



Climate Neutral Apparel

Lookfly Climate Neutral Apparel - 2009

In 2008, corporate business and industry are looking for ways to take action on climate change and build it into their Corporate Social Responsibility. Many business leaders know that taking a stand on climate change will produce benefits in the form of customer loyalty, and may help capture new markets. The problem they face is that there are few, if any, real commodities that can be purchased to help take action on climate change, except the most obvious green electricity or intangible carbon credits. That is until now...

ETHICAL, ENVIRONMENTAL & SUSTAINABILITY SPECIFICATIONS

What is EarthPositive?

EarthPositive™ is a *green* revolution in promotional apparel: Climate Neutral T-shirts. Organic and ethically made, but crucially, manufactured solely using sustainable energy generated from wind and solar power.

Carbon Neutral

EarthPositive apparel is made in carbon neutral manufacturing facilities in India, from 'low impact' organic cotton, and is distributed through carbon neutral warehouses and offices in London that use only renewable green electricity.

ENVIRONMENTAL

EarthPositive apparel is made to demonstrate the highest possible environmental, social and ethical standards, in one of the world's most environmentally damaging industries, and to provide the music, fashion and promotional garment industries with a familiar product with which to promote awareness and take action on climate change. Now, the humble T-shirt, the most basic canvas for communicating a brand name, corporate identity, or political slogan has become *the* environmental product.

Environmentally Friendly

EarthPositive apparel is certified by the Oeko-Tex 100 Standard, Class I.

What is Climate Neutral?

Climate Neutral means our industrial greenhouse gas emissions have been reduced to pre-industrial levels through low-impact (low emission) organic agriculture and carbon neutral industrial manufacturing, achieved through substituting energy use from fossil fuel powered power stations with clean renewable energy from wind turbines and solar power.

No Carbon Offsets

Carbon neutral is a term most often used to describe a state where CO₂e emissions have been negated entirely by the purchase of intangible 'carbon offsets'. This represents the 'lowest quality' means of achieving carbon neutral status and is discarded by EarthPositive as a credible method. The only course of action is to change business-as-usual practices and genuinely reduce any emissions that contribute to global warming. This can only be achieved by the reduction of on-site energy consumption, and a switch from fossil fuel to renewable energy.

EarthPositive™ Apparel

The Most Progressive Ethical Clothing on Earth

EarthPositive is a practical and immediate solution for business and fashion to face their biggest challenge and take immediate action to combat climate change.

100% Organic Product

EarthPositive apparel is a 100% organic product, produced under the Global Organic Textile Standard and certified by The Control Union and The Soil Association.

What is 'Low Impact' Farming?

We have specifically chosen to work in regions where organic cotton is planted and harvested by hand, without mechanization, and because organic farming does not use petroleum based chemical fertilizer, pesticide or herbicide, it is less reliant on fossil fuels.

Ethically Made

EarthPositive apparel is made as ethically as possible. The manufacturing facilities have been audited by the Fair Wear Foundation, and are being licensed by the FLO - Fairtrade Labelling Organisation.

The Oeko-Tex 100 Standard is a guarantee of the safety of textiles and dyestuffs to human health. It also means we take more care in adopting environmentally friendly production methods throughout the manufacturing of EarthPositive apparel.

Wind Powered

The primary energy source for EarthPositive apparel is thirty massive wind turbines that generate a continuous source of renewable electricity.

Pick Your Cotton Carefully

We guarantee that we will not use cotton from Uzbekistan while the use of forced child labour is endemic. EarthPositive garment labels follow the recommendations of the Environmental Justice Foundation, and state the country of origin of the cotton we use.

ETHICAL, ENVIRONMENTAL & SUSTAINABILITY SPECIFICATIONS

Low Water Footprint

It can take more than 20,000 litres of water to produce 1kg of cotton, equivalent to a single T-shirt and pair of jeans. That's why we chose to work in a region that receives up to 95% of its water from the monsoon rain. This was an important consideration for us, as the monsoon rain reduces the need for large-scale irrigation projects normally associated with conventional cotton farming, which often deprive local villages of scarce water resources by draining lakes and rivers.

SUSTAINABLE

EarthPositive was designed as a viable alternative to cheap conventional promotional T-shirts. We have demonstrated that sustainability can be used for competitive advantage.

Look After Our Water

The processing of the dye effluent takes place in a controlled closed-loop purification system that uses treatment ponds, sand filtration and reverse osmosis to convert the wastewater into clean water.

