

Case Study.
Tournaire.
France.
Manufacturing.

Life Cycle Assessment of packaging options

Context

Tournaire, a French manufacturer specialising in aluminium packaging for niche sectors such as perfumery, pharmaceutical and fine chemicals, aims to enhance its ESG strategy and communication to better meet the expectations of clients and investors.

Challenge

Tournaire wanted to go beyond the basics and assess their products through a truly holistic lens by capturing recyclability, full lifecycle impacts, and strategic positioning against alternative materials. As a company using aluminium predominantly, they aimed to showcase its sustainability potential and turn it into a competitive advantage.

Solution

dss+ carried out a comprehensive Life Cycle Assessment (LCA) to compare Tournaire's containers with alternative packaging solutions. The study applied the 16 indicators of the PEF (Product Environmental Footprint) methodology and then prioritised the five most critical indicators using the Planetary Boundaries framework.

To evaluate circularity dss+ used the Circular Footprint Formula, highlighting the environmental benefits of actual recycling at end-of-life. The findings revealed that reuse and recycling are essential for Tournaire's containers to outperform other materials in sustainability terms. Achieving this requires robust reverse logistics systems.

Additionally, the analysis identified three major improvement levers: accelerate the transformation of the industry to so called "green aluminium", increase the share of recycled aluminium in production, and source clean electricity for manufacturing processes.



Protect. Transform. Sustain.



Assignment

Support Tournaire's ESG strategy and communication towards clients and investors with a robust, science-based approach.



Offering

Life Cycle Assessment integrating the Planetary Boundaries and the Circular Footprint Formula.



Impact

Empowered Tournaire's key stakeholders with sustainability concepts and methodologies, while reinforcing the company's shift toward circular economy models.

"The expertise of the dss+ team helped us navigate complex concepts and multiple options to find the solid, science-based positioning we were looking for. We learned a lot along the process and enjoyed a great collaboration."

Damien CANAC, VP Business & Innovation

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