

# Global Green Product Listing

ecospecifier.com

## Being with us you are in good company

Thousands of green design and construction professionals navigate through the **ecospecifier.org**, **ae.sg** and **co.za** websites every day, conducting materials research with rigour and making materials selection with confidence. **ecospecifier** global databases currently include over 5,000 product listing entries in over 80 industry categories and more than 540 sub-categories.

Every one of these users can research and easily find the life-cycle based information about your products and be educated on how to select and implement this knowledge in their projects.

## We offer a range of other services to get your product to market

**Marketing Services** - offering formal documentation for inclusion in marketing and sales materials. Creating opportunities with **ecospecifier** to represent your products at expos, industry conferences and educational seminars.



**Sustainability & Materials Education** - offering tailored programs for executive management through to technical and sales teams that require a boost of new knowledge and inspiration. Enabling the understanding of the context of your products in today's green built environment and providing access to world renowned experience in sustainability strategy, sustainable building design, green materials, rating and other green building intelligence.

## Why industry search for your products with us...

*"...The UAE **ecospecifier** site is an impressive tool as we work with projects in Dubai and other areas around the Gulf. Searching by LEED credits or a specific green product need, all backed by **ecospecifier's** extensive reviewing and verification protocols, makes this site a must for green building consultants and all those involved in green building materials in the region."*

Samual Keehn, Environment & Sustainability Manager, Energy Management Services International, Dubai

*"The Consultant shall identify environmentally preferable materials and recommend appropriate Abu Dhabi and UAE products and materials for incorporation into the Project. Materials databases such as **ecospecifier** ([www.ecospecifier.ae](http://www.ecospecifier.ae)) can help identify these materials."*

Elham Monavari, LEED AP  
John Buck International a Mubadala Company  
Senior Project Manager - Sustainability

ecospecifier Global is a leading green building solutions resource offering world renowned:

- Education & Training
- Subscriber Services
- Global Consulting
- Global Partners Programs

\*Full information packages are available on each of these services and can be downloaded from [ecospecifier.com](http://ecospecifier.com) .org .ae .co .za .sg or email [info@ecospecifier.org](mailto:info@ecospecifier.org)



Contact **ecospecifier** Manufacturer Services



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# ecospecifier

## Global Supplier & Manufacturer Services

增加環保產品銷售

augmentation des ventes de produits respectueux de l'environnement

زيادة مبيعاتك للحد  
الأقصى من المنتجات  
الملائمة للبيئة

wzrost sprzedaży produktów przyjaznych dla środowiska

meningkatkan penjualan produk ramah lingkungan

## Maximising your green product sales

# Country Green Product Listings

ecospecifier.org, .ae, .co.za, .sg



## Delivering growth opportunities by...

- Exposing your eco & health preferable building products to thousands of building professionals who subscribe and access our online product database everyday.
- Leveraging our third party verification, online marketing and other services to build technical and marketing presence to help you develop your business and product credibility in a green focused building industry.



*"ROCKCOTE has been involved with the ecospecifier program since the early days and have seen it grow and become one of the main resources for specifiers, builders and developers wanting to source more environmentally sustainable products for their projects. It has conservatively led to sales of at least two million dollars over the last financial year."*

Bob Cameron  
Managing Director  
ROCKCOTE Enterprises Pty Ltd



## Featuring your products on an ecospecifier country website

### ecospecifier GreenRate Premium Listing (Country Specific)

The Third party verification and green building scheme pre-assessment service:

- **ecospecifier GreenRate** fully assesses and clearly verifies products and where relevant assesses against credits in green building rating systems, such as Green Star™, NABERS, BASIX and where relevant LEED®, BREEAM/Gulf, Estidama Pearls (Abu Dhabi) and Green Mark
- **VALUE-ADDED BENEFITS** include double listing of your product/s on your website of choice, a valuable Lead Enquiry Service for direct access to the marketplace, appearance in the Feature Products section of our home page for one month after listing, plus the multiple benefits of an annual **ecospecifier** subscription, including full website access

Initial listing fee: Australia \$1,955 AUD, South Africa 18,600 RAN, UAE 7,200 AED, Singapore 2,800 SGD. Renewals receive a 10% discount. 5+ products receive a 20% discount.

PLUS YOU CAN PURCHASE A PDF COPY OF YOUR PREMIUM PRODUCT ASSESSMENT FOR USE ON YOUR WEBSITE AND IN OTHER MARKETING MATERIALS LIKE PRODUCT MANUALS & BROCHURES (PRICE ON REQUEST)

### Listings receive a range of ecospecifier marketing FREWARE

>>> An **ecospecification** certificate to use immediately, to certify that your product/s carry a current **ecospecifier** verification >>> Free (order) A3 laminated poster of the **ecospecifier** logo for tradeshow >>> Placement of your product in our Research Case Studies >>> A special feature in "Product News" **ecospecifier's** monthly newsletter >>> Free uploads to "Product News" on **ecospecifier** site, enabling your sales teams to be creative and submit ongoing news items about your premium listed products onto our website >>> FREE use of **ecospecifier's** logo on your website & other marketing materials.

Note: All prices for **ecospecifier** services are subject to change and G.S.T applies where funds paid in Australia.

# Global Green Product Listings

ecospecifier.com



## ecospecifier Global's website offers...

A guaranteed worldwide audience because **ecospecifier.com** is where we invite the world to visit us online to searching for **ecospecifier** products and services.

Unlimited, FREE ACCESS for ALL VISITORS and ALL PRODUCTS.

Explore and analyse your assessed and verified green building product and its;

- Relevance to key green building rating schemes globally
- Great potential to expand the presence of your products in different markets or to open up new markets, globally
- A superior return for your marketing funds

*"By working with **ecospecifier**, we received exactly what was needed to ensure that our products professionally and scientifically portray their environmental and technical characteristics. We have listed on both the Global and UAE websites a profile that can be used around the world. Working with the dedicated experts at **ecospecifier** has been a pleasure, and has motivated us to list many of the products that we manufacture in UAE."*

Rosy Salameh,  
Assistant Executive Director  
Marketing Tiger Profiles & Insulations LLC



## Global Introductory offers for each listing on www.ecospecifier.com

### ecospecifier GreenRate Premium Listing (Global)

For products with a global reach - free-to-air world wide listing

Includes:

- Product assessment against all major global rating systems such as LEED®, GreenStar™, BREEAM/Gulf
- Green Mark and Estidama Pearls (Abu Dhabi)
- 1 enhanced content listing of your full product assessment and its eco and health preferred features and free to air so the world can instantly access and start making decisions to buy
- A lead enquiry service, enabling page view tracking and reporting
- Appearance in the Global Product Listing Section on the home page of **ecospecifier.com**
- A BLP listing on all **ecospecifier** selected country websites so all specifiers can find your product "Anywhere in the world" and at home.

List your green product on **ecospecifier.com**. for USD\*\$5,000

Discounts for manufacturers with products listed already on **ecospecifier** websites

If you list a current product:

- Receive a 20% discount on a second website
- Receive a 30% discount on a third website
- Receive a 40% discount on a fourth website

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