

## Industry Sponsor Program

*Driving revenue & growth in the nonwovens industry through greener product innovation*

- Standardize how greener will be measured in the nonwovens industry
- Create demand and preference for greener materials, processes, end of life methods
- Create 24x7 knowledge-sharing marketplace – tell stories, show examples
- Promote use of nonwovens in our existing community & externally
- Establish synergistic relationships with related industry groups

INDA has joined with Sustainable Minds to drive revenue and growth for its members through greener nonwoven innovation. Together they will create a continually expanding industry-defined lifecycle dataset, example products, services, training, knowledge sharing, and a platform for showcasing greener materials and products, and their applications.

Sustainable Minds easy-to-use, standardized LCA solution makes it possible for manufacturers across the value chain – large and small – to dynamically evaluate, compare and improve their products' environmental performance by integrating life cycle thinking and LCA into their product development processes. [sustainableminds.com/nonwovens](https://sustainableminds.com/nonwovens)

## Building a Nonwovens Lifecycle Dataset – Why?

Designing truly greener nonwoven products requires having access to a comprehensive source of current and credible lifecycle data, however:

- Today, there is no source of nonwovens lifecycle data that is widely available, easy to use and cost-effective. There is a shortage of life cycle inventory (LCI) data, and it's often out of date.
- Many manufacturers are hesitant to disclose LCI data.
- There are no fast data distribution systems for new greener materials as they come to market.

**Introducing Sustainable Minds' Branded Data Program, designed to create and fulfill demand for greener materials, processes & products.** This groundbreaking program creates the opportunity for manufacturers across industries to publish data in a credible, cost-effective, secure and standardized way.

**ENGAGING THE INDUSTRY** We are sourcing data for all nonwovens product categories, starting with a focus on nonwoven processes, diapers, baby wipes, surgical, building products & furniture. If you make raw materials, roll goods or finished products in these categories, we'd like to hear from you today. If you'd like other categories rapidly expanded, let us know.

## #1 CLOUD LCA SOFTWARE FOR GREENER PRODUCT INNOVATION

Today used by industry and education in 600 locations, 60 countries

### DRIVE REVENUE AND GROWTH THROUGH GREENER NONWOVEN INNOVATION

- SM2013 Dataset expanded for nonwovens
- Add your own primary and supplier-specific data

ASK ABOUT OUR  
BENCHMARK & INNOVATION SERVICES.



#### Dave Rouse, INDA President

*"We have had a dialogue with Sustainable Minds for some time. Unlike other LCA software providers, they recognize the importance of expanding the nonwovens dataset for use by manufacturers globally. Designing greener products is becoming increasingly important in all industries. It is critical for raw material suppliers, roll goods suppliers, end product and process equipment manufacturers within the nonwoven industry to keep up with this trend to develop and showcase their products' environmental performance."*

## Branded Data Program

*Demand creation & demand fulfillment for greener materials, processes & products*

The Sustainable Minds Branded Data program is a groundbreaking, innovative solution to address the challenges of today's LCA tools & data distribution methods. Designing truly greener products requires access to a comprehensive source of current and credible lifecycle data. Whether you're a manufacturer bringing new greener materials & processes to market or a manufacturer implementing a sustainable supplier program, this program is for you.

**The value of adding your product data to Sustainable Minds is immediate.**

### Design better

- **Immediate access** for your design teams
- **Engage, educate and reward** your supply chain
- **Customers won't have to estimate** your products' impacts or create proxies that are not accurate.

### Sell & market better

- **Visibility where your customer is specifying**, makes discovery possible to credibly compare alternatives and make better design decisions – *Connect specifiers with sales channels*
- **Global accessibility**, instantly available to manufacturers, product consultancies, education, worldwide
- **Engage prospects & customers**, do real-time demos comparing your products to alternatives
- **Demonstrates transparency** and your company's commitment to greener innovation

## 3 presentation levels to brand and showcase your products

**Provide your own primary data, or sponsor industry average data.** Showcase your products in the *Greener Manufacturers Showroom* where you can position your brand and communicate your commitment to transparency and environmental performance in a compelling and credible way.

