

Chairman
Towel Manufacturer Association of Pakistan (TMA)
Karachi

Dear Sir,

We would like to take the opportunity of introducing ourselves, and discussing Carbon Foot-printing of textile products exported by your members.

First Climate and Carbon Services have over 10 years experience in the carbon markets and a comprehensive coverage of the carbon value chain as well as a broad range of consulting services. We provide such carbon footprint reporting and product labeling solutions to clients all over the world.

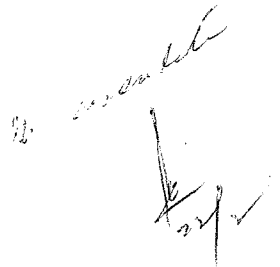
Please find enclosed herewith a content of an introductory letter that we wish to send to your members, through your good office. We would request you to kindly forward this proposal to all members of your Association.

Thanking you for your Cooperation,

Best wishes and regards,



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Subject: Carbon Footprint Labels for Exported Textile Products

Dear Sir,

We would like to take the opportunity of introducing ourselves, and discuss Carbon Foot-printing and labeling of your products for export.

What is Carbon Foot-printing?

A carbon footprint is the total set of GHG emissions (greenhouse gas, such as carbon dioxide, nitrous oxide, methane, etc.) caused due to consumption of fossil fuels, directly and/or indirectly, by an individual, organization, event or product; it is usually expressed as tons of carbon dioxide or tons of carbon emitted on yearly basis. The overall objective in carbon foot-printing is to measure greenhouse gas emissions associated with the manufacturing of products or the rendering of services.



Why Go for Carbon Foot-printing?


Companies like yours are under special scrutiny by European and US Importers, and must label their products with an accurate assessment of its carbon foot-print. Moreover, you are expected to reduce your carbon footprint wherever you can, and inform your international clients of these efforts through the Carbon Foot-print Labels your products will carry.

Completing a carbon footprint enables you to:



- **Help the Environment:** You can help the environment, and simultaneously meet the environmental demands of your international customers
- **Labeling:** State GHG and CO2 emissions per unit of product for your Customers
- **Future Emission Reductions:** Set targets and reduce emissions
- **Carbon Credits:** Earn carbon credits for carbon emission reductions that you create
- **Savings:** Save money by becoming energy efficient and lowering operating costs

Brand and Reputation

Strong environmental credentials send an important message about the way your organization is run and can build brand strength. Once the foot-printing process has been completed, your products can be labeled with the results in the form of "**kg CO₂ / unit product**". In this way you can promote your products as more environment friendly and greener than other brands. The measures taken to reduce carbon footprint in coming years will be directly represented by these labels and will show the customers your commitment towards environment.

<p>Working With Carbon Services</p>  <p>2.4kg CO2 per garment</p>	<p>The carbon footprint of the lifecycle of this T-shirt is 2.4kg. This is the total carbon dioxide (CO2) and other greenhouse gases emitted from the raw materials, production, distribution, use (which is washing, tumble drying and ironing 25 times) and disposal.</p>	<p>You can reduce this carbon footprint by washing at 30°C or lower, avoiding tumble drying, ironing only when necessary, and recycling at the end of its life.</p>
	<p>By using green renewable electricity we have reduced the footprint by 4.0kg per garment.</p>	<p>For example, avoiding tumble drying and ironing will save approx. 0.9kg of CO2 or one third of this garment's carbon footprint in its lifecycle.</p>
<p>We have committed to reduce this carbon footprint</p>		

A sample footprint label for products

<p>Who we are?</p> 	<p>Our clients include:</p> 
<p>First Climate and Carbon Services have over 10 years experience in the carbon markets and a comprehensive coverage of the carbon value chain as well as a broad range of consulting services. We are a partner of choice to combat climate challenges faced by Pakistan. Our services are based on our experience with leading companies and organizations worldwide, and include full-scale carbon management strategic advice, which enables our clients to map their carbon emissions, reduce them wherever possible, and brand their products using accurate GHG emission tags per unit.</p>	

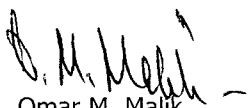
Services Offered

We provide such carbon footprint reporting & carbon off-setting solutions that are committed to providing clients with an accurate audit of their current operations and the methods to reduce their environmental impact. Even though we focus on carbon emissions, we supply a complete analysis of our clients' environmental footprint. We recommend strategies to achieve genuine reductions in impacts and operational costs.

Would you be if you are interested in conducting a detailed footprint analysis for your company?

We look forward to your response.

Best wishes and regards,



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