



# 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) at [www.petsustainability.org](http://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.



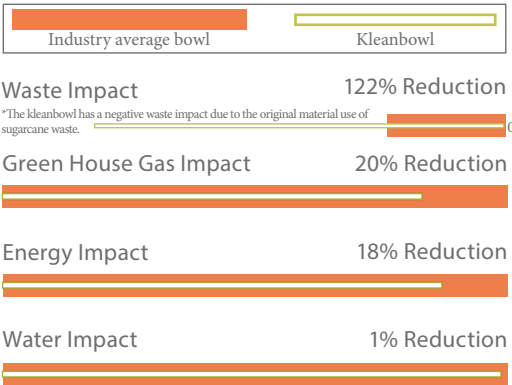
## BRAND LEADERSHIP

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”!*

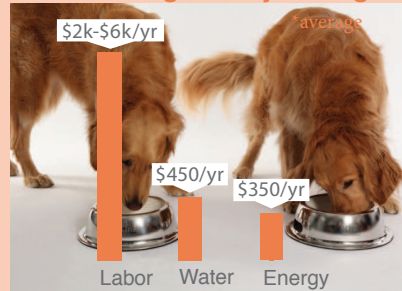
### Data Analysis

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.



The single largest environmental impact of pet bowls is consumer washing

### Pet Boarding Facility Savings



Calculate your savings at [KleanbowlEstimator.com](http://KleanbowlEstimator.com)

Accelerating pet businesses through environmental and social impact.  
[www.petsustainability.org](http://www.petsustainability.org)



pet sustainability coalition