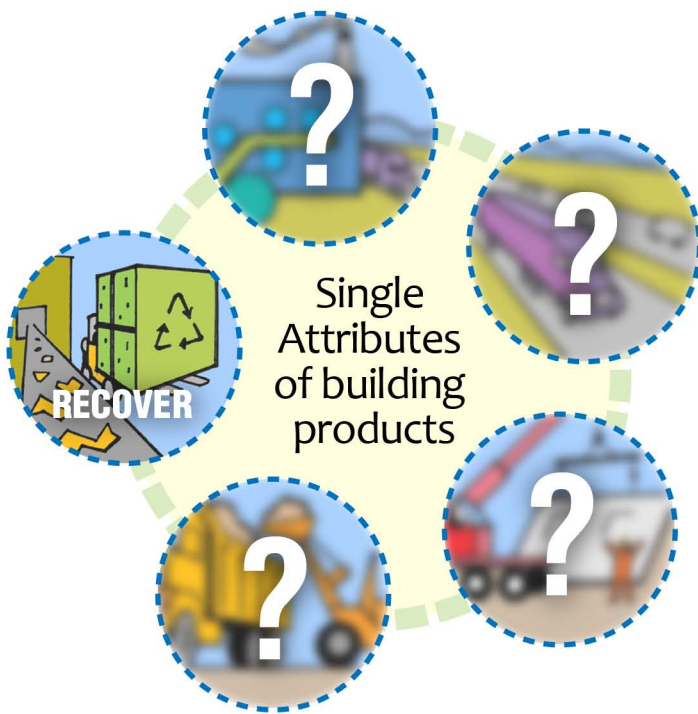


Single Attribute and Life-Cycle Assessment Compared

One is a Fraction of the Other

SINGLE ATTRIBUTE APPROACH

a small part of the picture



- Recycled Content
- Recyclability
- Biobased Content
- Manufacturing Emissions
- VOC Emissions

LIFE-CYCLE ASSESSMENT

a comprehensive picture



- LCA Standards Integral to:**
- USGBC
 - UL Environment
 - DOE Energy Star
 - US Government

- * Each Product Stage Measures:**
- Primary Energy Use
 - Global Warming
 - Acidification
 - Eutrophication
(Inorganic compounds stimulating excessive plant/algae growth in water bodies)
 - Ozone Depletion
 - Smog Formation
- (ISO Standard's elements of Life Cycle Assessment)

International Standards already exist to implement Life Cycle Analysis:

The International Organization for Standardization (ISO)
14000 Environmental Management Family of Standards