Sustainable Minds®
Design greener products right, from the start

SM Transparency Report™ Program

An innovative and user-friendly PCR/LCA/EPD program – *plus much more*

Designed to standardize, harmonize and make product transparency reporting understandable and meaningful

1. Provides a time and cost-effective way to deliver PCRs for product groups

- **The standardized 2-part PCR framework** creates PCRs defined by functional performance, not materials

2. Delivers SM Transparency Reports™ – to drive greener purchase decisions

- **A strategic marketing and sales tool, they** making LCA & environmental performance information understandable & meaningful; enables a manufacturer to describe how they are making products greener. Manufacturers can showcase both the functional and environmental performance of products in a concise, easy to understand format for decision-makers to quickly review to make well-informed greener purchase decisions.

3. Helps you market greener, and then start designing greener

- **More than just a report,** you get SM Eco-concept & LCA Software with your data in a private dataset

A single manufacturer, group of manufacturers or trade associations can get started on PCRs when:

You are in an industry

- Where no PCRs have been created yet
- With many product categories, requiring multiple PCRs

Your products are

- In categories not addressed in current PCRs
- Made from materials and components that have EPDs, but no PCR to cover the products you make

And now create a Transparency Report using any PCR!

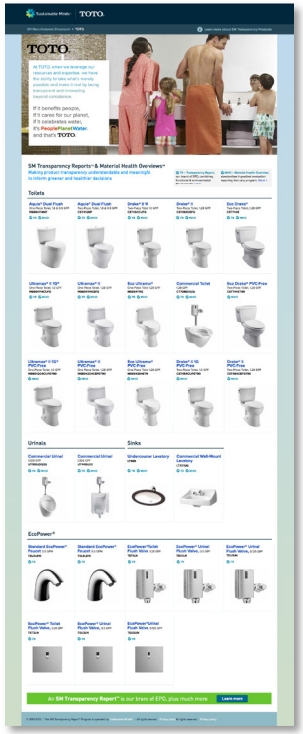
Leverage your LCA investments to create credible and effective marketing tools, an EPD++

Consisting of 3 easy to understand pages, your product info & data is in the cloud – not encoded in PDFs.

1. Performance dashboard
2. LCA results & interpretation
3. How we make it greener

They present functional and environmental performance information all in one place, make LCA results understandable and enable a manufacturer to describe how they are making products greener.

Third-party verified Transparency Reports meet green building rating system criteria in LEED v4 and Green Globes.