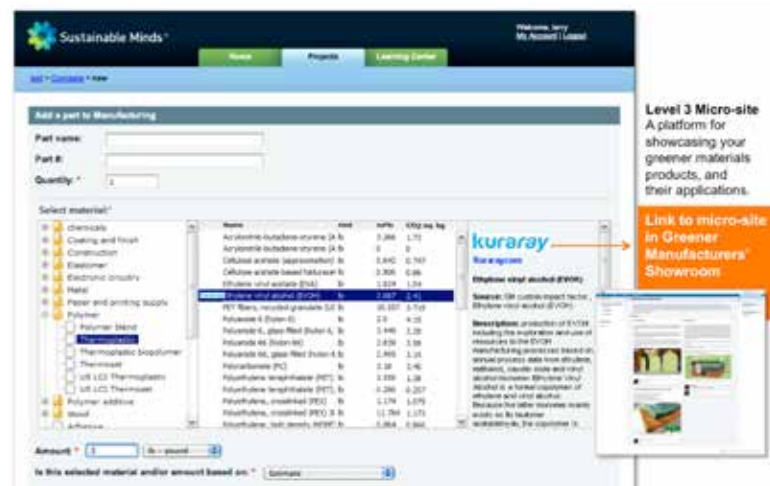
Presentation Level	Brand in Data Selector	Brand in Greener Manufacturers Showroom
<b>1. Branded</b>	Logo and link recognizing your brand	<b>Logo only</b>
<b>2. Illustrated Datasheet</b>	Includes #1   Photos, functional specs & more; activity monitoring	<b>Logo links to Illustrated Datasheet</b>
<b>3. Microsite</b>	Includes #1 & 2 with visual priority	<b>Logo links to Microsite with customer stories, Transparency Reports &amp; more</b>

## Get started by providing one of the following:

**ISO 14044 compliant LCI or LCA reports – or use our data collection worksheet.**

Your LCI data stays private and is never exposed. *It is used only to create SM impact factors.*

**Data creation, evaluation & security:** SM reviews for consistency in modeling and assumptions assuring the data is in line with the SM methodology. Validation includes comparison against industry-average data for your product class. Data must be updated at least every three years.



**Sustainable Minds' Branded Data Program gives your brand and products visibility to thousands of users worldwide**

## Ask us about

- **Doing LCAs of your products.** Our collaborative approach makes the process more efficient, reduces the cost, operationalizes into product development and develops internal capabilities; collects your primary and suppliers' data for Branded or Private use.
- **Private Dataset:** Keep your data private accessible to your team only.
- **Supplier Data Management & Rewards Program:** Engage suppliers in your environmental performance goals
- **Environmental Transparency Reports:** No PCR for your product category? EPDs too costly to produce? Your LCA results don't meet new PCR guidelines? Sustainable Minds is working to make transparency reporting credible & efficient and to *standardize comparability*.

## Branded Data Program: Become a Premier Participating Company

The Premier Program is designed to give leading manufacturers the opportunity to lead by example and take advantage of special pre-launch pricing. The Premier offer ends October 31, 2013.

Step 1: Select the number of products to add	Step 2: Select your Brand Presentation Level		Step 3: Select your Premier Participation Package	
<b>Data management services</b> , one time cost <ul style="list-style-type: none"> <li>\$1,000 for 1 material / process / product</li> <li>\$3,500 for 5</li> <li>\$5,000 for 10, +\$500 per product over 10</li> </ul>	<ol style="list-style-type: none"> <li>\$200 / 2 yrs, per product, Branded</li> <li>\$400 / 2 yrs, per product, Illustrated Datasheet</li> <li>\$2,000 / 2 yrs, per company, Microsite, plus content creation costs</li> </ol>		\$20,000 Platinum \$12,000 Gold \$ 6,000 Silver \$ 2,000 Green	
Select Package:	Platinum \$20,000	Gold \$12,000	Silver \$6,000	Green \$2,000
<b>Page visibility</b> Many points of presence	<ul style="list-style-type: none"> <li>Greener Manufacturers' Showroom – <i>Primary positioning</i></li> <li>Sustainableminds.com</li> <li>app.sustainableminds.com: Material Selector and Data Browser</li> </ul>	<ul style="list-style-type: none"> <li>Greener Manufacturers' Showroom – <i>Priority positioning</i></li> <li>Same</li> </ul>	<ul style="list-style-type: none"> <li>Greener Manufacturers' Showroom – <i>Standard positioning</i></li> <li>Same</li> </ul>	<ul style="list-style-type: none"> <li>Greener Manufacturers' Showroom – <i>Standard positioning</i></li> <li>Same</li> </ul>
<b>SM Software &amp; Tutorial</b> For you and your customers	<ul style="list-style-type: none"> <li>5 two-yr subscriptions for your business</li> <li>5 two-yr subscriptions to give customers</li> <li>4 webcast tutorials</li> <li>Set industry direction for SM software &amp; data</li> </ul> <i>\$24,000 subscription value</i>	<ul style="list-style-type: none"> <li>5 two-yr subscriptions</li> <li>2 one-yr subscriptions to give customers</li> <li>2 webcast tutorials</li> </ul> <i>\$14,800 subscription value</i>	<ul style="list-style-type: none"> <li>2 two-yr subscriptions</li> <li>1 one-yr subscriptions to give customers</li> <li>2 webcast tutorials</li> </ul> <i>\$7,000 subscription value</i>	<ul style="list-style-type: none"> <li>1 two-yr subscription</li> <li>1 webcast tutorial</li> </ul> <i>\$2,800 subscription value</i>
<b>Recognition &amp; exposure</b> A dynamic & measurable marketing program that will promote your greener products to the industry.	<ul style="list-style-type: none"> <li>Press release</li> <li>Speaking opportunities at INDA events</li> <li>Posted on the INDA web site</li> <li>Announced in INDA E-News (14K+)</li> <li>Participate in INDA &amp; SM webinars</li> <li>Activity monitoring</li> </ul>	<ul style="list-style-type: none"> <li>Posted on INDA web site</li> <li>Announced in INDA E-News</li> <li>Participate in INDA &amp; SM webinars</li> <li>Activity monitoring</li> </ul>	<ul style="list-style-type: none"> <li>Announced in the E-News</li> <li>Participate in INDA &amp; SM webinars</li> <li>Activity monitoring</li> </ul>	<ul style="list-style-type: none"> <li>Announced in the E-News</li> <li>Participate in INDA &amp; SM webinars</li> <li>Activity monitoring</li> </ul>
<b>Example pricing for 5 products</b> \$ 3,500 Step 1: Data creation services \$ 2,000 Step 2: Illustrated Datasheet, 2 years \$ 6,000 Step 3: Silver Premier Participation Package <b>\$11,500 Total</b>		<b>Key dates</b> <ul style="list-style-type: none"> <li>Announcing first Participating Companies at 2013 RISE® Research, Innovation &amp; Science for Engineered Fabrics Conference   Sep 30 – Oct 3, 2013</li> <li>Launching Greener Manufacturers Showroom at Greenbuild Conference &amp; Expo   Nov 20-23, 2013</li> <li>Nonwovens industry introduction at VISION® Consumer Products Conference   Jan 27 – 30, 2014</li> </ul>		
<b>Contact us for more information, a preview of the Greener Manufacturers' Showroom and a quote.</b>				

