

Unbiased global packaging intelligence and analysis
**IT'S ALL ABOUT THE DETAILS:
 APT GETS BEHIND EFFORTS TO MEASURE EMISSIONS**

In the packaging industry, the need for greater and more-granular data on carbon emissions has never been more pronounced in North America, and it is causing both brand owners and suppliers to consider alternatives.

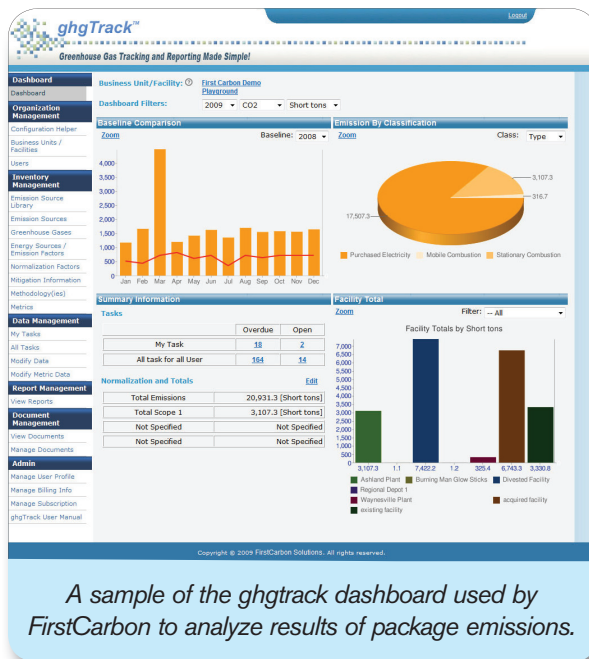
The situation has led to the establishment of new resources to help packaging converters and brand owners better tabulate emissions information and deal with the coming flood of requests in North America. Among those behind the emergence is **FirstCarbon Solutions**, a West Chester, PA-based provider of software to calculate the greenhouse-gas (GHG) emissions of packaging in production.

The company, a subsidiary of global data supplier **ADEC Solutions**, has launched new emissions-gathering software, *ghgTrack*, that can peg carbon releases to a microscopic level in packaging. The company has started work with **Associated Packaging Technologies (APT)**, a Chadds Ford, PA-based maker of plastic food trays, to track and record emission levels.

The software used by APT is profound, able to calculate the GHG emissions for each crystalline PET (CPET) container made by the company, said Daily Tipton, FirstCarbon vp, sales and marketing. But Tipton admitted that once a packaging company sets up a data-management scheme with the software, executing it is not rocket science.

The key is the ability to use those metrics to modify future behavior on the plant floor and lower emissions. "It can be as simple as employees turning off the lights in a room when they leave it," Tipton said.

But there is a larger push under way than only helping a company lower emissions. In the case of APT, one of its brand-owner customers is asking for information so it can submit data for the **Carbon Disclosure Project (CDP)**. The



A sample of the ghgtrack dashboard used by FirstCarbon to analyze results of package emissions.

not-for-profit organization is asking thousands of organizations to measure and disclose greenhouse-gas emissions and climate change strategies.

The ultimate quest is the development of a global climate change reporting system, one that harmonizes data gained worldwide. And many brand owners are taking those plans seriously: the CDP is acting on behalf of 534 institutional investors that hold \$54 trillion in assets and is supported to some of the world's largest purchasing organizations, including **Cadbury**, **PepsiCo**, and **Walmart**.

Moreover, retailers such as Walmart and **Home Depot** are putting packaging under scrutiny, desiring to remove many pounds of carbon from the supply chain, Tipton stated. "The data can be all over the place and needs to be organized," he emphasized.

Other software packages are emerging too, in the effort to better gather data in packaging. For instance, sustainability consulting firm **Environmental Packaging Intl. (EPI)** and **ECRM** have launched *Redipoint*, a Web-based data management system to help companies comply with environmental legislative requirements.

Data management seems to be a cottage industry in packaging that should mushroom in use, similar to that of lifecycle analyses a few years ago. And while emissions reporting is one goal, Tipton said the industry should not kid itself: "What's the real driver is the financial gain from this," he said.

Packaging Strategies' Perspective: Ultimately, consumers are going to be asking for carbon emissions data on a package, a quest that Walmart is also leading in pursuit of greater transparency. Companies need to be positioned with data management tools to meet this coming challenge. **PS**

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