

## Philips Achieves World's Largest Sustainable Product Certification *Two Thirds of its T8 Lamp Global Production is SMaRT Certified*

Wash., DC, Sept. 28, 2009. Verifying its sustainable lighting leadership, Philips achieved SMaRT® Gold Sustainable Product Certification for most of its T8 lamp global production. All fluorescent lamps need a small amount of mercury to operate efficiently and Philips leads the industry with the lowest level mercury technology, longest life T8 lamp portfolio, and the most energy savings options. Philips T8 lamps have only 1.7mg of mercury without sacrificing performance and only use recycled mercury in the lamp.

**Steve McGuire**, Philips Lighting Sustainable Marketing Director emphasizes *"We chose SMaRT because it is the Leadership multi attribute consensus Standard and the public expects, consistent with our practices, substantial environmental and social improvement verified by third party transparent standards."*



SMaRT is the Sustainable Product Standard. It is a Leadership Standard requiring 28 out of 156 points for certification and important prerequisites including:

- FSC Certified Wood with its Mandatory Chain of Custody and Controlled Wood Standard providing a bona fide defense to criminal liability Under the Lacey Act for illegally logged wood
- No toxic Stockholm Treaty Chemicals including dioxins / PVC
- ISO Compliant Life Cycle Assessment (LCA) to identify supply chain impacts
- Inventory of 1300 pollutants at the manufacturing & supplier facilities with credit for the percent reduced up to 100%
- Reuse
- High priority for climate pollution reduction including the SMaRT LEED Credit
- Social Equity Indicators

Moreover, SMaRT awards the most points for organic products with EPA/Purdue Best Management Practices which eliminate the most pollution and endocrine disruptors.

LCA identifies that the best lamp from an environmental perspective, has the greatest energy efficiency, longest life, and lowest mercury because these factors offset electricity use that is primarily generated from coal which causes the most climate and mercury pollution (*SMaRT Accredited Education Program*).

LCA's are the only way to obtain environmental impact data from suppliers, but products can't be compared just using LCA which is a primary advantage of SMaRT allowing comparison of all products other than planes and vehicles. SMaRT is to products as what LEED is to buildings, and SMaRT Certification achieves LEED Credit.

*"Consistent with our decision as the first manufacturer to eliminate production of incandescent lamps to reduce climate change pollution, our SMaRT Certification of most of our T8 Lamp production was initiated to continually improve through a leadership independent third party standard that is a level  
- more -*

playing field to compare the sustainability of products,” according to **Kaj den Daas**, CEO, Philips Lighting. “Philips’ leadership decision for the environment on incandescent lamps was pivotal in shifting global public opinion to support climate pollution reductions, and an enormous contribution to society,” says **Mike Italiano**, MTS President & CEO. Immediately after Philips’ decision, Australia, Europe, and the US required the phase out of incandescent lamps.

According to the EPA, Philips Lighting’s reduction in chemicals including mercury represents 37 percent of the EPA’s national chemical reduction goal for 2011 for all businesses and companies reporting priority chemicals.

Unlike any manufacturer of its size, Philips has LCA environmental performance data on all of its products including performance versus competitors. Philips has not used PVC in its products since the 1990’s. It also adopted the Precautionary Principle meaning prevention is better than cure.

**About MTS.** MTS is a balanced coalition of leading environmental groups, governments and companies administering SMaRT®, Sustainable Integrative Design & Development (SIDD) ANSI National Standard, and the Capital Markets Partnership. The SMaRT Consensus Committee has exclusive jurisdiction for all SMaRT approvals, amendments, and interpretations. SMaRT means Sustainable Material Rating Technology®. MTS has a Global SMaRT Marketing Agreement with the Alliance for Sustainable Built Environments, a coalition of 10 Fortune 500 Companies with over \$100B in annual sales.

**About Philips.** Philips is a global consumer products company with over \$30B in annual sales with a long term commitment to sustainable products and their improvement. Philips seeks to improve the quality of people’s lives through focusing on their health and well-being to live a healthy, fulfilled life.



**See Philips’ SMaRT Certified Products at Greenbuild 2009, November 11-14, Phoenix.**



**The Deepest  
Shade of Green**

*Accelerating the Global Market Transformation to Sustainability*

