

**FOR IMMEDIATE RELEASE: March 16, 2009**

Contact:

Erin Malec, GreenBlue, 434.817.1424 ext. 302  
Amber Capron, GreenBlue, 434.817.1424 ext. 318  
pressinquiry@greenblue.org

## **The Sustainable Packaging Coalition's New COMPASS Software Assesses the Environmental Impacts of Packages**

Charlottesville, VA – On March 23, the Sustainable Packaging Coalition (SPC) will release COMPASS<sup>SM</sup> ([www.design-compass.org](http://www.design-compass.org)), an online software application that allows packaging professionals to compare the environmental impacts of their package designs.

Using a life cycle approach, COMPASS assesses packages on resource consumption, emissions and packaging attributes such as material health, recycled or virgin content, sourcing and solid waste. The application's metrics and methodologies were developed by experts from across the packaging supply chain and reviewed by a broad range of stakeholders, including the U.S. EPA.

"COMPASS will help packaging designers make more informed material selections early in the development process," said Sustainable Packaging Coalition Project Manager Minal Mistry. "By reporting credible information on a range of environmental criteria, it allows users to understand the tradeoffs of material selection and select design options that best fit their company's sustainability objectives."

The software will be available through an annual license, which costs \$500 for SPC member companies and \$750 for non-members. Each license allows for up to five users, allowing for collaboration within design teams.

The COMPASS development process has included a significant data collection effort, as the Sustainable Packaging Coalition is working with various trade associations to collect the most up-to-date industry average life cycle inventory data for common packaging materials. The software also includes the latest recovery figures from the U.S. EPA and European Union to assess the recyclability of packages.

### **About the Sustainable Packaging Coalition and GreenBlue**

The Sustainable Packaging Coalition ([www.sustainablepackaging.org](http://www.sustainablepackaging.org)), a project of GreenBlue, is an industry working group with member companies along the supply chain collaborating to develop and implement sustainable packaging solutions. GreenBlue® ([www.greenblue.org](http://www.greenblue.org)) is a nonprofit institute that works with the private sector to facilitate the positive redesign of industrial systems.

###