

# The Business Case for EPDs & Whole Life Carbon Assessment (WLCA)

Why Forward-Thinking Construction Product Manufacturers Are Investing Now



## SUSTAINABLE CONSTRUCTION FOR A MODERN WORLD

### AT A GLANCE:

- Why Manufacturers Should Develop EPDs
- Why Manufacturers Should Support WLCA in the Supply Chain

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The UK construction industry is entering a new era of carbon accountability. Architects, engineers, QS teams, contractors and developers are under increasing pressure to quantify and reduce the embodied carbon of every project they deliver. As a result, manufacturers who can supply transparent, verified and project-ready carbon data are now the ones being specified, preferred and awarded contracts.

This guide explores why developing Environmental Product Declarations (EPDs) and supporting the supply chain through Whole Life Carbon Assessment (WLCA) is no longer optional - it's a strategic investment that directly impacts your competitiveness.



# Why Manufacturers Should Develop EPDs

EPDs provide the verified, EN 15804-compliant data that project teams rely on to complete WLCA, meet procurement criteria and demonstrate carbon leadership. For construction product manufacturers, the benefits are immediate and commercially significant.

## Win More Specifications and Secure Preferred Status

Designers and contractors increasingly select materials with robust EPDs because they improve WLCA accuracy and reduce project risk. An EPD can be the deciding factor when your product is evaluated against a competitor.

## Meet Growing Carbon Disclosure Requirements

From the London Plan to government procurement frameworks, carbon transparency is moving from “expected” to “required.” Manufacturers without EPDs are already losing visibility in tendering and design decisions.

## Strengthen Your Market Position With Verified Performance

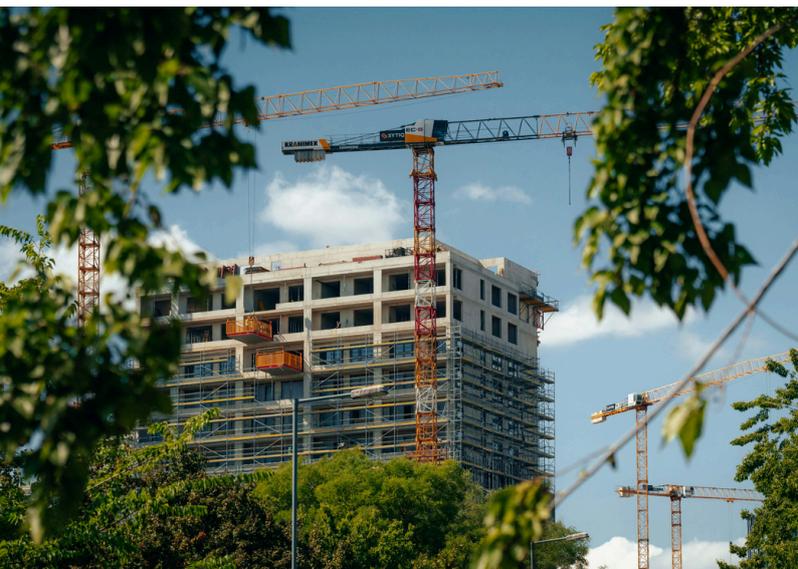
EPDs allow you to clearly communicate the carbon impact of your product - and prove it with independent verification. This builds credibility and differentiates your product in a market where environmental claims are increasingly scrutinised.

## Unlock Data to Improve Your Product

The LCA behind an EPD reveals emission hotspots, energy inefficiencies and opportunities to decarbonise manufacturing. This insight supports innovation, cost efficiency and long-term carbon reduction planning.

## Future-Proof Your Business for Emerging Legislation

Embodied carbon requirements, Carbon Border Adjustment Mechanism (CBAM) developments, and potential future caps will rely on verified product-level data. EPDs ensure your products remain compliant and eligible for low-carbon procurement pathways.



# Why Manufacturers Should Support WLCA in the Supply Chain

**Whole Life Carbon Assessment** is now fundamental to planning, design and procurement in the UK. Manufacturers who provide WLCA-ready data - and support project teams in using it - become indispensable partners across the entire value chain.

## **Become the Go-To Supplier for Carbon-Conscious Projects**

Construction teams want suppliers who make carbon reporting easier, not harder. By providing WLCA-ready outputs and clear guidance, you position your products as the simplest and lowest-risk option during specification.

## **Enhance Relationships With Designers, Engineers and Contractors**

Manufacturers who support WLCA are more likely to be consulted early in design decisions - where specifications are shaped and competitors can be locked out.

## **Support Planning Submissions and Carbon Targets**

Your product-level data feeds directly into project-level WLCA outputs used for planning compliance under the London Plan and the RICS methodology. Better data equals smoother approvals and stronger likelihood of selection.

## **Help Clients Reduce Embodied Carbon**

By providing reliable EPDs and high-quality data, you enable project teams to compare materials accurately, optimise building performance and meet embodied carbon budgets.

## **Stand Out in a Crowded Market**

Very few manufacturers currently offer meaningful WLCA support. Doing so positions your business as a leader not just in products - but in carbon performance, transparency and supply chain collaboration.

Ready to strengthen your competitive position?

We help manufacturers develop high-quality EPDs and provide WLCA ready data that gives design teams the confidence to specify your products. If you want to win more tenders, meet evolving carbon requirements and become the preferred supplier for low-carbon projects, we're here to support you.

Speak to us about developing EPDs and WLCA support for your full product range.





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