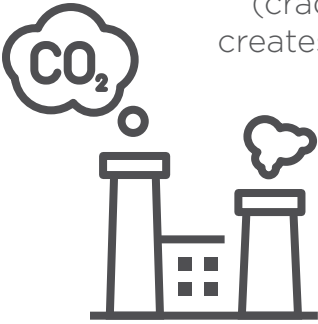








# You've Got Zero Carbon Building Project Goals We've Got Zero Carbon Cables

Our new **Zero Carbon Program** guarantees that when you specify our sustainable cabling products, we will offset our products' carbon emissions by 150%\*. Yes, that's right, we're offsetting all of the carbon made by our products on your projects (plus some)!

<p>Throughout its full lifecycle (cradle to grave), cable creates carbon emissions</p> 	<p>Superior Essex purchases carbon offsets to counterbalance our products' emissions by <b>150%*</b></p>  
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For the same price you would pay for cabling elsewhere, you can instead choose to purchase **cabling with a conscience** from Superior Essex. This will support your company's goals to reduce your carbon impact and help you achieve zero carbon building certifications like ILFI's Living Building Challenge and Zero Carbon certifications, CaGBC's Zero Carbon certification and/or LEED Zero programs.

<p>Other cabling companies don't care about the carbon they create</p> 	<p>Superior Essex sustainable cables are <b>carbon neutral</b> (and then some)!</p> 
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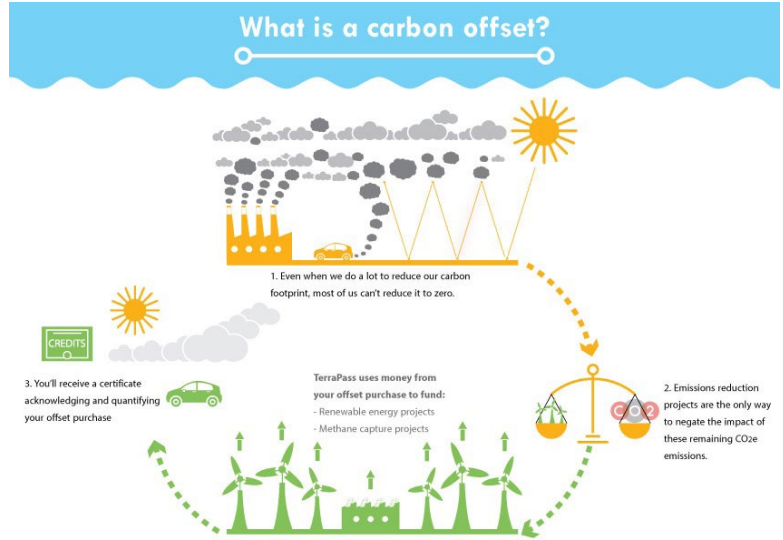
 IF ALL ELSE IS EQUAL, WHY NOT CHOOSE SUSTAINABLE?

\*For qualified projects

# Get to Know the Way Carbon Offsets Work

## WHAT IS A CARBON OFFSET?

A carbon offset is a certificate representing the reduction of one metric ton (2,205 lbs) of carbon dioxide emissions. Carbon offsets let you support projects in communities across the world that reduce greenhouse gas (GHG) emissions. A few kinds of carbon offsets are as follows: renewable energy production, methane capturing and tree planting.



## HOW AND WHERE DO WE PURCHASE THESE?



Superior Essex only purchases Green-e Certified carbon offsets to make sure that the projects we invest in are fully transparent and third-party verified.

## WHAT THE END USER GETS:

The end user will receive a third-party verified certificate that shows the carbon offset project that they supported with our program. They will also receive a brochure like this one to the right to show the measurable impact that their purchase had in these terms.



### Example Project

Just by choosing Superior Essex cable on **ONE** project, you can measure your carbon reduction by:

Offsetting the impacts of <b>524 trash bags</b> going to landfill	Sequestering the same amount of carbon as a <b>16 acre forest</b>	Offsetting the impacts of <b>2.7 cars</b> driven for one whole year	Offsetting the impacts of the electricity use for <b>2.2 homes</b> for one year

*Estimates are based on purchases of 40,000 ft. of Series 77 and 80,000 ft. of PowerWise® 1G CMP cable*

If you'd like to participate in the **Zero Carbon Program**, simply email [ZeroCarbon@spsx.com](mailto:ZeroCarbon@spsx.com) to get signed up today!

We look forward to offsetting **TONS** of carbon with you!