

GET LEED® CERTIFICATION



CAF products can help you earn LEED® points...

What is LEED®?

“The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ encourages and accelerates global adoption of sustainable green building through the creation and implementation of universally understood and accepted tools and performance criteria.” – www.usgbc.org

The U.S. Green Building Council has stepped in to regulate what constitutes as “GREEN” vs “GREENWASHING” to help environment-conscious consumers choose businesses that support the environment. Whether you’re building a new location, or trying to go green with an existing building, the LEED® program has outlined what to do to become CERTIFIED by the USBGC.

Why go “GREEN”?

There are many reasons to go “GREEN” with your convenience store – here are a few:
Save the Environment – Straight forward: Going GREEN lowers your impact on the environment.

Increase Sales - “Recent studies show that consumers are willing to spend more money and travel further for products and services that are deemed environmentally friendly or ethically produced. That’s a statistic convenience and petroleum retailers cannot ignore.” (Source: NACS Magazine, “Doing Green Marketing Well,” September 2008)

Lower Costs – GREEN products and programs can save retailers money!! Whether your GREEN decision lowers your energy or water bills, or cuts other operational expenses – going GREEN doesn’t always mean you pay more.

Why LEED®?

When you go GREEN, you’re going to want to talk about it! So how do you avoid being accused of “GREENWASHING”? Obtain membership, or get certified by an accredited group for your efforts! The LEED® program is sponsored by the U.S. government and is becoming the standard for GREEN building and operations.

How can I become LEED® Certified?

Chances are you are already doing things to earn points towards becoming certified. On top of what you're already doing, CAF products can help you earn LEED® points, here's how:

	Maximum Points Available
Water Efficiency	2
Optimize Use of IAQ Compliant Products	2
Sustainable Cleaning Products & Materials	3
Occupant Recycling	3
Green Cleaning	2
Innovation in Operations	4
Total:	16

LEED® Certification Levels:

Certified: 32-39

Silver: 40-47

Gold: 48-63

Platinum: 64-85

For more information visit www.mycaf.com or call a CAF representative at (888) 737-0025 or (425) 837-0025.



'Lead' and related logo is a trademark owned by the U.S. Green Building Council and is used by permission."

Copyright © 2008 CAF, LLC. All Rights Reserved.