

Introducing GreenTag

Cleaning & Hygiene Products



GLOBAL
GREEN TAG
INTERNATIONAL PTY LTD

green product certification
trust brands

GreenTag delivers **credibility**, assurance and opens market **opportunities** for your business.
It's your global passport to green markets.

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Global GreenTag Sales contact:

P 1300 263 586

Int +61 (0)7 33 999 686

F +61 (0)7 33 999 294

info@globalgreentag.com

www.globalgreentag.com

PO Box 311

Cannon Hill QLD 4170

Australia

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What is GreenTag?

Ecospecifier **Global GreenTag^{Cert™}** is a unique, externally verified Type 1 (Third Party) ecolabelling program based in Australia and relevant globally that uses life cycle analysis to certify products..

One of the largest product sustainability certification systems in Australia and globally, GreenTag is a Certification Mark approved by the Australia Competition and Consumer Commission (ACCC), the US Patents and Trademarks Office and several building operations and procurement rating systems, across the globe.

GreenTag launched in the Building sector, now in Cleaning & Hygiene:

Development of Global GreenTag was commenced in 2007 after manufacturers in the building and interiors sector requested Ecospecifier to step up and provide competition in environmental product certification by launching a certification program.

The formation of GreenTag was based on the strong foundation, exemplary reputation and widespread industry use of the Ecospecifier national and international databases of verified and certified products launched in 2003.

GreenTag was developed with the assistance of an AU\$220,000 grant from the Queensland Government Business and Industry Transformation Incentives (BITI) program.

As a Type 1 ecolabel compliant with ISO 14024, GreenTag was formed with broad stakeholder engagement, International Expert Panel and a National Advisory Committee constituted by 12 representatives of academia, key manufacturing industry and professional associations, Government and community organisations and continues to be overseen by these same independent stakeholder bodies.

GreenTag is proud to have been the recipients of some key awards as shown below.



Key milestones and awards

February 2010	Global GreenTag launched.
November 2010	Externally certified to ISO 9001 Quality Management System.
October 2011	Global GreenTag LCARate recognised as the preferred certification program for the EC3 Global EarthCheck Hospitality certification program (room amenities, sanitary papers and hygiene products).
January 2012	Global GreenTag approved as a National Certification Mark (Cert™) by the Australian Competition and Consumer Commission (ACCC).
February 2012	Ecospecifier Global GreenTag ^{Cert™} program licensed to Global GreenTag Pty Ltd for operation in Australasia.
May 2012	Commenced operation of ISO 14025 compliant GreenTag Environmental Product Declaration (EPD) & Product Category Rules (PCR) Development Program.
October 2012	Recognised by Bridget Gardner's Fresh Green Clean and Green Sash programs
March-October 2013	Awarded the National Banksia Sustainability Award for Built Environment in Australia & QLD Premiers Sustainability Award.
July 2014	Joint ventures established in South Africa and Malaysia.
August 2014	Externally verified as an ISO 14024 compliant Type 1 Ecolabel.
August 2014	Adopted compliance with new ISO 17065 'Conformance Assessment Bodies'.
October 2014	Cleaning Product Standard recognised by the Green Building Council of Australia's Green Star® 'Performance' rating tool
December 2014	Undergoing external verification of compliance to new ISO 17065 'Conformance Assessment Bodies'



What is a Certification Mark?

A certification mark (designated by ^{Cert}TM, ^{CM} or ^{CTM} rather than TM or ^R) is formally recognised within the legislative framework of a country and allows a certification body to operate a formally licensed certification scheme. This means you are able to market the health and environmental quality of your product based on the approved Standard without risk of running foul of Consumer Law requirements.

The awarding of a certification mark indicates that a responsible government body has reviewed that Standard, its operation and the qualifications of its assessors.

What makes GreenTag stand out from other Certification Schemes?

'GreenTag is accepted by industry professionals as a reliable and credible third party certification scheme and has enabled Kembla to communicate its sustainable attributes effectively. MM Kembla

The reason for this is simple; GreenTag produces simple, intuitive, metrics that make purchasing trusted green products easy, and never compromises on standards. This means commercial accreditation programs trust and recommend us. Don't just take our word for it, GreenTag is the only approved product rating Certification Mark approved by Australia Competition and Consumer Commission (ACCC) and is recognised by rating programs in Australia and globally.

