

conventional counterparts. The analysis focussed on the environmental impacts caused by Greenhouse Gas (GHG) emissions, waste and air pollution as well as the use of natural resources such as water and land along the entire value chain from the generation of raw materials and production processes to the consumer phase when our customers use, wash, dry, iron and finally dispose of the products.

More importantly, our PUMA Product E P&L cleverly values these environmental impacts and attaches a price tag of Euros and Cents. We do not expect our customers to absorb the costs of these impacts, but we believe it is necessary to make their extent clear for consumers.

By showing environmental costs in Euros and Cents, our new PUMA Product E P&L visualizes the environmental impacts PUMA products cause and makes comparing products in terms of sustainability easy for everyone. It therefore serves as a powerful assessment tool for comparing the sustainability of different products.

Dr. Richard Mattison, Chief Executive of Trucost said: “Environmental impacts traditionally have different units of measurement, making it difficult to compare the overall environmental impact of different products and this can be confusing for consumers. One product may have a high water impact, another may be more carbon intensive or cause more pollution. Measuring the

environmental impact in Euros and Cents allows companies to create an overall metric for each product that takes into account many different environmental factors. The PUMA Product E P&L allows company managers to embed sustainability within everyday product design and procurement decisions and provides consumers with information on which products are better for the planet.”



Our PUMA Product E P&L also delivered a few valuable findings of a more sustainable consumer lifestyle when doing your laundry that we would like to share with you:

Start to mitigate your footprint now and reduce the emission of Greenhouse Gases by 32% and the Water Consumption by 21% when doing your laundry by:



- ✓ **Decreasing the average temperature by 32% from 44 degrees to 30 degrees Celsius.**
- ✓ **Decreasing the average use of detergent by 25% from 100g to 75g.**
- ✓ **Increasing the average washing load by 25% from 2.8kg to 3.5kg.**
- ✓ **Decreasing the use of dryer and ironing by 25%.**