

## Martin Audio reduces Carbon Footprint



Martin Audio is making significant strides in reducing its environmental footprint through the strategic use of recycled materials, particularly post-consumer recycled plastics. This commitment is a critical part of their overall sustainability strategy, aimed at integrating recycled materials into their manufacturing processes and contributing to a circular economy.

Martin Audio's approach involves using detailed data to make informed decisions about sourcing recycled materials. This ensures that the use of recycled plastics does not compromise the quality or performance of their products. "The focus is on extending the lifecycle of materials and products, thus minimising their environmental impact from the outset," confirms marketing director James King.

So how will this work in practice? Over the coming months, Martin Audio will gradually introduce post-consumer recycled plastic into components for ten of its product lines. This includes using 65% and 85% recycled ABS plastic, depending on the specific flammability requirements for each product. The transition to these recycled materials will take place as existing stocks of components are used up. By the end of this year, Martin Audio anticipates that recycled plastic will be incorporated into components such as the phase plug which features in TORUS constant curvature loudspeakers alongside other elements which feature in products from Wavefront Precision, CDD Live 8, XD and Blackline X series.

Martin Audio's adoption of recycled plastics significantly reduces the carbon footprint of its products. By switching to 85% post-consumer recycled ABS plastic

from standard ABS plastic, the carbon emissions per kilogram of material drop from 4.6 kg CO<sub>2</sub>e to just 0.8 kg CO<sub>2</sub>e. This substantial reduction underscores the environmental advantages of using recycled materials.

“As a global leader in the pro audio industry, this is a further opportunity for us to demonstrate climate leadership and values, defining good environmental practice,” said James King. “We have made strides within the efficiency practices at our HQ; we’ve planted over 60,000 trees through Ecologi, and we’re excited to see the adoption of recycled plastics come into fruition. There’s plenty more work to be done, but we’re making progress.”

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