

# Carbon Trust Footprint Label



The Carbon Trust Footprint Label allows you to foster brand loyalty, visibly differentiate your product and confidently demonstrate your commitment to sustainability.

Consumers and business alike have become more sophisticated and discerning in their buying decisions, increasingly expressing a preference for products and services that have rigorously validated environmental credentials. The Footprint Label displays a commitment to measuring and reducing the resource footprints of your products, providing a clear visual signal for consumers and stakeholders.

## Sustainability leaders

Kingsmill

PHS

Fernox

Portillo Wines

Quorn

Mehadrin (Jaffa)

Dyson

GSK

## Kingsmill

“We use the Footprint Label on product packs to communicate the reduction to millions of shoppers nationwide – in stores including Tesco, Sainsbury’s and ASDA. Many customers are environmentally aware and the instantly recognisable label communicates the product’s carbon credentials to them. It demonstrates Kingsmill is an environmentally responsible brand and certification can help boost the distribution and sales of our products.”

Lydia Freeman, Brand Manager, Kingsmill



With consumers increasingly choosing brands that can substantiate their environmental credentials, using the Footprint Label gives consumers a compelling, value added reason to buy Kingsmill.

Environmental reputation is also a growing focus for retailers. Many of the major supermarket chains are pursuing their own sustainability strategies and increasingly selecting suppliers on the basis of their environmental performance and reputation. The Footprint Label therefore displays Kingsmill’s commitment to buyers as well as consumers.

## Quorn

In 2013, Quorn became the first global meat alternative brand to achieve our Footprint Label. Their pledge to improving operational sustainability has led to a 15% reduction in the carbon footprint of some of its most popular products, and they are now looking at how to improve energy and materials efficiency during manufacture.



“Working with the Carbon Trust also allows us to proudly display the Carbon Footprint Label on our packs – emphasising our third part certification achievement and exemplifying to our consumers a commitment to further carbon reductions.”

Quorn, Sustainability Report 2014



## Dyson



Dyson's commitment to minimising carbon emissions starts at design inception. Efficient engineering has resulted in the first ever hand dryer to be awarded the Carbon Reduction Label; The Dyson Airblade™.

When the Carbon Trust was approached by Dyson, not only did they want to demonstrate how energy efficient the Airblade™ is, but to get our help in continuing to lower its carbon footprint. Following consultation and data analysis, the Dyson Airblade™ was granted Carbon Trust certification.

This exercise made clear just how low the product's carbon footprint is, as well as highlighting remaining areas for reduction. The Airblade™ is now 80% more energy efficient than other power-hungry hand dryers.

Dyson's approach shows how carbon can be designed out of the system from the very start, how consultation can continue to reduce these figures and how energy efficiency does not mean compromised product quality.

## Mehadrin (Jaffa)



Mehadrin, owners of the world famous 'Jaffa' brand and Israel's largest grower and exporter of citrus, fruits and vegetables, realised the importance of minimising the carbon footprint of its produce.

"Gaining the Carbon Reduction Label is an important milestone for Mehadrin and demonstrates our commitment to limiting our environmental impact. By choosing products that have achieved the Carbon Reduction Label, our customers are supporting Mehadrin's work towards a more sustainable future"

**Dov Warmen, Business Development Manager, Mehadrin**



## PHS Group

The Waterlogic water cooling and dispensing machine from PHS was awarded the Carbon Trust Footprint Label in 2010, becoming the first product in the water dispensing market to be so accredited. It was re-certified in 2014.

In those four years, the company has displayed steadfast commitment to minimising the environmental impact of its products, the Waterlogic making impressive progress with its mains-fed water cooler; new filters allowing the amount of materials sent to landfill to be decreased by over 81%.

"We are completely transparent about our environmental credentials. It's important to provide accurate and verified information on environmental claims. The Carbon Trust Footprint Label demonstrates to customers that the carbon footprint has been accurately measured and that we are strongly committed to reducing our emissions against the highest standards."

**Emma Wood, Group Sustainability Manager, PHS Group**

