



Transforming Business *Enhancing Product Sustainability*

Business benefits our clients have gained:

- Reduced risk
- Efficiency gains and cost savings
- Enhanced reputation and leadership status
- Product innovation and new market opportunities
- Engagement within the company and across the supply chain

Pure Strategies delivers solutions with results:

One client reduced cost of goods sold by one percentage point through sustainability-driven manufacturing improvements.

Since 1998, Pure Strategies has helped set meaningful goals, develop effective strategies, and make changes to products and supply chains that deliver value to the business and society.

Why Pure Strategies?

We bring a unique combination of talents together in one cohesive team with:

- Deep and broad expertise in products and product design
- Insightful and collaborative approach
- Track record of delivering impactful results

We help build programs and integrate sustainability

into product sourcing, development, and manufacturing to:

- Advance programs with leading goals and strategies
- Build consumer trust and reduce risks by addressing product hotspots and supply chain issues such as carbon emissions and chemicals of concern
- Integrate sustainability into procurement and the product development process with tools, guidance, and product sustainability scorecards



pure
PRODUCT

**EVALUATING PRODUCT
IMPACTS AND
OPPORTUNITIES**



“Pure Strategies has been a critical, valued strategic partner in our sustainability initiatives.” — Nancy Hirshberg, Vice President of Natural Resources, Stonyfield Farm



“Creating environmentally and socially responsible products requires changes in business processes and greater collaboration internally and externally. I’m optimistic that our vision, experience, and capabilities can help any company achieve this.”

— Tim Greiner, Managing Director, Pure Strategies

EXAMPLES OF WORK ENHANCING PRODUCT SUSTAINABILITY:

BUILD STRATEGIES



Our firm built a comprehensive product sustainability approach that engages departments across the organization through product sustainability criteria, a Design for Sustainability program, and a goal to increase sustainability in ten percent of product families.

ASSESS IMPACTS



We conducted a multi-attribute evaluation of life cycle assessment (LCA) indicators, chemicals of concern, and additional health and biodiversity impacts of tampon applicator materials to guide decision-making during product development and planning to help deliver more sustainable products.

INTEGRATE INTO BUSINESS



Pure Strategies helped this private label manufacturer of coffee filters and wipes to incorporate sustainability in the product development process through design guidelines and custom product greening scorecards that evaluate key environmental impacts for use by product designers.



“Pure Strategies continues to impress me with their strategic understanding of the sustainability arena. I know that they will deliver not only in a timely manner, but also with thorough research and technical expertise. They aren’t just a consultancy, but rather a part of my team. I value this relationship immensely.”

— Shauna Sadowski, Director of Sustainability, Annie’s



We cracked the product sustainability code through our global market research study, *The Path to Product Sustainability*. We found that top-performing companies have a core set of product sustainability best practices in common. The report illustrates how leading companies such as Timberland, Seagate, RB, and Henkel set goals, use product

assessments, and integrate sustainability into the product development process.



The Pure Strategies Self-Assessment Tool
FOR PRODUCT SUSTAINABILITY PROGRAMS

Are your product sustainability efforts hitting the mark? The Pure Strategies Self-Assessment Tool provides a way for companies to check their product sustainability approach against proven best practices. The survey’s nine questions cover key topics in strategy, assessment, and integration and provide guidance from market leader case studies.



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