**New "Product Carbon Reduction" certification from TUV Rheinland - Samsung to be first electronics company to receive certificate**

**TÜV Rheinland audits and evaluates greenhouse gas emissions throughout product life cycle / Product carbon reduction certification service is to determine carbon footprint reduction of the current generation and the previous generation of a product /** [**www.tuv.com**](http://www.tuv.com)

**SEOUL, Korea – March 18, 2024.** TÜV Rheinland has launched a new sustainability certification, Product Carbon Reduction, for electronic products. Therefore, the certification company evaluates the greenhouse gas emissions of two generations of an electronic product over its entire life cycle - from "cradle to grave" - from manufacturing and transport to use and disposal. The certification is based on internationally recognized standards. Samsung is to be the first electronics company to obtain "Product Carbon Reduction" certificate for several TVs.

**Product carbon reduction certification**As the world grapples with the challenge of global warming, reducing or even neutralizing greenhouse gas emissions has become a critical task. Electronic and electrical products, throughout their life cycle – from production, manufacture, use, to recycling – generate CO2 emissions.

"With the "Product carbon reduction' mark from TÜV Rheinland, manufacturers such as Samsung can provide consumers with clear and transparent sustainability guidance," says Frank Holzmann, Global Vice President of TÜV Rheinland Business Field Electrical. "Certified Companies are proactively demonstrating that they meet the increasing requirements for sustainable products, from production to operation, reuse and disposal."

The scope of product carbon reduction includes product similarity analysis, carbon reduction amount or percentage, reduction measure effectiveness analysis and reduction measure sensitivity analysis. Furthermore, TÜV Rheinland analyzes the following categories: raw materials, manufacturing, transportation, use, recycling. The idea is to recognize the efforts made by enterprises in the field of product reduction through a more transparent way on the basis of internationally recognized ISO 14067, ISO 14064-3 and TÜV Rheinland standard 2 PfG Q2880/09.23. In the case of Samsung, TÜV Rheinland has audited and evaluated the greenhouse gas emissions of two generations of eight series of TV products throughout their entire life cycle. Consumers can find more detailed information about the tests on [Certipedia,](https://www.certipedia.com/quality_marks/0217009945?locale=en.) TÜV Rheinland's public certificate database.

“It is an honor to be able to expand our portfolio of products certified by an organization such as TÜV Rheinland,” said Yongjae Kim, Executive Vice President of the Visual Display Business at Samsung Electronics. “As the leading TV manufacturer in the world, we aim to create products that not only push the boundaries of technological innovation, but also advance very important sustainability efforts.” More information about product Carbon Reduction Certification on: <http://bit.ly/3V3cxpq>

*Safety and quality in almost all areas of business and life: That’s what TÜV Rheinland stands for. The company has been active for more than 150 years and is one of the world’s leading testing service providers. TÜV Rheinland has more than 20,000 employees in over 50 countries and generates annual sales of around 2.3 billion euros. TÜV Rheinland’s highly qualified experts test technical systems and products around the globe, accompany innovations in technology and business, train people in numerous professions and certify management systems according to international standards. In this way, the independent experts ensure trust along global flows of goods and value chains. Since 2006, TÜV Rheinland has been a member of the United Nations Global Compact for more sustainability and against corruption. Website:* [*www.tuv.com*](http://www.tuv.com)

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