

# Leverage of ISCC Certified Products in the North American Market

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# Overview of the reviva Product Line

## Product Environmental Benefits

- 50% recycled content in major housing components
- Packaging 100% paper based and recyclable
- Integral battery designed for easier removability at end of life
- Stood up Terra Cycle Program for end of life product recycling.



# Value of ISCC – Claims Substantiation

**BLACK+DECKER**

**reviva™**

**12V<sup>MAX</sup> LITHIUM ION**

Cordless Drill/Driver  
Perceuse-visseuse sans fil au lithium-ion 12 V MAX\*  
Taladro/destornillador inalámbrico de iones de litio de 12 V MÁX\*

**50%** certified recycled material\*\*

Tool housing made with Tritan™ Renew

**8** This product contains an amount of recycled material\*\* equivalent to the weight of 8 16.9 fl-oz single-use plastic bottles\*\*\*

**Drills over 200 HOLES on a single charge**

**eco DESIGNED**  
Our Commitment to Sustainability  
**RECYCLABLE PACKAGE**

REV added 12C

\*\* Recycled material is certified through a third-party mass balance allocation process.

# Value of ISCC – End User Promotion (Amazon)



## Climate Pledge Friendly Certifications



We partnered with a wide range of external certifications, including governmental agencies, non-profits, and independent laboratories, and created our own certifications to help us distinguish more-sustainable products. We focused on certifications that are reputable, transparent, and have a focus on preserving the natural world. We will routinely evaluate and reassess the certification landscape to ensure we include the best partners to help you shop for more-sustainable products.

### Learn about sustainability certifications in Climate Pledge Friendly



GreenCircle Certified: Life Cycle Assessment Optimized verifies reductions in product life cycle impacts through product or manufacturing improvements.

Shop GreenCircle Certified: Life Cycle Assessment Optimized products



GreenCircle Certified: Recycled Content verifies a product is made of at least 50% recycled material.

Shop GreenCircle Certified: Recycled Content products



Green Seal certified products have reduced climate and environmental impacts at one or more stages of their lifecycle.

Shop Green Seal certified products



ISCC PLUS certified products are created using raw materials like recycled plastics and bio-based materials, which can reduce fossil fuel consumption

Shop ISCC PLUS certified products



Leather Working Group certification promotes more-responsible leather production and is committed to driving positive environmental change.

Shop Leather Working Group certified products

# Value of ISCC – End User Promotion (Amazon)

Tools & Home Improvement › Power & Hand Tools › Power Tools › Drills › Drill Drivers



**BLACK+DECKER reviva 12V Cordless Drill, 230 lb Torque, Made from Recycled Material (REVCDD12C), White**

Visit the [BLACK+DECKER Store](#)

4.6 ★★★★★ 27 ratings

Climate Pledge Friendly

**-7%** \$46<sup>48</sup>

List Price: ~~\$49.99~~

**prime** Overnight

FREE Returns

Get \$60 off instantly: Pay **\$0.00** ~~\$46.48~~ upon approval for the Prime Store Card. No annual fee.

Brand	BLACK+DECKER
Power Source	Battery Powered
Voltage	12
Amperage	15 Amps
Color	White

Roll over image to zoom in



VIDEO

\$46<sup>48</sup>

**prime** Overnight

FREE Returns

FREE delivery **Overnight**

**7 AM - 11 AM.** Order within 7 hrs 6 mins

Deliver to Jolly - Long Beach 90802

**In Stock**

Qty: 1

Add to Cart

Buy Now

Payment [Secure transaction](#)

