

# Lush enlists CloudApps to help report on sustainability

Submitted by: CloudApps

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Cosmetics Company to report its environmental impact with sustainability software

LONDON - April 26 2012 - Lush (<https://www.lush.co.uk/>) is known for its efforts to campaign on environmental issues with staff and customers and to reduce its environmental impact in product design, manufacturing and selling. Lush has now chosen CloudApps (<http://www.cloudapps.com>) as its sustainable software provider to help organise data collection and improve reporting.

The CloudApps' Sustainability Suite (<http://www.cloudapps.com/sustainability-software-products/>) captures and discloses the company's complete 'environmental footprint' (<https://www.lush.co.uk/content/view/783>), which includes measurements on water and energy use, travel, waste generation and packaging across all 102 stores, 8 main offices and 8 factory sites in the UK.

Lush's commitment to the environment starts in the innovation and design of its handmade cosmetics, 62% of which are package free. They have turned conventional packaged items 'naked' as seen in one of their popular products, the solid shampoo bar. The items that are packaged are done so in 100% recycled material, and customers are able to be part of a closed loop scheme, returning used Lush black pots to their local Lush shops, as well as their plastic bottle tops to be recycled internally.

Lush also works hard to reduce its environmental impact in reducing energy usage in the factory, recycling 85% of waste, retro fitting shops for better efficiency, banning domestic flights, and installing renewable energy systems.

All this hard work needs to be monitored somehow, which is where CloudApps software comes into play. By partnering with CloudApps, Lush is setting the next level in environmental management on the high street and will be able to achieve further carbon savings.

Peter Grant, CEO CloudApps said: "We are delighted that Lush has taken this step, they are once again proving their leadership in the retail industry. As a brand leader and in tight economic times, Lush realises that this is a straightforward way to reduce outgoings and further differentiate its already strong brand."

Ruth Andrade, Lush Environmental Officer said : "At Lush, we know there is always more to do. With CloudApps' solution we are to accurately measure, analyse and report our total operational impact in real-time. The solution allows us to manage accurately to the sustainability goals we have signed up to that will both benefit the environment we live in and reduce our operational costs."

Media Contacts

Paul Maher/Ed Stevenson

[pmaher@positivemarketing.org](mailto:pmaher@positivemarketing.org) ([pmaher@positivemarketing.org](mailto:pmaher@positivemarketing.org)) / [estevenson@positivemarketing.org](mailto:estevenson@positivemarketing.org) ([estevenson@positivemarketing.org](mailto:estevenson@positivemarketing.org))

#### About CloudApps

CloudApps is an award-winning provider of sustainability and energy management software, enabling visionary organisations to make exceptional cost savings and meet sustainability targets by aligning the entire enterprise behind corporate sustainability goals.

No other software suite solves the sustainability challenge by connecting the sustainability efforts of employees on the front-line, or “bottom-up”, with the “top-down” commitments made by management.

By giving each employee visibility to their team and their own impact and suggesting actions through an innovative desktop application, CloudApps drives the behavioural change required to accelerate a reduction in the consumption of natural resources at the workplace, resulting in significant cost savings. CloudApps is a Carbon Disclosure Project (CDP) 2012 accredited and recommended solution and is delivered on the world’s most energy efficient cloud-computing platform (Force.com) delivered by market-leader salesforce.com

For more information, please visit <http://www.cloudapps.com> (<http://www.cloudapps.com>)

#### About Lush

Since establishing 17 years ago, Lush Cosmetics has been driven by innovation and its ethics. Creators of pioneering beauty products such as the fizzing bath ballistic, shower jellies, solid shampoo bars and Toothy Tabs solid toothpaste. Lush places emphasis on fresh ingredients like organic fruits and vegetables. Lush operates a strict policy against animal testing and supports Fair Trade and Community Trade initiatives. Lush leads the cosmetics industry in combating over-packaging by running public awareness campaigns and developing products that can be sold ‘naked’ to the consumer without any packaging. Lush has been awarded the RSPCA Good Business Award for 2006 and 2007, the 2006 PETA Trailblazer Award for Animal Welfare and the International Fund for Animal Welfare ‘Business of the Year’ award in 2010.

Co-founders Mark and Mo Constantine were awarded OBEs for services to the beauty industry in the new years honours list 2010.