



ASICS Sustainability

AW25 KVS & SOURCES

KEY VISUALS

KV 1 - Mood boosters (GEL-KAYANO™ 32)

Do you know your footprint?

[GEL-KAYANO™ 32 / a cosy woollen blanket / a bouquet of imported flowers / a hot cup of tea / your signature scent / indulgent chocolate truffles / scented candles]

We're committed to transparency. See the carbon footprint of our latest shoes and other familiar items.

Disclaimer

Carbon footprints of non-ASICS products shown are estimates (learn more: asics.com/mk/sustainability/carbonfootprint). ASICS has not independently verified publicly available data and actual emissions may vary.



GEL-KAYANO™ 32



+10.3
kg CO₂e

CARBON FOOTPRINT

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62.8
kg CO₂e

about

a cosy woollen blanket

32.0
kg CO₂e

about

a bouquet of imported flowers

0.04
kg CO₂e

about

a hot cup of tea

16.0
kg CO₂e

about

your signature scent

9.5
kg CO₂e

about

indulgent chocolate truffles

1.5
kg CO₂e

about

scented candles

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SOURCES

CO₂e Values & Sources – KV (PRUN)

#	Item	Estimate	Verifies Estimate	Source
1	Woollen blanket	~Median footprint: 62.81 kg CO₂e	62.81 kg CO₂e	Carbon Fact https://www.carbonfact.com/carbon-footprint/blanket
2	Imported bouquet of flowers	~32.0 kg	~32 kg CO₂e per imported bouquet	Flowers import figure https://clevercarbon.io/carbon-footprint-of-common-items
3	Hot cup of tea	~0.04 kg	~0.04 kg CO₂e	Clever Carbon https://clevercarbon.io/carbon-footprint-of-common-items?utm_
4	Signature scent/perfume (50ml)	~16.0 kg	up to ~16 kg CO₂e	Perfume footprint up to 16 kg https://blog.sommelierduparfum.com/en/natural-perfumes-a-good-take/?utm_
5	Chocolate truffles (100g, milk)	~9.5 kg	~9.5 kg CO₂e	Milk chocolate estimate https://apps.carboncloud.com/climatehub/product-reports/i/d/1100273410720
6	Scented candles	~1.5 kg	~0.15-2.50 kg CO₂e	Candle LCA study https://www.arbor.eco/carbon-footprint/candle

KV 2 - Mood boosters (GEL-CHALLENGER™ 15)

[GEL-CHALLENGER™ 15 / a bouquet of imported flowers / a scented reed diffuser / a buttery croissant / your comfy slippers / a cashmere scarf / frothy cappuccino]

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SOURCES

CO₂e Values & Sources – KV (CPS)

#	Item	Estimate	Verifies Estimate	Source
1	Imported bouquet of flowers	~32.0 kg	~32 kg CO₂e per imported bouquet	Flowers import figure https://clevercarbon.io/carbon-footprint-of-common-items
2	Scented reed diffuser	~5.5 kg	~4.5–6.0 kg CO₂e	Fragrance/diffuser footprint https://www.iff.com/media/news/lmr-pioneers-carbon-footprint-evaluation-of-natural-ingredients/
3	Buttery croissant	~3.78 kg	~3.78 kg CO₂e	Carbon Cloud https://apps.carboncloud.com/climatehub/product-reports/id/422906600722
4	Sheepskin & wool slippers	~21.5 kg	~20–30 kg CO₂e/kg wool fabric → slippers ~15–25 kg	Lampon https://lamponmagazine.com/wool-carbon-footprint-impact-loro-piana-worsted-woollen-manteo-manufacturing-process/
5	Cashmere scarf	~16.7 kg	~16.7 kg CO₂e	Circumfauna https://circumfauna.org/data/cashmere?utm
6	Milky cappuccino	~0.41 kg	~0.4–0.6 kg CO₂e	UCL https://www.ucl.ac.uk/news/2021/jan/analysis-heres-carbon-cost-your-daily-coffee-and-how-make-it-climate-friendly

KEY VISUALS

KV 3 - Mood boosters (GEL-KAYANO™ 14)

Do you know your footprint?

[GEL-KAYANO™ 14 / two fluffy pillows / a large pot plant / your essential oils / a box of macarons / a ceramic teapot and cup / bottled water]

We're committed to transparency. See the carbon footprint of our latest shoes and other familiar items.

Disclaimer

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GEL-KAYANO™ 14  CARBON FOOTPRINT +13.7 kg CO₂e Carbon footprints of non-ASICS products shown are estimates (learn more: asics.com/mk/sustainability/carbonfootprint). ASICS has not independently verified publicly available data and actual emissions may vary.	about 17.6 kg CO₂e  two fluffy pillows	about 4.0 kg CO₂e  a large pot plant	about 2.0 kg CO₂e  your essential oils
	about 4.7 kg CO₂e  a box of macarons	about 2.44 kg CO₂e  a ceramic teapot and cup	about 1.46 kg CO₂e  アシックス bottled water

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SOURCES

CO₂e Values & Sources – KV (SPS)

#	Item	Estimate	Verifies Estimate	Source
1	Two pillowcases	~17.56 kg (x2)	~Median footprint: 8.78 kg CO₂e (per 1)	Sleep product footprint sources https://www.carbonfact.com/carbon-footprint/pillowcase
2	Fiddle leaf fig pot plant	~4.0 kg	~3–5 kg CO₂e	Plant life cycle data https://research.fs.usda.gov/treesearch/39840?utm
3	2 bottles lemon essential oil	~2.0 kg	~1.2–2.0 kg CO₂e	Oil production and packaging LCA https://www.iff.com/media/news/lmr-pioneers-carbon-footprint-evaluation-of-natural-ingredients
4	Box of macarons	~4.7 kg	~4.7 kg CO₂e	Macron LCA via food emissions https://apps.carboncloud.com/climatehub/product-reports/072700001168/USA?utm
5	Ceramic teapot & cup	~2.44 kg	~ 1.22 kg CO₂e (per piece)	Link Springer https://link.springer.com/chapter/10.1007/978-981-4560-41-2_5
6	1L Glass bottle mineral water	~1.46 kg	~1.46 kg CO₂e	Carbon Cloud https://apps.carboncloud.com/climatehub/product-reports/d/3326432525307



Thank you