

Dispelling green myths



"Green building is no longer a niche market, it is the present and the future of the building industry," says Ray Tonjes, a custom home builder who chairs NAHB's Green Building Subcommittee.

Mr. Tonjes has his finger on the pulse of the industry. As green goes beyond a niche segment of the marketplace, however, the danger of "greenwashing" is a real one – with companies falsely making green claims for their products. That's when you turn to brands you trust to dispel the myths.

The OSI® GreenSeries™ adhesive and sealants line is the first brand to offer high-quality interior and exterior construction adhesives and specialty sealants that combine high performance with environmentally-friendly formulations.

MYTHS	FACTS
NAHB and LEED certify green products.	No, they only certify green homes. The products that are NAHB and LEED approved qualify for points toward green building certification. OSI® GreenSeries™ adhesives and sealants earn 5 points for NAHB and 3.5 points for LEED.
Take our word for it that our product is green.	Independent third-party certification is essential. OSI® GreenSeries™ is the only full line of seven adhesives and sealants independently certified by GREENGUARD Indoor Air Quality Institute.
LowVOC and VOC compliant are the same.	OSI® GreenSeries™ adhesives and sealants are all low VOC, formulated to exceed VOC requirements rather than using exempt solvents to achieve VOC compliance.
Green products are good for the environment, but they don't perform as well.	Don't settle for less. OSI® GreenSeries™ product performance is equal to or better than traditional products.