Other features of GreenTag include:

- Easy-to-understand and distinctive point-of-sale and product swing tags;
- Easy to follow certification process;
- Transparent and robust certification process;
- Clear fee structure and no ongoing royalty payments;
- Credible and trustworthy brand relevant in Australia and across the globe;
- The only certification mark accepted across multiple market platforms;
- Recognised by rating tools;
- The only Life Cycle Analysis (LCA) based product certification and rating system globally;
- Independently verified and certified
- Award winning.

Why is certification important?

Third party certification is the key to accessing the purchasing power of the emerging commercial green cleaning market and a very significant proportion of consumers in a major market segment known as the LOHAS market.

The Lifestyles of Health and Sustainability (LOHAS) market in Australia is estimated to be worth over \$12.7 billion (Mobium). Globally, it is worth over US\$1 trillion. The U.S. LOHAS organisation estimated the size of America's LOHAS marketplace at \$209.3 billion (LOHAS.com).

Over 29% of Australians (four million plus) are 'LOHAS-aligned'. LOHAS leaders (around 10%) want to know that the companies they buy from are following socially and environmentally just philosophies, much like themselves. They also want to know that the company's production practices are environmentally sound, and will always consider the impacts of everything from manufacture to disposal before laying their money down. They 'give a great deal of consideration' to the contents of products before they purchase.

The LOHAS market is very 'savvy' and is very suspicious of 'greenwash' and resistant to self proclaimed environmental messages. The LOHAS market is especially active in:

- Health & Hygiene
- Natural Lifestyles (including cleaning)

Many major corporations are active in the LOHAS market. Young people in developed countries like Australia, US, EU and UK promise to further push LOHAS markets dramatically in the near future.

Certification is Key to Market Acceptance

A key theme emerging from European and Australian studies is consumers' desire for certification marks or "trust" marks from credible certification bodies, providing independent verification that the product lives up to its LOHAS claims.

Supporting this claim are the findings of a recent Porter Novelli report, which revealed that Europeans were 32% more likely than American consumers to buy products with such marks, and Mobium Group's Living LOHAS report, which found similar conclusions among the Australian population.

According to the Natural Marketing Institute (2007) over 25% of US LOHAS consumers indicate an increase in purchase propensity if a product has a seal or certificate, compared to less than 10% for other segments. Aggregating these statistics indicates that:

In Australia and the EU/UK, LOHAS consumers (ie 16.5% of the overall market) are 57% more likely to buy a product if certified by an independent trust mark. MOBIMUM

GreenTag relevance to Commercial markets is explained hereafter.

Why certify with GreenTag?

We understand that deciding on which certification scheme is 'best' for your organisation and product is difficult. Maybe there hasn't been a certification scheme that 'fits' your products? Now there is.

GreenTag gives your customers the confidence to trust your green product claims. There is nothing more effective than having a trusted third party say that your claims are true. We also know that you need all the relevant information to mount that business case. In the following table, we have highlighted those benefits that make GreenTag relevant to your product.

What are the benefits of GreenTag?

Market Leader	<ul style="list-style-type: none"> • GreenTag is the certification mark of choice by market leaders with many lower quality products unable achieve certification; • GreenTag is aspirational for many brands and products; • Achieve certification and you automatically become a market leader in your category and industry; • GreenTag has market credibility and a quality global reputation that will benefit your products.
Global Leader	<ul style="list-style-type: none"> • Life Cycle Analysis is the future of project and product assessment; • Certification future proofs your business.
Market Differentiation	<ul style="list-style-type: none"> • GreenTag certification provides clear differentiation between lesser quality products and imports; • Trusted and well known POS and brand; • Also identifies areas for improvement.
Simplifies a complex message	<ul style="list-style-type: none"> • Each rating tells a complex story in a simple way with a score they can trust.
Innovative products certified	<ul style="list-style-type: none"> • Means that products not previously able to be certified can now be certified. See below for examples • Beauty and Health: Mineral make-up, Tanning Lotions • Hygiene: activated water equipment
Financial Benefits	<ul style="list-style-type: none"> • GreenTag adds another quality dimension to price only negotiations. With the potential to increase market share, price and return on investment; • GreenTag also has a transparent low cost to certification. The certification fee is set with annual renewals for three years.
Efficient and Clear Process	<ul style="list-style-type: none"> • The GreenTag certification process is: <ul style="list-style-type: none"> ○ Easy to follow and transparent; ○ Robust and thorough; ○ Partnership approach to compliance; ○ Independently verified and certified; • Certification lasts three years (renewed annually).
New Marketing Opportunities	<ul style="list-style-type: none"> • Tailored marketing programs allow you to target building projects aiming for green building certification; • Receive preferential treatment over uncertified products; • GreenTag works with you to become your partner via GreenGo and Green Product Guides.

