**GBAC® STAR Registered Technology Application and Requirements**

START HERE: READ FIRST

The application fee is for GBAC® to conduct a thorough review of the claims you make about your program or technology, safety and certifications, practicality, learning material, marketing language, and environmental and sustainability elements. **Please note that applying to the program does not guarantee the program or technology will be Registered.**

OVERVIEW

GBAC is now offering manufacturers and other companies the opportunity to have their technologies that contribute to a high-performance cleaning and maintenance regimen in support of a hygienic indoor environment achieve the GBAC STAR Registered Seal. The successful registration provides assurance to customers and manufacturers that the technology has been assessed by the GBAC Scientific Advisory Board for scientific validity, usability, practicality, operator safety, and claimed effectiveness.

**The GBAC STAR Registered Technology Program (“Program”) is a third-party, independent, science-based “validation” that the product is fit for the stated purpose.**

Requirements need to be met and verified by the GBAC Scientific Advisory Board before a specific technology is registered. \***Only technologies that are currently marketed and commercially available shall be eligible for registration under the Program.\***

**Important**: If deemed necessary by the GBAC Scientific Advisory Board and feasible by the applicant, a fully functioning demo model shall be provided to GBAC for a hands-on assessment. If the applicant decides that this request is not feasible, other alternatives shall be considered.

This Program is a form of recognition by GBAC and as such requires clear and tangible benefits primarily to the user/purchaser.

**Registration Requirements:**

The following are ineligible for the GBAC STAR Registered Technology Program:

* Disinfectants, sanitizers, pesticide devices and pesticides regulated by EPA pursuant to the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA);
* Hand sanitizers, antibacterial body washes, and other over-the-counter drugs regulated by FDA under the Federal Food, Drug and Cosmetic Act; and
* Prototypes, proof of concepts, etc.

All required documents must include and meet the following criteria:

1. DO NOT use hyperlinks or reference website content. Only text entered in this template will be considered for review.
2. Your responses must be exact to the question being asked. If answers are difficult to locate or interpret, your submission may be rejected. For example, uploading an existing brochure for any requirement other than marketing collateral is unacceptable.
3. A detailed description of the product, outlining its purpose, function, and use.
4. A separate listing of all claims (marketing) for the product and (scientific) evidence in support of those claims.
5. Submission of all consumer-facing documents, including:
	1. End-user manuals
	2. All marketing collateral including website, brochures, sales sheets, etc.
6. A document specifying the cost/benefit of this technology from a buyer/user perspective. **General marketing material is not sufficient**.
7. A document specifying the advantage over existing approaches/technologies in terms of efficacy, cost, health, safety, etc. **General marketing material is not sufficient**.
8. A list of all relevant certifications, adherence to industry standards, and/or regulatory approval for the intended use and application.
9. Submission of all consumer safety reviews and certification with attached evidence.
10. An outline detailing any known limitations of the product considering its use and application.
11. Scientific-based test results including information on the lab, detailed test procedures and applicable laboratory qualifications.

**Examples of certifications, adherence to industry standards and/or regulatory approval:**

1. Scientific basis for claim of performance/functionality
	1. Independent third-party testing according to standardized, industry accepted criteria.
	2. Test results have been published and are consumer-accessible (anyone can see them at no charge).
	3. Limitations of testing and results have been identified and are published (e.g., test setup, number tests, deviations…).
	4. Other pertinent information or registrations that the manufacturer believes may apply.
2. Consumer safety review and certification
	1. Technology meets any, and all applicable regulatory requirements or voluntary standards related to functionality, safety, and performance in the country/region/locality of distribution. Examples: UL, CE marks
		1. Electrical safety
		2. Chemical safety
		3. Mechanical safety
3. Other pertinent information or registration that the manufacturer believes may apply.
	1. Examples: Green Seal Certification, ORMI (organic listed), etc.

**Claim validation:**

Claims submitted for validation must be compliant with the U.S. Federal Trade Commission Act that requires advertising and marketing claims to be truthful, not misleading, or deceptive, and must be backed by scientific evidence when appropriate. Manufacturers must have evidence to back up their claims. A representation, omission or practice is deceptive if it is:

* Likely to mislead consumers; and
* Important to a consumer’s decision to buy or use the product.

In addition, claims must be **substantiated**, especially when they concern health, safety, or performance. The type of evidence may depend on the technology, the claims, and what experts believe is necessary. If your ad specifies a certain level of support for a claim - "tests show X" - you must have at least that level of support.

* Disclaimers and disclosures must be clear and conspicuous. That is, consumers must be able to notice, read or hear, and understand the information. Still, a disclaimer or disclosure alone usually is not enough to remedy a false or deceptive claim.
* Demonstrations must show how the technology will perform under normal and real-life use and situations.

**Disclaimer:** By conferring GBAC Registered status to a product, program, or technology, GBAC does not certify or otherwise represent that your claims comply with the U.S. Federal Trade Commission Act, the Federal Insecticide, Fungicide and Rodenticide Act, the Federal Food Drug and Cosmetic Act or other applicable laws and regulations.

