title of Article</b>	<b>Date</b>	<b>Author</b>
Environmental Design + Construction	<i>GreenFormat</i> : CSI developing database of green building products to launch later this year.	4/1/2008	Walter T. Marlowe, P.E., CAE
Metalmag	<i>GreenFormat</i> Reports Attributes of Green-building Products”	2/2009	Walter T. Marlowe, P.E., CAE

**Advertorials**

<b>Outlet</b>	<b>Title of Article</b>	<b>Date</b>	<b>Author</b>
Environmental Design + Construction's Green Buildings + Climate Change	"Survey Shows Mixed Opinions On Climate Change Among AEC Industry Professionals"	11/2008	
Environmental Design + Construction's Green Buildings + Climate	"BUILDING GREEN? THEN BUILD IT RIGHT."	11/2008	Walter T. Marlowe, P.E., CSI, CAE
Environmental Design + Construction's Green Buildings + Climate	" <i>GreenFormat</i> : A new tool in green product evaluation"	11/2008	