LOWER-CARBON. HIGHER DEMAND.

DEMAND FOR LOWER-CARBON PRODUCTS IS ON THE RISE.
ADDRESS YOUR PRODUCT EMISSIONS WITH DIRECT AIR CAPTURE.

~80%

of consumers are willing to pay more for lower-carbon products[1]

UP TO 9%

Average price premium consumers are willing to pay for lower-carbon products[1]

2.5X

Sales lift among Gen Z consumers for products with multiple sustainability claims*[2]

Addressing emissions can come at a small price.

Pair of running shoes[3]
Price impact **$6.80**
CO_2 footprint **13.6 kg**

Can of soda[4]
Price impact **$0.10**
CO_2 footprint **0.205 kg**

Pair of leggings[5]
Price impact **$3.08**
CO_2 footprint **6.16 kg**

Box of cereal[6,7]
Price impact **$0.13**
CO_2 footprint **0.265 kg**

Liverpool Football Club x 1PointFive: A product collaboration.

LFC launched a pioneering jersey that will be addressing its carbon footprint with Direct Air Capture carbon removal credits.‡

>10,000
jerseys sold as of September 2026[8]

#2 best-selling
product by total revenue during year of launch

<$1.00
carbon removal cost per jersey

Learn how 1PointFive can help you address your product emissions at **1pointfive.com/products**

Carbon removal addresses a product's carbon footprint by removing carbon dioxide (CO_2) from the atmosphere equal to the amount generated during the product's creation. Carbon removal should be used in conjunction with carbon reduction. Some images on this page were created with the help of AI. Sources: 1. PwC Voice of the Consumer Survey 2024. 2. NielsenIQ – Global Gen Z Spending Report (2024). 3. SGS, "What's the Environmental Footprint of Your Shoe?," 2024. 4. My Emissions free food carbon footprint calculator. 5. CarbonFact, "Carbon Footprint of Leggings." 6. iCustomBoxes, "How Much Does a Box of Cereal Weigh?," 2025. 7. CarbonCloud, "Cereals." 8. Liverpool FC internal sales data (September 2026). *Sales lift measured in comparison to products with a single sustainability claim. ‡This page contains forward-looking statements (FLS) based on current plans. FLS, which are statements other than statements of historical fact, are not guarantees of future performance as they involve assumptions that may prove to be incorrect and involve risks and uncertainties. Factors that may affect our business can be found in Oxy's filings with the SEC (www.sec.gov).

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