

# SM Material Health Overview™

Leverage your investments in material assessment and turn disclosure into brand value

The SM Material Health Overview (MHO) is a cloud-based marketing tool for manufacturers to inform safer and healthier purchase decisions. It combines product sustainability efforts into one integrated story and standardizes the presentation of results from ANY program in one comprehensive report.

Sustainable Minds partnered with the leading material evaluation organizations to create MHOs tailored for each program.



An innovative and user-friendly way to report material health

The MHO makes disclosure data understandable and meaningful by distilling essential technical information, describing what it means and what the manufacturer is doing to improve.

Enables readers to easily get answers to these questions:

- Are there any hazardous ingredients in this product?
- If yes, how bad are they?
- Are there any exposure concerns?
- What is the company doing about improving product material health?

The Material Health Overview has five sections:

1. **Program and scope** – A description of the program used and the scope of the assessment
2. **Assessment results** – Design of this section is tailored to each program to include the material contents and/or the screening and hazard assessment results
3. **Health concerns/how rating was achieved** – Interpretation of the results, manufacturers can answer questions readers might ask and explain and contextualize the results.
4. **Health improvements** – Programs, methods, actions the manufacturer has or is implementing to improve or optimize the material health
5. **References & rating systems** – Links to the full report, material health program technical standard and green rating systems with credit eligibility.

*“Sustainable Minds has produced an excellent interpretive report, based on the information disclosures in an HPD. The MHO puts the data in a context and provides interpretation to make the disclosure information understandable.”*

– Wendy Vittori, Executive Director, HPD Collaborative

# SM Material Health Overview™

Integrating product transparency into product marketing to build a credibly safer & healthier brand.

Making greener purchase decisions requires consistent, understandable and meaningful information. Truth builds trust, trust builds powerful brands and powerful brands create preference and value for their companies.

## Helps build a credibly greener brand

- It's not a differentiator to just 'disclose' information. Effectively explaining what's in your product and why, and how you are making your product healthier will earn your customers' trust, which leads to brand loyalty.

## Differentiate & sell more

- Product transparency offers a unique opportunity to differentiate your products from your competitors.
- By making your product transparency information easy to find and understandable, your sales force can leverage transparency as a competitive advantage to sell more product. It's everything AEC pros need to make a purchase decision, in one place.

## Enriched customer experience

- Your product transparency information is findable and understandable, satisfying demands of AEC pros.
- A product transparency destination for AEC specifiers, the Brand Showroom adds to your current website. Multiple paths with bi-directional links to your Material Health Overview (MHO) information – from your web site product pages, aggregator sites and the SM Manufacturers Showroom.

*'Meaningful brands' are ones that are seen to improve our wellbeing and quality of life. In fact, in a recent study, which included over 1,000 brands from 12 industries and 34 countries, concluded that meaningful brands, on average, gain 46% more share of wallet.* – Havas Media Group, Feb 26, 2016, meaningful-brands.com

[www.sustainableminds.com/showroom/ecospaints/](http://www.sustainableminds.com/showroom/ecospaints/)

Your Brand Showroom  
Leverage your product transparency investments into sales growth

- Branded transparency info – all in one place
- Easily maintained & updated
- Distributed through the cloud – free to all
- Ideal for sales, training & building a greener brand

