

SENTINEL

PERFORMANCE SOLUTIONS

***media information**

Date of issue: 28th August 2009

For immediate use

Sentinel achieves major carbon reduction 'first' in heating sector

Leading energy efficiency and water treatment specialist Sentinel has become the first company in the heating and plumbing sector to be given the right to use the Carbon Trusts' Carbon Reduction Label. And not just on one, but two of its top selling products.

Sentinel has gone the 'extra mile' in its commitment to the environment and carbon reduction by being the first company in the heating sector to have the carbon footprint of its biggest selling products; X100 system protector and corrosion inhibitor and the X800 system cleaner, certified by the Carbon Trust. By displaying the Carbon Reduction Label on their products Sentinel is further committing to reduce the carbon footprint over time.

Integrated sustainability solutions provider Sustain carried out a life cycle assessment of the products, which measured the Carbon Dioxide and other greenhouse gases at every stage from raw materials, manufacturing, packaging, distribution, use and disposal.

The study showed that customers who clean a typical dirty central heating system using Sentinel X800 Jetflo, and treat it with Sentinel X100, can restore efficiency by an average of 2.6%. This equates to an annual energy emission saving of 38kgCO₂ for a typical home. 38kgCO₂ is the equivalent of switching on a 60 watt light bulb for 1,000 hours or £5 on a customer's annual heating bill.

Sentinel CEO Gary Roebuck says this is an important first for the industry: "This is excellent news and highlights just how seriously we take the issue of carbon reduction here at Sentinel. Many of us in the sector have been increasingly alarmed by the unsubstantiated claims of environmental friendliness – 'greenwash' as it's called. The House of Commons Environmental Audit Committee has been calling for an Environmental Labelling scheme and has said Government should be prepared to legislate for such a scheme if necessary. We see this award as the first step in helping anyone in our industry who wants to buy or stock products – merchants, installers, specifiers with developers and housing associations – to have independent and verifiable confirmation of the actual impact the product has on the environment – and where as in our case, the product actually reduces the carbon associated with a home, it can take that into account at the outset and specify its use to help towards

achieving a positive SAP rating for the property whilst helping it to meet its environmental impact targets.”

Euan Murray, General Manager Carbon Footprinting, Carbon Trust said
“Consumers are thinking about their heating bills in an effort to reduce their costs and their own carbon footprint. Sentinel are taking a leading stance in the heating and plumbing industry, by understanding the carbon emissions at every stage of their product’s life cycle. The Carbon Trust has certified this forward looking work and in recognition of Sentinel’s commitment to further reduction, awarded them the Carbon Reduction Label.”

Visit www.sentinel-solutions.net to see the full range of Sentinel products available to you and to sign up to the company’s energy efficiency campaign ‘online’.

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For more information, please contact:

Neil Davies, Marketing Manager, Sentinel – 01928 588330

or

Steve Paddock or Michele Turner, Market Link PR – 01905 726 575

- The Carbon Trust is a publicly funded independent company set up by the UK Government in 2001 to help businesses transition to the low-carbon economy. The Carbon Trust is the leading international organisation helping companies measure, reduce and communicate the carbon footprints of their products and services.
- The Carbon Trust designed the Carbon Reduction Label to help companies communicate the impact of their product carbon footprinting work to consumers. Companies that display the Carbon Trust’s Carbon Reduction Label (on pack, online or elsewhere) are making a commitment to reduce the carbon footprint of their product or service.
- The carbon footprint of a product or service is the total carbon dioxide (CO₂) and other greenhouse gases emitted during its life, from production to final disposal. Taking a packet of crisps for example, it includes the CO₂ and other greenhouse gases that went into the farming of the potatoes, transporting the potatoes from the field to the factory and onto the supermarket as well as looking at how we finally dispose of the crisp packet.