
CLOSING THE LOOP ON PRODUCT TRANSPARENCY

Dear Design Community Member,

We, as members of the building product manufacturing community, truly appreciate and applaud the many letters and requests for product transparency that we have received from concerned members of the Architecture and Design Community these past five years. Around 35 signatories from some of the world's biggest and most influential firms encouraged us each to continue on our sustainability journey with product transparency, accelerating a transformation in the manufacturing industry. The industry would not be where it is today without such advocacy and encouragement.

As responsible members of a community, you asked us each to tell you what was in our products and what impacts our products have in terms of human and environmental health and sustainability.

WE RESPONDED, IN A BIG WAY

The manufacturers represented in this letter hold a total of:
580 Material Ingredient Reports (e.g. Declare labels, C2C, MHC, HPDs)
1320 Environmental Impact Reports (e.g. LCAs, EPDs)
13 Certified Living Products
Covering more than 26 product categories and 3430 product lines

We are united in a common goal to ensure that high performing, healthy, sustainable and affordable building materials **are the rule, not the exception**. This is where your help is crucial.

The manufacturing industry has shown that transparency and innovation are possible: **now we need to hear that it matters to you, and that it has an impact on your choices and purchasing decisions**.

We need your feedback to justify continued reinvestment and expansions in sustainability efforts. It is time to close this transparency loop, together.

EACH OF US COMMIT TO

- **Build sustainability practices** into manufacturing and material selection.
- **Invest in product transparency** measures and programs.
- **Use common platforms** for product sustainability information
- **Prioritize suppliers** that support our transparency and environmental impact reduction
- **Educate our customers and salespeople** about our product's sustainability attributes
- **Encourage** specification of transparent and optimized products at our **company**

WE EACH ASK YOU TO

- **Specify** transparently disclosed and optimized products whenever possible
- **Advocate** to customers programs like LBC, LEED and WELL, that value transparency, material health and environmental responsibility and drive market demand.
- **Tell us** which tools and databases you want to use to find our products, and reach out separately to let us know when and why you specified our products.
- Continue to **send us letters** as well, any feedback goes a long way.
- **Consider all product categories**, including those you can't always see in a building.
- Distribute this letter at your own firms and continue internal education to **ensure that this message reaches the individuals who specify products on a daily basis**.

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This work and the conversation surrounding it will continue to evolve, and we are merely scratching the surface on this first step. We each thank you again for your bold pursuit of sustainability in the built environment, and look forward to being fierce advocates for creating healthy, sustainable buildings.

Sincerely,

The Living Product 50

A group of leading manufacturers collaborating to transform the materials economy through transparency, green chemistry, supply chain innovation, and industry awareness.

