



## ***Sustainability of your Packaging - Decisions, Communication, & Reporting***

Companies are committing to aggressive sustainability goals. In the packaging world there is a cacophony of ideas on the best way to make your packaging sustainable. The truth is for each company the best answer could be different. The performance of the package is still a very critical thing to your business. So how do you evaluate these myriad ideas? How do you make trade-offs that are acceptable? How do you communicate the benefits to your stakeholders? How do you measure and report on these sustainability improvements?

Trayak is a software solutions and consulting company with a vision to mainstream sustainability. Trayak is well known for their **EcolImpact platform** which hosts the LCA solution **COMPASS** and add-on solution, **SCORE**. Every day the Trayak software is used around the world to help companies choose the best sustainable packaging strategy for them. Trayak's mission is to make LCA simple & accessible to multiple stakeholders within the packaging supply chain.

The COMPASS solution is the pioneer and leader in screening LCA for packaging. COMPASS was originally developed for packaging by the Sustainable Packaging Coalition (SPC) with a team of cross functional experts. The SCORE module allows users to visualize trade-offs between environmental impacts and functional packaging attributes like damage rate, cube efficiency, etc.

### **Let Trayak help you:**

- Benchmark your current packaging portfolio
- Evaluate sustainability strategies for improving your packaging
- Calculate your material circularity indicator (MCI)
- Analyze alternatives early in the design phase
- Perform tradeoff analysis
- Report to Walmart's Project Gigaton
- Create data for your Corporate Sustainability Reports (CSR)

COMPASS is now the de-facto standard in the industry. Trayak works closely with many organizations like the Climate Collaborative, the Pet Sustainability Coalition, and Walmart's Project Gigaton.

Trayak has been a partner of PAC for 3+ years during which we have conducted two joint webinars on Life Cycle Assessment and there is a plan for a third later in 2021. We are committed to strengthening our partnership and will continue to explore additional areas of collaboration.