Biodegradable Packaging

EarthPositive apparel is packaged in biodegradable PVC-free packaging, and in 100% recycled cardboard boxes.

Transportation

EarthPositive has a 'No Airfreight' policy. We do not transport our goods, by air, instead we use containerised ocean shipping, and therefore the carbon footprint generated by transporting our apparel to Europe, Japan and the USA is negligible, more like a carbon fingerprint. EarthPositive apparel should not be criticised for its inability to solve the world's transportation and energy security issues, but we can ensure that our own production methods do

nothing to contribute to environmental damage, social injustice or climate change.

Transparency

The development project for EarthPositive apparel, that has taken two years to complete, will provide the apparel industry with a blueprint in ethical and sustainable production. The Carbon Trust has asked for EarthPositive to be used as a Case Study, so that the clothing industry will benefit from our research and development.

Carbon Labelling

EarthPositive apparel has reduced the carbon footprint of a T-shirt by up to 90%. However, consumers require an independent verification process and a label over the claims of individual companies. The Carbon Trust is trialling such a carbon reduction label. This carbon reduction label acts as both the verification and communication of the CO₂ of EarthPositive apparel. The Carbon Trust product carbon footprinting method is to become the single standard for a product's carbon footprint in the UK.

working with
the Carbon Trust



Soil Association
Licence No. DK19090



Reduce your carbon footprint, combat climate change, protect the Planet

Save The Climate – Wash Cool

EarthPositive apparel can be washed at 30°C; however, we ask EarthPositive consumers to consider the effects of domestic machine washing and tumble drying time and time again, which may contribute up to 80% of the energy used by a conventional cotton garment in its lifetime. We label our garments SAVE THE CLIMATE – WASH COOL – LINE DRY in addition to standard wash care instructions. We also recommend eco-friendly detergents, which have minimal aquatic toxicity and will biodegrade quickly and completely.



working with
the Carbon Trust



EARTH POSITIVE

A green revolution in promotional apparel: Climate Neutral T-shirts

Organic cotton, ethically made T-shirts, Polo shirts and hooded sweatshirts, but crucially, manufactured solely using renewable green energy generated from wind and solar power.

EarthPositive has reduced the carbon footprint of all its products by over 89% while also managing to produce all the clothing in an ethical and sustainable manner. EarthPositive proves that it is possible to produce cotton clothing without any detrimental effects to the Earth's soil, water or inhabitants, whether they be animals, plants or people, or to its climate.

The Carbon Trust calculated that without the use of renewable energy, the carbon footprint of the EP01 Men's white T-shirt in size Large would have been 6.574kg CO₂; it now stands at 671g, which represents an 89.79% reduction in CO₂ emissions.

EarthPositive is a unique product, a unique concept, and has sell-through into every conceivable industry sector. EarthPositive is a new business opportunity with none of the negative effects of conventional business.

EP01

Men's EarthPositive™ Organic Cotton T-shirt



working with
the Carbon Trust



100% certified organic cotton jersey 155g/m²

S, M, L, XL, XXL

Model wears size large



*The 671g carbon reduction label represents the EP01 Men's white T-shirt size Large only; each different size has a different CO2e value, as do different colours. CO2 represents the CO2e equivalent. This means we've looked at all the green house gases including methane, carbon monoxide, etc, which all have an impact score relative to carbon dioxide.

BLACK	WHITE	YELLOW
BROWN	RED	DARK RED
LIGHT BLUE	BRIGHT BLUE	NAVY BLUE
LIGHT GREEN	KELLY GREEN	MOSS GREEN
LIGHT GREY	DARK GREY	

"As public awareness of the risks of climate change increases, it is foreseeable that the public sector, the private sector, and individual consumers will come to tie their buying decisions to action on climate change."

Changing consumer attitudes to climate change, present forward-thinking companies with an opportunity to develop and market low-carbon products.



EP02

Women's EarthPositive™ Organic Cotton T-shirt

Our ambitious programme has now been proven to have reduced the carbon footprint of EarthPositive apparel by up to 90%.

The carbon reduction label opposite provides the carbon measure, and demonstrates our commitment to manage and reduce the greenhouse gas emissions of these products over a set two year period.

working with the Carbon Trust



100% certified organic cotton jersey 145g/m²
XS, S, M, L, XL

Model wears size medium



"Any company that makes an early public commitment to carbon reduction, in the public eye, may be perceived as the industry leader on climate change."

