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READY, WILLING AND LABEL

Bradstone puts its reputation for sustainability on the line today with the publication of carbon scores on three pilot product lines – and a public declaration to reduce these scores in the next two years under independent verification.

The hard landscaping manufacturer was unveiled in September 2007 as one of just 12 Carbon Trust pilot partners alongside Tesco, Walkers Crisps and Halifax Bank.

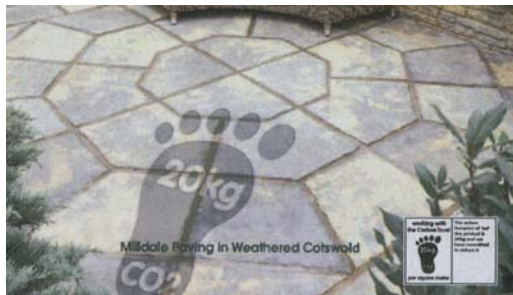
The trial scheme aims to give consumers and stockists comparative objective data on the carbon cost of products or services and, if successful, it could mirror the labelling currently on food packaging.

Today, Bradstone publishes its scores calculated by the BRE and verified by the Carbon Trust on pilot products, which will start to carry carbon footprint labels from 2009. They are:



Product	Variant	Carbon score (kg of CO ₂ per m ²)
Driveway 50mm from Leighton Buzzard Concrete Block Paving	Autumn	20
	Brindle	20
	Buff	20
	Burnt Oker	19
	Charcoal	19
	Grey	18
	Red	20

Milldale 35mm paving	Antique Chestnut	24
	Antique Grey	22
	Golden Sand	24
	Weathered Cotswold	20
Peak Smooth 400 paving	Buff	14
	Grey	12
	Red	13



Bradstone must reduce these scores within two years or be stripped of the Carbon Trust label and is committed to reducing its footprint across the range.

Those plans see Bradstone taking ongoing responsibility as a manufacturer to look at sourcing alternative lower-carbon materials, reducing the number of lorries on the road and sourcing raw materials locally.

Parent company Aggregate Industries met a 12.5% reduction in carbon emissions by the end of the decade within four years and has since reset this to 20% per tonne of production by 2012.

Dr Miles Watkins, director of environmental and corporate social responsibility for Aggregate Industries, says: “As a business we’ve been actively looking at ways to reduce our carbon emissions over the last decade and this particular project is about carrying that message through to our stockists and their purchasers.

“Working with The Carbon Trust as a pilot partner means we can continue the programme of education and enlightenment outside of the confines of our business and actively engage our stockists and consumer in the whole debate around our ‘carbon footprint’.

“Reducing carbon emissions is critical and anything we, as a responsible manufacturer can do to lead the way is welcome.”

Major developments in recycling mean that up to 85% reclaimed and reconstituted aggregates are used in many products.

Aggregate Industries has achieved its ISO14001 Environmental Management System and has created a sustainability reporting website sustainability.aggregate.com which includes environment, community and ethical trading policies and provides latest figures on how it is performing on each.

For the fourth year in succession, parent group Holcim has been named "Leader of the Industry" in the Dow Jones Sustainability Index and once again acknowledged as the company with the best sustainability performance in the building materials industry.

The Group's recycling strategy, its dialogue with stakeholders as well as its efforts in human resources development received top scores. The recognition rewards the continued and further strengthened commitment to sustainable development as an important part of the Group's strategy.

To find out more about the Product Carbon Footprint and Labelling Scheme should visit www.carbon-label.co.uk or call 020 7170 7000.

ENDS

For more information contact Mark Triggs on 07966 037011 / marktriggs@armadillo-pr.com, Sarah Samways on 07717 765443 / sarahsamways@armadillo-pr.com, or Helen Houston on 07717 765444 / helenhouston@armadillo-pr.com.

Editor notes

Part of Aggregate Industries, **Bradstone** is one of the UK's leading garden hard landscaping manufacturers. The company offers a comprehensive range of paving, walling, edging and garden accessories in both reconstituted and natural stone, plus aggregates and block paving.

Bradstone won 'Best in Show' as well as a gold medal at the RHS Chelsea Flower Show in May 2007 with its garden '600 days with Bradstone' designed by Sarah Eberle. The previous year Bradstone and Sarah were awarded a Gold medal for their garden 'Walking barefoot with Bradstone'.

Aggregate Industries is a leader in the supply of construction and building materials. The company manufactures and distributes primary, recycled and secondary aggregates, asphalt, ready-mixed concrete, cement and precast concrete products, for use in construction across a wide range of sectors including civil engineering, sports and leisure, building and industrial and commercial applications. Aggregate Industries also offers a nationwide surfacing and civil engineering contracting service, with extensive experience in Term Maintenance and Framework Contract working.

Aggregate Industries has a Business in the Community Corporate Responsibility Index score of 100%, and more than 90% of its sites are certified to the ISO 14001 environmental management systems standard. The company is also committed to a programme of sustainable product development.