**HOW YOU WILL BE SCORED**

**GBAC® STAR Registered Technology Scorecard**

|  |  |  |  |
| --- | --- | --- | --- |
| **SECTION** | **PURPOSE** |  | **WEIGHT** |
|  | **MANDATORY CRITERIA ELEMENTS** *(PASS REQUIRED FOR FIRST 2 ELEMENTS TO PROCEED)* |
| Scientific Claims | Scientific validity  | PASS / FAIL | Score: |
| Safety and Certification | Technology/products meet any, and all applicable regulatory requirements for functionality, safety, and performance in the country/region/locality of distribution. Examples: UL, CE, marks | PASS / FAIL | Score: |
| **RATED CRITERIA ELEMENTS** *(TOTAL SCORE OF 51% REQUIRED TO PROCEED)* |
| Practicality\* | The practicality of adopting and implementing the technology or program will be investigated.  | Max 30 % | Score: |
| User Instructions/Manual & Learning Material\* | Ease of use, training requirements, understandability, and completeness of material will be assessed. Any available learning material and educational offerings will be investigated.  | Max 30 % | Score: |
| Marketing Language & Claims | Accuracy and truthfulness. Website and corporate language will be investigated  | Max 30 % | Score: |
| Environmental Compatibility & Sustainability | Environment and sustainability footprints will be investigated. This includes manufacturing, recycling, and process lifecycles  | Max 10 % | Score: |
|  |  | Total: |  |

\*Note: The score for practicality and user instructions is assessed based on the reasonable discretion and judgment of GBAC assessors in interpreting the registration criteria, the sufficiency and accuracy of the information submitted by the applicant, and other information that ISSA deems relevant.

First two sections are mandatory PASS/FAIL criteria. The remaining sections will be scored out of one hundred. A failure will be considered below 51% total score.

**APPLICANTS THAT PASS MANDATORY ELEMENTS AND RECEIVE A LOW PASSABLE RATED SCORE**

Applicants that pass the mandatory elements **and** **receive a low but passable score** in the Rated section will have to submit a “Letter of Intent” to improve the element item before being granted GBAC Registration **for year one.** Year two re-registration will involve review of their progress on improving the element item(s).

**ALL APPLICANTS THAT FAIL**

Applicants that fail either by failing one, part or all the mandatory elements or receive a rated score below 51% will be provided a report with the issue and steps to improve.

**GBAC® STAR Registered Technology Official Application**

**ORGANIZATION:** **Click or tap here to enter text.**

**ADDRESS: Click or tap here to enter text.**

**PRIMARY POINT OF CONTACT: Click or tap here to enter text.**

**PRIMARY POINT OF CONTACT EMAIL: Click or tap here to enter text.**

**PHONE NUMBER: Click or tap here to enter text.**

**TECHNOLOGY NAME: Click or tap here to enter text.**

**MODEL NUMBER: Click or tap here to enter text.**

**MANUFACTURER DATE: Click or tap to enter a date.**

**DATE SUBMITTED: Click or tap to enter a date.**

***Instructions: Please read and complete the tables below.***

1. In **Table 1**, please include the name of the document submitted for easy reference during the review process. You will be able to upload these documents with this template at the time of submission. Only those referenced in this table will be considered for review. If you do not have documentation/evidence for a specific requirement available, please indicate in the comments section. Ensure that each document name includes the number of the requirement (i.e., R1\_Product Claims.pdf).
2. In **Table 2**, please reference the number of the document in **Table 1** for the requirement it fulfills. If a document fulfills more than one requirement, please make a note in the comment section. Again, if you do not have documentation/evidence for a specific requirement available, please indicate it in the comments section.

**Note:** Your responses must be exact to the question being asked. If answers are difficult to locate or interpret, your submission may be rejected.

***Table 1. Documentation.***

|  |  |
| --- | --- |
| # | **Document Name/Format (doc, pdf, etc.) – No hyperlinks or website references** |
| R1 |  |
| R2 |  |
| R3 |   |
| R4 |  |
| R5 |   |
| R6 |  |
| R7 |  |
| R8 |  |
| R9 |  |

***Table 2.* *GBAC Assessment and Review***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Required Documentation (R)** |  | **Document #**  | **Comments****(Please identify any missing documentation in this section)** |
| **R1** | Description of technology/product for GBAC review purposes | Clear and concise separate introduction and description on the technology/product |  |  |
|  |  |  |  |  |
| **R2** | Listing of claims **(marketing)** and **(scientific)** evidence for the claim | Marketing claim |  |  |
|  |  | Scientific evidence |  |  |
|  |  |  |  |  |
| **R3** | Consumer facing documents | End-User Manual |  |  |
|  |  | Marketing Collateral:Website (link)Brochures (pdf)Sales/Sell Sheets (pdf)Other…. |  |  |
|  |  |  |  |  |
| **R4** | Cost/benefit analysis from a buyer perspective | Financial assessment |  |  |
|  |  | Benefit assessment |  |  |
|  |  |  |  |  |
|  | **Required Documentation (R)** |  | **Document #**  | **Comments** **(Please identify any missing documentation in this section)** |
| **R5** | **Demonstrated** advantage over existing/other technologies | Efficacy |  |  |
|  |  | Cost |  |  |
|  |  | Health |  |  |
|  |  | Safety |  |  |
|  |  | Other… |  |  |
|  |  |  |  |  |
| **R6** | Certifications in adherence to industry standards/regulatory approval | Certificates |  |  |
|  |  | Approval Documents |  |  |
|  |  | Registrations |  |  |
|  |  | Other… |  |  |
|  |  |  |  |  |
| **R7** | Consumer safety review with attached evidence | Review |  |  |
|  |  | Certificates |  |  |
|  |  | Other… |  |  |
|  |  |  |  |  |
| **R8** | Current limitations | Use |  |  |
|  |  | Application |  |  |
|  |  |  |  |  |
| **R9** | Scientific-based tests | Lab information |  |  |
|  |  | Test procedures |  |  |
|  |  | Lab qualifications |  |  |
|  |  |  |  |  |

***Privacy:*** *All GBAC STAR Registered Technology reviews are confidential unless expressly shared by participating organization.*