



## Carbon labelling first for Halifax

Halifax today announces that, by the end of this year, it will carbon label the Halifax Web Saver account, one of the group's most popular savings products with more than 1.1 million accounts. **It is believed that Halifax will be the first financial services institution in Europe to carbon label one of its banking products.**

Halifax is working with the **Carbon Trust**, tasked by the UK government to tackle climate change, to calculate the greenhouse gas emissions generated by **Web Saver**. The method will be piloted by Halifax over the coming months in conjunction with the Carbon Trust. In turn, the Trust is working with DEFRA and BSI British Standards to develop a single standard to measure the embodied greenhouse gas emissions from products and services.

### What carbon labelling means for Web Saver customers

A logo will be added to the Halifax Web Saver online site as well as customer literature from the end of this year. This will show existing and potential customers **how much carbon** their account produces. The carbon calculation will cover **all greenhouse gas emissions** from the initial application to customers' transactions.

Web Saver is an on-line product so each account will generate relatively low carbon emissions. Halifax has committed **to reducing these emissions** within two years. If a reduction is not achieved, the label will be withdrawn.

### A market-leading product

A market-leading savings account, Web Saver has attracted many best buy mentions:

- Since January 2006, Web Saver has received 375 'best buy' mentions
- It is a simple online savings account offering tiered interest rates. The more you save, the more interest you earn
- Earn a rate of up to **5.50%AER** without a cash card on a balance of £25,000+ for each Web Saver account
- Open from as little as £1 (or £10+ for Web Saver with cash card option)
- Check your balance, pay bills and withdraw money by transferring to another account
- Split your savings over more than one account (up to a maximum of 5) and call them whatever you like, e.g. holiday, university, car
- Interest paid annually

More/...

**Mike Regnier, Head of Savings at Halifax, said:**

"We are proud to be working with the Carbon Trust. We believe we may be the first bank in Europe to carbon label one of its products."

Ends.

**Editors' Notes:**

Halifax is the UK's largest savings provider.

Halifax launched its Web Saver account in April 2000, and since then more than 1.1 million accounts have been opened. For more information, or to apply, visit [www.halifax.co.uk](http://www.halifax.co.uk).

The Carbon Trust is a private company set up by government in response to the threat of climate change, to accelerate the transition to a low carbon economy. For more information visit [www.carbontrust.co.uk](http://www.carbontrust.co.uk).