



pet
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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/toolkit) 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.



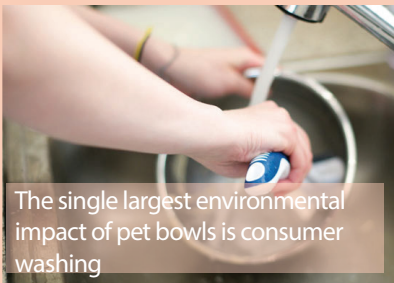
Waste Impact 122% Reduction

*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



Pet Boarding Facility Savings



Calculate your savings at [KleanbowlEstimator.com](https://www.kleanbowl.com/estimator)

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



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