



LCA as a Tool for Supporting Sustainability



Pacific Market International (PMI)



Established in 1983, privately-held Pacific Market International (PMI) revolutionizes the way people eat and drink on the go. The company owns the Stanley® and Aladdin® brands and operates a thriving private-label business for globally recognized companies.

PMI is headquartered in Seattle, with offices in Shanghai, Nashville, and London.

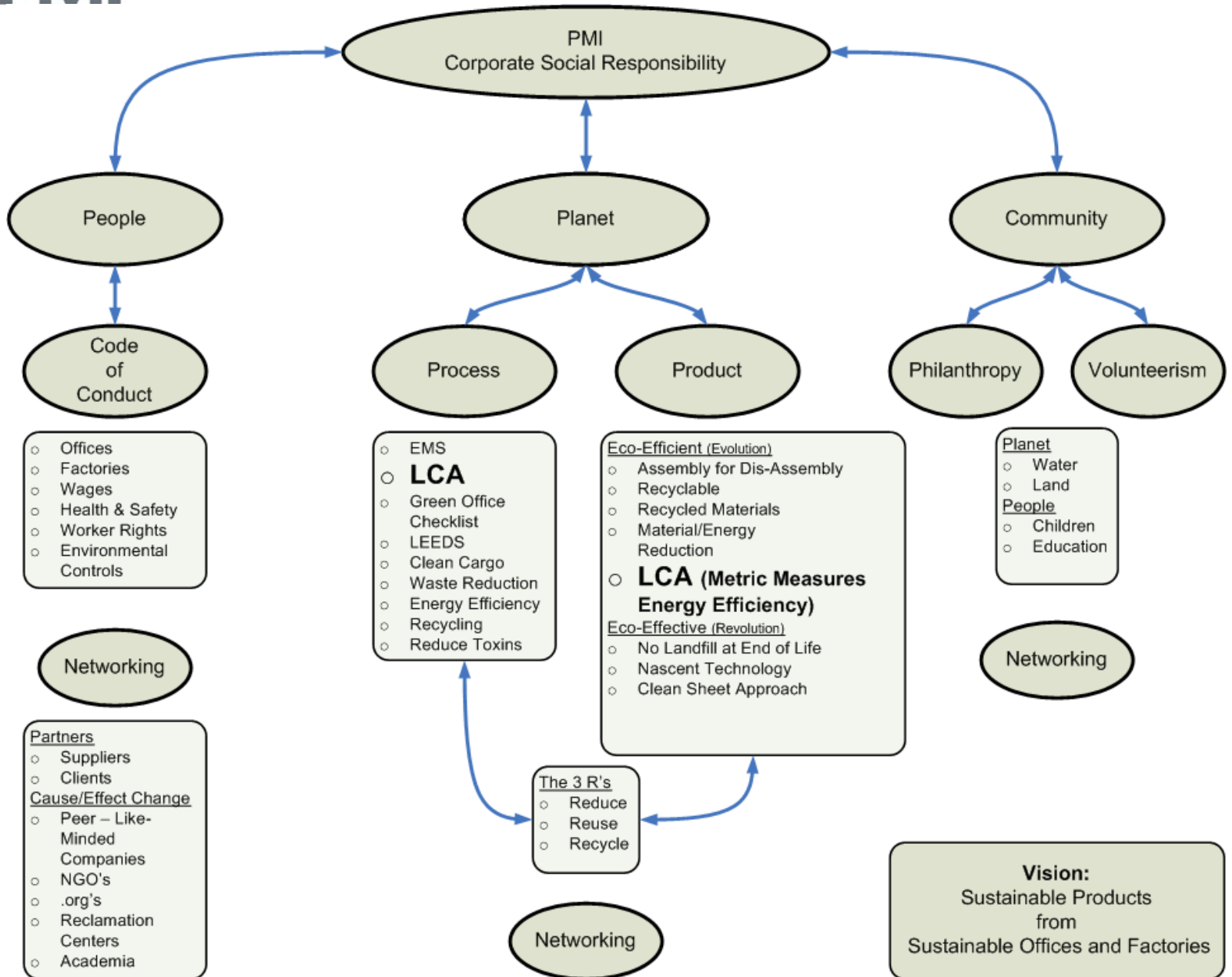
PMI believes that doing business right is the right way to do business. We are committed to our Corporate Social Responsibility and to our industry leading practices in sustainable product innovation. PMI is engaged in the pursuit of good environmental practices because we believe it is the right thing to do. We care about the health and well being of our workers, our consumers and our planet.



