



Eco-Chems

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

Planting trees to help offset the eco-impact of manufacturing and delivering the Zep Chemicals' Eco-Chems range



*The **Eco-Chems** initiative from Tree Appeal*



*A greener world and
a better life for all*

Tree Appeal

Planting broad-leaved trees,
providing woodland habitats, helping
to stitch our world back together

Tree Appeal gives environmentally responsible companies a way to **integrate tree planting** into their business activities and give back to the natural world, making sure that they are truly '**Green Businesses**'. This gives their customers the opportunity to buy products and services that help to make a *greener world and a better life for all*.



*A greener world and
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Cause for concern

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The majority of our native broad-leaved trees are in their latter years of maturity, which makes them very vulnerable to storm damage and natural decay.

Over the last 50 years, 45% of our ancient, semi-natural woodland has been cleared or converted to commercial plantations. This loss was further compounded by additional losses of approximately 19 million trees that were destroyed in the storms of 1987 and 1990. It is also estimated that more than 30 million trees were killed by *Dutch Elm Disease*. Now *Ash Dieback* is looking to be an even greater threat to our population of trees there are 80 million ash trees, which represents 10% of our native trees.



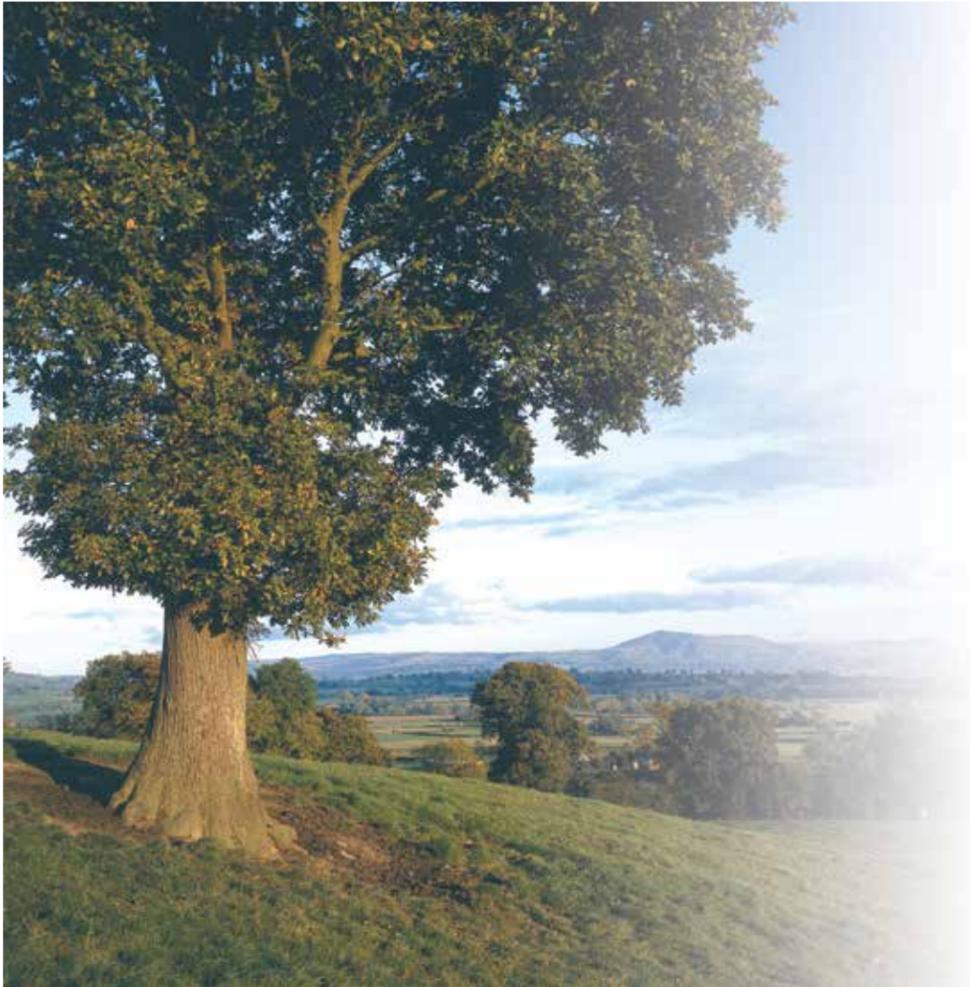
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Why trees?

