

# SUSTAINABLE SUPPLY CHAIN PROGRAM



## CASE STUDY

### NYSP21 Assists Olive Ridley™ Paints with Sustainable Product Positioning for LEED & ECOLOGO® Support

Olive Ridley™ Paints is a supplier of premium-recycled paint with a mission to bridge the gap between paint recyclers and the green building / design community. Olive Ridley™ Paints offers a 55% to 95% post-consumer recycled content paint product and strives to solve the problem of excess waste paint by offering a second generation, high quality paint product for businesses, organizations and individuals.

#### Challenge

Credible environmental labels, such as ECOLOGO®, Green Seal or GREENGUARD, offer a marketing opportunity for companies to differentiate their product's green performance. Environmental labels help to prevent greenwashing and support innovation, encouraging the diffusion of green products in the marketplace.

Olive Ridley™ Paints is ECOLOGO® certified, demonstrating they meet a wide array of environmental and performance criteria. Olive Ridley™ Paints wanted assistance in articulating the sustainable characteristics of their ECOLOGO® certified paints and the potential to enable LEED building rating system points.

#### Solution

The New York State Pollution Prevention Institute (NYSP21) assisted with enabling effective and accurate messaging of the sustainable characteristics of the Olive Ridley™ paint products. This messaging used ECOLOGO® certification and building rating system requirements to enable the sustainable product positioning of their paint portfolio. NYSP21 reviewed ECOLOGO's "UL 2760 Surface Coatings – Recycled Water-borne" standard and the Leadership in Energy and Environmental Design (LEED) v4 standard, along with other building rating system standards (Green Globes, National Green Building Standard, and WELL Building Standard) to gain an understanding and context for effective messaging.

Reviewing these standards revealed sustainability aspects beyond recycled content including volatile organic compound (VOC) content and ingredient restrictions, further enabling points for green building certifications. As part of each building standard review, NYSP21 examined potential point contribution of each category for each building rating system. This resulted in NYSP21 noting the requirements for customer compliance and the potential points by category that apply when using Olive Ridley™ Paints in buildings striving for green building certification.

#### Results

The results of the work performed by NYSP21 include a gap assessment detailing how sustainable attributes of Olive Ridley™ Paints may enable customers to conform to various building rating systems (LEED, Green Globes, National Green Building Standard, and WELL Building Standard). These sustainable

#### CHALLENGE

- Olive Ridley™ Paints wanted to communicate the sustainable characteristics of their ECOLOGO® certified paints and the potential to enable LEED building rating system points to existing and potential customers

#### SOLUTION

- NYSP21 assisted with enabling effective and accurate messaging of the sustainable characteristics of the Olive Ridley™ paint products
- NYSP21 reviewed ECOLOGO's "UL 2760 Surface Coatings – Recycled Water-borne" standard and the Leadership in Energy and Environmental Design v4 standard, along with other building rating system standards to gain an understanding and context for effective messaging

#### RESULTS

- NYSP21 developed a gap assessment that detailed how sustainable attributes of Olive Ridley™ Paints may enable customers to conform to various building rating systems
- A summary document was created to provide a snapshot of enabling attributes for easy review by potential customers
- A Supplier Code of Conduct and a Supplier Survey were developed for consideration by Olive Ridley™ to ensure any changes in product specifications are communicated to Olive Ridley™ Paints



## TESTIMONIAL

“Working with NYSP2I was an extremely positive experience. The project team demonstrated diligence, attention-to-detail and innovation every step of the way. Their curiosity & aptitude is unmatched. The outcome being valuable insight & direction for our company to strategically address green building product certifications. I proudly and confidently recommend NYSP2I to any business or organization seeking third-party sustainability assistance.”

– Sarah Battaglia, Founder & CEO  
Solara, Inc. / Olive Ridley™ Paints

attributes of Olive Ridley™ Paints include recycled content, low-emitting materials and quantification of life cycle impacts. The NYSP2I assessment also outlined potential gaps to be addressed by Olive Ridley™ Paints that would further enhance communication accuracy and effectiveness. NYSP2I then developed a summary document to provide a snapshot of enabling attributes for easy review by potential customers. Finally, NYSP2I developed examples of a Supplier Code of Conduct and a Supplier Survey that Olive Ridley™ Paints may consider using to ensure any changes in product specifications are communicated to Olive Ridley™ Paints.

NYSP2I enabled Olive Ridley™ Paints to articulate the environmental advantages of their paints, ultimately positioning them to become a preferred product or brand, and generate knowledge throughout the supply chain of products with recycled content and sustainable attributes that can establish LEED or other green building credits for customers.

Olive Ridley™ Sustainable Product Attributes and Corresponding Criteria				
Rating System	Ecologo Certified for Reduced Environmental Impacts, UL 2760	Life Cycle Impacts/ EPD <sup>1</sup>	Low-Emitting Material (Low VOC <sup>2</sup> )	Recycled Content
LEED v4 Building and Design and Construction (BD+C) including LEED BD+C: o New Construction, Core and Shell, Schools, Retail, Data Centers, Warehouse and Distribution Centers, Hospitality, Healthcare		✓		✓
LEED v4 Building Operations and Maintenance (O+M) including LEED O+M: o Existing Buildings, Schools, Retail, Data Centers, Hospitality, Warehouses and Distribution Centers				✓
Green Globes For New Construction <sup>2</sup>	✓	✓	✓	
Green Globes For Sustainable Interiors <sup>3</sup>	✓	✓	✓	
ICC 700 National Green Building Standard™		✓		
WELL Building Standard			✓	

<sup>1</sup> EPD: Environmental Product Declaration; VOC: volatile organic compound; MR: Materials and Resources; EQ: Environmental Quality; grey box ✓ indicates that EPD publication is in process.

<sup>2</sup> Green Building Initiative. (GBI). 2014. <https://www.theebi.org/training/user-resources/downloads/Topics+Green+Globes+SI>. Accessed 4/10/2017.

<sup>3</sup> Green Building Initiative (GBI). 2014. <https://www.theebi.org/training/user-resources/downloads/7toopic+Green+Globes+SI>. Accessed 4/10/17.

## NYSP2I PARTNERS



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