

## Alliance Green Product

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1. A **product** that meets one of these criteria of possessing qualities that will protect the environment; replaced artificial ingredients with natural ingredients or **products** that are non-toxic, energy and water-efficient, harmless to the environment, recyclable and biodegradable.

2. A **product** that consumers prefer because it helps to protect the environment during the manufacture, use, and disposal of the **product**. Generally organic, ecological, recyclable, and energy-saving **products** are called **green products**.

3. A **product** type that is less harmful for the environment.

4. Environmentally friendly **products** that are harmless to living and nonliving things.

What Is A Green Product? A **green product** is a sustainable product designed to minimize its environmental impacts during its whole life-cycle and even after it's of no use.

**Green products** are usually identified by having two basic goals – reducing waste and maximizing resource efficiency. They are manufactured using toxic-free ingredients and environmentally-friendly procedures and are certified by recognized organizations like Energy star, Forest Stewardship Council, etc.

Some of the characteristics of a green product are:

- Grown without the use of toxic chemicals and within hygienic conditions
- Can be recycled, reused and is biodegradable in nature
- Comes with eco-friendly packing
- Uses the least resources
- Is eco-efficient
- Has reduced or zero carbon footprint
- Has reduced or zero plastic footprint

In the usual scenario, brands producing green products use green marketing to communicate their value proposition to the market.

### Advantages of Green Products:

Advantages of Going **Green** to The Brands

- **Access to New Markets:** Developing green products opens the doors to an all-new market of green consumers who buy only green products and even pay more for the same.
- **Competitive Advantage:** It's a proven fact that going green is a big competitive advantage in the market right now.
- **Positive Public Image:** When a brand does something for the society and the environment, its brand image automatically enhances.
- **Brand Loyalty:** Green companies automatically gain a set of loyal green customers who prefer green products over conventional non-environmental friendly products.

**Advantages of Going **Green** to The Customers:**

- **Cost-effective products:** Green products last longer than conventional products. Moreover, these products consume less energy and other resources thus reducing the bills of the users. For example, Solar speakers can last for 10 hours just by charging with solar energy.
- **Low maintenance:** If operated responsibly and maintained properly, the green products result in low maintenance costs. Take green buildings, for example. They market themselves not only for being environmentally friendly but also for less operational costs.
- **Improves health:** Since eco-friendly products are made from materials that are free from harmful chemicals and components, they not only improve physical but also mental health. In green buildings, large windows are installed which allows healthy and fresh air along with natural lighting in abundance. It improves mental health and reduces stress.

## Introduction of Green Product:

- Biodegradable product
- Product made of recyclable content
- Product with minor impact on the environment
- Biological product
- Product not tested on animals
- Product non-toxic towards health
- Product safe for the planet
- Energy saving product
- Product certified by an independent entity
- Product certified by the manufacturer
- Fair trade product
- Product non-toxic for nature
- Product without phosphate
- Product without ammonia
- Product without petroleum-derivatives
- Product without dye or scent
- Product with no modified enzymes
- Product which preserves natural resources
- Product made with natural or organic ingredients
- Hypoallergenic product
- Product which uses less water to be manufactured
- Product made by a socially responsible enterprise
- Product made locally