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## ALDI first to join Carbon Reduction Label Program in Australia

Planet Ark is pleased to announce ALDI is the first company to join the **Carbon Reduction Label** program in Australia. By the end of this year ALDI's everyday olive oil range will feature the Carbon Reduction Label, highlighting ALDI's ongoing commitment to the environment.

"We are proud to be the first company in Australia to feature the Carbon Reduction Label which not only helps us to improve the efficiency of our business, but also provides customers with important information allowing them to make smarter shopping decisions," says Tom Daunt, Managing Director Buying, ALDI.

"We believe it makes good business sense to protect and promote the environment in everything we do and the Carbon Reduction Label will help us achieve this."

The Carbon Reduction Label informs consumers of the total carbon footprint of a product, from raw materials and manufacturing right through to disposal or recycling of packaging. The Label helps people understand how they can reduce their own carbon footprint and fight climate change.

"Independent research conducted for Planet Ark found 60 percent of Australians would be more likely to purchase a product displaying the Carbon Reduction Label and we welcome ALDI to this groundbreaking program," says Paul Klymenko, Research Director, Planet Ark.

By adopting the Carbon Reduction Label, ALDI joins an international list of major businesses that have committed to reducing the greenhouse gas emissions of products. Planet Ark brought the Carbon Reduction Label to Australia in partnership with its originators, the Carbon Trust in the UK.

"It is great to see the expansion of the Carbon Reduction Label in Australia with ALDI, a major international retailer. We all want to do our bit to tackle climate change, but consumers can find it confusing to know what to do. The Carbon Reduction Label is a simple way of supporting those brands and companies that have measured their footprints and are actively trying to reduce their impact," says Euan Murray, Carbon Footprinting General Manager, Carbon Trust UK.

The Carbon Reduction Label is now appearing in 19 countries with labelled products having annual sales of around AUD4.5 billion.

Businesses interested in learning more about the Carbon Reduction Label should call Planet Ark on 02 8484 7210 or visit <http://www.carbonreductionlabel.com.au>

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To arrange an interview or for further information, please contact:

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*Planet Ark works to help people reduce their day to day impact on the environment - at home, at work and within the community.*



## Who is Planet Ark?

We are an Australian not-for-profit formed in 1992 to work with business, government and individuals to bring about positive environmental change.

- We do this through a range of environmental education and behaviour change campaigns such as National Tree Day, Cartridges 4 Planet Ark, Recycling Near You and our World Environment News Service.
- We are a unique environmental organisation with over 87% brand recognition, known for our integrity and positive can-do solutions and for being non-political and non-confrontational.

## What independent research has said about Planet Ark

*"They have always been at the forefront of getting the message across to the ordinary person"*  
*"They raise awareness of environmental issues in a non-confrontational non-sensationalist manner"*  
As Howard Parry-Husbands of green market researcher Pollinate, who conducted the research said, *"Companies trust Planet Ark, consumers trust Planet Ark. No other brand in Australia, can deliver this in the environmental space."*

In the annual LOHAS survey by Mobium, asking people to name organisations they thought acted in a sustainable and ethical manner, Planet Ark has been named in the top 5 for three years in a row.

## Who is the Carbon Trust UK?

The Carbon Trust is a publicly funded independent company set up by the UK Government in 2001 to help businesses transition to the low-carbon economy. The Carbon Trust is the leading international organisation helping companies measure, reduce and communicate the carbon footprints of their products and services.

The Carbon Trust designed the Carbon Reduction Label to help companies communicate the impact of their product carbon footprinting work to consumers. Companies that display the Carbon Reduction Label (on pack, online or elsewhere) are making a commitment to reduce the carbon footprint of their product or service. The Carbon Reduction Label is the leading way to communicate a product carbon footprint anywhere in the world. The Carbon Trust is working with the World Resources Institute and ISO to support the global harmonisation of product carbon footprinting standard.

## ALDI

ALDI opened its first Australian store in 2001 and now operates more than 230 stores along the eastern seaboard of Australia.

ALDI has a core range of over 1,000 exclusive branded products which is complemented by a range of weekly Special Buys which go on sale at every store each Thursday. Each product in ALDI's entire grocery range has its own brand identity, like any of the market leading brands, which is a key point of difference to other retailers' generic lines.

ALDI sources the vast majority of its products here in Australia. Currently 100 per cent fresh meat, 97 per cent dairy and 97 per cent of fresh fruit and vegetables stocked is Australian.

More information about ALDI can be found at [www.aldi.com.au](http://www.aldi.com.au)