

BLOG POST

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REASONS TO TRUST
SHOWA GREEN CIRCLE
CERTIFIED PRODUCTS





CONSUMER TRUST

SHOWA products have earned the trust of consumers by being GreenCircle-certified starting in 2021 and extending to the present day. GreenCircle and Amazon actively promote GreenCircle certification as a way for consumers to verify the accuracy of SHOWA's product sustainability claims.





CONTINUOUS MAINTENANCE OF PRODUCT QUALITY

GreenCircle certification is only valid for a limited time, one year, to be exact. After this period, certification must be renewed by each company or brand that applies for it. For SHOWA, this spurs a continuous drive to ensure quality control and maintain industry-leading standards.





PROOF OF ECO-FRIENDLY CLAIMS

GreenCircle certification is proof that a company's eco-friendly product, operations, and multi-attribute claims have been verified as legitimate. Certification is indicated by the blue and green "GreenCircle Certified" logo.





COMMITMENT OF SHOWA TO ENVIRONMENTAL PROTECTION

When consumers know that products and operations are GreenCircle-certified, they can feel confident that a company is upholding its mission of eco-consciousness and minimizing its environmental impact. When buying certified products, consumers help these businesses achieve such goals more quickly while following through on their own personal goals of sustainability.





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