PMI'S CSR TIMELINE

- 1998 • First PMI Code of Conduct published and communicated to our factories.
- 1999 • PMI became a member of Business for Social Responsibility.
- 2001 • Launched third party audit system for our factories.
- 2002 • Created “Corrective Action Plan” system with our factories.
- 2006 • Added Environmental Management System targets to our COC work. Educated core factories on the three R's. Pursuit of ISO 14001 certification.
- 2006 • Launched PMI Sustainability Plan for sustainable advancements in process and product.
- 2006 • Performed first PMI LCA / Life Cycle Assessment with NGO support.
- 2006 • Launched plan to take COC compliance through our entire supply chain by 2010.
- 2006 • PMI was awarded the American Chamber of Commerce in Shanghai Award for advancement in CSR.

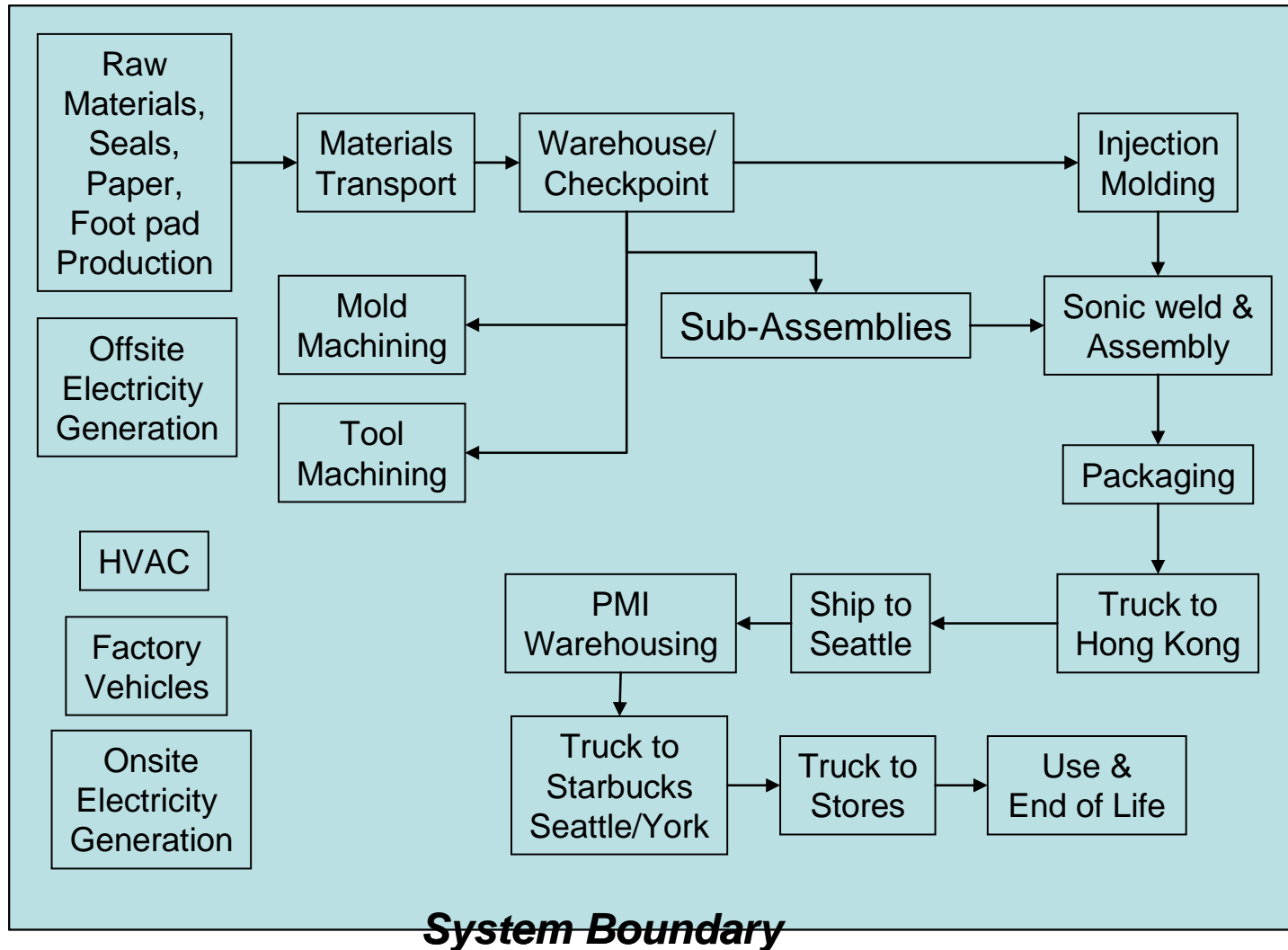




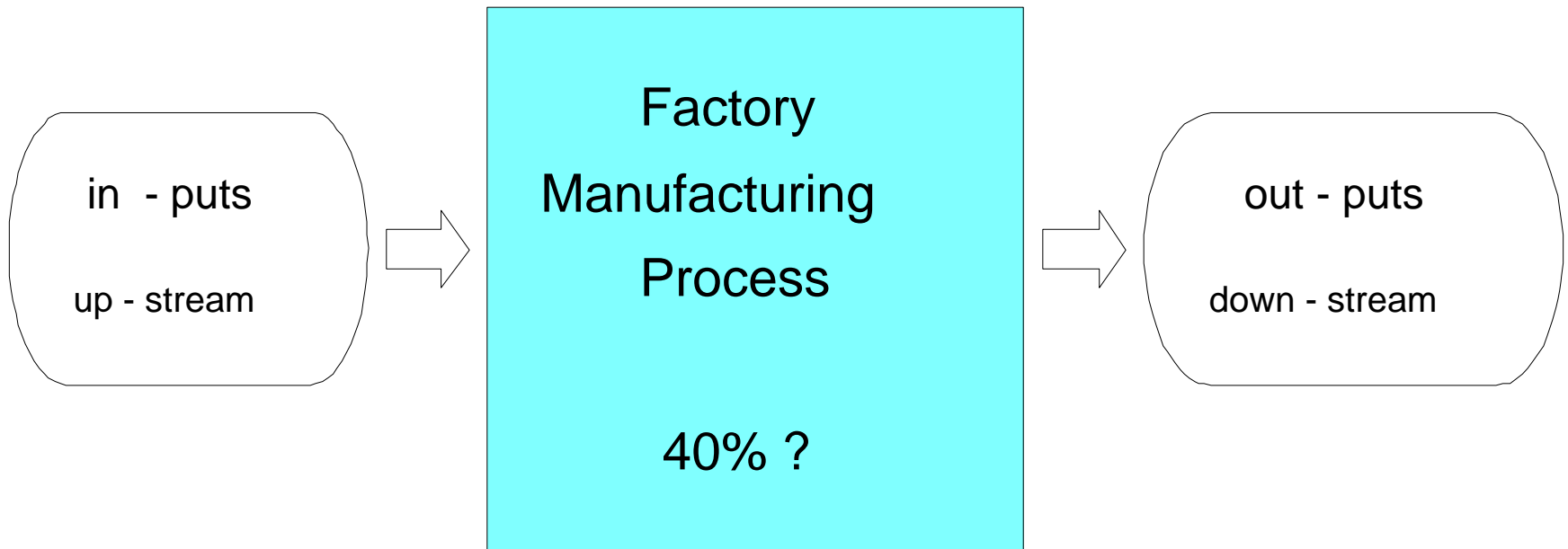
Why We Performed an LCA

- Benchmark current footprint
- Look for opportunities to:
 - reduce energy use,
 - reduce waste.
- Better understand our manufacturing process.

