



**BODYSHOP  
EMISSIONS  
PROGRAM**

JOIN TODAY AND DISCOVER HOW  
THIS INNOVATIVE PROGRAM CAN  
HELP YOUR BUSINESS GROW.



# INTRODUCING THE GLASURIT BODYSHOP EMISSIONS PROGRAM.

**The use of solvent based paints within the Bodyshop industry has long been one of the contributors towards solvent emissions.**

How to counteract and offset these solvent emissions in addition to proactively managing the associated negative image in your local community is an important consideration in relation to your business. Additionally leading OEMs and auto insurance companies, keen to promote their 'green' image, are increasingly looking to industry partners undertaking repair work which reduces solvent emissions as well as providing proactive environmental solutions.

To date addressing the concerns of solvent emissions can be a time consuming and complex exercise for the Bodyshop industry – until now.

The use of Glasurit 90 LINE, the #1 waterborne product worldwide within your Bodyshop contributes towards improving air quality by releasing significantly fewer emissions which do not have a detrimental effect on air quality. Plus, they foster a cleaner, greener environment both for your Bodyshop and your staff.

In addition to our ongoing commitment in developing more environmentally friendly products, Glasurit has decided to take a proactive approach in offsetting the remaining greenhouse gas emissions within the painting process by creating an easy, cost-effective and environmentally friendly initiative - the Glasurit Bodyshop Emissions Program.

Specifically designed for the industry, in proud partnership with one of the leading not-for-profit greenhouse gas emissions reduction organisations Carbon Neutral Australia, the Glasurit Bodyshop Emissions Program helps you turn your emissions into trees!

This program, together with our industry leading Glasurit 90 LINE waterborne system, continues to support our ongoing commitment to being #1 for the environment. Now together, we can all work towards a healthier environment.

*“Carbon Neutral is committed to maximising biodiversity revegetation possibilities to ensure the best environmental outcomes are obtained.”*

**Matt Porter**, Chairman of the Board.

## **How does the program work?**

Selected Australian and New Zealand Glasurit 90 LINE customers will be invited to join the program to offset their annual Bodyshop solvent emissions. Membership contributions are invested into the Carbon Neutral Australia tree planting program which reduces greenhouse gases caused by solvent emissions.

## **Why should I be involved?**

### **Easy & cost-effective**

For a small cost you can rest easy knowing your business is reducing its emissions footprint. All emission reduction activity is undertaken on your behalf by our partner Carbon Neutral Australia, a successful not-for-profit organisation with almost 3 million trees already planted.

### **Enhance your community image**

By becoming a member of the Glasurit Bodyshop Emissions Program you can proactively enhance your image within the community. As a program member you will receive accreditation and promotional material. Our press kit is designed to help you generate local media coverage for your business with minimal effort; whilst our accreditation signage and materials will help you promote your commitment to the environment on your site.

### **Differentiate your business to secure your future**

OEMs and insurance companies are increasingly looking to their suppliers to actively support their environmental initiatives – often not easy in the Bodyshop industry! By becoming a Member of the Glasurit Bodyshop Emissions Program you are differentiating yourself in the market as an industry leader by providing your existing and potential commercial customers with a strong reason to choose your Bodyshop services over your competition.

Additionally, consumers are also becoming more committed to making 'green' choices to reduce their personal environmental impact. By becoming a program Member the 'feel good' factor of your environmental commitment will be automatically transferred to the 'green' conscious customers who utilise your services, helping to generate community goodwill and future business.



### Membership Levels

The Glasurit Bodyshop Emissions Program offers four tiers of Membership depending on your business size and emission levels.

### What level of Membership is right for my business?

Depending on your business needs and emission levels, the Glasurit Bodyshop Emissions Program has been designed as a four tier system. Your Glasurit Approved Distributor will analyse your business size and recommend which level your Bodyshop should join.

### Membership Benefits

- Simple and accredited method of off-setting solvent emissions.

