

Carbon Neutral FAQs

Ever wonder how much carbon is offset in the making of your product packaging?

At Thoro we manage our resources very carefully and have implemented many high efficiency solutions that benefit our customers, the environment and the bottom line. But with any manufacturing process, there are still materials, labor and energy used that will produce CO₂ emissions. With carbon neutral printing, the environmental impact can be offset.

The calculation process:

Consultants with natureOffice examined every aspect of Thoro's operations to calculate the exact carbon footprint remaining after all of our process, equipment, plant and material improvements that are currently in place to minimize waste and environmental impact. From this analysis we are provided with a tool to calculate the CO₂ emissions of a job and provide a customer estimate for offset through a natureOffice Climate-protection project (see reverse).

Carbon neutral tracking:

Customers who choose to make their packaging carbon neutral will achieve this through their calculated contribution to legitimate offset projects that have measurable positive effects on the global climate. Specific details on select Climate-protection projects are available and offset contributions are documented and tracked with a unique label for your package.

How can you take advantage of carbon neutral printing?

- Ask us to provide you with a carbon neutral estimate for your current and future packaging jobs.
- Each estimate will factor in your specific materials, quantities and special processes, providing you with a unit cost to offset the package's true carbon footprint.
- Depending on the specifications and quantities, the offset price will be between 1% - 2% of the production estimate.
- Thoro will let you know which natureOffice carbon reducing project has been selected to benefit from your carbon neutral purchase.
- A natureOffice artwork label with a unique tracking number will be generated for inclusion on your packaging; letting your customer's know that your package is carbon neutral.
- You will also be able to promote your use of carbon neutral printing and package production through your regular PR channels.
- Your customers will be able to check the natureOffice website, using the unique tracking number on your label, to obtain job and carbon offset project documentation.

Carbon Offset Projects



natureOffice Gold Standard Portfolio

Frankfurt am Main, Germany

The gold standard nature office portfolio is a collection of climate change projects in different regions of the earth. These are certified gold standard or on the road to certification. With a compensation of this portfolio funds will be distributed to the individual projects.

Wind Farms, New Caledonia

New Caledonia

The project activity involves six small wind farms of 5 MW circa each situated in two different provinces of New Caledonia (NC). The Prony site is located in the South province of New Caledonia in the village of Mont Dore whereas the Kafeate site is located in the North province in the village of Koné. New Caledonia which is surrounded by the world's largest lagoon, is well known as a major biodiversity hot spot. Its one thousand kilometer long coral reef and its rain forest are the host of many endemic species.



Wastewater Treatment with Biogas Production, Thailand

Thailand

Captured methane from oil mill wastewater is being used as biogas for sustainable power generation. The project is situated about 800 km south of Bangkok in Trang Province, at the western shore of the Malay Peninsula to the Andaman Sea.



Biomass Fuel Switching Project

Wiggins, Mississippi

As a fuel switch operation, standard projects qualify to earn approximately 20,000 tCO₂e/yr greenhouse gas offsets under VCS 2007 using existing CDM methodologies.

Nevada Sod Farm Shade Tree Project

Coming Spring 2012