



# Reducing our Carbon Footprint

## DeepRoot's commitment to climate change is a part of our history.

At DeepRoot we're committed to making the best products available to support your design and to help you create efficient and successful landscapes — and to do it in a way that supports our environment while literally serving as a foundation for our cities. Globally we have over 3,000 project installations, nearly 1,000 of which are in the GTA alone.

Sustainability is one of our core values at DeepRoot, helping cities offset the effects of climate change with green infrastructure. This principle extends to our production and transportation strategy — we limit our carbon footprint by manufacturing locally and eliminating fuel-chugging international shipping from the equation.

By manufacturing our products in Midland, Ontario (just hours north of the GTA), we can avoid international shipping — the world's dirtiest and most inefficient method of transportation. Our products are built near their ultimate destination: your project site!

This domestic manufacturing approach affords us a number of benefits: a lack of reliance on inefficient maritime shipping, the ability to deliver jobs to the local community, and an ongoing investment in the environmental health of Canada.

Quick, nimble product delivery is what we do, which is made possible by manufacturing locally. We can ensure prompt turnarounds without relying on inefficient, pollution-heavy international shipping.

Silva Cells, made of 70% recycled materials, are not a single-use plastic item: they're critical urban infrastructure and a public-realm enhancing tool with a lifespan of 80-90 years. We've built our products to be as strong as possible and we have the engineering research to support our efforts.

Creating thriving green cities is what we do. In addition to being manufactured in Canada, Silva Cells' very purpose is to build sustainable urban environments throughout the country. An investment in DeepRoot is an investment in the health of trees, which by design increase the climate resiliency of their community by mitigating the heat island effect, improving air quality, storing carbon, cleaning stormwater, and attenuating runoff during peak-flow storms. Every Silva Cell project is thus a commitment to the principles of sustainability.

We've received amazing support from some of the best designers, engineers, and contractors over the last 17 years of Silva Cell business. We look forward to continuing that work, and I invite you to personally contact me to discuss our products so that we can work together to bring tested, proven, and successful green infrastructure to your community.

**Mark Adamaley P.Eng.**  
Ontario Accounts Manager





# Ontario's Greenest Soil Cell

## Reduced Transportation Costs

DeepRoot's local sourcing significantly cuts down on transportation expenses by minimizing the distance that goods need to travel: reduced fuel consumption and fewer logistical complexities.

## Faster Delivery Times

With local Silva Cell suppliers, your project benefits from shorter transit times and quicker delivery of goods — project agility that allows you to meet tight deadlines and overcome unexpected issues.

## Supporting The Local Economy

Choosing Silva Cells fosters economic growth within the GTA and throughout Canada. Your project helps stimulate job creation at our local manufacturing facilities and bolsters the region's overall economic prosperity.

## Sustainability

Choosing Silva Cells inherently aligns with environmental sustainability goals. By reducing transportation distance, your project lowers its carbon footprint and mitigates climate change, objectives that resonate with environmentally conscious consumers.

## Enhanced Customer Experience

Proximity to Silva Cell suppliers allows for a greater customer experience and quality control oversight. Communicate directly with the local DeepRoot team to help address any issues, ensuring that Silva Cell projects meet stringent standards and customer expectations.

