

VERPACK GROUP LAUNCHES ITS IN-HOUSE LIFE CYCLE ANALYSIS TOOL

PART OF ITS CSR STRATEGY, VERPACK GROUP HAS DEVELOPED A COLLABORATIVE TOOL ALLOWING IT TO HELP CUSTOMERS ANALYSE THE ENVIRONMENTAL IMPACT OF A BOX OR COFFRET IN ORDER TO IDENTIFY POTENTIAL IMPROVEMENTS DURING THE DESIGN PHASE.

After extensive engineering work carried out by the group's CSR department, the LCA tool was born this summer. Initial optimization studies have proved their relevance, notably when it comes to the re-design of a cardboard case (changes to the cardboard itself, its weight, coating and décor have proved to allow a potential reduction in a product's impact on the environment by 40%).

A SPECIFIC PROCESS PROVIDING ANALYSIS THAT SPEAKS FOR ITSELF

Based on a holistic approach, the Verpack LCA tool allows the evaluation of the potential impact of a box or coffret, from design to end-of-life. It integrates recognized environmental parameters, an essential factor in the eco-design and innovation process.

Using the international ECO INVENT database (incorporating elements like the choice of materials, transport and the extraction of materials), Verpack LCA is based on prospective elements calculated for up to 100 years.

The life-cycle analysis process sensors and quantifies physical flows of materials and energy associated with the human activity a product is likely to engender at each stage of its useful life. It evaluates each of these potential impacts and interprets the results in line with given objectives. The Eco Invent database contains significant life-cycle inventories based notably on energy usage (fossil or renewable), materials (chemical or natural), waste treatment (incineration, landfill, sanitization, transport modes). The tool calculates a product's impact according to 14 clearly identified criteria like thinning of the ozone layer, climate change, toxicity to humans and ecotoxicity to marine and land-based ecosystems. This allows a brand to make carefully considered choices.

"In line with the group's CSR commitments, we have chosen an LCA tool specifically developed for our industry's needs. It is based on in-depth analysis and regularly updated data. The results obtained allow us to accompany our customers in their choices when it comes to design, materials, décor and inserts, for example, in line with their objectives related to environmental and cost considerations," explains Géraldine Delaval, the group's CSR Director.