



Embargoed to 15, March 2009

Carbon Reduction Label is new fashion for spring

Carbon Trust certifies carbon footprint of new ethical T-shirt range

In a UK and fashion first, the retail sector is launching a groundbreaking range of carbon labelled clothing this week. The carbon footprint of the T-shirts was calculated by the Continental Clothing which manufactures and supplies the T-shirts and certified by the Carbon Trust. The garments, which are 100% organic and ethically produced, will be available from ethical clothing retailer Adili.com

Working with the Carbon Trust, manufacturer Continental Clothing is cutting costs, responding to consumer demand for environmentally sound clothing, and reaching out to customers to help make further emission reductions. Significantly, the footprinting study showed that as much as 55% of the emissions across the lifecycle of the garments could come from washing, tumble drying and ironing.

On top of their own efforts, the manufacturer and retailer hope to use the Carbon Reduction Label to drive further future emission reductions by empowering consumers. The labelling includes the message to customers that their actions will make a difference to the footprint through washing at lower temperatures, avoiding tumble-drying, and ironing only when necessary.

Euan Murray, Carbon Reduction Label general manager, Carbon Trust, commented:

“Reducing carbon emissions is a critical part of improving the sustainability of the clothing and fashion industry. We are delighted the retail sector has recognised that when it comes to carbon footprints, size really does matter. Two thirds (66%) of consumers say it’s important to buy from environmentally responsible companies. So, displaying the Carbon Reduction Label on clothing is an exciting step by the retail industry to respond to their environmental *and* fashion conscious customers.”

Phil Charles Gamett, director, Continental Clothing, commented:

“We have a long-standing commitment to producing clothing in an ethical and environmentally responsible way. Having established and certified the ecological and organic credentials of our EarthPositive T-shirts, understanding and minimising their carbon footprint was an obvious next step.

“As the first business to business (B2B) company to work with the Carbon Trust to footprint textile products, we have seen first-hand the benefits that this can deliver when talking to customers such as Adili.com who demand rigorous environmental standards within their supply chain. I believe other brands and retailers will greatly benefit from joining the carbon labelling scheme at this early stage, and show leadership and social responsibility.”

Lord Hunt, Minister for Sustainability, said:

"Continental Clothing's Carbon Reduction Label is an innovative idea as part of the Defra-coordinated Sustainable Clothing Action Plan. The Label is a great way to give consumers clear information about the environmental impact of their clothes throughout their lifecycle - from manufacturing right through to washing and disposal - so they can be confident in the sustainability of their clothing choices."

Continental Clothing has been working with the Carbon Trust to measure and reduce the carbon footprint of its products since October 2007. The footprinting process is designed to highlight practical changes and substantial reductions along the way. Powering its production facility in India with energy from a new wind farm, Continental has already ensured the T-shirts create 90% fewer carbon emissions in the manufacture stage.

By carrying the Carbon Reduction Label, the Continental Clothing and Adili T-shirts will show not only their carbon footprint, but also a future commitment to reduce this over a two year period. Any changes from consumer action would be an added bonus.

The carbon footprinting process is based on the PAS 2050 standard launched last year by the Carbon Trust, Defra and BSI. The Label shows the greenhouse gas emissions for the entire lifecycle of the clothes, from cotton farming, through manufacturing, transport, packaging and retailing, ending with the consumer's impact through washing, drying, ironing and final disposal.



Notes to editors

For further information please contact the Carbon Trust Press Office:

Tel: 020 7544 3100

Carbontrust@fishburn-hedges.co.uk

About the Carbon Trust

- The Carbon Trust is an independent company set up in 2001 by Government in response to the threat of climate change, to accelerate the move to a low carbon

economy by working with organisations to reduce carbon emissions and develop commercial low carbon technologies.

- The Carbon Reduction Label - the Carbon Trust developed the Carbon Reduction Label to help companies measure and reduce the carbon footprint of their products and services and communicate their impact to consumers. 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. Companies that display our Carbon Reduction Label are committed to reducing the carbon footprint of the product or service on a long-term basis.
- Consumer demand figures are from Carbon Trust Standard Research published this week and conducted by YouGov Plc. The total sample size was 1,962 adults. Fieldwork was undertaken between 18-20 February 2009. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).
- For more information, please visit www.carbon-label.com.

About Continental Clothing

- Continental Clothing is a manufacturer of fashion T-shirts and casual clothing since 1998, leading the field with high quality ethical and sustainable products.
- Continental Clothing supplies the fashion industry with a large range of stock garments from its distribution warehouses, and also through its bespoke manufacturing service offering sustainable production with short lead-times.
- Continental has been involved for many years in pioneering projects in areas such as technical product development, ecological and social responsibility, organic textile standards, environmental impacts and carbon footprinting.
- In January 2008 Continental Clothing introduced its EarthPositive® product range, with the objective of producing attractive and commercially viable cotton casualwear that would maximise positive and minimise negative environmental, social and economic impacts along the supply and value chain.