Carbonostics Earns Best-in-Class Score in the Environmental Leader Technology Reviews

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Carbonostics awarded 4.5 star score and “best-in-class” ranking in the field of carbon and energy management and product lifecycle assessment applications.

Neuilly-sur-Seine, France, March 12, 2013 -- Bluehorse Associates, a pioneer in the development of sustainability metrics applications, today announced that their product, Carbonostics, received a stellar score in the Environmental Leader Technology Reviews program. The Carbonostics energy accounting and product lifecycle assessment tool earned an impressive 4.5 Stars (out of a possible five), and is considered by judges as an exemplary product. This high score ranks Carbonostics well above comparable tools in the Technology Hall of Fame.

“Unique benefits – focus on food and beverage sector, data-resource transparency, diverse and impressive client list, ability to enter your own primary data, addition of cost and nutrition metrics – make Carbonostics best-in-class,” commented one judge of Carbonostics.

Another added, “The lifecycle and carbon accounting features of the tool are very important to track impacts in non-integrated supply chains. Creating a common set of metrics is key and their 200 end users are testimony to the value [of Carbonostics] to companies such as Marks and Spencer.”

The Environmental Leader Technology Reviews is a program recognizing excellence in products and services that provide companies with energy and environmental benefits. Scores were determined by a panel of independent judges from companies including PepsiCo, Staples, the University of California Berkeley, ISS Facilities Services, The Green Grid, LNS Research, Owens Corning, Yahoo! Inc., GlaxoSmithKline, Legrand, Petco, and New Belgium Brewing Company.

“The caliber of the entries was impressive, and truly showed the innovation taking place in the industry today,” says Paul Nastu, publisher of Environmental Leader. “The judges had their work cut out for them. It was a tough playing field for those that entered, and the products that scored 3.5 Stars or higher are those that the judges say have viable attributes that set them apart from others in the field,” Nastu continues, adding, “And, with a 4.5-star score, Carbonostics proves to be a unique and innovative tool that delivers clear and substantial benefits to the food and drink industry.”

With today’s crowded playing field, energy and sustainability professionals have a notoriously difficult time knowing what products to choose to help their companies increase energy, environmental and sustainability performance. The Environmental Leader Technology Reviews program gives companies a solid base of products, vetted by experts, from which to choose.

“Our mission is to democratize access to robust and sophisticated environmental impact measurement tools for the food industry by offering a platform that is easy- to-use and affordable to implement for people with different levels of sustainability experience - in all sizes of companies. We are delighted that the panel of judges recognizes the best-in-class value of Carbonostics to provide actionable results that will enhance efficiency and performance of food and drink companies globally,” Bluehorse President Sara Pax comments.

To view the Environmental Leader Technology Reviews Hall of Fame, visit: www.environmentalleader.com/el-technology-reviews/

To learn more about Carbonsotics’ innovative technology, visit: www.carbonostics.com

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About Bluehorse Associates
Bluehorse Associates is a pioneer in the field of sustainability metrics. Our mission is to embed sustainability into all aspects of today’s businesses by developing metric tools that bridge the gap between environmental science and the strategic business objectives of today’s companies. Bluehorse builds web-based environmental measurement tools for the FMCG industry that are practical to use and affordable to implement.

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Bluehorse is headquartered in Neuilly-sur-Seine, France and has offices in the US, UK and Belgium. Visit: www.bluehorseassociates.com

About Carbonostics
Since its launch in 2009, Carbonostics has become the food and drink industry's standard for sustainability metrics. Carbonostics is an integrated suite of environmental impact measurement tools delivering actionable results for company's carbon and energy accounting, hot-spot screening, product portfolio analysis, product carbon footprinting and product lifecycle assessment needs. Carbonostics has over 200 users, including manufacturers, retailers, food service providers, scientists, academics and consultants. For more information, visit: www.carbonostics.com

About Environmental Leader
Since 2006, Environmental Leader's website and daily email newsletter have provided the definitive and objective voice in reporting on business-related energy, environmental, and sustainability issues, while Energy Manager Today is the leading daily trade publication keeping corporate executives informed about energy management news. For more information, visit: www.environmentalleader.com or www.energymanagertoday.com.

About the Environmental Leader Technology Review program
The Environmental Leader Technology Reviews is a program that recognizes excellence in products and services that provide companies with energy and environmental benefits. It is a five-star rating system designed to offer companies feedback and recognition. Third-party judges came from the following companies: GlaxoSmithKline, The Green Grid, ISS Facility Services, Legrand, LNS Research, New Belgium Brewing, Owens-Corning, PepsiCo, Petco, Staples, University of California, Berkeley, and Yahoo. More information at: www.environmentalleader.com/el-technology-reviews/

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