

Case Study

Greening up the face of construction

ROCK, a long standing client for co2balance, talk about their commitment to put the environment at the heart of their business proposition.

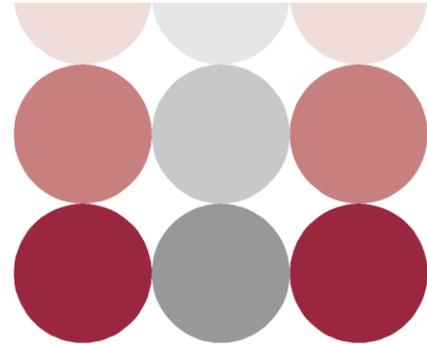
Rock, the UK market leader for over 40 years in mastic asphalt and building waterproof technologies is continuing to redefine its relationship with the market.

Rock have expanded their supply and contractual services from traditional roofing products to the provision of high tech “Green Roofs” and even “Green Wall” systems. Rock was in fact responsible for the construction of the largest Green Roof in the capital at Canon Street. The green roof system is so advanced it has allowed architects, specifiers and other clients to realise concepts which up to now have simply not been achievable. However Green Products are just a part of the Environmental story for Rock...



About co2balance UK Ltd

Established in 2003, co2balance UK Ltd is a leading, UK based, carbon management provider offering carbon calculation, management and reduction services to leading blue chip companies including, BSKyB, Toshiba Europe, Gaz De France, Fiat and Flybe. As a project developer, co2balance UK Ltd creates African Gold Standard and CDM projects that focus on social, health and community benefits to the families within the project area, in addition to carbon savings.



A strategic approach to environmental efficiency

Green Roofing systems are just part of what Rock does as the specialist waterproofing suppliers for the construction industry. However this is not as simple as a new product category or brand extension, it reflects an acceleration of Rock's intention to become the supplier of choice with regard to environmental efficiency. Rock has recently introduced a Zero Waste program, the key element of which is product manufacture off site, making only the quantities needed for each job. Combined with efforts to return surplus stock to store for reuse and applying pressure on their supply chain to improve performance, Rock expects to meet its market leading Zero Waste target by 2015. The recent introduction of a new regionally based management and quality assurance structure, has significantly reduced business mileage within the group, lowered operating costs and improved standards by localising expertise where it's needed, closest to the customer.

To further support their extensive environmental program Rock have teamed up with UK carbon experts co2balance, to measure and offset their remaining carbon foot print of their UK operations, including all power and utilities for both office and production sites. The offset program effectively delivers CarbonZero products and services to Rock's customers. The carbon offset is achieved by investing in verified emission reduction programmes that deliver clean technology in the developing world.

Michael Sharkey business development director for Rock comments "At Rock we are pushing improvements across the group to deliver what our customers are demanding. Innovation in construction expertise and experience, together with the latest most environmentally efficient designs and systems in our part of the construction process."

The approach Rock has taken reflects best practice that co2balance promote to all of their customers. Carbon offsetting as a strategic part in companywide environmental initiatives.

