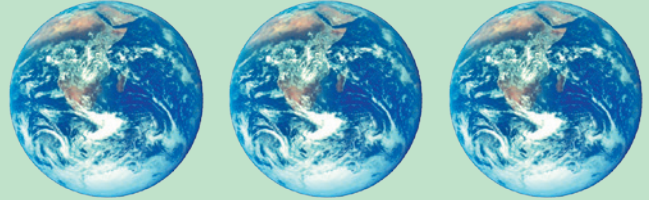




## Ecological Footprint

*The Ecological Footprint is a measure of human demand on the Earth's ecosystems. It compares human demand with planet Earth's ecological capacity to regenerate. It represents the amount of biologically productive land and sea area needed to regenerate the resources a human population consumes and to absorb and render harmless the corresponding waste. Using this assessment, it is possible to estimate how much of the Earth (or how many planet Earths) it would take to support humanity if everybody lived a given lifestyle.*



### Wikipedia

*Globally, people are using about 25% more natural resources than the planet can replace. In the UK, we're consuming three times our fair share of the planet's natural resources.*

### World Wildlife Fund

**In other words, if the whole world used resources at the same rate as the UK we would need *three planets* to sustain our way of life!**



In reality we have only one planet and it's a living one. We must all make it our business to keep it that way. Trees are the longest lived organism on the planet and therefore planting trees is an investment we can all make that creates a global ecological heritage for many hundreds of years.

## Eco-Chems

*Using secondary data the eco-impact of manufacturing and delivering the Zep Chemicals' **Eco-Chems** range was assessed. To offset these processes it was deemed that a UK native broad leafed tree should be planted for every £500 worth of **Eco-Chems** purchased.*



**Eco-Chems**  
Eco-friendly to use and we have offset the Eco-impact of our manufacture and delivery by planting UK trees.



Trees were planted to offset the eco-impact of this print

[www.treeappeal.com](http://www.treeappeal.com)