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## **Terratex® is first textile product to achieve CarbonNeutral® certification**

**February 5, 2010, Grand Rapids, MI:** True Textiles Inc., a commercial fabrics industry leader renowned for its commitment to increasingly sustainable manufacturing practices and products, is the first commercial textile manufacturer in North America to be awarded CarbonNeutral® electricity certification. True Textiles, Inc. achieved this through measuring and reducing the carbon emissions produced by the electricity used in the production of Terratex® products to net zero.



Introduced in 1995, Terratex® is the most widely recognized brand for increasingly sustainable textiles and is marketed extensively by customers of True Textiles as well as the companies' Guilford of Maine® collection. Terratex-classified fabrics play a key role in reducing environmental impacts because they meet all four of the following criteria:

- Made from 100% recycled or renewable materials;
- Manufactured using increasingly sustainable processes;
- Made to meet or exceed industry standards for quality and performance;
- Recyclable or compostable at the end of its useful life.

To achieve the CarbonNeutral® electricity certification, True Textiles utilizes a process which involves:

- Measuring electrical energy usage and establishing a benchmark for yearly reductions in consumption at all locations;
- Converting electrical energy consumption to CO<sub>2</sub> emissions using the most current local emissions factors;
- Allocation of the resulting emissions according to the percentage of Terratex unit sales;
- Immediately reducing the associated CO<sub>2</sub> emissions to net zero through carbon offsetting.

Rob Harper, President, True Textiles Inc., said: "Achieving CarbonNeutral® electricity certification further demonstrates our commitment to sustainable manufacturing practices and fortifies our leadership position. Taking beyond compliance action by addressing the climate related implications of energy use will continue to differentiate the Terratex® product range in a maturing green building market and will provide a tangible low carbon textile solution for our clients."

Mark La Croix, Executive VP, Business Development, The CarbonNeutral Company said, "We would like to congratulate True Textiles in reducing the energy emissions associated with the production of the Terratex® fabrics. Taking this environmental lead will differentiate the Terratex® brand, enhance corporate reputation and increase its competitiveness within the marketplace."

## **Notes to editors:**

### **About True Textiles**

Based in Grand Rapids, Michigan, True Textiles manufactures beautiful, functional fabrics that have a positive, enduring impact on the people and places they touch. True Textiles provides solutions that bring added value to its customers and is committed to delivering exceptional products through increasingly sustainable design and manufacturing processes. For more information, visit [www.true textiles.com](http://www.true textiles.com).

### **True Textiles has selected three offset projects:**

- Conservation-based forest management project in the Big River/Salmon Creek Forests in Northern California - verified and certified to the Climate Action Reserve.
- Hydroelectric power generated from a run-of-the-river hydropower plant in Guatemala - verified and certified to the Voluntary Carbon Standard.
- Coal mine methane capture project in Tieling China - verified and certified to the Voluntary Carbon Standard.

### **About The CarbonNeutral Company**

The CarbonNeutral Company ([www.carbonneutral.com](http://www.carbonneutral.com)) is a world leading provider of carbon reduction solutions. It works with over 300 major businesses and thousands of small and medium sized companies in 32 countries to develop offset inclusive carbon reduction programs. Since 1997, it has purchased carbon credits from over 200 projects across six continents.

CarbonNeutral is the registered trademark of The CarbonNeutral Company and is a global standard to certify that businesses have measured and reduced their CO<sub>2</sub> emissions to net zero for their company, products, operations or services. Permission to display the CarbonNeutral mark is only given to clients whose carbon reduction program is implemented in accordance with The CarbonNeutral Protocol. The Protocol assures quality of offset projects, carbon footprint assessments and communication and is regularly reviewed by an Independent Advisory Group. The company's 'audit trail' includes an annual independent verification of CarbonNeutral programs – from contracts with carbon offset partners through to contracts with clients and everything in between.

The CarbonNeutral Company has offices in New York, London and Singapore, with a network of associates in Japan and UAE.

The CarbonNeutral Company is a founding member of The International Carbon Reduction and Offset Alliance (ICROA), which provides leadership and a unified voice advocating for rigorous industry standards [www.icroa.org](http://www.icroa.org).