Planting broad-leaved trees,
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Trees create
Woodland Habitats



Trees secure **Woodland
Biodiversity** for many
hundreds of years

Trees provide **Social
Benefits**



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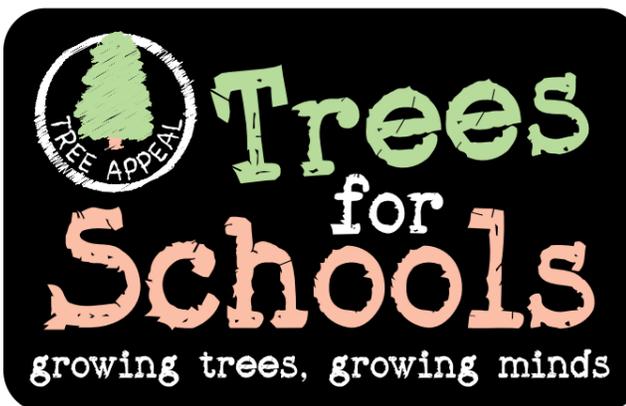
Where we plant our trees

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Nurturing our valuable biodiversity

Biodiversity Trees are planted throughout the country in locations where they will promote the creation of habitats and help secure and increase biodiversity. We only plant native broadleaf trees and only in appropriate locations to make sure we always plant the **right trees in the right places**.



Trees for Schools are planted in the grounds of schools and colleges throughout the country where they play an important educational role. The **Trees for Schools** initiative promotes habitat creation and biodiversity and has the **added social benefit** of giving children an appreciation for our valuable environment.

See our separate Trees for Schools presentation for more details.

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Trees for Schools



The ***Trees for Schools*** initiative promotes habitat creation and biodiversity and has the ***added social benefit*** of giving children ***environmental education*** and an appreciation for our valuable planet.

Trees for Schools gives companies an opportunity to reach out to their customers at a ***local*** level.



See our separate **Trees for Schools** presentation for more details



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Tree Tagging

Tree Tagging provides due-diligence, allows a school to identify the tree in its early stages of growth, raises awareness of the sponsoring company and creates PR opportunities.

Each tree has a *unique identification number* which allows it to be tracked to its exact planting location. If it dies we are able to replace it with the exact tree species and acknowledge the company that sponsored the original tree.

By replacing lost and damaged trees at *no extra cost* we guarantee that the ecological footprint of our sponsoring companies is correctly offset.





Ecological Footprint

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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.

Show your customers that what you sell doesn't cost the Earth.



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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 leaved tree should be planted for every £500 worth of Eco-Chems purchased.



Superior Solutions



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Superior Solutions

Sustainable business practices are fundamental to the operation of Zep Superior Solutions. Zep are continuously innovating to find ways to reduce waste in their own operations and create products and services for customers that minimize negative impacts on the environment.

Zep believe that sustainable practices:

- Reduce pollution and encourage environmental best practices.
- Avoid depletion of the earth's finite natural resources.
- Reduce the risks associated with chemical usage and disposal.
- Enhance the working environment and quality of life for our customers.





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Superior Solutions

Commitment to their facilities

Zep Superior Solutions is greening its own operations, seeking to reduce energy consumption, packaging, water usage and trade waste in its facilities and manufacturing processes, increasing the percentage of recycled content for packaging and through the development of environmentally-preferable cleaning solutions.





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Superior Solutions

Our People Care

Zep Superior Solutions is committed to understanding how they impact the environment around us. What makes Zep Superior Solutions unique is that they are focused on sustainability not solely because of the business opportunity - Zep are devoted to it because their employees care about the communities they serve and preserving our natural resources for generations to come.



