

PTIS and Trayak Sustainability Services – a Case Story



PTIS, LLC and Trayak, two companies recognized as thought leaders in the package industry are collaborating to bring more holistic sustainability solutions to companies across the packaging value chain. The collaboration will bring new service offerings, including sustainable packaging strategy and lifecycle assessment program development, sustainability workshops and training on how to better leverage lifecycle assessments in the package development process – and track performance over time.

This case story explores a framework of how a major brand owner determined the next steps in their sustainability journey by engaging PTIS' technical expertise and unbiased material approach while also leveraging the COMPASS LCA tool for environmental assessment.

The case story below shows how one client used the combination of a sustainable packaging strategy along with the benefits of the COMPASS lifecycle assessment tool to determine the next steps along their sustainability journey:

Case: A client company was looking to better understand their packaging footprint and how sustainable packaging initiatives could advance their overall sustainability strategy.

The company had varying internal opinions about what constituted a “sustainable package”, but very little based on metric or facts. Without clear guidance, this made it difficult for the company’s package designers and engineers to incorporate environmental feedback into their designs, and to report sustainability progress.

Considerations:

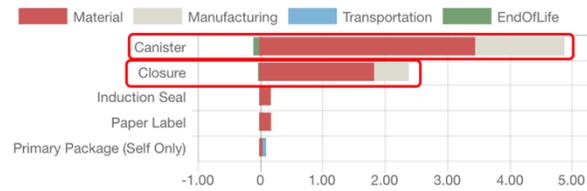
- Sustainability story
- Lifecycle Impact
- Interview insights
- Operational impacts
- Consumer usage/ benefits

Approach:

- 1) **Sustainability Priority & Metric Development** - PTIS interviewed a wide range of internal stakeholders to understand the current view of sustainability, goals of the client, and any internal gaps. From there, key environmental metrics were identified and a sustainability strategy was recommended that focused on reducing the company’s impact. The company chose to focus its sustainable packaging initiatives on reducing Greenhouse Gas Emissions and Fossil Fuel Consumption.
- 2) **Life Cycle Analysis using COMPASS** - These indicators were measured using the COMPASS LCA tool (developed by the Sustainable Packaging Coalition and administered by Trayak). This tool has the ability to provide instant environmental feedback in the early design stages allowing companies’ packaging development teams to make data driven design decisions that align with sustainability strategies.

Example of Identifying Hot Spots

Breakdown of Fossil Fuel Consumption (in MJ-equiv) into Various Components



Breakdown of GHG Emission (in kg CO2-Equiv) into Various Components



Focus on Canister, as well as closure to find way to reduce overall Fossil Fuel and GHG impact



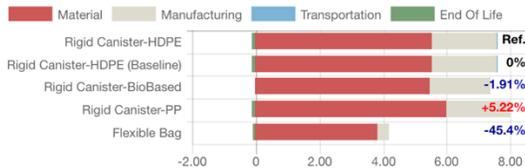
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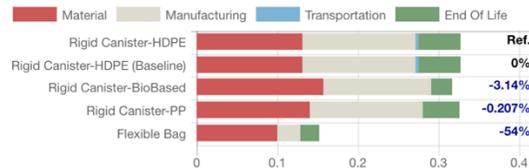
- 3) **Identifying Alternate Materials & Packaging Formats** - Alternate packaging materials, formats, and technologies were evaluated for sustainability with the COMPASS tool. Results of the analysis were compared to the baseline and assessed with other packaging performance criteria.

Impact of Different Material Options

Fossil Fuel Consumption (MJ-equiv)



GHG Emission (kg CO2-equiv)



Flexible bag option offered reduced fossil fuel and GHG emission, but other material and lightweight options available for rigid canister as well



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- 4) **Long Term Roadmap** - PTIS created a roadmap (short, medium and long term) for the product line allowing the client to make incremental design changes over time that would have a cumulative and measurable effect on the company's sustainability goals, while maintaining brand equity and consumer benefits.

To learn more about PTIS, LLC and Trayak services, please visit www.ptisglobal.com and www.trayak.com