

# “Carbon will be the currency of the coming age...”

## Carbon reduction offers a great potential for brand differentiation... carbon reduction is a huge opportunity...

Consumers increasingly understand the issue of climate change and want to participate in carbon emissions reduction initiatives by buying low carbon products or services from companies that are showing leadership on climate change. For example, approximately 67% of consumers said that they are more likely to buy a product with a low carbon footprint. Climate neutral EarthPositive™ apparel will compete in the market place against conventional non-climate-friendly T-shirts. The purpose of EarthPositive™ is to pass forward to you this competitive advantage!

### WHAT'S IN IT FOR YOU?

- Brand differentiation
- Opening of new markets
- Safeguard client relationships
- Secure brand value and reputation
- Achieve competitive advantage over competition
- Fulfill major Corporate Social Responsibility objectives
- Capture market share from those who fail to take action
- Demonstrate environmental responsibility to customers and shareholders

**HOW YOU CAN PROFIT** – You are experiencing the birth of a new industry based on low-carbon products and services. You may plan to become part of it, help shape the future and profit, or you can plan to do nothing, as the world around your business changes rapidly.

**WHAT TO DO NOW** – Use EarthPositive apparel to immediately communicate to employees, shareholders and customers your commitment to carbon reduction. Use EarthPositive apparel to develop and market low-carbon products. Use EarthPositive apparel to update your portfolio.

### ORGANISATIONS THAT WISH TO REDUCE THEIR CARBON FOOTPRINT

- Banks and financial institutions
- Car manufacturers and oil companies
- Airlines and the transportation industry
- Cosmetics and the beauty industry
- Government and NGO's
- Charities and environmental groups
- Sports and Eco-Tourism
- Pop groups and Rock bands
- TV and the media

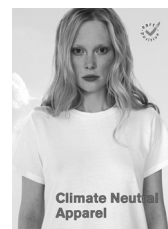
**IF YOU DO NOTHING?** – There is only advantage for first movers or 'industry leaders', once equilibrium is reached, there will be no more advantage to be gained, but only disadvantage for those who failed to move, or who were last to be seen doing so.

Climate Neutral™ **EarthPositive™** apparel makes sustainability a competitive advantage, and with an industry valued at \$17 Billion, what an advantage! To learn more, visit [www.EarthPositiveOnline.com](http://www.EarthPositiveOnline.com)

## Do you know the value of carbon to your business?



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# EarthPositive™ Carbon Footprint Reduction Table

The values shown below represent the total Carbon Footprint as calculated and verified by **the Carbon Trust**. The 'Initial' value accounts for the use of conventional fossil fuel based energy sources from the national grid. The 'Reduction' is achieved by using renewable green energy sources. There is no off-setting.

<b>EP01 Men's T-shirt WHITE</b>	S	M	L	XL	XXL
Initial Carbon Footprint [kg of CO2]	5.839	6.031	6.574	7.016	7.694
Reduction [kg of CO2]	-5.244	-5.417	-5.903	-6.299	-6.909
[%]	89.810	89.819	89.793	89.781	89.797
Final Carbon Footprint [kg of CO2]	0.595	0.614	0.671	0.717	0.785

<b>EP01 Men's T-shirt BLACK</b>	S	M	L	XL	XXL
Initial Carbon Footprint [kg of CO2]	5.944	6.139	6.691	7.143	7.833
Reduction [kg of CO2]	-5.339	-5.515	-6.009	-6.413	-7.034
[%]	89.822	89.835	89.807	89.780	89.800
Final Carbon Footprint [kg of CO2]	0.605	0.624	0.682	0.730	0.799

<b>EP02 Women's T-shirt WHITE</b>	XS	S	M	L	XL
Initial Carbon Footprint [kg of CO2]	4.119	4.432	4.979	5.158	5.567
Reduction [kg of CO2]	-3.698	-3.978	-4.473	-4.628	-5.001
[%]	89.779	89.756	89.837	89.725	89.833
Final Carbon Footprint [kg of CO2]	0.421	0.454	0.506	0.530	0.566

<b>EP02 Women's T-shirt BLACK</b>	XS	S	M	L	XL
Initial Carbon Footprint [kg of CO2]	4.193	4.512	5.068	5.252	5.666
Reduction [kg of CO2]	-3.765	-4.050	-4.553	-4.713	-5.091
[%]	89.793	89.761	89.838	89.737	89.852
Final Carbon Footprint [kg of CO2]	0.428	0.462	0.515	0.539	0.575

<b>EP21 Polo shirt WHITE</b>	S	M	L	XL	XXL
Initial Carbon Footprint [kg of CO2]	10.496	11.450	12.127	12.730	13.110
Reduction [kg of CO2]	-9.436	-10.295	-10.904	-11.446	-11.788
[%]	89.901	89.913	89.915	89.914	89.916
Final Carbon Footprint [kg of CO2]	1.060	1.155	1.223	1.284	1.322

<b>EP21 Polo shirt BLACK</b>	S	M	L	XL	XXL
Initial Carbon Footprint [kg of CO2]	10.953	11.920	12.496	13.080	13.500
Reduction [kg of CO2]	-9.847	-10.718	-11.236	-11.762	-12.140
[%]	89.902	89.916	89.917	89.924	89.926
Final Carbon Footprint [kg of CO2]	1.106	1.202	1.260	1.318	1.360

<b>EP61P Men's Pullover Hoody</b>	S	M	L	XL
Initial Carbon Footprint [kg of CO2]	26.939	27.248	27.520	27.789
Reduction [kg of CO2]	-24.085	-24.362	-24.606	-24.847
[%]	89.406	89.408	89.411	89.413
Final Carbon Footprint [kg of CO2]	2.854	2.886	2.914	2.942

<b>EP62P Women's Pullover Hoody</b>	XS	S	M	L
Initial Carbon Footprint [kg of CO2]	19.626	19.893	20.449	20.679
Reduction [kg of CO2]	-17.512	-17.751	-18.267	-18.473
[%]	89.229	89.232	89.330	89.332
Final Carbon Footprint [kg of CO2]	2.114	2.142	2.182	2.206

The units of measure are actually CO2e (carbon dioxide equivalent), which means we have looked at all the green-house gases including carbon dioxide, methane and nitrous oxide, which all have a relative score of an impact on the atmosphere.

working with  
the Carbon Trust



## How does the carbon footprint of other promotional apparel compare with EarthPositive apparel?

Until other promotional apparel brands publish the exact carbon emissions values of their products, we can assume that the carbon footprint of a typical Woman's T-shirt should be in the range of 5-7kg of CO2, and a Men's T-shirt should be in the range of 5-9kg of CO2. Conventionally farmed cotton has a greater footprint than organic cotton because of its dependence on petroleum based chemical fertilizers and pesticides.

Larger sizes or heavier weight T-shirts will have a correspondingly greater footprint. The more raw materials needed to make a product, the higher its carbon footprint.

Cotton garments produced in countries using highly mechanised supply chains will have a much greater footprint than those using more manual labour-based production methods. Basically, countries that mainly use agricultural machines for farming that run on fossil fuels, will have a much higher carbon footprint than those that are more labour intensive.