In 2006, Aggregate Industries UK Ltd was awarded the prestigious national British Standards Institution (BSI) award for 'Most Innovative Organisation' in recognition of its commitment to environmental management across its operational units and contracting divisions in the UK. Aggregate Industries also sponsors the Wildlife Trusts and has committed to supporting the environmental organisation's involvement in the BBC's Breathing Places campaign over the next three years.

Aggregate Industries is a member of the Holcim group, one of the world's leading suppliers of cement and aggregates (crushed stone, sand and gravel), ready-mixed concrete and asphalt.

1. What is carbon labelling?

Carbon labelling is a new scheme being piloted by the Carbon Trust, allowing companies to show consumers the 'carbon footprint' of their products. The Trust calculates the carbon footprint of products, goods or services and the footprint is printed clearly on a label, showing consumers how much CO₂ is generated during its production, use and disposal. Companies wishing to obtain a label for their product must also pledge to reduce their carbon emissions over a two-year period. Those who fail are stripped of the label.

2. Why is carbon labelling important?

The Government wishes to cut 60% of the UK's carbon emissions by 2050 and businesses will have to adapt to do their bit to help hit that target. Publicly showing the carbon footprint of a product allows consumers to make an informed, green choice. Boots found 65% of its customers said they would be more likely to buy a product with a label indicating the company is working to reduce its carbon footprint. A label gives a clear, publicly-accountable commitment that a business is seeking to address carbon issues.

3. What does it look like?

The new label design includes four core elements: a footprint logo; the carbon footprint figure; an endorsement by the Carbon Trust; and a written reduction commitment to reduce the carbon footprint.

4. How does this affect the construction industry?

Consumers are genuinely driving change in the market – they want to be able to make a green choice and would prefer to buy products from companies that are actively attempting to reduce their carbon emissions. The label also provides market differentiation and a unique selling point. Consumers are increasingly likely to opt for a 'green' choice and companies committing to reduce their footprints will be favoured.

5. Prove it!

Consumer research shows:

- 67% (35% much more likely, 32% slightly more likely) are more likely to buy a product with a low carbon footprint according to GfK NOP Oct 2006. (Base: all adults aged 16+). Consumers are also willing to alter their purchasing decisions based on product / service carbon footprint information.
- 44% would switch to a product with a smaller carbon footprint even if it was not their first preference.
- 43% of respondents are willing to pay more for products or services that would help them to minimise their own carbon footprint.
- 20% would travel to a less convenient retailer in order to obtain such products (The LEK Consulting Carbon Footprint Report 2007 research conducted by YouGov, representative sample of 2,039 UK consumers)
- 49% of all consumers agree 'It makes me more likely to buy their products' from companies who have introduced carbon labelling on their products
- 69% of all consumers agree 'It demonstrates that the company is committed to reducing its carbon emissions'.
- 62% of all consumers agree 'It helps me to reduce the carbon footprint of my regular shopping items'.
- 70% of all consumers agree 'It makes me more aware of the environmental impact of the products and services I choose to buy' (Source: Walkers, Populus Concerned Consumers Survey July 2007. 1,063 adults aged 18+. 'Concerned consumers' represent approx 50% of the population)

6. Who has signed up for carbon labelling – isn't this just for the high street or supermarkets?

Not at all. A diverse range of companies is keen to show consumers they are cutting emissions for their services and products, including Halifax Bank, Morphy Richards and Aggregate Industries. Others include Walkers, Innocent, Cadbury Schweppes, Kimberly-Clark, Scottish & Newcastle, British Sugar plc and Tesco.

7. What is the carbon footprint of a product?

The carbon footprint of a product is the sum of the carbon dioxide and other greenhouse gases emitted across the supply chain for a single unit of that product. For example, the carbon footprint of a can of Coca-Cola® is the total net amount of carbon dioxide and other greenhouse gases emitted to produce and dispose of that single can.

8. What is the methodology behind the label?

The methodology comprises five parts – analysing internal product data, building a supply chain process map, defining boundary conditions and identifying data requirements, collecting primary and secondary data, and calculating carbon emissions by supply chain process steps. This methodology provides the basis for the publicly available specification (PAS) which is currently under development.

9. What is the PAS?

The Draft Standard – Publicly Available Specification (PAS) 2050 – is the Specification for the measurement of embodied greenhouse gas emissions in products and services. The Carbon Trust has developed a detailed and robust draft methodology, based on its supply chain work. This methodology has now become the base document from which the Carbon Trust, working with Defra and BSI British Standards, is developing a standard to measure the embodied greenhouse gas emissions of products and services. This standard is known as the PAS 2050 and is currently being piloted by 20 companies who are measuring the carbon footprint of their products.

The Carbon Trust's aspiration is to reach a clear, standard way of measuring the full carbon impacts of products and services across their lifecycle that will be applicable to a wide range of sectors and product categories.

10. Should I apply for a label for my company?

It depends. Sourcing products that already have the label could be just as effective. Merchants could benefit from Bradstone's carbon labelling. By stocking carbon-labelled goods, customers will realise your business is aware of carbon issues and is actively trying to lower its footprint.