Carbonostics Democratizing Product Lifecycle Assessment for Food Sector, Reports Independent Sustainability Analyst Firm

Saturday 21 April, 2012

Carbonostics is contributing to the growth of the product LCA market in Europe, which independent analyst firm reports will more than double in growth hitting $103.3 million by 2015

Neuilly-sur-Seine, France (April 20, 2012) -- Carbonostics, the online product lifecycle assessment (pLCA) application for the food sector, participated in the latest report from independent analyst firm Verdantix, European Product LCA Market Forecast 2011-2015, published in March 2012.

The latest research from Verdantix reviews the barriers and drivers influencing the penetration of pLCA per industry to size, and forecast that the European market is set to reach $40.5 million in 2012 and more than double over the next three years hitting $103.3 million by 2015. The report takes into consideration software, implementation and support budgets while detailing spend in European countries including France, Germany, Italy, the Netherlands, Spain and the UK. This research follows on from a previous report Smart Innovators: Product LCA Software that reviewed usage scenarios and solutions available on the market, which also included Carbonostics.

The research found that over the past three years, the choice of LCA tools on the market has increased with new entrants popularizing LCA. Furthermore, the report states that simplified interfaces designed for specific product categories or industries, such as food and beverage industry focused software Carbonostics, are supporting the uptake of LCA in new industries and for new usage scenarios by making LCA accessible to non-experts.

www.carbonostics.com was launched more than three years ago and continues to be a pioneering force in food product sustainability with its triple-bottom-line approach. It delivers product lifecycle assessment, hot-spot screening and product portfolio analysis via an online tool that includes a built-in, comprehensive database with over 2500 emission factors relevant to the food industry.

Carbonostics is driving the growth of product LCA applications and software in Europe and beyond by delivering a new approach to product sustainability and lifecycle assessment. Carbonostics is the fruit of our vision to build the bridge between science and practical world business needs in order to make LCA accessible to all companies in the food sector, whether big or small. Our goal is to equip all companies with accurate, intelligent, and actionable information with which to make strategic sustainability decisions, Bluehorse president Sara Pax explains.

We are proud that our commitment to bringing LCA to the business world is being recognized by the food industry as well as in this report, she adds.

The Carbonostics tool is used by large and small food manufacturers and foodservice suppliers in order to reduce carbon, cost and waste, identify supply chain efficiencies, improve supplier relationships and support new product design and R&D.

Verdantix industry analyst Emily Beauchamp says, In this report, we clearly see that the market for pLCA software provides an indication of the uptake of life cycle thinking in product development and supply chain management. This market evolution will lead new firms to adopt pLCA and encourage existing users to expand their use of this type of metric across their teams.

To enquire about the European Product LCA Market Forecast 2011-2015 research from Verdantix, please visit www.verdantix.com

To learn more about how Carbonostics is transforming businesses and products in the food sector, visit www.carbonostics.com or reach us at contact@carbonostics.com or by calling +33/01.47.38.22.64 for France or at +1/312-565-9967 for the US.

# # #

About Bluehorse Associates

Bluehorse Associates is a pioneer in the field of sustainability metrics. Our mission is to bridge the gap

Media:

carbonostics by bluehorse

Related Sectors:

Business & Finance :: Food & Drink ::

Related Keywords:

Carbon :: Food :: Europe ::

Scan Me:

between environmental science and business sustainability objectives by building web-based environmental measurement tools that are practical to use and affordable to implement. Bluehorse developed Carbonostics, an innovative product-level lifecycle assessment and screening tool that measures the impacts of any food product or menu along three key criteria: cost + carbon + nutrition. Carbonostics delivers a practical approach to product-level LCA allowing users to screen products for hotspots, model product development with scenarios or process a full lifecycle analysis.

Bluehorse is headquartered in Neuilly-sur-Seine, France and has offices in the US, Canada, the UK and Belgium. For more information, please visit www.bluehorseassociates.com or www.carbonostics.com

For press or other enquiries, please contact Lori Gustavus, Bluehorse VP Communications & Marketing, at lori.gustavus@bluehorseassociates.com or by phone at +33 (0)1.47.38.22.64

Company Contact:

Lori Gustavus

T. +33 (0)1.47.38.22.64
E. lori.gustavus@bluehorseassociates.com
W. https://www.bluehorseassociates.com

View Online

Additional Assets: