

Carbon Modelling Program.



modulex

Global Vision ▪ Local Reach ▪ One Company

What is Carbon Modelling?

Carbon Modelling is a brand-new service offering to help measure, predict, and reduce carbon emissions in brand implementation and signage projects, integrating sustainability every step of the way.

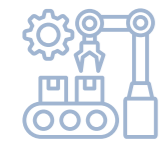
This service is built to map and understand the distribution of carbon emissions across project stages, enabling data-driven decisions to mitigate ecological impact. Our goal is to help clients meet carbon budgets alongside monetary budgets, creating a **double bottom line** and introducing an **ecological boundary** into operations.



Our service program can model CO₂ emission estimates at every project stage, from planning to disposal. Carbon modelling takes a deep dive into the industry's supply chain and infrastructure, quantifying impact throughout the project lifecycle:



Raw material extraction, transformation, and transportation



Manufacturing and assembly



Logistics and shipping to destination

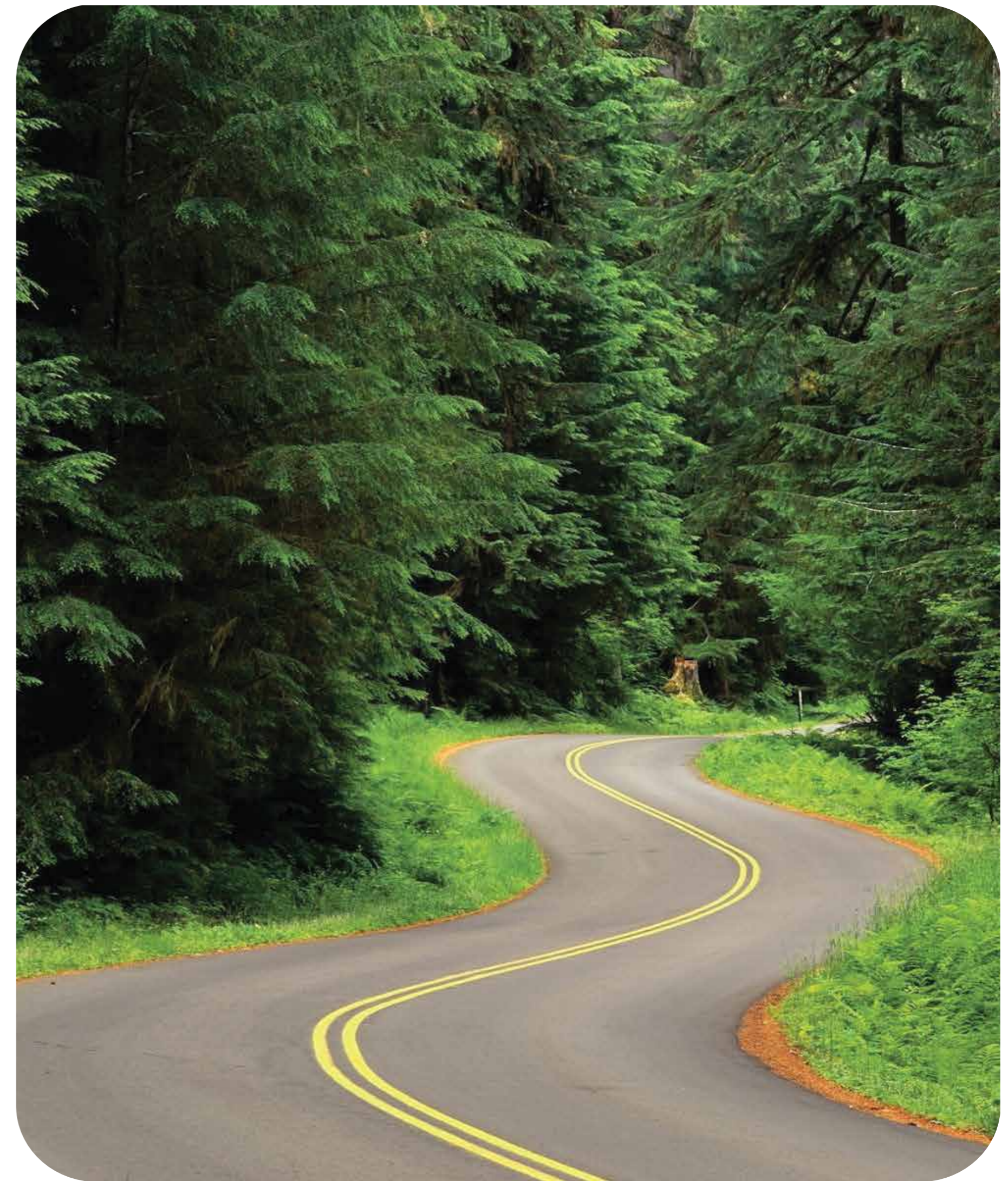


Installation, maintenance, and usage of branded touchpoints



Disposal and/or recovery

Carbon modelling services deliver critical insights and analytics that guide sustainable choices, prevent carbon emissions, and identify potential savings. More than just a data-gathering methodology, carbon modelling will empower proactive data-driven action to deliver customer value while meeting tangible sustainability goals.

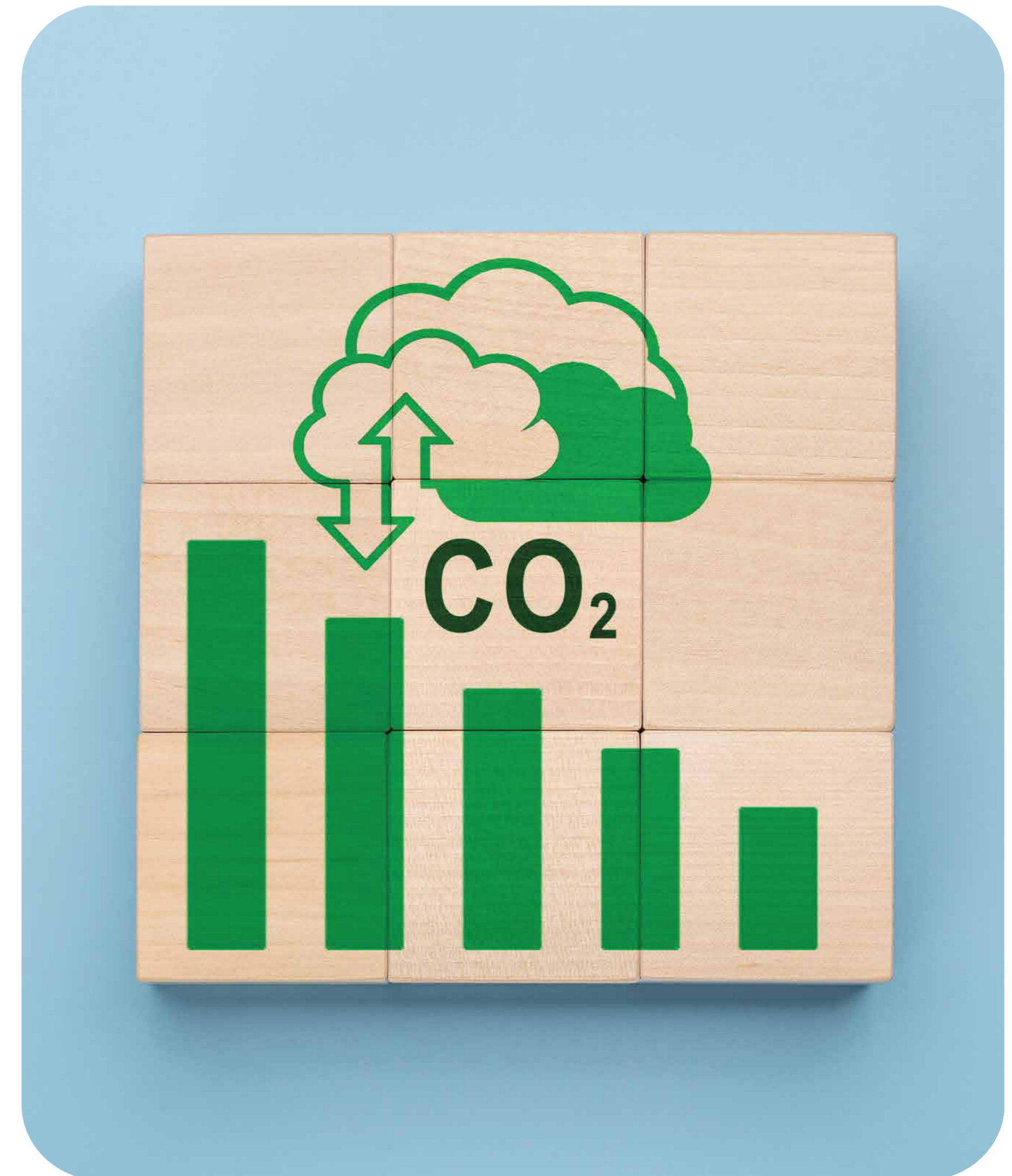


Why Carbon Modelling?

The benefits of carbon modelling are numerous, from extracting key analytics to providing comprehensive reporting and identifying potential emission reduction opportunities to align with clients' carbon budgets. Carbon modelling can help understand the impact within every aspect of a project:

- › Material mix, product type and component
- › Product engineering and design input
- › Manufacturing processes
- › Transportation modes
- › Location, site, and region
- › Manufacturing plant

Clients can leverage detailed metrics to identify areas of high impact and influence decisions throughout a project, affecting design, engineering, and material to pinpoint opportunities for carbon savings and circularity.



Service Offering.

Our carbon modelling program offers two services: reporting and consultancy.

Reporting

Our **reporting initiative** uses concrete data gathered during a project and creates a more accurate rendition of the carbon emissions after project completion. As a result, in-depth metrics will transform the understanding of sustainability by identifying high-impact aspects and possible future savings and providing clients with valuable analytics to support their sustainability strategy and communication.

As a post-project initiative, this service is built to help understand the ecological “expense” of an operation and identify opportunities for circularity. If implemented in a take-back scheme, we can monitor yearly savings from reusing raw materials recurrently and increased circularity.

Consultancy

Our **consultancy service** exploits carbon modelling as a tool to model and predict impact, test decisions throughout the planning stages of a project and generate recommendations to avoid emissions. Clients are also supported with end-of-project metrics.

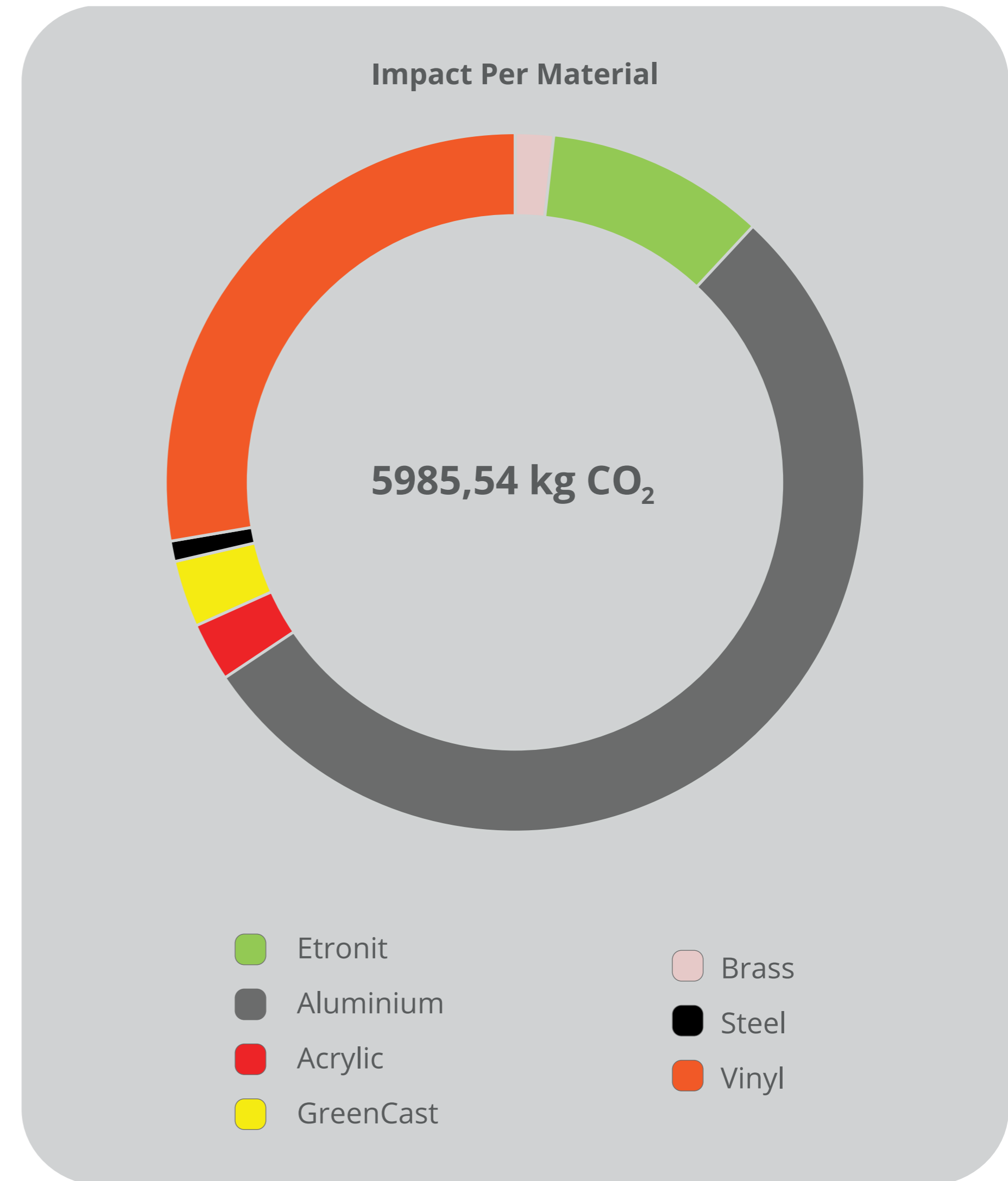
Using data to drive decisions during planning, design, material selection and product engineering will not only allow us to reduce environmental impact; it also makes it possible to establish a carbon budget based on overall predictions and helps us deliver projects with a double bottom line: **carbon & financial.**

Environmental Impact.

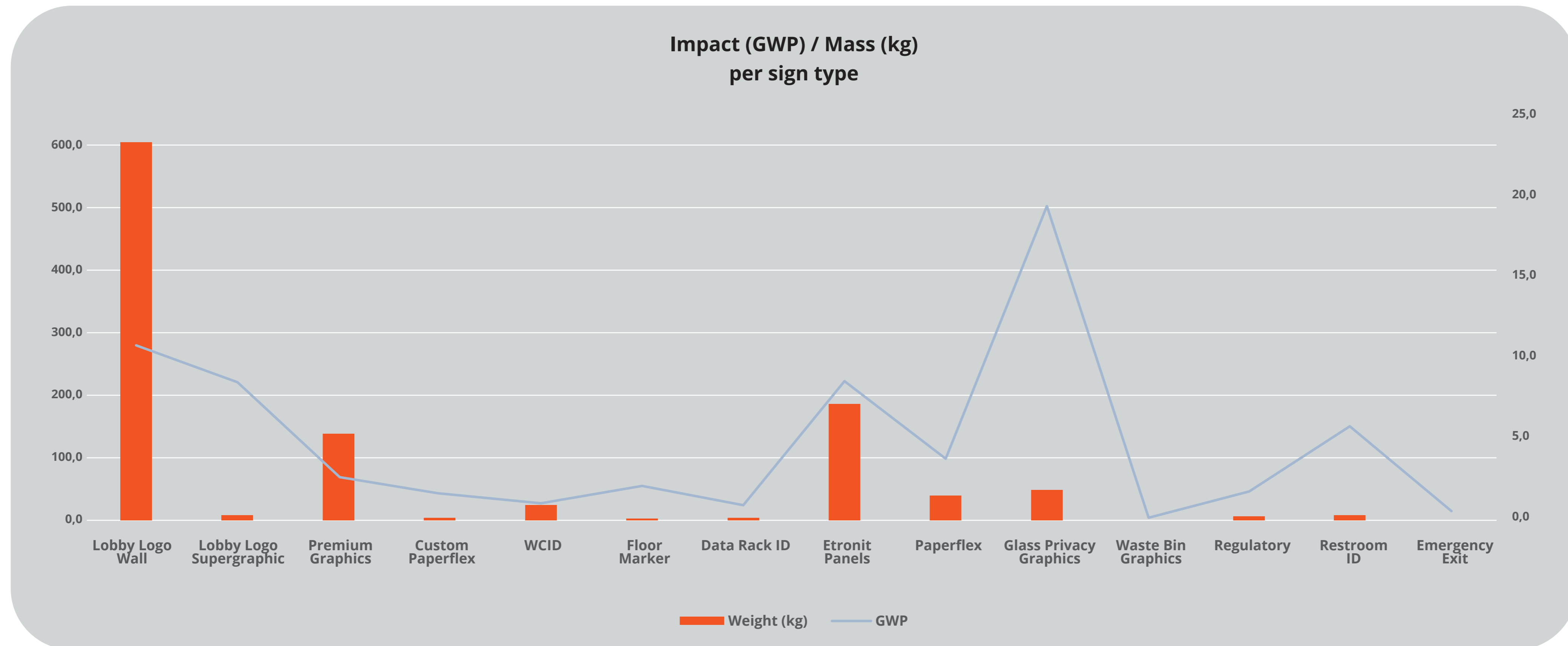
> Per Material

A key aspect of carbon modelling is the granularity and precision in identifying environmental impact hotspots and potential savings.

Curious about which branded touchpoints or materials generate the most carbon? Our model can calculate key decision-making metrics to shed light. Using our root-level understanding of the industry, its materials, and our designs, we can provide meaningful insight regarding carbon emissions, giving you the data you need to make purposeful changes.