These benefits justify your motivations to enter the green product category and use GreenTag as your passport to new markets.

Which GreenTag is for you?

"I have been involved in many LCA projects in my time at Visy and am yet to find a peer-reviewed LCA with so many indicators at such a cost effective price. The great labeling, certification process and marketing benefits could be seen as an added bonus,"

Visy Recycling

Tiered Certification Marks and Label-based Scorecards

GreenTag gives you more than just logos on your marketing material. Our tiered certification marks indicate whether your product is Platinum (world leading), Gold (excellent), Silver (very good) or Bronze (very good) quality.

These marks are based on a weighted average of our six sustainability assessment criteria to produce a GreenTag EcoPOINT score. This scientific process clearly indicates your product's performance across the assessment criteria giving your customer's clear sustainability product performance indicators.

Products that fail to achieve Bronze, will not receive GreenTag certification. Products that achieve all but Platinum 'world leading' are provided with areas for improvement.



Most of my clients are commercial – so why should I care about certification?

Most commercial organisations have environmental and social sustainability policies, with many being recognized for their environmental performance. More and more manufacturers and supply chains are being asked not only to report on their environmental performance, but also to develop eco products with third party certification. This is particularly true in the hospitality and spa sector, but more particularly in commercial cleaning services procurement.

Eco Product Rating:
Bronze, Silver, Gold or Platinum

Product Synergy:
Makes Product More Efficient

Health & Ecotoxicity:
Deep Assessment

Biodiversity & Sustainable Timber Certification

Life Cycle Impact Analysis

Greenhouse Gas Emission or Sink

Social Responsibility & Labour Conditions

Eco Point Score -1 to +1
Small Numbers are best - Negative Better
(Negative Score Means Product is Eco-Positive)

Global GreenTag^{cert™} is a registered Certification Mark of Ecospecifier Pty Ltd

Explaining The Global GreenTag^{cert™} Product Scorecard & Tags

Sustainability Assessment Category - AVERAGE SCORES	
Synergy	n/a
Health & Ecotoxicity	0.25
Biodiversity	0.10
LCA Score	0.92
GHG = -11.5kgCO ₂ e/m ²	0.35
Social Responsibility	0.00

Low Score = Better Performance (Score Range -1 to +1)

Company
Product
Licence No.
Product Category

ecospecifier global GREEN TAG
www.globalgreentag.com

Comments:
GHG figure based on cradle to gate LCA, calculated in

Green Tag EcoPOINT **0.30**

ecospecifier global
GREEN TAG^{cert™}
CERTIFIED
PLATINUM PLUS

Why should I care about certification? (Cont'd)

Even if your commercial customers are not engaged with a rating tool process many major commercial organisations are responsive to the increasing ethical demands of shareholders and consumer demand for better environmental and transparency outcomes. Most organisations now publically report their corporate social responsibility and environmental achievements in order to enhance shareholder value and maintain their social licence to operate.

The global 'State of Sustainability Review 2014' reveals double and triple digit growth across the majority of certification initiatives surveyed in the consumer sector. The markets for certified green products is growing, is not a fad and consumers need to be able to trust certification marks and that what they are measuring is true.

Does GreenTag relate to consumer products?

GreenTag was designed to support both consumers and professionals make easier and more robust decisions about their purchases. GreenTag is as relevant in the consumer sector as any other sector. . GreenTag makes it uniquely simple to compare two like products and decide which one is healthier and more ecologically and socially sustainable.

'Consumers and Professionals alike are looking for reliable, trusted information to assist their decision-making. GreenTag is that trusted and familiar source'

David Baggs, CEO and GreenTag Program Director

What can be certified?

