

A close-up photograph of green leaves with prominent veins, serving as the background for the document cover.

The Marshalls Guide to

# CARBON LABELLING



**Marshalls**

*for sustainable landscapes*



# The Reality

CO<sub>2</sub> impact... Climate change... Carbon footprint...  
Low carbon economy...

All terms none of us were using in the mainstream  
10 years ago – and certainly not worrying about.  
Yet the figures speak for themselves.

- Since 1900, the average temperature on the planet has increased by 0.74° Celsius and the sea level around the UK has risen by about 10cm.
- 11 of the 12 hottest years on record occurred between 1995 and 2006.\*
- The government's Climate Change Bill has set legally binding targets for reducing emissions to at least 80% of 1990 levels by 2050.

At Marshalls, we acknowledge that our operations contribute to manmade climate change as detailed by the Inter-Government Panel on Climate Change. And with over 40% of CO<sub>2</sub> emissions in the UK coming from actions by individuals\*\*, it's essential we all do our bit.

That's why, as part of our overall sustainability programme, we've carbon labelled our products. And since there's little point comparing only a small proportion of our paving range, we decided to label every single one of Marshalls' domestic products – so you can compare all our products and make an informed choice about what you buy.

\* *Directgov, Environment and greener living, October 2008*

\*\* *Directgov, ACT ON CO<sub>2</sub>, October 2008*

# Understanding a carbon label is actually pretty simple...

The label looks at the entire product cycle and shows the amount of carbon dioxide equivalent (greenhouse gases) emitted from extracting and processing raw materials, manufacturing, distributing, and then disposing of these products.

There are cynics who feel that carbon labelling is confusing. It needn't be if all products are labelled so you're able to make the choice that's right for you.

Marshalls started working with the Carbon Trust 18 months ago. As part of our commitment to carbon labelling, we are also required to work towards reducing the carbon footprints of our products over a two year period – so you'll know that any company using the Carbon Trust's Carbon Reduction Label is truly committed to reducing the carbon impact of the products they label.

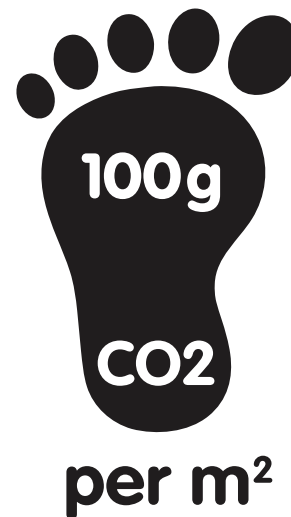
Now, all 503 Marshalls domestic landscaping products will be carbon labelled using the Carbon Trust's official Carbon Reduction Label.

And it couldn't be easier to understand...

Take a look at the  
**Carbon Trust carbon labelling website**

[www.carbon-label.com](http://www.carbon-label.com)

## working with the Carbon Trust



### **Working with the Carbon Trust**

This shows that the footprint has been measured in compliance with the now published PAS 2050:2008 specification for the assessment of the life cycle greenhouse gas emissions of goods and services and the Carbon Trust's Comparability Rules and Secondary Data, which allows the figures to be fully comparable. The specification was developed by the Carbon Trust, Defra and BSI British Standards.

### **100g**

This is the volume of all greenhouse gases emitted during the product's lifecycle displayed in grammes, kilogrammes or tonnes. In other words, the weight of the carbon footprint. This is also the figure that companies are committed to reducing within two years.

### **CO<sub>2</sub>**

This represents all greenhouse gas emissions associated with the product or service expressed as CO<sub>2</sub> (carbon dioxide) for simplicity.

### **per m<sup>2</sup>**

This shows what the carbon footprint measure relates to, such as a serving, a pack, a wash, etc.

For more information on carbon labelling go to [www.marshalls.co.uk/transform](http://www.marshalls.co.uk/transform)

# The Numbers...

## They just speak for themselves

Since only one other hard landscaping company has carbon labelled some of its products, the comparisons are easy to make.

For example, Marshalls' Driveline 50 product range has an average carbon footprint of 16kg, while the carbon emission from a competitor's equivalent is up to 20kg.\*\*\*

While 4kg 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).

\*\*\* From competitor data published in September 2008



	Product	Carbon Footprint kg CO <sub>2</sub> /m <sup>2</sup>
Gardens	Eclipse Granite	55kg
	Haworth Moor Riven	30kg
	Sandstone Paving	30kg
	Natural Slate	30kg
Gardens	Chancery	20kg
	Heritage Paving	17kg
	Saxon	15kg
Driveways	Drivesett Duo	26kg
	Drivesett Tegula	19kg
	Driveline 50	16kg

Full details of all products are available at [www.marshalls.co.uk/transform](http://www.marshalls.co.uk/transform)



# High Carbon or Low Carbon... you decide

Because we've carbon labelled all our products, you can decide which Marshalls product you want to use for your garden or driveway.

If you want to work out your carbon footprint, use the Marshalls carbon calculator at

**[www.marshalls.co.uk/transform](http://www.marshalls.co.uk/transform)**

Using the calculator also enables you to look at ways you can offset the CO<sub>2</sub> emissions of a new patio or drive. So you can balance your hard landscaping with soft planting - and aim towards creating a carbon neutral space that's right for you.



	Lower Carbon	Higher Carbon
Gardens	Heritage Paving	Haworth Moor Riven Sandstone Paving
Driveways	Priora Permeable Block Paving	Haworth Moor Natural Stone Setts

These values are relative to the Marshalls range only

[www.marshall's.co.uk/transform](http://www.marshall's.co.uk/transform)

