**CASE STUDY**

**Life Cycle Assessment**

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**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.

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**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

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"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.

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PSC has everything you need to perform a life cycle analysis on your product portfolio. Visit our toolkit at www.petsustainability.org
"This was a win-win for everyone - pets, customers, suppliers, the environment, and our business"!

**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.

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**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.*

- **Waste Impact**: 122% Reduction
- **Green House Gas Impact**: 20% Reduction
- **Energy Impact**: 18% Reduction
- **Water Impact**: 1% Reduction

**Pet Boarding Facility Savings**

- **Average Labor Savings**: $2k-$6k/yr
- **Average Water Savings**: $450/yr
- **Average Energy Savings**: $350/yr

*The Kleanbowl has a negative waste impact due to the original material use of sugarcane waste.*

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**Accelerating pet businesses through environmental and social impact.**

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