Movement on carbon reduction by companies not only safeguards existing client relationships but may also present the opportunity to capture market share from those groups that fail to take similar action.

"There is a strong business case for pursuing carbon reduction. This is ultimately one of risk management, although the response to such risks can also present more immediate commercial opportunities to early movers within each sector."

However, there is only advantage for the 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 at all, or who were last to be seen doing so.

EP21

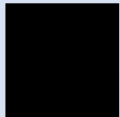
Men's EarthPositive™
Organic Cotton Piqué Polo

working with
the Carbon Trust



100% certified organic cotton piqué 180g/m²
S, M, L, XL, XXL

Model wears size medium



BLACK



WHITE



"An increasing component of company value (book and market) is held in intangibles (eg. brand, image, reputation). If reputation factors are not properly managed, returns are exposed to greater volatility and risk."

The pursuit of carbon reduction may act to promote or safeguard the reputation and brand value of a firm thereby supporting both the book and market value of the company.

"The attractiveness of carbon reduction as an indicator of environmental responsibility has made it a goal for many companies, consumer brands, individuals and even countries."

However, consumers require an independent verification process and a label over the claims of individual companies. The Carbon Trust is trialling such a label.

EP61P

Men's EarthPositive™
Organic Cotton
Hooded Pullover

working with
the Carbon Trust



100% certified organic cotton
3-ply fleece 310g/m²
S, M, L, XL

Model wears size medium



BLACK

"Purchasing EarthPositive apparel with the carbon reduction label, over conventional promotional apparel, will allow businesses to demonstrate their commitment to reducing their negative impact on the climate and the planet."

We suggest promotional companies use EarthPositive apparel with the carbon reduction label to differentiate their apparel offering from their competition and gain market advantage.



EP62P

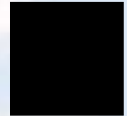
Women's EarthPositive™
Organic Cotton
Hooded Pullover

working with
the Carbon Trust



100% certified organic cotton
3-ply fleece 290g/m²
XS, S, M, L

Model wears size medium



BLACK

"The carbon reduction label represents an opportunity for companies to take a leadership position, and to differentiate themselves from competition."

We suggest corporate businesses use EarthPositive apparel with the carbon reduction label to help communicate their own carbon reduction strategy to their shareholders, employees, customers or clients, and safeguard their reputation and brand value.



EP62Z

Women's EarthPositive™
Organic Cotton
Hooded Zip-up

working with
the Carbon Trust



100% certified organic cotton
3-ply fleece 290g/m²
XS, S, M, L

Model wears size small



BLACK

"Business now accepts it can play an important role in combating climate change, and wants to be seen doing it. Corporate business and industry, particularly the most damaging or high profile industries, want to be seen tackling their own emissions and leading the pack in the fight against climate change."

EP61Z

Men's EarthPositive™
Organic Cotton
Hooded Zip-up

working with
the Carbon Trust



100% certified organic cotton
3-ply fleece 310g/m²
S, M, L, XL

Model wears size medium



BLACK

"Those who succeed in creating businesses that help solve the climate crisis and create a model for others to follow, will be the next great generation of business leaders."

working with
the Carbon Trust



"EarthPositive apparel is proud to introduce the Carbon Trust carbon reduction label... one of the first of its kind in the world."

The Carbon Trust product carbon footprinting method has been used as the basis for the development of a single standard for measuring the carbon footprint of products in the UK.

"Carbon reduction labels are a way of measuring the impact on the climate of making (or buying) a product, and also displaying a very clear commitment to carbon reduction."

Individual consumers will place an increasing focus on the environmental credentials of the businesses from which they make purchases.

"The premise is simple. Calculate and reduce the CO2e emissions associated with the manufacture and use of a particular product. Label the product announcing that its use reduces the users contribution to climate change. Then allow it to compete in the market-place against non-climate-friendly products."

This is an audacious idea: that businesses can achieve competitive advantage over their competition, fulfill major CSR objectives, all while reducing their impact on the climate and the planet. It's a classic triple bottom line idea.

ENVIRONMENTAL NATURAL SELECTION
favours low carbon promotional apparel

The Product Carbon Footprinting & Labelling Initiative

The Opportunity

Over the last three years the Carbon Trust has been working to develop a process that will help companies to reduce the emissions from their supply chains and drive investment in new low carbon products and services.

To achieve this aim the Carbon Trust is working with the UK Government Department for Environment, Food and Rural Affairs (Defra) and BSI British Standards to develop a universal standard to measure the embodied greenhouse gas (GHG) emissions from products and services.

