

# Green ProCA

## Nature Plus



Natureplus is the International Association for future-oriented building and accommodation with around 100 members in many European countries. The aim of the Association is sustainable development within the building sector.

Website: [www.natureplus.org](http://www.natureplus.org)

### Target

The Association set itself the aim of promoting the use of those building and accommodation products which incorporate the highest levels of sustainability, in economic, ecological and social terms. Regarding this Natureplus's primary scientific goal is development of objective criteria for the definition of sustainability and high levels of environmental and health-related quality for all types of products in the areas of building and accommodation. Further, from an economic point of view, the main aim is to increase the economic strength and competitiveness of innovative, sustainability-oriented industries through a reduction in their transaction costs. Finally, using the correct communications strategy, it is Association's aim to enthuse new target groups for the subject of sustainable building, restoration, renovation and modernisation.

### Product/service group

Natureplus is an international quality seal for high quality, sustainable building materials, building products and furnishings. Included are especially the following product groups: floor coverings, roof slates and tiles, insulation from renewable raw

materials, mineral-based insulation, paints and varnishes, timber and wood materials, adhesives and sealants, masonry elements, mortar and plaster renders and adhesives, dry-wall construction boards, ETICS-composite insulation systems.

## Awarding Institution & criteria

On 20.04.2001, the International Association for Future-Oriented Building and Accommodation - natureplus e.V. was formed at the founding assembly in Frankfurt/Main and listed in the official register of associations. In June 2002, the first products were certified with the natureplus Quality Seal. Within a period of five years, Natureplus has been able to develop quality requirements (guidelines) for around 30 types of products and to certify approximately 150 products from a significant number of manufacturers. Today Natureplus is following the aims of the European Community in promoting sustainable development, an integrated product policy and the inclusion of the social actors in environmental politics.

The Naturplus sign stands for only those products which are comprised of a minimum of 85% of renewable raw materials (a detailed definition can be found in the issuance guidelines) or mineral based materials which are almost unlimited in their availability. These have a proven positive influence upon the interior room climate. At the same time the synthetic component is strictly regulated and reduced to the minimum level that is technically possible. This way on one hand harmful emissions can be avoided and on the other, the use of fossil fuels and limited natural resources can be minimised. The origins of the raw materials are carefully checked.

Life Cycle Analyses, visits to the production facilities and demanding guidelines and standards, for example for energy consumption, guarantee that the products are produced in an environmentally responsible manner.

Strict limits on harmful substances, which far exceed the statutory requirements, ensure that no health risks are posed by these building products. Specially selected laboratories are responsible for ensuring compliance with these limits.

Additionally, suppliers of certified products must comply with the current legal requirements of their particular country in respect of the production, sales and usage of the products.

## Charges

Products are awarded the Natureplus- Seal of Quality for a period of three years. For duration of this period a proposal of costs will be produced that includes the following services: Pre-testing procedure, Main testing procedure, LCA-Analyses, Production facilities testing, Laboratory test, Certification, License. All prices are available in the pricelist which enables a transparent calculation of the costs. In general, the testing costs are dependent upon the product to be tested and the scope of the testing required as laid down in the issuance guidelines. Where multiple products of a common product line are to be tested, the testing costs per product are generally reduced significantly. Additionally, low-priced conformity testing is performed on an annual basis. Price list 2014 available on:

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[http://www.natureplus.org/fileadmin/user\\_upload/pdf/pdf\\_services/Pricelist\\_Date\\_2014.pdf](http://www.natureplus.org/fileadmin/user_upload/pdf/pdf_services/Pricelist_Date_2014.pdf)

## Relevance on the market

Products which carry the label Naturplus pose no danger to health, are produced in an environmentally-friendly manner and are tested for their functionality. Natureplus is currently the most comprehensive, innovative and forward-looking quality seal for building and accommodation products. Thanks to its broad support base, transparency, democratic consensus and its scientifically supported work, the name natureplus stands for absolute credibility. As a focus for attention it can help sustainable products to raise their profile above the level of niche products and make them more accessible to the mass market.

Natureplus is the only quality seal to have achieved a recognised market position among the private labelling systems.