



For Immediate Release

## **Ashley Furniture Home Stores in Japan begin Journey Toward Carbon Neutrality and Net Zero Emissions**

Chicago, IL, February 25, 2020: Net Zero Analysis & Design Corp. is pleased to announce that Fujikagu Industries Co. Ltd. of Miyoshi, Japan, owner of four Ashley Furniture Home stores, has become a member of the Entrex Carbon Market and has begun their journey toward carbon neutrality and net zero emissions. The carbon footprint for the first retail store has been calculated, and the company plans to deploy the same auditing process for each of its locations.

“Joining the Entrex Carbon Market and offsetting 100% of our carbon footprint is currently the most economical, efficient and time-saving way to deal with our carbon emissions. We are pleased that this allows us to make more investment in renewable energy and forestation,” said Masayoshi Shibayama, President of Fujikagu Industries. “By achieving carbon neutrality we hope to exhibit our commitment to corporate social responsibility and gain customer trust. The major objective of climate change action should be to implement the most effective preventive methods against natural disasters such as flooding by mitigating global warming as much as possible.”

“Leveraging our qualifications as ISO14000 and 14001 – 2015 International Auditors and our expertise in carbon footprint calculation, we are working with the Ashley Furniture Home stores to guide them through gathering relevant data concerning their operations, and to determine both their immediate and future carbon-reduction goals,” explained Masato Yamazaki, Managing Director of Net Zero Analysis Japan. “We have applied our web-based Carbon Footprint Calculator to the store’s energy-use data and are developing a Carbon Replacement and Energy Efficiency Plan to tackle Fujikagu Industries’ concerns with future carbon mitigation.”

Stephen Watkins, CEO of the Entrex Carbon Market added, “The combination of Net Zero’s international carbon footprint calculator, and the Entrex platform gives climate-concerned companies a user-friendly way to navigate a rigorous carbon-neutrality verification process and to receive assigned and retired regulatory compliant carbon offset securities. Carbon offsetting is an important prong in an organization’s climate action goals. It’s great to have Fujikagu Industries on board as one of the Entrex Carbon Market Members.”

About Fujikagu Industries Co. Ltd.:

Fujikagu Industries was established in 1953, in Atsuta-ku, Nagaoya as a bridal furniture manufacturer. In later years, the company moved to Miyosi-shi, Aichi and became an import furniture retailer of Ashley Furniture and others. In addition to the Miyoshi Headquarters, Fujikagu Industries operates other stores in Yokohama and Kobe in order to meet customer needs by offering the lifestyle options of the U.S. and Europe to Japanese consumers who are interested in a Western aesthetic.

About Net Zero Analysis:

Net Zero Analysis & Design Corporation was founded to offer pricing transparency in the marketplace, additional carbon-reduction financing, and to increase carbon offset project viability by connecting to newly accessible market mechanisms created by the Paris Accord, as well as to connect carbon offset product purchasers with the most appropriate sources for certified UNFCCC-compliant products. NZA’s founders represent a wealth of experience in engineering, architecture, building science, energy efficiency, renewable energy, professional education, and real estate matters, as well as a solid grasp of market trends, UNFCCC methodologies, and changes in regulations. [www.netzeroanalysis.com](http://www.netzeroanalysis.com)

About Entrex:

The Entrex Carbon Market, majority owned by Entrex’s public holding company, was founded to offer corporate entities a place to buy, sell and retire Carbon Offsets across a regulatory-compliant trading platform. The Entrex Carbon Market’s intellectual properties and blockchain-enabled technologies are licensed from the Entrex Holding Company, which has built and proven its IBM’s Domino and Hyperledger technology platforms over 19 years. Entrex partners and licenses various niche-oriented alternative trading platforms, building global markets to trade niche private securities. [www.entrexcarbonmarket.com](http://www.entrexcarbonmarket.com)

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