The Carbon Trust is also developing a separate carbon reduction labelling scheme to help companies to communicate the carbon footprint of the products as well as a commitment to reduce the emissions over time.

In March 2007, the Carbon Trust announced the development of these two projects including a broad two stage public consultation process and a range of pilot projects with companies to test the draft standard and the carbon reduction label. These pilot projects will run until the final standard is completed in 2008. These companies will help to test and develop the draft standard to measure the embodied GHG emissions of products and services and its communication through a carbon label, empowering consumers by giving them choice.

Both the development of the standard and the carbon reduction label will be overseen by independent Steering Groups, who members have been drawn from NGOs, government, academia and industry. This aims to ensure that the final products are both scientifically rigorous and yet applicable to ensure their widespread usage and positive impact.

A Single Standard

To ensure that the measurement of the embodied GHG emissions from products and services is consistent the Carbon Trust is working with Defra and BSI British Standards to develop a single universal standard.

The aim is to develop an agreed method for measuring embodied Greenhouse gas (GHG) emissions which can be applied across a wide range of product and service categories and their supply chains to enable companies to measure the GHG related impacts of their products and reduce them. BSI British Standards will oversee the development of the standard, known as the Publicly Available Specification (PAS) 2050 using the Carbon Trust pilot methodology as a starting point. Through the work of the Steering Group and a broad two stage stakeholder consultation, new and existing best practice work in this area will also be considered in the PAS development. This process is designed to develop a credible, usable method through an open and consultative forum.

The Vision

The Carbon Trust carbon reduction label is envisaged to act as the communication bridge between carbon-conscious companies and their consumers, enabling a powerful corporate message to be delivered. The label would not only provide a carbon measure but will demonstrate a corporate commitment to manage and reduce the greenhouse gas emissions of the product over a set two year period. Displaying the carbon dioxide equivalent content of products, and a commitment to reduce, will empower consumers to make informed choices and drive company behaviour to deliver low carbon products. The Carbon Trust believes that carbon has the potential to become a new currency and that a carbon labelling scheme for products can induce sustained behavioural change by consumers and drive investment in the development of low and lower carbon products.

The Benefits

The carbon product label meets a consumer need. Recent research shows that consumers increasingly understand the issue of climate change and want to participate in carbon emissions reduction initiatives by buying low carbon products 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. Consumers respect an independent verification process and label, over the claims of individual companies. This scheme seeks to address that consumer need.

From the corporate perspective, recent findings from Opinion Leader Research conclude that opinion leaders see climate change as the primary issue likely to impact upon corporate reputation during 2007. The carbon label is expected to enhance the reputation of companies and their products and provide broader Corporate Social Responsibility and Public Relations benefits. The Carbon Trust's experience with companies in optimising supply chain emissions has shown that this can deliver significant cost savings. In addition, companies will have the ability to differentiate their products on the basis of carbon content. There is a clear first mover advantage.



Making business sense
of climate change

The Carbon Trust is an independent company set up by government in response to the threat of climate change, to accelerate the move to a low carbon economy by helping organisations reduce their carbon emissions and developing commercial low carbon technologies. The Carbon Trust works with UK business and the public sector through its work in five complementary areas: insights, solutions, innovations, enterprises and investments. Together these help to explain, deliver, develop, create and finance low carbon enterprise. The Carbon Trust is funded by the Department for Environment, Food and Rural Affairs (Defra), the Department for Business, Enterprise and Regulatory Reform (BERR), the Scottish Government, the Welsh Assembly Government and Invest Northern Ireland.
For more information on the Carbon Trust visit www.carbontrust.co.uk

EarthPositive™ Designed to reduce your carbon footprint



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We embarked on an ambitious programme that has now been shown to have reduced the carbon footprint of EarthPositive apparel by up to 90%.

The carbon reduction label above provides the carbon measure, and demonstrates our commitment to manage and reduce the greenhouse gas emissions of this product over a set two year period.

The carbon reduction label is expected to enhance the reputation of companies and their products and provide broader corporate social responsibility and public relations benefits.

The purpose of EarthPositive apparel is to pass forward this competitive advantage to companies committed to finding ways to act on climate change using real products. There is a clear first mover advantage.



CLIMATE NEUTRAL APPAREL Apparel to Combat Climate Change

Organic cotton, ethically made T-shirts, Polo shirts and hooded sweatshirts, but, crucially, manufactured solely using renewable **green** energy generated from wind and solar power.

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