



Transforming Britain's Landscapes

## Marshalls Carbon Labels All Products in Domestic Range

Marshalls' 503 domestic landscaping products have been carbon labelled using The Carbon Trust's official Carbon Reduction Label. The label indicates to consumers the amount of carbon dioxide equivalent emitted from extracting and processing raw materials, manufacturing, distributing, and disposing of these products.

As one of 13 pilot partners, Marshalls is using the standard developed by The Carbon Trust to calculate the embodied carbon emissions of its domestic product range and then to reduce the carbon footprint of over every single labelled product over the next two years.

Marshalls' domestic range includes 503 products and each product features the Carbon Trust's Carbon Reduction Label, which shows the volume of all greenhouse gases emitted during the product's lifecycle. All data has been measured in compliance with the international PAS 2050 method for footprinting that has been developed by BSI British Standards, the Carbon Trust and Defra.



The data is the result of an 18-month pilot with the Carbon Trust's labelling programme which has awarded Marshalls independent certification against PAS 2050 and enables the footprints across its product range to be compared against one another. This carbon labelling initiative has recognised Marshalls one of the world's leading companies in terms of carbon labelling, with the largest number of products labelled anywhere across the globe.

Chris Harrop, Group Marketing Director at Marshalls said: *“Marshalls is committed to reducing carbon emissions, which is why we're working with the Carbon Trust. It has been interesting to see how all the products in our range compare with each other. We've been really pleased with the actual carbon footprints – testament, we feel, to concerted efforts in sourcing materials responsibly and evaluating manufacturing, logistical and administrative processes. An important part of the work with the Carbon Trust was the decision to label the entire range. We wanted to ensure that consumers*

*were able to make real comparisons and educated decisions about the carbon impact of their product choice, and this can only be done if an entire range is labelled.”*

Marshalls has one of the widest product ranges in the industry for both patios and driveways. For patio paving, its product range offers consumers a large choice of products that can be chosen against functional, aesthetic and carbon footprint criteria.

Comparisons include paving products such as Saxon with a footprint of 14kg CO<sub>2</sub> per m<sup>2</sup>, to Heritage paving, with a look of time-worn Yorkstone paving at 17kg CO<sub>2</sub> per m<sup>2</sup>, and imported natural sandstone at 28kg CO<sub>2</sub> per m<sup>2</sup>.

In its driveway range, products such as Driveline 50 have a carbon footprint of 16kg CO<sub>2</sub> per m<sup>2</sup>, while the carbon emission from a competitor's equivalent product is up to 20kg CO<sub>2</sub> per m<sup>2</sup>. While a 4kg difference may sound like a small number, in terms of an average driveway it is equal to 240kg. This emission is comparable to driving an average family car from Land's End to John O'Groats (837 miles).

Tom Delay, Chief Executive of the Carbon Trust said: *“If we are to meet this country's emission reduction targets by 2050, we need innovative businesses to lead the way in their industries. Marshalls has already shown this leadership and their commitment to tackling climate change through their pilot of the Carbon Reduction Label, supported by the PAS 2050 footprinting method. Working with the Carbon Trust means Marshalls can identify opportunities to reduce emissions across its supply chain and give them the ability to compare products across an entire range. Using the Carbon Reduction Label to communicate this gives Marshalls' customers the added benefit of factoring a product's carbon impact into their buying decisions.”*

Support for Marshalls commitment to carbon labelling also comes from Jonathon Porritt, Programme Director of Forum for the Future and Chairman of the UK Sustainable Development Commission, he said: *“I am extremely encouraged by Marshalls' commitment to carbon reduction, particularly as they have gone that one step further by labelling an entire product range, while others are initially only piloting a few products. This is exactly the kind of leadership we need to see a lot more of in this and other sectors.”*

By working with the Carbon Trust, Marshalls has agreed to further reduce its carbon emissions over a two-year period which will allow it to continue to use the Carbon Reduction Label on its products.

Marshalls has launched a Guide to Carbon Labelling for consumers, available to download at [www.marshalls.co.uk](http://www.marshalls.co.uk)