Any product – as long as it complies with the GreenTag Standards' requirements, from:

- health, beauty and hygiene products,
- flooring to furniture,
- stationery and promotional items,
- paper and packaging,
- fabrics and textiles,
- mattresses and bedding,
- uniforms and fashion,
- food and beverage containers and
- commercial consumables.

There are over 900 GreenTag products under certification and being used all over the world.

However we currently choose not to certify food. If you want to certify a product not on this list, please contact us, the probability is that we can help.



How do I make the most of GreenTag in my marketing?

No matter how big or small your brand is, GreenTag certification will help it be more successful. The more you promote your GreenTag certification the more successful it will be for you.

To maximize your marketing impact, use GreenTag as the lead benefit of your product. By promoting GreenTag you are leading with credible independent credentials, something that is much harder to achieve in traditional product marketing.

Also it is important that you educate your sales and marketing team on GreenTag so that they can educate your downstream sales people.

We also provide marketing opportunities. GreenTag also highlights your products in our GreenGo market connect program. Your products will be featured on globalgreentag.com, in our social networks, on ecospecifier.com.au, and other partner sites. Incorporating GreenTag into your own product and social marketing executions also reinforces the relationship and benefits.

Environmental marketing is complex and often fraught with 'greenwash'. GreenTag's scientific approach to measuring a product's whole-of-life impact is the missing link for green cleaning. Now the full life cycle impact of a microfibre mop will be able to be compared with that of green chemistry or steam cleaning equipment. I really hope the industry will embrace it.

Bridget Gardner FRESH GREEN CLEAN

How can GreenTag reduce my marketing risk?

GreenTag makes marketing your products and their health and sustainability performance intuitively simple.

But any organisation marketing their green credentials and products needs to comply with the Consumer Law green marketing guidelines and this is where GreenTag gives you a decided advantage. GreenTag becomes the proof that your claims are correct, provided we have approved the wording in advance, we will stand behind the claims.

Your marketing risk is also reduced by making your clients' jobs easier and project management more efficient by promoting your GreenTag Certificates and EPDs. One single pdf is all they need to provide the evidence they need to comply with rating tool compliance.

Which manufacturers have already engaged GreenTag certification?

As an LCA based certification system, Global GreenTag is a Standard with high levels of additional rigor when it comes to health and eco-toxicity issues, particularly required to ensure non-toxic and high performance requirements for critical applications such as 'on skin' or contact applications.

The Global GreenTag Standards that relate to the cleaning and hygiene sector are:

Personal Products

This standard sets out the requirements for all personal products and including commercial hygiene products such as:

- skin sanitizers ,
- hand wash;
- barrier creams;

The GOJO International Purell brand of hand sanitizers is the first hygiene range to be certified under this standard.

BUNZL Outsourcing (International) were the first room amenities ranges to be certified under this standard.

Cleaning Products

In response to green building council requirements for Certified Cleaning products and consumer concerns about how to know what products are truly healthy and environmentally preferred, Global GreenTag Cleaning Product Standard sets out the requirements for a wide range of cleaning products including:

- cleaners and detergents;
- sanitizers & disinfectants;
- enzyme based products;
- wipes and scourers;
- microfibre systems;
- mechanical equipment;
- activated water cleaners;
- air fresheners
- sanitary paper

The SDI International RIDOV surface sanitizer range is the first range of cleaning products to be under certification.



These companies have been identified as market leaders because they have GreenTag products. Can you afford not to have your products certified?

Below is the latest selection of organisations with GreenTag products certified and under certification.



What is the process and how long will it take?

Once you have the completed application process and all your product documentation and answered subsequent questions, the process takes 4-6 months because it is such an in depth process.

At each stage we keep you posted on how your application is going and let you know immediately if there are any issues.

Process

Application 1: The applicant requests and completes the GreenTag Scoping Questionnaire and GreenTag provides Initial Conformance Assessment indicative of feasibility of Approval and prepares proposal.

GreenTag Proposal: Is provided, accepted by Applicant and invoice requested by Applicant. Invoice is prepared and issued by GreenTag along with Information Request and Declaration templates and data gathering instructions.

