



pet
sustainability
coalition



CASE STUDY

Life Cycle Assessment

What is an LCA?

- » An assessment tool that analyzes the full scope of environmental impact over the life of a product, from design to production to consumption to end of life.

Why does a company perform an LCA?

- » Informs product design and innovation to address most significant areas of environmental impact
- » Alerts company to significant supply chain risks and opportunities
- » Supports stakeholder engagement, ensuring issues customers care about are actively managed and communicated

“Performing an LCA was invaluable to us. It has given us a broader strategy for innovating solutions that fit our customers needs”

- Alex McKinnon, Kinn, Inc.



PSC has everything you need to perform a life cycle analysis on your product portfolio. Visit our [toolkit](http://www.petsustainability.org) at www.petsustainability.org

Material
Extraction

1



Manufacturing

2



Transportation

3



Customer Use

4



Disposal

5



RESULTS



PRODUCT INNOVATION

Financial and environmental wins include future opportunity to light-weight frame



NEW MARKET OPPORTUNITY

The Kinn Kleanbowl LCA revealed a new market opportunity within the pet boarding market.



BRAND LEADERSHIP

Kinn has verified data to support development of brand communications.

“This was a win-win for everyone - pets, customers, suppliers, the environment, and our business”!

Data Analysis

The following impacts were evaluated including all product life stages modeled in a pet boarding facility open 7 days week. **The Kleanbowl outperformed the industry average bowl in all areas.** *Assumes facilities follow veterinary recommendations for washing practices.



Waste Impact 122% Reduction

*The kleanbowl has a negative waste impact due to the original material use of sugarcane waste.

Green House Gas Impact 20% Reduction

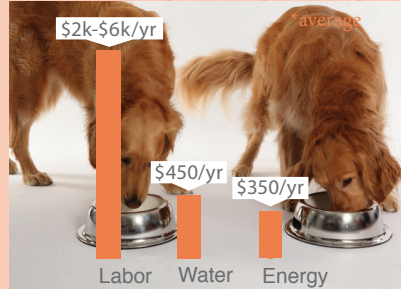
Energy Impact 18% Reduction

Water Impact 1% Reduction



The single largest environmental impact of pet bowls is consumer washing

Pet Boarding Facility Savings



Calculate your savings at KleanbowlEstimator.com

Accelerating pet businesses through environmental and social impact.
www.petsustainability.org



pet sustainability coalition