

## The SPC's COMPASS Version 2.0 Provides Additional Resources for Sustainable Packaging Design

### *Over 80 Companies Using COMPASS to Guide Packaging Development*

CHARLOTTESVILLE, VA, June 23, 2010 – The Sustainable Packaging Coalition® (SPC) has released a new version of its COMPASS® web application, which allows packaging professionals to compare the environmental impacts of 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. Version 2.0 will include the ability to model the transportation impacts associated with packaging distribution and an enhanced user interface.

“We have collaborated with several members of the user community to implement additional features in this round of development,” said SPC Project Manager Minal Mistry, who has overseen the development of COMPASS. “The combination of user interface enhancements and additional functionality makes COMPASS an even more robust system that provides cost effective means to include environmental parameters into the packaging design process.”

Since its March 2009 launch, COMPASS has been adopted by leading global companies. Over 80 companies are using it to guide their packaging programs, including Procter & Gamble, Johnson & Johnson, and packaging academic institutions Michigan State University and the Rochester Institute of Technology, which are using COMPASS in their packaging curriculum. In April, UPS announced that it would use COMPASS for their Eco Responsible Program to provide the environmental profiles of their customers' shipment packaging.

“UPS evaluated several tools for calculating life cycle metrics. We decided on COMPASS, due to its breadth of information and our confidence that the SPC would be committed to keeping this tool updated with the best-available information,” said UPS Manager of Sustainability Solutions Arnold Barlow. “COMPASS is now an integral part of our Eco Responsible Packaging Program and we welcome the release of Version 2.0.”

COMPASS Version 2.0 enhancements include:

- The ability to model the impacts associated with the transport of packaging/product from filling, collating and shipping to the distribution center
- The ability to create multi-pack scenarios, such as a six-pack of drinks.
- The ability to compare single use packages to refill alternatives.
- An enhanced user interface for improved workflow, package creation and assessment.
- New features to capture detailed assessment results and charts in an Excel report.

#### **Additional info and testimonials from users:**

[http://sustainablepackaging.org/uploads/Documents/SPC\\_About\\_COMPASS-v02.pdf](http://sustainablepackaging.org/uploads/Documents/SPC_About_COMPASS-v02.pdf)

#### **COMPASS Licenses**

To purchase a license for COMPASS, visit [www.design-compass.org](http://www.design-compass.org). Annual licenses are \$1,000 for SPC members and \$2,000 for non-members. A free trial is available on the website.

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

The Sustainable Packaging Coalition, a project of the nonprofit sustainability institute GreenBlue, is an industry working group of over 200 companies from across the packaging supply chain. [www.sustainablepackaging.org](http://www.sustainablepackaging.org)

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