Application 2: Payment received and completed Declarations, Agreements and Data Requests submitted digitally in accordance with detailed Guidelines provided at invoice stage. Applicant must submit full description of manufacturing process and gather detailed manufacturing data on resources used to manufacture a functional unit (e.g. unit, Kg, tonne, or m2 basis). In LCA terms this is called 'Gate to Gate' LCI Data Submission.

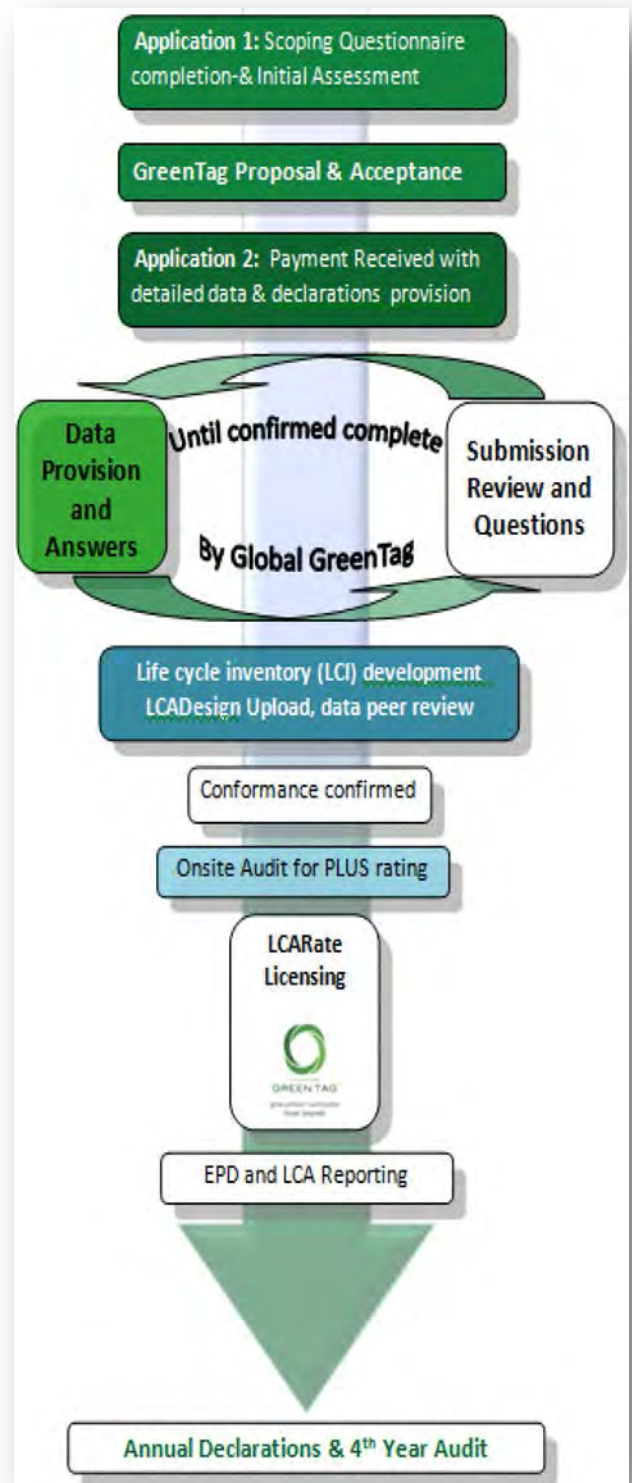
On submission data is reviewed by GreenTag Certifier, questions submitted and further data received for review.

Review continues until Applicant is notified all questions answered and all data is complete. Life cycle inventory (LCI) development: Consultants prepare LCI for use in the LCA and provide EPD for peer review. Once Peer Review is complete and submitted to GreenTag, Audit is commissioned if required.

Submission Review: Continues until Applicant notified all questions answered and all data is complete.

Remote and Onsite Audits: Where feasible remote audit is undertaken. Onsite & international audits are undertaken by major International Audit Partners such as SGS, DNV and Bureau Veritas, from one of nearly 2000 local offices in the country of audit. The Auditor undertakes the onsite audit to GreenTag detailed brief.

Where Applicant already has audited LCA data an additional audit may not be required.



Conformance to GreenTag Standard confirmed: Licensed Marks & Certificate prepared and Draft Product Assessment Report (PAR) provided for Applicant approval. Once Applicant has approved the PAR and all GreenTag Licensing signed off, and Customer Survey completed, Certification Marks, Graphics and Certificates are issued with 'GreenTag Style Guide' and 'Rules for Use of the Mark'.