- Program Accreditation to inform and impress both your private and commercial customers including exterior signage, membership plaque, branded spray suits and t-shirts.
- Media/Promotional Material to enhance your Bodyshop's image including local press kit, advertising templates, customer give away, web banner advert and permission to use Membership Accreditation logo in all your advertising activities in relation to Glasurit 90 LINE.
- Customer promotional items to give away including car hangers and information leaflets.

### How do I express my interest?

It's easy to demonstrate your commitment to the environment. Simply complete and return the Membership form or call your Glasurit Approved Distributor for more information.





### Who is Carbon Neutral Australia?

Carbon Neutral Australia is a not-for-profit company working with hundreds of organisations to measure, reduce and offset greenhouse gas emissions and implement revegetation projects. Established in 2001 by Men of the Trees, Carbon Neutral provides many services aiming to reduce and offset greenhouse emissions, provide environmental awareness and support revegetation. Services include carbon reduction programs, carbon consultancy services, carbon calculators, information on climate change, the provision of accredited carbon offsets, carbon sink establishment as well as revegetation projects, seminars, workshops and staff surveys.

Carbon Neutral Australia has clients from all over Australia and also overseas, including individuals, households, businesses of all sizes including large multi-national companies, utilities, mining companies, government bodies, local government and community organisations.

### Why plant trees?

Planting trees is an effective way to absorb carbon dioxide emissions. Carbon Neutral Australia plants hundreds of thousands of native trees each year in environmentally vulnerable areas. To date Carbon Neutral Australia has planted almost 3 million trees in Australia.

Planting native trees to restore forest cover in degraded areas and link up remnant bush can help address a range of environmental issues, including climate change. Trees reduce the amount of CO<sub>2</sub> (a key greenhouse gas) in the world's atmosphere acting as a carbon sink. Trees sequester CO<sub>2</sub> and store the carbon in their leaves, branches, stems, bark and roots. Trees provide many other benefits over time which may include:

- providing habitat for wildlife
- increasing atmospheric oxygen
- assisting with prevention of soil and wind erosion
- assisting with prevention of water logging and salinity
- providing wind breaks & shade
- restoring and protecting biodiversity

Tree planting by Carbon Neutral Australia is completed under strict guidelines to ensure it is as effective as possible.

- Sites are prepared to industry best practice standards to promote maximum health, vigour and survival of seedlings. Legal agreements are registered on the title to protect the trees for 100 years. No carbon will be measured or traded from these sites.
- Species are selected according to soil type and local climate and include a range of native trees, shrubs and understory. In most cases 10-40 different species will be established through either direct seeding and/or planting seedlings. Seedlings are raised for Carbon Neutral by regional accredited nurseries near the planting sites and/or seed collected from near the site.
- Trees and seed are planted after rainfall in early winter. It may take up to two years from site selection to establish the planting/s.
- Consideration is given to maximise the environmental outcomes by coordinating sites within the same catchment boundaries. Carbon Neutral works with Land Conservation District Committees, Landcare Officers, Regional Catchment Councils and NRM Officers.

Weed and pest control, fire prevention, protection from livestock, monitoring, mapping and infill planting, where appropriate, are all part of a comprehensive site management plan undertaken by Carbon Neutral and its contractors.

### Glasurit's Commitment

The environment is not an issue solely for governments to deal with, corporate, small business and individuals must also play their part and make contributions to reduce greenhouse gases. Glasurit is committed to making a positive contribution to the environment and has purchased 1,700 trees in recognition of the solvent emissions created by our Training facility at Wetherill Park – NSW.

We will continue to monitor and look at other measures we can implement to further reduce the environmental impact of solvent emissions at our sites.



**BODYSHOP  
EMISSIONS  
PROGRAM**



### BASF Australia Ltd.

231-233, Newton Road, Wetherill Park, NSW 2164, Australia.

**Email:** contact-australia@basf.com **Phone:** 02 8787 0100 **Fax:** 02 8787 0133

Glasurit® is a brand of BASF Australia Ltd, a company in the BASF-Group.

[www.glasurit.com.au](http://www.glasurit.com.au)