Your Brand Showroom

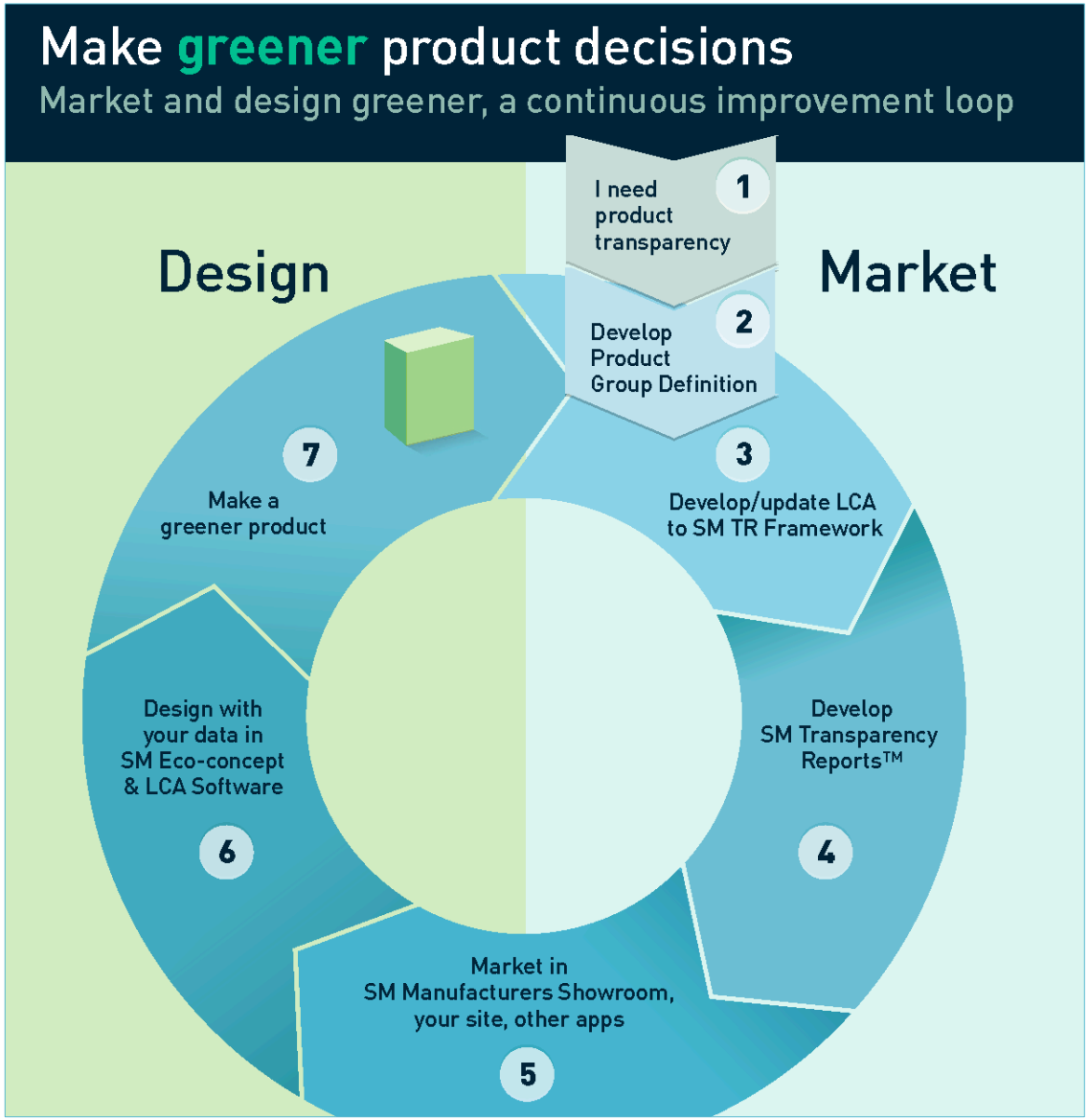
Leverage your product transparency investments into sales growth

- **Branded transparency info – *all in one place***
- **Easily maintained & updated**
- **Distributed through the cloud, – *free to all***
- **Ideal for sales, training & building a greener brand**

Sustainable Minds

Getting started: SM Transparency Report Program

The first comprehensive program for manufacturers to design and market greener products



Deliverables include:

SM Transparency Products

- Strategic sales & marketing tools in an updatable HTML format in the cloud – your content not trapped in a PDF (a TR is an ISO 14025 Type III environmental declaration).
- Add a Material Health Overview for comprehensive view of what's in a product and why. The first EPD and material evaluation delivered in 1 cloud-based report.
- Your Brand Showroom, a public destination to showcase your products & leverage investments in product transparency
- Presence for 3 years, drive traffic to websites and social media
- Promotion to the SM community at launch

SM Software & Data

- SM Eco-concept & LCA Software account with 1 user subscription *(additional subscriptions purchased separately)*
- Your LCA data as SM impact factors in a Private Dataset
- Example product modeling to design greener

Design

- **Make better decisions earlier**
- **Make process more efficient**
- **Operationalize into development**
- **Manage supplier data, engage & reward**

Market

- **Get visibility for new greener products**
- **Make transparency reporting credible & efficient**
- **Standardize consistency & comparability**
- **Connect buyers & sellers**

Contact us about getting started & a quote.