Audit & Surveillance cycle: Audit cycle is every fourth year, but surveillance is annual, spot declarations required if changes made or detected by GreenTag.

International Use of GreenTag LCARate and EPDs:

LCARate certification can be used globally if the Mark is recognised. If ISO 14040 and ISO 14044 LCA or ISO 14025 EPD compliance is required, region specific transport, energy and peer review may be required. This will be subject to further quotation on request.

How is Global GreenTag^{Cert™} recognized?

'Performing carbon and whole of LCA on materials used in construction and operations, GreenTag helps connect the dots for EarthCheck's tourism asset and operations owners by making LCA audited products easier to access and understand.'

EarthCheck

Hospitality, Conference/Exhibition and Tourism Sector

International

Globally, GreenTag LCARate is the preferred Certification System for the EC3 Global 'EarthCheck' hospitality sector certification program in nearly 70 countries.

Health and Hygiene Product Markets

International

GreenTag certifies cleaning and hygiene products and is recognised by ACCOR South Pacific Hotel Group purchasing processes.

Commercial building operations

The commercial green built environment is led by green building councils and organisations like EC3 Global who run the EarthCheck Program. Voluntary environmental building operations rating systems award points or credits to projects using green certified products including cleaning products and sanitary papers.

Australia

In Australia, the Green Building Council of Australia (GBCA) administers a national building rating system called Green Star[®]. Rating tools assess the environmental sustainability of building projects at the design, construction and operational phase (Green Star[®] – Performance) that recognises GreenTag for its Green Cleaning "Certified Cleaning Products" credit.

GreenTag & rating tools in more detail

Green Star® Performance

–Green Cleaning and Procurement credits

The GBCA's Green Star® Performance rating tool applies to all existing buildings. The Green Cleaning credit in this tool requires certified cleaning products.

GreenTag's Cleaning Product Standard is recognised to certify products under this credit.



EC₃ EarthCheck

EarthCheck is the leading benchmarking, certification and environmental management program used by the travel, tourism, hospitality and spa industry.

EarthCheck certifies more than 1300 travel and tourism organisations in over 84 countries including companies such as ACCOR Group and Melbourne, Sydney, Adelaide and Brisbane Convention and Exhibition Centres, Taj Hotels, Sandals, Rydges, Langham Hospitality Group, Banyan Tree, Angsana, Intercontinental, Park Hyatt and Emporium Hotels.

EarthCheck helps developers and operators to measure and manage their environmental, social and economic impacts.

GreenTag LCARate is the preferred certifier for EarthCheck and its 'Green Product Guide' in facilities' operations products including:

- Room and Spa Amenities
- Cleaning products, wipes and equipment
- Sanitary Papers

If your product relates to any hospitality venue or program, this exciting opportunity opens access to real decision makers in this vibrant sector.



Hospitality (Cont'd)

The EC3 EarthCheck green Product Guide opportunity is housed on the SustainableTourismOnline.com.au global tourism portal (below right) and is open to all GreenTag certified health, hygiene and cleaning products

Accor Planet 21 Project



With PLANET 21, Accor has made 21 commitments in favour of sustainable development. ACCOR.com states:

Intrinsically linked to sustainable development, the name PLANET 21 refers to Agenda 21, the action plan adopted by 173 Heads of State at the 1992 Earth Summit in Rio de Janeiro.

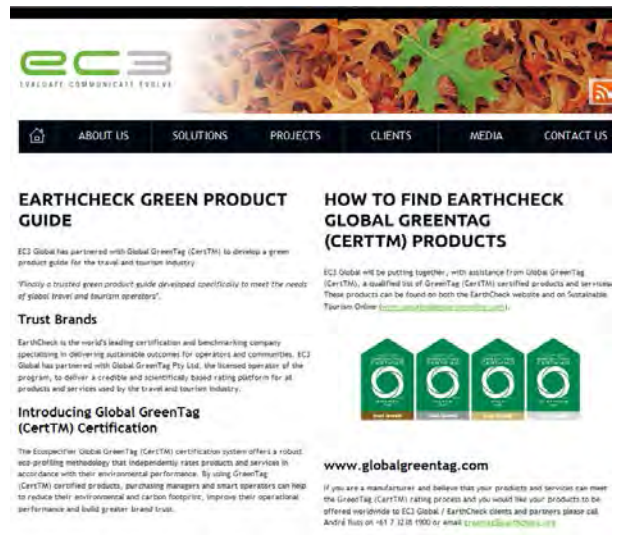
It also echoes the urgent need to focus efforts in the 21st century to change our production and consumption patterns with the goal of protecting our planet, its people and their environment.

