



Ask Your Favourite Brands to Get GECA Certified

Make your voice count! If your go-to brand isn't GECA certified, ask them to step up and show real commitment to people and planet.

Subject line (if emailing): Your products are great — here's how they could be even better!

Dear [Brand Name or Team],

I've been a loyal customer of your products and truly appreciate the quality and innovation you bring to the market. As a conscious consumer, I'm also increasingly aware of how my purchases impact the environment, human health, and workers along the supply chain.

That's why I'm writing to encourage you to consider getting your products certified by **GECA** — Australia's only not-for-profit, independent, lifecycle ecolabel.

GECA certification would give consumers like me confidence that your sustainability claims are genuine, credible, and backed by rigorous third-party assessment. Their standards cover the full lifecycle of a product—including environmental impact, social responsibility, human health, and performance—and they follow ISO 14024, the global best practice for ecolabelling.

With greenwashing on the rise, more and more people are looking for brands that walk the talk. GECA certification would showcase your commitment and help you stand out in a crowded and competitive market.

You can learn more at www.geca.eco.

Thanks for considering it — I'd love to see your brand take this next step towards a more sustainable future.

Warm regards,

[Your Name]