› Per Sign Type



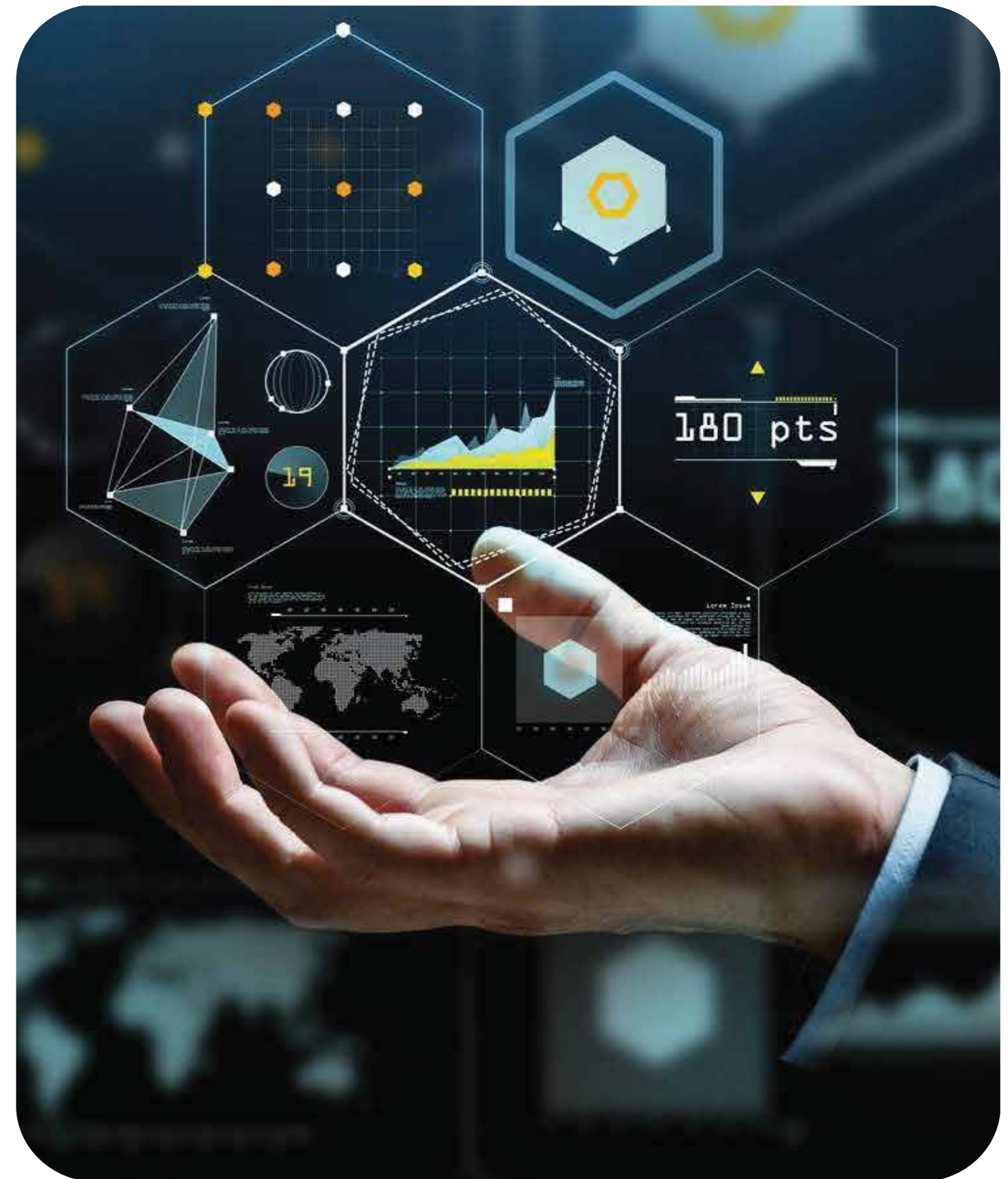
Carbon Modelling is the Future.

Bold claim? Maybe, but let's look at the facts: emission regulations will only get stricter, and by staying ahead of the curve and planning early in advance, companies can minimize unexpected last-minute costs, and lead to a smoother transition.

Sustainability is not an overnight process; we envision a future where these analytics help us meet client CO₂ budgets and sustainability KPIs, while continuing to deliver brand objectives and high-quality architectural branding and signage.

Let us help you carve the path towards data-driven sustainable brand implementation, and make this future a reality, together.

To request more information about our carbon modelling services, please contact esr@modulex.com.





"We're not just a company; we are a team driven by **diversity and collaboration**, with the shared goal of redefining visual communications through **innovation and sustainability**."