

## Australians can now start to track carbon footprints of products

Two timeless products are leading the way into the future as the first to display the Carbon Reduction Label in Australia. ALDI's everyday olive oil range and Mobius Marlborough Sauvignon Blanc – a product of The New Zealand Wine Company – now carry the Carbon Reduction Label on their packaging

Australians will also see the Carbon Reduction Label on 21<sup>st</sup> century technology, with Dyson Airblade™ hand dryers to also bear the Label.

The international certification scheme, which is being managed in Australia by environment group **Planet Ark**, represents a brand's commitment to reducing its carbon emissions in the form of a Label that discloses the product's carbon footprint. The Carbon Reduction Label is now appearing in 19 countries with labelled products having annual sales of around AUD4.5 billion.

“The Carbon Reduction Label helps people easily identify products that have committed to reduce their carbon footprint,” says Program Manager at Planet Ark, Diane Mann. “By choosing products that carry the Label, consumers are supporting companies that are working towards a more sustainable future.”

“As the first to bear the Carbon Reduction Label in Australia, ALDI, Dyson and The New Zealand Wine Company are demonstrating real leadership,” says Planet Ark CEO Paul Klymenko. “The Carbon Reduction Label has the ability to cause real and measurable reduction in the climate change impact of all the products and services Australians use everyday”

A product's carbon footprint is determined through a life cycle assessment which verifies the total amount of carbon dioxide and all other greenhouse gas emissions that are emitted at every step of the product's life, from production, through to distribution, use of the product and even disposal of packaging.

The carbon footprint is assessed by a consultant and the result is independently certified by the Carbon Trust, the UK based organisation that developed the scheme. The product footprint is recalculated every two years and must reduce its carbon footprint to continue in the scheme.

**###ENDS###**

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