

Overview

The signage sector relies heavily on plastics, especially for outdoor applications. While these materials are essential, they carry unavoidable emissions. At iSupply, we've developed a robust methodology to calculate and attribute emissions across all our products, and we're actively identifying lower-emission alternatives. However, many of these alternatives are not yet scaled, or applicable in enough contexts to be fully adopted.

This challenge inspired the **SigNature Initiative**, a nature-positive programme delivering measurable environmental benefits now, while we work to accelerate the innovations of tomorrow.

What it is ►

A transparent, measurable way to track the environmental impact of signage materials and directly support high-quality environmental projects such as those run by Forest Carbon.

A traditional offset scheme. Credits are not retired immediately, meaning no instant offset claims. Instead, clients contribute to long-term, credible projects, avoiding the stigma of offsetting and placing emphasis on biodiversity enrichment.

What it isn't

Current Offering:

Forest Carbon's Acheilidh (Rogart) Project – Scottish Highlands

- 108 hectares of new native woodland
- 154,000+ trees planted (Scots Pine, Birch, Alder, Willow, Rowan)
- Expected carbon sequestration: **20,468 tonnes CO₂e** (64x iSupply's baseline annual emissions)
- 35-year lifespan, non-intervention management to allow natural processes
- Benefits:
 - Alternative income for local landowners
 - Enhanced biodiversity (habitats for Hen Harrier, Merlin, Black Grouse, red squirrel, pine marten)
 - Located in a Special Area of Conservation

How it works:

1. **Opt-in** - via email or phone call.
2. **Tracking** - monthly corriboard and PVC purchases monitored via custom software.
3. **Calculation** - emissions are attributed using our verified formula.
4. **Certification** - clients receive a certificate to showcase their impact.
5. **Community** - clients are now a part of the iSupply and Clients emission mitigation community, validated by the UK Carbon Code
6. **Contribution** - 90% supports the project, 10% covers administration:
 - **Corriboard: €0.19 per sheet (~0.28% of product cost)**
 - **PVC: €0.70 per sheet (~0.54% of product cost)**

The Initiative's Potential:



If the entire iSupply community opts in: The potential future impact of **~21 tonnes CO₂e** will be mitigated per annum*



This is equivalent to the **life-time sequestration potential of ~160 trees** in the Acheilidh woodland project**

*based on 2024 material purchase data. **This equivalence is based on project-level averages under the Woodland Carbon Code. Actual sequestration depends on forest growth, species mix, and long-term management.

All clients who opt-in receive full documentation, including:

[Green claims guidelines](#) | [Brand usage guidelines](#) | [Carbon Credit transfer policy](#)