

Bio-based plastics

Case study

Pezy Product Innovation



Pezy Product Innovation, company located in Groningen (The Netherlands) and specialized in the design of consumer products, used the LCA to go tool for the environmental improvement of the Topchime of a 5 liters beer keg.

Pezy Product Innovation, decided to join the training programme of LCA to go with the support of ITENE. The main drivers to join this training were the current customer & market needs, and specifically to evaluate the environmental impact of a redesign of the topchime. Furthermore, the company was very interested in the full implementation of the LCA to go tool as a part of the product development & improvement strategy.

The LCA to go tool was used in order to validate main environmental improvement strategies like weight reduction and components simplification, aimed at the minimization of the carbon footprint, as well as to improve customer satisfaction while lowering costs.

Based on the above-mentioned strategies for environmental improvement, as well as the results of the LCA to go tool, it was estimated a potential minimization of the carbon footprint of about 31%.

These results conducted to an eco-efficiency improvement of the topchime of a 5 liters beer keg, since both the product costs and the environmental impact decreased.

Joop Onnekink, Senior consultant at Pezy Product Innovation, told: *“The mentored training with LCA to go tool has help us to improve our potential to take the right design decisions both in economic and environmental terms”.*

