

# Worth every breath

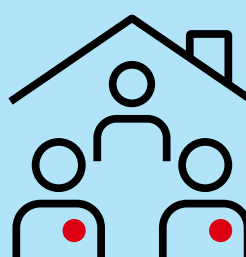
## UL GREENGUARD Certification

Helping parents understand VOCs and their impact on the indoor air quality.



### 71%

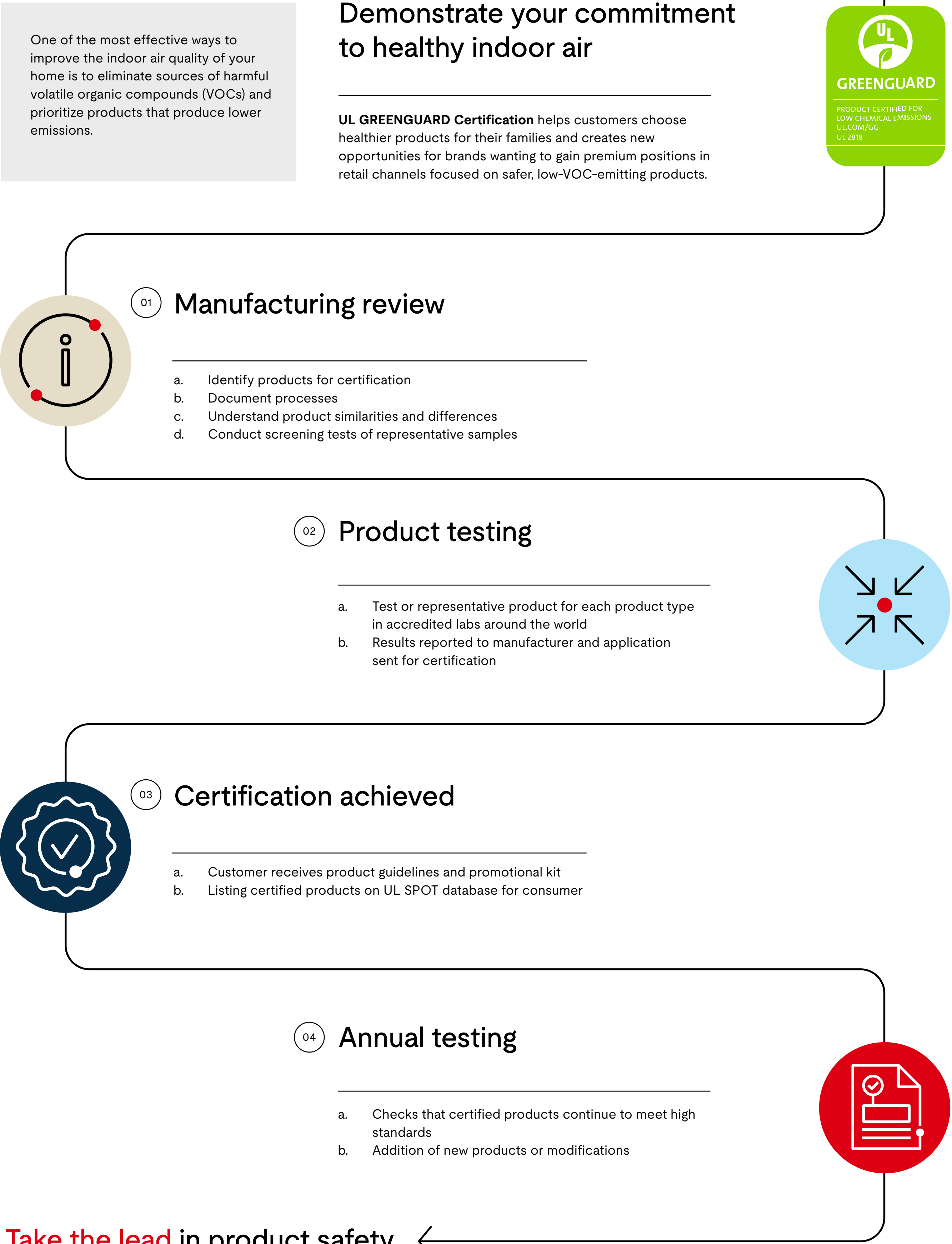
of consumers prioritize safety when purchasing products for their homes.<sup>1</sup>



### 54%

of consumers strongly agree that improving indoor air quality at home for children is a priority.<sup>2</sup>

### Stand out among health-conscious parents





### 40%

of consumers believe indoor air quality will become even more critical in the next one to two years.<sup>3</sup>



### 55%

of consumers are willing to pay more for UL GREENGUARD certified products.<sup>4</sup>

so you can **unlock premium markets.**

Visit us at [ul.com/GREENGUARD](https://ul.com/GREENGUARD) to begin your certification journey.

<sup>1,2,3,4</sup> UL Solutions third-party research study with Market Strategy Group, August 2024