

Federal Trade Commission Unwinds Green Textile Claims and Frames Up Green Building Claims

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August 13, 2008

Kelley Drye's [Advertising Law](#) Practice Group has prepared a Client Advisory discussing the third in a series of public workshops held by the Federal Trade Commission on the "Guides for the Use of Environmental Marketing Claims" ("Green Guides").

The third workshop, which took place on July 15, 2008, focused on developments in "green" textile and building claims and consumers' perception of such claims. Organizations participating on the panels included the U.S. Environmental Protection Agency, Patagonia, *Consumer Reports*, the Organic Exchange, the National Association of Home Builders, and the Sustainable Design Group.

The Advisory provides an overview of the "green" textile and building claims discussed at the workshop. Businesses will benefit from continuing to pay close attention to the developments as the Commission considers making revisions to its existing environmental marketing policies.