



Sustainable Products Program



Make your
lighting fixtures
Carbon Neutral
for

life!

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For Life!

Why Are We Offering Carbon Neutral For Life?

According to the United States Green Building Council (USGBC), buildings account for 38% of all CO2 emissions in the United States. That number will only increase, as more and more buildings are being constructed. Since power generation accounts for about one-quarter of the total emissions of carbon dioxide per year, it is a significant factor in global warming.

Being green has been in the forefront of the news in recent months. As our climate continues to change, we now understand that greenhouse gas is a real and escalating problem. AAL has neutralized our carbon footprint to provide the next generation with the chance to live well. We believe that it is imperative that our customers and their communities have sustainable lighting solutions at their fingertips, so they too can make environmentally responsible choices.

Carbon Neutral For Life Program

As the first carbon neutral lighting manufacturer in North America, AAL has designed a program where end-users may purchase carbon offset credits through AAL to offset a fixture's carbon footprint during its operation on-site.

AAL understands that being carbon neutral does not stop with the manufacturing of our products. By providing a program that will help neutralize the carbon footprint of our products once they reach the site, we ensure that the environmental benefits continue for the life of the product.

*For merely pennies a day, you
can make your lighting fixtures
carbon neutral for life.*



Why Make Your Fixtures Carbon Neutral?

Each and every luminaire that AAL provides to a job site arrives carbon neutral. That is, AAL's carbon neutral status includes the manufacturing process as well as the freight to the job site. However, once the electrical product is energized, it draws power from the grid, which consequently engenders a carbon footprint. Carbon emissions are proportional to energy used which is related to both power and time.

The carbon footprint specifically depends upon the wattage of the lamp:ballast system, the operating cycle, and the duration desired for carbon neutral operation. By capturing these 3 parameters, carbon offset credits may be purchased for any duration – provided they are in whole years and burning cycles in whole hours. The cost to have your installation of AAL luminaires carbon neutral for life will be only pennies per day.

The Carbon Offset Process

AAL purchases the carbon offsets on your behalf through TerraPass®. TerraPass is a San Francisco based company, and the leading consumer retailer and marketer of greenhouse gas reduction offsets. TerraPass works by funding clean energy and greenhouse gas reduction projects throughout the U.S., including wind farms and biomass energy. Every TerraPass offset purchase and marketing claim is verified by an independent auditor, the nonprofit Center for Resources Solutions, creator of Green-e, the nation's leading renewable energy certification program. In addition, TerraPass are founding members of the new International Carbon Reduction and Offset Alliance (ICROA). For more information visit www.terrapass.com.

A carbon offset is a certificate representing the reduction of one metric ton (2,205 lbs) of carbon dioxide emissions, the principal cause of global warming. If you develop a project that reduces carbon dioxide emissions, every ton of emissions reduced results in the creation of one carbon offset. Project developers can then sell these offsets to finance their projects.



*A*s environmental awareness grows, being a good steward of the environment plays an increasing role in attracting progressive businesses and new residents to cities and counties. Choosing to build green and utilize sustainable lighting solutions showcases environmental leadership and demonstrates a contribution to larger efforts to reduce resource consumption, reduce waste, improve air and water quality and create sustainable communities for future generations to come.

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For more information, visit our website at www.aal.net/ad/cn41.html
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