

Shopping Sustainable Products

At Wayfair, our goal is to help customers easily find products that meet their needs - which often includes meeting higher global standards for design and manufacturing. That's why we've added new search functionality and icons across our sites to enable shoppers to easily identify products that have features which are focused on sustainability. We're actively partnering with our suppliers to provide more products like these across Wayfair sites.

Shop Sustainably icons

Throughout our site, you can select "Shop Sustainably" to view products that meet environmental, health, indoor air quality, or community-related standards or frameworks. The associated icons and attributes indicate that the product has been certified or aligns to specific standards, as indicated by the supplier. See below to learn more about each Shop Sustainably icon and attribute.



ENERGY STAR Certified

Through intelligent design, these products use less energy than would otherwise be required and are independently certified to meet strict standards for energy efficiency set by the EPA ENERGY STAR® Certification.



Environmentally Preferred


Environmentally Preferred products have a reduced impact on human health and the environment in comparison to similar products and often have a lower carbon footprint. This includes products that are sourced in accordance with higher social and environmental standards - for both textiles (cotton, wool, down, etc.) and wood.



GREENGUARD Certified

Products that have achieved GREENGUARD Certification are scientifically proven to meet some of the world's most rigorous, third-party chemical emissions standards, helping to reduce indoor air pollution and the risk of chemical exposure, while aiding in the creation of healthier indoor environments.

Hypoallergenic

 Hypoallergenic products are CERTIFIED asthma & allergy friendly® and aim to avoid common allergens.

 **Local Community Empowerment**

These products are certified to meet rigorous labour standards or are sourced from organisations that support their communities, empower their workers and support local economic development initiatives.

 **Made Clean**

Made Clean products contain fewer substances that could be harmful to people or the environment and often have certifications for low chemical emissions, resulting in improved indoor air quality.

 **Organic**

Products marked as Organic contain materials that have been produced using methods that promote ecological balance and conserve biodiversity. These often include practices such as maintaining or enhancing soil and water quality; conserving wetlands, woodlands, and wildlife; avoiding use of synthetic fertilisers, and genetic engineering. An Organic label may often only refer to one component of the product, such as an organic pillow cover, with a non-organic polyester fill. Refer to product descriptions for further details.

 **Reclaimed Wood**

Reclaimed wood is wood that has lived another life and has been repurposed to form something brand new.

 **Recycled**

Products with this icon contain pre-consumer and/or post-consumer recycled content that has been diverted and recovered from the waste stream. A Recycled label may often only refer to one component of the product, such as a chair that includes a seat cushion with recycled plastic filling.

 **Water Efficient**

Products with the Water Efficient icon use less water than would otherwise be required and are EPA WaterSense Certified.