

Case Study.
Eurostampa.
Italy/Central Europe.
Agriculture, Food and Beverage.

User-friendly tool models the global warming potential of product labels

A multinational company headquartered in Italy, Eurostampa have been creating innovative product labelling solutions for leading liquor, wine, chocolate, food and cosmetics brands since 1966.

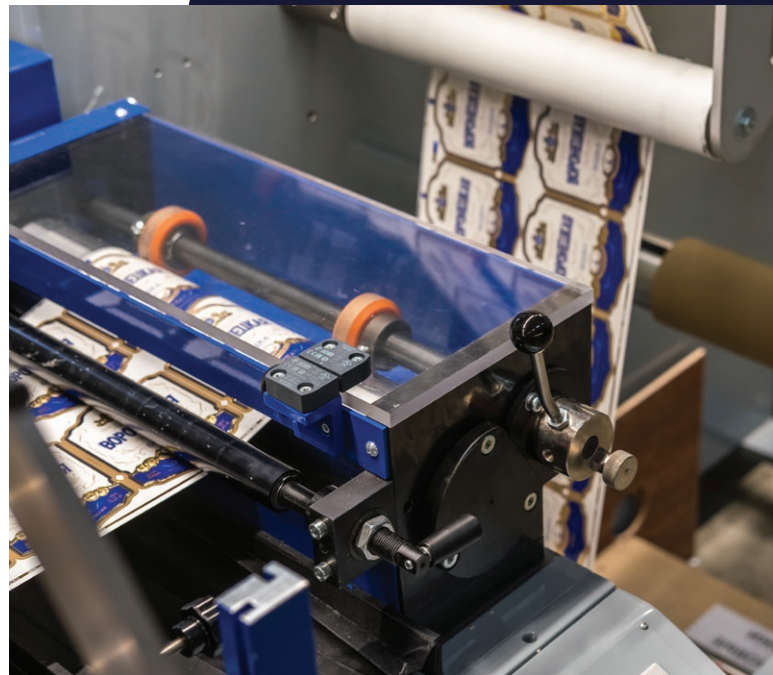
Challenge

Eurostampa produce a wide range of labels, including wet-and-glue and pressure-sensitive varieties. The company sought to calculate the global warming potential of each of its products.

dss+ Approach

Eurostampa worked with dss+ consultants to categorise their two overarching product categories into nine clusters for analysis. Within each cluster, consumption data were collected for at least four distinct customer product orders.

The global warming potential for each order (estimated in kg CO₂ eq per 1000 labels) was modelled using the SimaPro life cycle analysis platform. A total of 84 label orders were modelled, with gross paper and foil as explanatory variables, and 18 regression models were identified. This drove the creation of spreadsheet-based tools that allow users in the US and Italy to calculate the global warming potential of any order.



Assignment

Calculate the global warming potential of product labels.



Offering

Sustainability implementation and communication.



Impact

An easy-to-use, Excel-based tool calculates the environmental footprint of any customer order. This helps clients select the right solution to meet their own product and sustainability goals.

dss+

Protect. Transform. Sustain.

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