

Key benefits of listing with ecospecifier

1. Statistically ecospecifier .org had an increase in traffic during 2010 accessing pages of information of 5% as compared to 2009, This is an extremely good result given the GFC impacts on the building and construction segments.
2. **ecospecifier** now offers an even higher level of protection for consumers and practitioners alike. **ecospecifier** Greentag products are now coming on line and for the first time products can be visually differentiated for superior eco outcomes prior to purchase and/or specification.
3. **ecospecifier** is more than a product verification and or certification service. We are in fact an effective marketing channel because each day on average nearly **980 sessions per working day** are recorded where a specifier is conducting research looking for products that are environmentally friendly.

"Within a few days of listing we had received several sales enquiries and had 4,000m² of three of our different wall linings specified on a project in the ACT after the architects found them on **ecospecifier.org**...That's great."

- **David Brown** (General Manager - Powerscape)

- **Highly targeted audience:** you have an environmentally or health preferable product and that is what our users are looking for. The highly targeted audience is likely to lead to higher quality leads and better sales conversions.
- **Third party assessment:** **ecospecifier** is the ONLY third party, independent product assessment website and information portal. The assessment is undertaken by professionally qualified and highly respected industry professionals. The level of recognition within the industry is indicated by the support of the **ecospecifier's Industry Partners**.
- **Increased market awareness and sales opportunities:** **ecospecifier.org** takes your product to a wide audience of building product specifiers who are actively interested in pursuing the information provided by **ecospecifier**. Few suppliers have the sales force and associated infrastructure to manage such a task themselves.
- **Lowering your costs:** specifiers can reference and download key information direct from your pages at **ecospecifier.org**, saving you money by reducing your printing and postage quantities and better targeting the distribution of your more expensive samples and catalogues.
- **Industry relevant leads:** sales leads via **ecospecifier.org** in many instances come pre-qualified, reducing cost and the average time of field and internet sales staff in qualifying and servicing sales leads and buying opportunities.

"I can personally attest to its usefulness and practicality, having used the service since its launch. Moreover, the widespread acceptance of the tool indicates its one of the more powerful agents for change at our disposal today."

- **Dick Clarke** (Director of Sustainability - Building Designers Association of NSW)