

Shopping Sustainable Products

At Birch Lane, our goal is to help customers easily find products that meet their needs - which oftentimes includes meeting higher global standards for design and manufacturing. That's why we've added new search functionality and imagery across our sites to enable shoppers to easily access products that have sustainability-focused features. And, we're partnering with our suppliers to provide more products like these.

Shop Sustainably icons

Throughout our site, you can select "Shop Sustainably" to view products that meet additional environmental ("Eco-Friendly"), health & indoor air quality ("Healthy Home") or community-related ("Globally Conscious") standards or frameworks. The associated icons and attributes indicate that the product has been certified or aligns to specific standards as indicated by the supplier. See below to learn more about each Shop Sustainably icon and attribute.

HEALTHY HOME

-  **Greenguard Certified**
GREENGUARD is a leader in certifying low-chemical emission products.
-  **Hypoallergenic**
Hypoallergenic products are Asthma and Allergy Friendly certified and aim to avoid common allergens.
-  **Indoor Air Quality**
Products with the Indoor Air Quality icon have certifications for low-chemical emissions and improved indoor air quality and may include CertiPUR-US, CRI (Carpet and Rug Institute) Green Label, Green Label Plus or FloorScore certifications.
-  **Made Clean**
Made Clean products contain fewer substances that could be harmful to people or the environment. This may include products that are MADE SAFE certified, have an Oeko-Tex certification or EPA Safer Choice Standard.

ECO-FRIENDLY

-  **Reclaimed**
Reclaimed wood is wood that has lived another life and has been repurposed to form something brand-new.
-  **Organic**
Products marked as Organic have been certified to include less chemicals (oftentimes synthetic fertilizers and pesticides) and may align to any one of the following: Global Organic Latex Standard Certification, Farm Verified Organic Standard (International Certification Services), Organic (Social Association) Certification or the Organic Content Standard (Textile Exchange) Certification.
-  **Recycled**
Products with this icon contain pre-consumer and/or post-consumer recycled content that has been diverted and recovered from the waste stream. These products may additionally have the Global Recycled Standard (Textile Exchange) or Recycled Claim Standard (Textile Exchange).
-  **Energy Efficient**
Through intelligent design, these products use less energy than would otherwise be required and are either Energy Efficient Certified or Energy Star Compliant.
-  **Water Efficient**
Products with the water efficient icon use less water than would otherwise be required and are EPA WaterSense Certified.
-  **Lower Carbon Footprint**
These products have a lower overall carbon footprint and may include Carbon Care, CarbonNeutral, Carbon*free* or Green Tag's CarbonRATE certifications.
-  **Sustainably Sourced**
This includes products that are sourced in accordance with higher social and environmental standards - including for textiles (cotton, wool, down etc.) and wood. Standards and certifications may include the Better Cotton Initiative, Responsible Source fiber certification,

Responsible Wool Standard, Responsible Down Standard, DOWNPASS, Programme for the Endorsement of Forest Certification, Forest Stewardship Council certifications, Sustainable Forest Initiative Standard or the ITTO (International Tropical Timber Organization).

-  **Green Living**
Green Living products have less of an impact on human health and the environment in comparison to similar products. This may include products that align to any of the following: ANSI/BIFMA, e3 Furniture Sustainability Standard, Blue Angel (Blauer Engel) Certification, Bluesign Criteria, Comprehensive Procurement Guidelines from the EPA, Canadian EcoLogo (or Environmental Choice) Program, Global GreenTag Assessment, Environmentally Preferable Product, Furniture Industry Sustainability Programme, GreenSpec, Certified Responsible Source by SCS Global Services, SMaRT Certified, Eco-certified Composite Wood, Cradle to Cradle Certified, GreenSeal or USDA Biobased Product.

GLOBALLY CONSCIOUS

-  **Local Community Empowerment**
Through Fair Labor Practices and Community Benefits, Fair Trade or GoodWeave, these products are certified to meet high fair labor standards, in addition to empowering workers, supporting communities, and protecting the local environment through local economic development investments.
-  **Community Conscious**
Products with this icon are made by a supplier that goes above and beyond in corporate social responsibility through programs that are good for people and the planet.