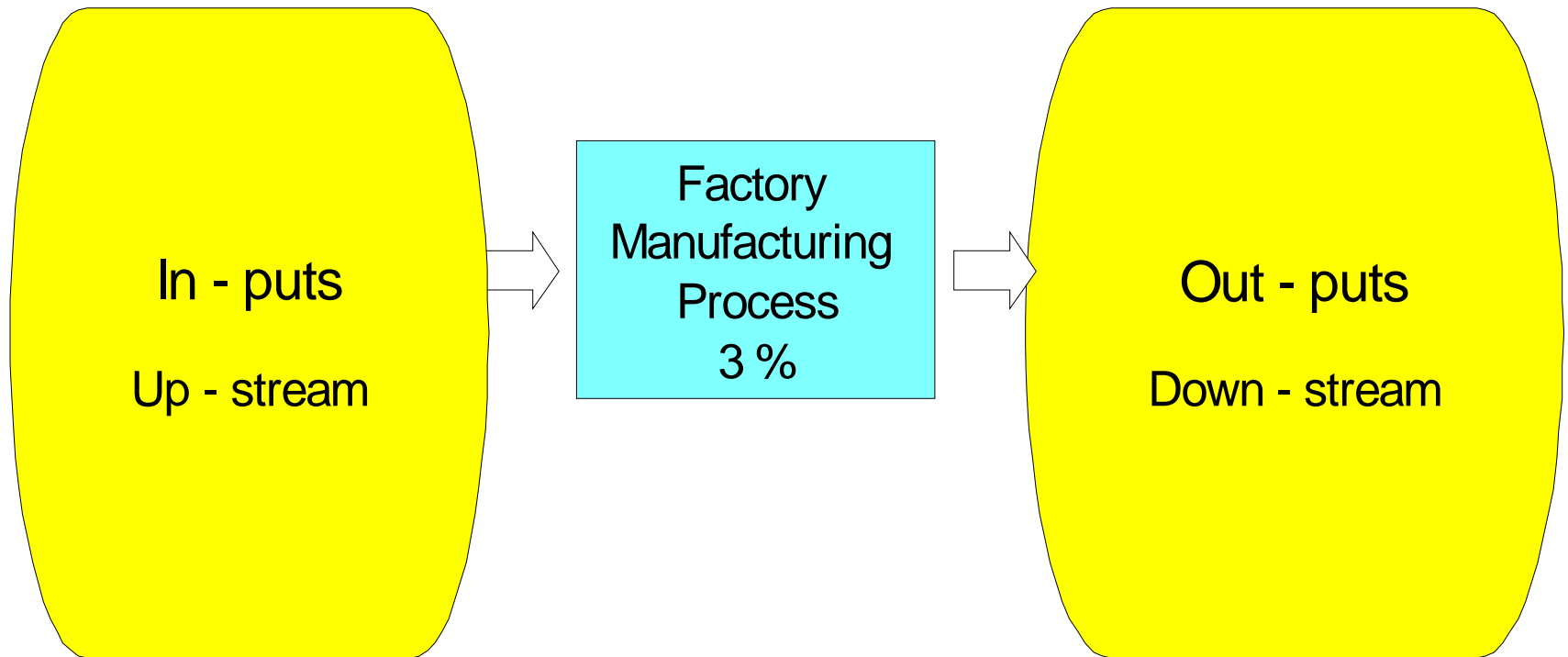
PMI LCA System Boundary



What we thought before LCA



What we found from LCA



Key points learned

- The biggest opportunities to reduce our energy consumption and our “footprint” are:
 - Upstream
 - In our choice of raw materials
 - In our choice of supplier based on their process (sustainable)
 - In our choice of supplier based on their location
 - Downstream
 - In our choice of packaging
 - In our choice of freight carrier and method of transport
 - In our ability to influence end-of-life “disposal” of our products. (Landfill vs. Recycled)

Process Innovation

- Use LCA (Life Cycle Assessment) as the basis for process analysis / benchmarking.
- Where LCA shows opportunities for improvement, make changes necessary to reduce energy consumption and minimize waste.
- Consider the process from raw material choice to end of use.

Business Opportunities

- Network with like minded companies: Suppliers and NGO's and Customers.
 - Learn how we can work together to
 - Reduce energy consumption
 - Reduce waste
 - Improve the environmental impact of our products
 - Provide consumers with **sustainable products**
 - Educate consumers

PROCESS for CONTINUOUS IMPROVEMENT

Goal: create a “peer network” of strategic alliances with suppliers and customers that provide learning and synergistic opportunities to foster sustainability.

- **product**
 - development of sustainable products
 - development of sustainable packaging
- **Process**
 - optimize raw material process
 - optimize manufacturing process
 - optimize shipment process
- **community**
 - community volunteer projects
 - recycling / reclamation

