



## NEWS RELEASE

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## National Pest Management Association Strengthens Green Certification Program

**June 25, 2009** (Fairfax, Virginia) — The National Pest Management Association (NPMA) is excited to announce GreenPro, its enhanced green certification program that has now been endorsed by the Natural Resources Defense Council (NRDC), one of the world's largest environmental advocacy groups. The new GreenPro certification program is designed for those companies who want to tap into the growing green marketplace for pest control services. Significantly improved GreenPro standards will provide consumers looking for a green service with a third party endorsed green approach to eliminating pest problems.

As part of this roll-out the existing QualityPro Green program will be rebranded as GreenPro – a new name and look that are the result of in-depth consumer research conducted by QualityPro. “After collecting valuable qualitative and quantitative research, we are confident that the new name, logo and performance standards more accurately depict the principles of the program and the commitment to the overall green movement,” said Bob Rosenberg, senior vice president of NPMA.

“When we developed GreenPro, we did so to provide a better tool for our members who want to take advantage of the growing consumer interest in green pest control services,” says Rob Lederer, executive vice president of NPMA. “After many months of dialogue, it is a great milestone to have a group as formidable as NRDC to provide us with their support and endorsement of our green program.”

“It’s continues to amaze me how quickly the association can adapt to consumer demands,” said Kevin Kordek, QualityPro board of directors chair. “The GreenPro program is a testament to the entrepreneurial spirit of pest management companies from coast to coast, and I look forward to watching the evolution as we continue to build on our reputation for professionalism.”

GreenPro is a voluntary designation for companies that meet the enhanced GreenPro certification performance standards. For more information on QualityPro, visit [www.npmaqualitypro.org](http://www.npmaqualitypro.org). For more information on GreenPro, visit [www.npmagreenpro.com](http://www.npmagreenpro.com) or e-mail [GreenPro@pestworld.org](mailto:GreenPro@pestworld.org).

The National Pest Management Association (NPMA), a non-profit organization with more than 6,000 members, was established in 1933 to support the pest management industry's commitment to the protection of public health, food and property, reflected both in the continuing education of the pest management professional and the dissemination of timely information to homeowners and businesses. For more information, call 703-352-6762 or visit [www.npmapestworld.org](http://www.npmapestworld.org).

QualityPro is the mark of excellence in pest management and has over 400 companies enrolled in the program. This program is increasing the professionalism of the industry through self-regulation; stimulating consumer demand through increased confidence and a higher public perception of industry professionalism; and providing marketing opportunities to participating companies by recognizing commitment to excellence and higher performance standards. Under the QualityPro program there are additional certificate designations for Schools and Food Plants. All GreenPro companies will be required to be a QualityPro company as part of their Green certification. For more information, visit [www.npmaqualitypro.org](http://www.npmaqualitypro.org).

The Natural Resources Defense Council (NRDC) is a national, non-profit organization of scientists, lawyers and environmental specialists dedicated to protecting public health and the environment. Founded in 1970, NRDC has 1.2 million members and online activists, served from offices in New York, Washington, Chicago, Los Angeles, San Francisco and Beijing.

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