PLANET 21: 7 pillars, 21 commitments and objectives in 90 countries.

HEALTH PILLAR

2015 target: 85% of hotels use eco-labeled products

In 2012, ACCOR's Asia Pacific Procurement Division approved GreenTag as a recognised ecolabel in accepting the certification of our clients BUNZL.



How much does it cost?

GreenTag certification is typically cost competitive with other Type 1 ecolabels, but does not charge a turnover based fee.

Reduced Scope Assessments

GreenTag can be applied for as a reduced scope assessment. This effectively means your product is assessed only for LCARate Bronze. This is the lowest cost option. As an example of a simple product certification of a product to this reduced scope level starts at only AUD3,000.

To find out how much an assessment of your product or products will cost, please complete the Scoping Questionnaire at the back of the document.

Take the next step

GreenTag takes all the worry and stress out of accessing green markets and understanding your products' global footprint. You don't need to understand rating systems in order to market your GreenTag certified product. You just need to know that we have taken all their criteria into consideration when developing GreenTag and that we provide the metrics and evidence that industry needs to choose, specify and purchase your products.

GreenTag is your marketing partner, your quality partner and your certification partner. We work with you to ensure that your customers can easily choose to use only world-class products. So if you want access to these green consumers, then contact us today to start your GreenTag certification journey.

Complete the application form on next page or give us a call and we can send an editable digital copy of the form for you to complete or walk you through the application process.

This may be the single most important step you have ever taken for your business.

P: 1300 263 586
Int: +61 (0)7 33 999 686
F: +61 (0)7 33 999 294
E: info@globalgreentag.com
W: www.globalgreentag.com

Want a proposal?

Complete the Application

Your next step to enable us to prepare a proposal is to help us understand which certification service and scope you wish to apply for and provide some basic detail about the product and your supply chain. Without divulging any trade secrets before we complete a confidentiality agreement, please request a digital copy or complete one of the Scoping Questionnaires on last page. This will enable us to provide a fully detailed, obligation free proposal.

Global GreenTag^{Cert™} Application: Scoping Questionnaire



Purpose: To obtain information relevant to the product certification and assist Global GreenTag in developing an accurate proposal and fee estimates for GreenTag certification.

Process: Please fill in all details on this sheet and return via email. If you have any queries, please call +617 33999 686 and one of our friendly Certification Team will assist you.

1. Company Details

Name of Key Contact:.....	Role:.....
Company Name:.....	City/Suburb:
State:.....	Country:.....
Website:.....	Phone:.....
Email:.....	Mobile/Cell:.....

2. Products Details

Fill in the following table with a list of all products within the range seeking certification. Include in the description the main product features and applications. Under composition list the main material components of the product and an approximate percentage in the final product. Complete a section for each product range, copy and pasting additional tables or adding additional lines if required. Which type and scope of assessment (tick box or boxes)?

Full Assessment

Reduced Scope (Bronze/Level C) Assessment

Product or Range Name	Manufacturing Site (Location/s)	Composition		Number of suppliers and Country Source of Component
		Name of component	% of final product	If multiple, please specify
Example: Floor cleaner	Australia	e.g. 20L Container	10%	1 – China 2 - Australia
Product 1 Name and Description				
Product 2 Name and Description				

3. Marketing of Under Global GreenTag^{Cert™} Certification

Please tick if you would like to have your product/s marketed as “Currently Undergoing Global GreenTag^{Cert™} Certification” on the GreenTag website and newsletter once Certification process is commenced and preliminary product review is completed.

4. Environmental Management System

We have an Environmental Management System in place.

Yes No

The manufacturing factory is certified to ISO 14001.

Yes No

I understand that if the above information is incomplete or incorrect, the quote provided may change.

Signature: _____ Date: _____ Position _____