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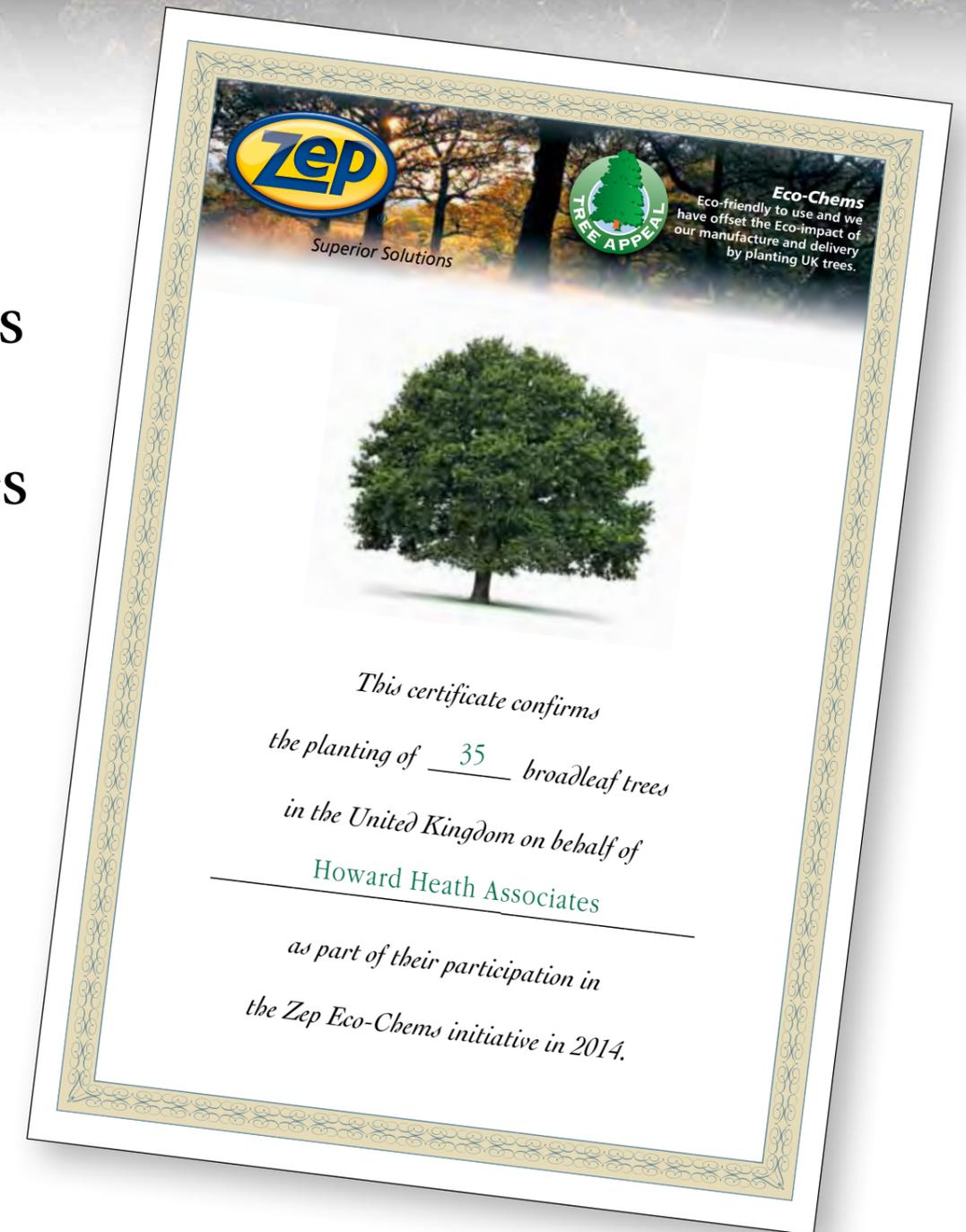


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We are producing certificates to show that a company has committed to the use of Eco-Chems and we can assist you with content for your CSR, Environmental and Sustainable Business Practices reports. Chemical use, especially the use of solvents, does present negative environmental and safety issues. There is therefore a great opportunity to adopt the Eco-Chems initiative and gain a strong environmental credential.





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Business benefits

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Tree Appeal gives your company the opportunity to make a positive **contribution to the environment** – and *receive the appropriate credit*.

Your company can benefit from a **unique environmental differentiator** in a crowded market.

Your company directly *integrates* tree planting with its products & services.

Your company has its contribution recognised through **high profile PR events, marketing and customer engagement** delivering a *fantastic green marketing strategy*.

Your company genuinely addresses both **environmental** and **community** aspects of its **Corporate Social Responsibility**.



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Government Support

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“Initiatives like ‘Tree Appeal’ help support the Government’s strategy for sustainable development, with its aims of integrating our objectives on social progress, effective protection of the environment, prudent use of natural resources and high and stable levels of economic growth and employment to ensure a better quality of life for everyone, now and for generations to come”

**Jim Knight MP,
Minister for Rural Affairs, Landscape and Biodiversity, DEFRA
6th August 2005**





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Why I'm passionate about trees

Trees are amazing things. They live longer than we do and throughout their lives, they do something useful every second of the day. Each one is a high rise hotel and snack bar for birds, mammals and insects.

Sadly, in my lifetime, Britain and the rest of the world has lost many of its natural woodlands and forests. Over the years I have helped to save woodlands and forests by planting the right trees in the right places all over the world – from Iceland, New Zealand, Africa, Asia, Australia, Borneo, Brunei, India, Fiji and many more.

Along with Tree Appeal, I have visited schools the length and breadth of the UK and have had some amazing experiences. Tree Appeal and I aren't just interested in growing trees – we also want to help growing minds. That's why I am excited to be part of Tree Appeal's new initiative, Schools on the Wildside, which links tree planting to schools' other environmental activities.

Planting trees in schools not only helps create woodland habitat, but provides an excellent learning resource. It is vital that our future generations are given the chance to forge important links with the natural world.

Planting trees is something I love, and working with Tree Appeal, I can help them with their task of stitching our own landscape back together, tree by tree.

Professor David Bellamy, OBE





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Recognition

Multiple awards

'Green Champions'

'Green Heroes'

'Green Apple'

