



Confusion to Compliance: How M.G. Industries Became CBAM-Ready Within Days

Case Study



Cleancarbon.ai



Client Overview

M.G. Industries, a distinguished manufacturer and exporter of Malleable Iron and Galvanized (GI) Pipe Fittings, faced a critical turning point as the European Union implemented the **Carbon Border Adjustment Mechanism (CBAM)**. As a supplier of iron and steel products—a core sector under CBAM scrutiny—the company needed to provide accurate "embedded emissions" data to its European partners. By partnering with **CleanCarbon.ai**, M.G. Industries automated its carbon accounting, ensured full regulatory compliance, and solidified its status as a preferred, low-carbon supplier in the international market.





Business Challenges

- **Complex Emission Profiles:** The energy-intensive processes of casting, melting, and galvanizing created a complex carbon footprint that required granular, stage-by-stage tracking.
- **EU Regulatory Pressure:** European importers demanded certified, audit-ready carbon data to avoid "default values"—a penalty mechanism that assigns high carbon costs to imports without verified data, effectively making the products less price-competitive.
- **Manual Data Bottlenecks:** Tracking emissions across diverse production lines, energy inputs, and raw material stages using traditional manual systems was prone to error and time-consuming.

Solution Delivered by CleanCarbon.ai

CleanCarbon.ai provided a scalable, cloud-based engine that transformed how M.G. Industries approached regulatory reporting:

- **Automated Emission Mapping:** CleanCarbon.ai integrated with M.G. Industries' production systems to capture real-time emissions data from their casting and finishing processes.
- **EU-Compliant Reporting:** The platform instantly formatted complex production logs into the official quarterly templates required by the EU, ensuring the data was audit-ready.
- **Operational Decarbonization:** Beyond simple reporting, the platform highlighted energy-intensive stages, allowing M.G. Industries to optimize their furnace and galvanizing operations to lower their overall carbon intensity.



Result

- **Market Access Secured:** By providing verified, actual emission data, M.G. Industries successfully avoided EU "default value" penalties, protecting their pricing and competitiveness in European markets.
- **Operational Excellence:** The transition to automated reporting slashed administrative compliance hours by over 60%, allowing the engineering team to focus on production innovation rather than paperwork.
- **ESG-Ready Positioning:** M.G. Industries now carries a verifiable carbon footprint, reinforcing their reputation as a sustainable, forward-thinking partner for global plumbing and industrial infrastructure projects



Conclusion

By partnering with CleanCarbon.ai, M.G. Industries successfully resolved a critical CBAM shipment delay and established a robust, automated compliance system. This collaboration has delivered cost savings, regulatory confidence, improved carbon visibility, and stronger positioning in the European Union market.

CleanCarbon.ai continues to support M.G. Industries with quarterly reporting, regulatory updates, and system optimization.

For manufacturers of malleable iron pipe fittings and GI fittings seeking reliable CBAM solutions, CleanCarbon.ai offers a proven and efficient path forward.



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