

Brand's Sustainable Sign Scheme Launches in conjunction with SPAR



SPAR have signed up to an new initiative with Brand Consortia. The scheme is a first for sustainable signage and involves investing in "Carbon Offset Credits" to counteract the emissions released into the atmosphere by the production on installation of their shop front signs and graphics.

We are not aware of any other company in the industry offering a scheme like this, we consider it a new approach to corporate and socially responsibility, which contributes to the future of our planet.

We are calculating out the energy used in the production of the signs, the mileage for delivery of stocks and installation and establishing the amount of CO2 released as a result of this, we then purchase the appropriate amount of Carbon Offset Credits and produce a certificate of sign & graphics carbon neutrality for the shop to display proudly.

The Carbon Credit scheme provides investment into a wide range of pioneering and sustainable low-carbon technologies ranging from hydro power and wind farms to biomass and efficient cooking stoves.

A F Blakemore also recently made the switch over to exclusive use of LED illumination too for all their SPAR fascias. LED illumination is becoming much more prevalent because has a much longer lifespan, lower energy consumption and less need for maintenance.