## Getting Started Services

### Proof of Concept

For product development decision-makers evaluating software and service providers

A managed software and services evaluation program to determine if SM is right for your greener product opportunities, addressing one or more of the SM use cases.

**Cost and duration: \$3,500 45 days or less**

### Product Benchmark

For product or portfolio managers, R&D & technical decision-makers who need answers fast, and don't have internal resources available

If you don't know where you are how do you know where you're going? SM will model your products/components to benchmark lifecycle impacts, understand where data comes from, the effort required to acquire, who is involved.

**Cost and duration: \$5,000 – 25,000 depending on scope; 30 to 90 days**

### New Products and Innovation Catalyst

From the Product Benchmark, nonwovens experts Chapas, Chinai will work with you to identify opportunities for new and improved products and bring them to market. The company will own all identified patentable inventions.

**Cost and duration: Quote on request; 30 to 90 days**



**Rich Chapas, Principal** "As part of INDA's Sustainability Committee, we identified SM as the resource to provide customized data for the industry. We are pleased to be working with both to help achieve leadership in developing more sustainable solutions."

#### Deliverables:

- Efficient process & schedule for evaluation
- Strategy session to establish POC objectives and goals
- 1 account w/ unlimited access for duration
- Custom data strategy
- Support for modeling example project modeled
- Custom webinar to introduce SM to team

#### Deliverables:

- 1 user annual subscription
- Your product modeled in SM
- Benchmark analysis and recommendations for improvements
- Additional concepts modeled using advanced ecodesign strategies
- Custom data strategy
- Business case how to demonstrate financial ROI
- How SM can be integrated into business processes
- Presentation & talking points

#### Deliverables:

- Identification and analysis of alternative materials and processes to improve environmental and functional performance
- Conceptual analysis to identify new products delivering new benefits, while reducing environmental impacts
- Review of existing and potential bio-based materials to substitute or add components to open new markets where petroleum-based products are cost prohibitive and natural materials available.
- Comprehensive market analysis to leverage sustainable technologies into new and existing products

## Subscriptions: Annual & Multi-year

1 user	\$1,400
5 user	\$6,000
10 user	\$10,000
20 user	\$20,000



## 15% Nonwovens Industry Software Discount

Use this code when you purchase online:  
INDA-SP013-4sBY

[sustainableminds.com/nonwovens](https://sustainableminds.com/nonwovens)

## Custom Data Creation

As your needs evolve to model with data more specific to your products, Sustainable Minds can help. When you request new data, it is sourced, verified and quickly added. **Three types of impact factors:**

1. **Custom generic** – An expert proxy based on publicly available data
2. **Supply-chain specific** – From manufacturing information collected from your partners & suppliers. **Branded or Private**
3. **Manufacturer-specific** – From primary manufacturing information from your facility(ies). **Branded or Private**

#### Cost and duration:

**Level 1: \$3,000 20 hours | Level 2: \$6,000 40 hours**

Project costs are quoted based on the type of impact factor, quantity requested and information collection responsibilities which include the process of sourcing, collecting and verifying the data.