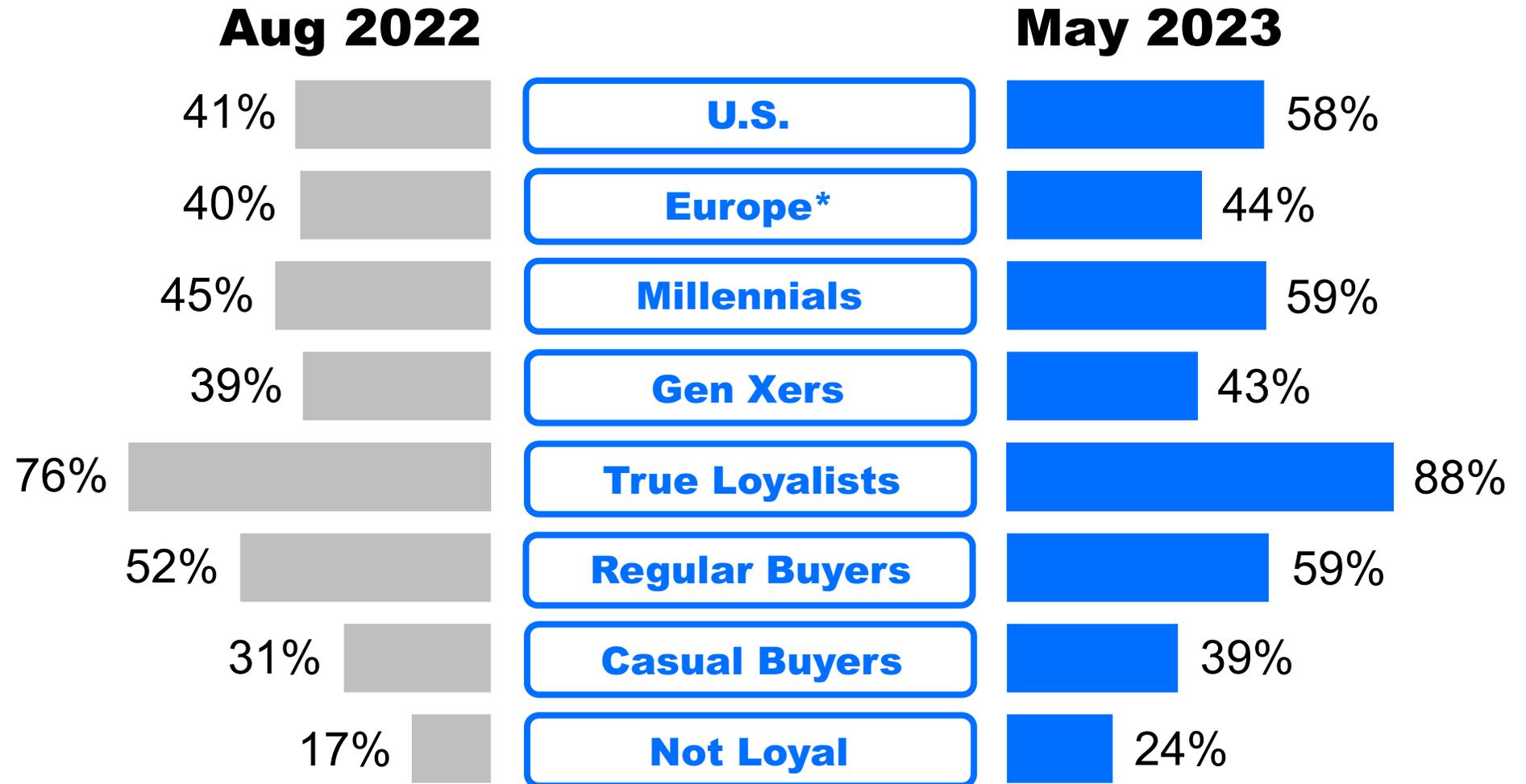
Ships from [Amazon.com](#)

Sold by [Amazon.com](#)

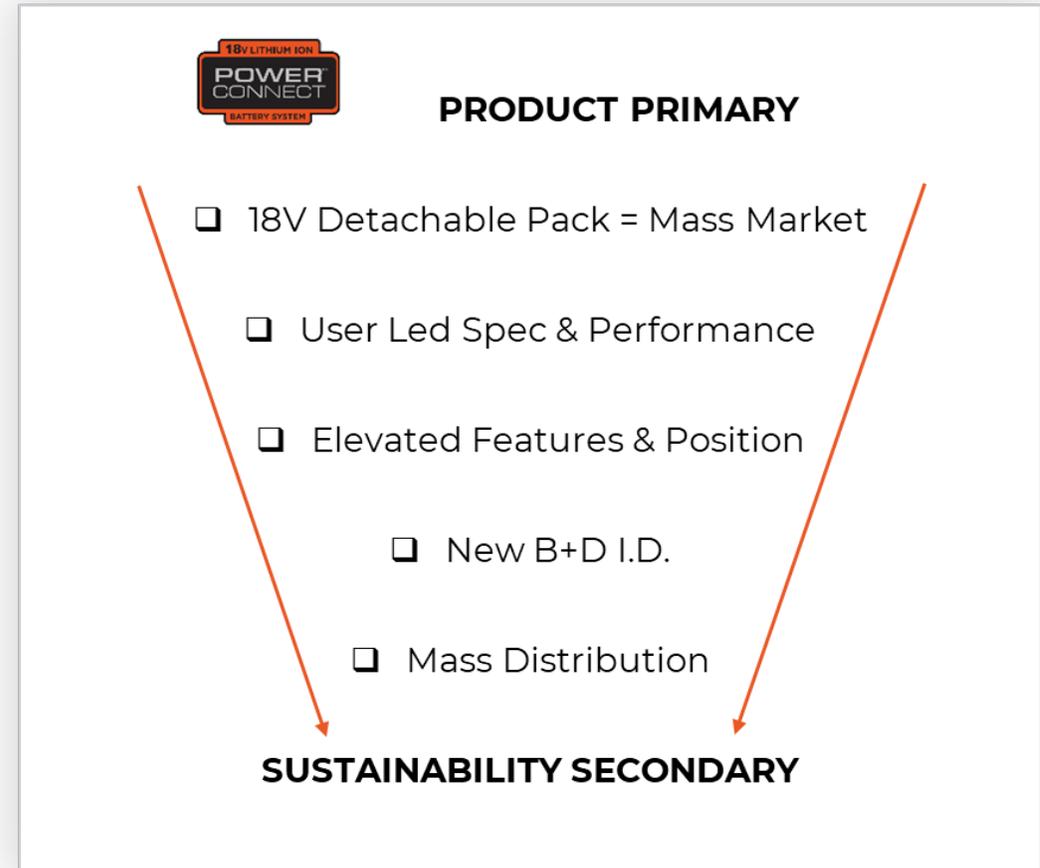
Returns [Eligible for Return, Refund or Replacement within 30 days of receipt](#)

# Brand Beliefs

Consumers who say Black & Decker is a **sustainable** brand



# What the future looks like for more sustainable offerings



# Planned 2024 Launches with Tritan Renew

BLACK+DECKER  
**reviva**™



**BRUSHLESS**

# Discussion/ Q&A

**StanleyBlack&Decker**

