

A BOOT THAT LEAVES NO FOOTPRINT



We'd like to introduce our new carbon neutral range. Lynx IGS is officially our first safety boot range that has a **zero-carbon impact on the planet**.

There are **three key elements** which make the Lynx carbon neutral - here's how we're doing it.

REDUCE

We're saving hundreds of kilograms of carbon.

We've slashed our carbon footprint by moving production of the Lynx exclusively to Europe, reducing our shipping mileage by **8000 miles**. Each journey now emits **225 kilograms less carbon** than previous voyages from the far east.

Put another way, since moving our factories closer to home, every 100 pairs of Lynx boots shipped to the UK saves **90 kgs** of carbon. That's the same weight as a dolphin or 7 gold bars.

Our suppliers play their part in making this range carbon neutral too: many are powering their factories with solar energy and using air filtering and water purification in production.



EXTEND

The less boots you buy, the less you have to dispose.

The Lynx range is tough by design because we only use high-quality components in our footwear. While a lot of cheaper and inferior boots have to be replaced 2 or 3 times a year - using more of the planet's energy and resources and ending up on landfill within a few months - the built-to-last

Lynx stays on your feet for much longer. In fact, we're so confident in the durability of our footwear, we offer a 200-day warranty as standard on all of our boots.



OFFSET

We capture every last gram.

While the Lynx is our most sustainable range yet, we're still working on streamlining our manufacturing processes for even better levels of sustainability. While we work on this, we're compensating with carbon offsets. This is achieved through several community projects across the globe, including:



REFORESTATION AND REWILDING



SOLAR AND WIND FARM INSTALLATIONS



RAIN FOREST PRESERVATION AND PROTECTION



GEOHERMAL POWER PRODUCTION

We only work with environmental groups delivering these projects who are transparent, fully verified and work to the highest standards of environmental ethics.

SHOW ME THE CARBON NEUTRAL RANGE

FAQ

How can a product be 'carbon neutral?'

If a product is carbon neutral, it means whatever carbon emissions are created and put into the atmosphere when it's made (such as energy used by burning fossil fuels to create materials, power the factory or transport the goods) are balanced out by what is removed or offset.

Does a boot being carbon neutral change its safety spec?

Absolutely not. Our carbon neutral range is made from the same high-quality components, undergoes the same rigorous testing and will be as reliable, durable and comfortable as any other boot in our range. The only difference is that the production, delivery or packaging will create less carbon emissions, leaving a smaller carbon footprint. It's win-win for our wearers.

How else do companies 'offset' carbon?

Removing or 'capturing' carbon emissions can be done in a number of ways. As well as the methods already mentioned, it can include investing in forest protection schemes, financing renewable energy plants and several other community-based projects.

Hang on - why is carbon bad?

It isn't. It's really good! The problem is that by burning so much fossil fuel to create energy over the last 200 years, we've put too much carbon dioxide into the atmosphere. Now ordinarily, carbon dioxide in the atmosphere is great – carbon traps heat, which keeps the planet warm enough to be habitable. But because there is too much in the atmosphere, it's trapping too much of sun's heat and warming up the planet more than it should. This is disrupting weather systems, melting the polar ice caps and raising the sea levels – which could make millions homeless within a matter of years.

So how do trees reduce carbon?

In a nutshell, trees need two things to live – water and carbon, so it can make glucose, which keeps it alive. Trees store carbon in their trunks for centuries. Hey presto – carbon capture.

So we need more trees. But many think we need over a million more hectares of woodland and forest to create carbon capture that'll make an impact. That's why a boot range like Lynx is so important – every time someone invests in this range, it supports our carbon offsetting scheme, preserving existing trees and creating new ones.

Does carbon offsetting happen in the UK?

Yes. A lot of carbon offsetting is done by reforestation (replacing trees that have been cut down), so this tends to occur in countries with high forest areas such as Brazil and Peru. But there are many other reforestation projects happening on farmland and forests all over England, Scotland and Wales, as well as renewable wind energy and landfill gas extraction projects throughout Europe.

Why should I buy a carbon neutral product like the Lynx?

We all know that carbon neutral products are good for the environment – but they're also good for business. Supporters of sustainability and climate change reduction are in their millions, and you'll probably be aware that sustainability is now becoming a large part of companies' tendering processes and purchasing decisions. There's never been a bigger appetite in consumers to invest in products like the Lynx range: high-quality, reliable merchandise made without leaving a carbon footprint.

Find out how else you can reduce your carbon footprint by reading our recent [blog here](#).