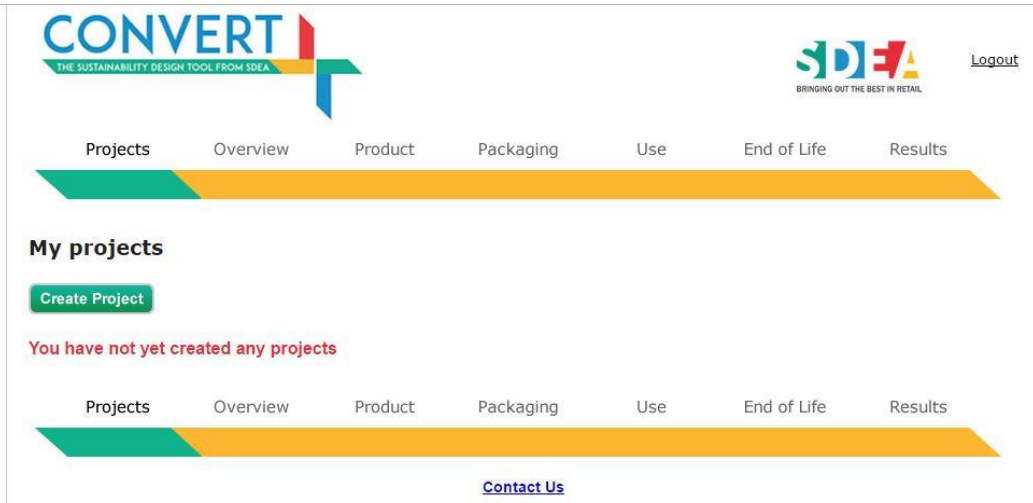


# CONVERT PLUS – SUSTAINABILITY DESIGN TOOL BY SDEA

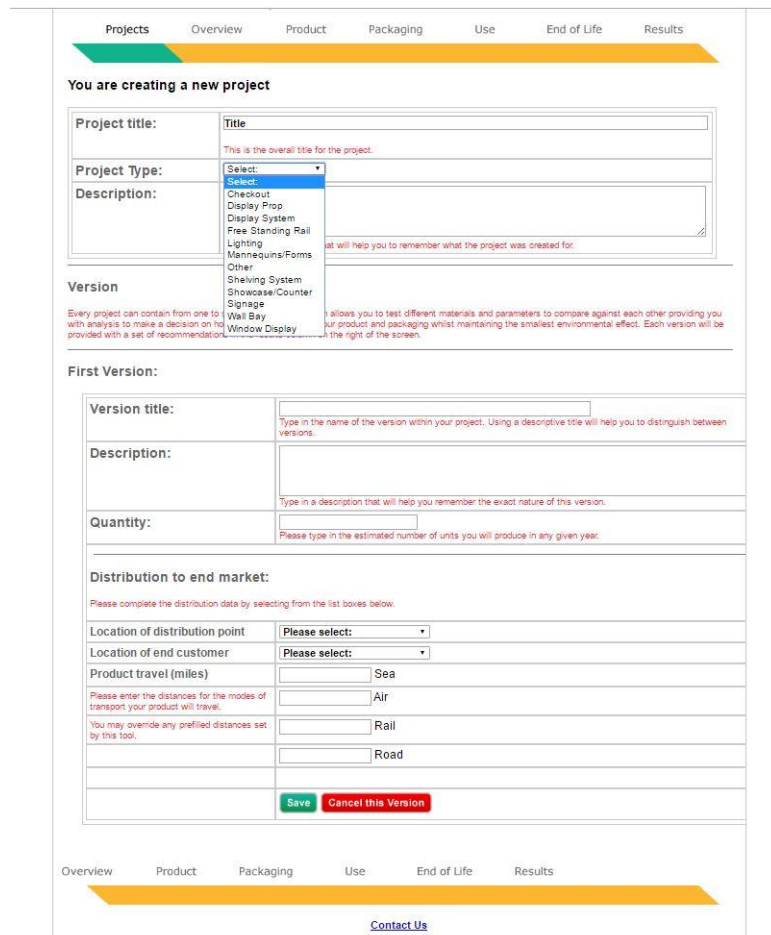
## STEP 1 – CREATE A NEW PROJECT

Create a new project within Convert Plus.



## STEP 2 – COMPLETE INITIAL PROJECT AND FIRST VERSION

Add your Project Title, Type and a brief Description. The first time you create a new Project you will create your first Version of the Project. Add in the Version details and Save your project.



**You are creating a new project**

Project title:

This is the overall title for the project.

Project Type:

Description:

at will help you to remember what the project was created for:

**Version**

Every project can contain from one to 10 versions. This allows you to test different materials and parameters to compare against each other providing you with analysis to make a decision on how to produce your product and packaging whilst maintaining the smallest environmental effect. Each version will be provided with a set of recommendations.

**First Version:**

Version title:

Type in the name of the version within your project. Using a descriptive title will help you to distinguish between versions.

Description:

Type in a description that will help you remember the exact nature of this version.

Quantity:

Please type in the estimated number of units you will produce in any given year.

**Distribution to end market:**

Please complete the distribution data by selecting from the list boxes below:

Location of distribution point:

Location of end customer:

Product travel (miles):

Please enter the distances for the modes of transport your product will travel.

You may override any predefined distances set by this tool.

### STEP 3 – CREATE YOUR DIFFERENT VERSIONS

Now you can add and view up to six different versions of your Project. You can either add new Versions immediately by inputting details and clicking ‘Add Version’, or start working on a Version by clicking on ‘View / Work on this version’ next to the Version you would like to work on.

#### Versions

Every project can contain from one to six versions. Each version allows you to test different materials and parameters to compare against each other, providing you with analysis to make a decision on how best to proceed with your product and packaging whilst maintaining the smallest environmental effect. Each version will be provided with a set of recommendations in the results column on the right of the screen.

You can switch between existing versions above the tabs where you can see the words 'change version' and then you select from the drop down list.

**Current Version:**

Please add up to 6 versions for your project

<b>Version title:</b>	<input type="text" value="V1"/> <small>Type in the name of the version within your project. Using a descriptive title will help you to distinguish between versions.</small>
<b>Description:</b>	<input type="text" value="Using a mix of metals"/> <small>Type in a description that will help you remember the exact nature of this version.</small>
<b>Quantity:</b>	<input type="text" value="2"/> <small>Please type in the estimated number of units you will produce in any given year.</small>

**Distribution to end market:**

Please complete the distribution data by selecting from the list boxes below.

<b>Location of distribution point</b>	<input type="text" value="Africa (North)"/>
<b>Location of end customer</b>	<input type="text" value="India"/>
<b>Product travel (miles)</b>	<input type="text" value="5252"/> Sea
<small>Please enter the distances for the modes of transport your product will travel.</small>	<input type="text" value="0"/> Air
<small>You may override any prefilled distances set by this tool.</small>	<input type="text" value="0"/> Rail
<input type="button" value="Reset distances to default &gt;&gt;"/>	<input type="text" value="0"/> Road
<b>No. of products per vehicle/container</b>	<input type="text" value="0"/>
<input type="button" value="Save Changes"/>	

---

**Existing versions**

**Title:** [V1 - View / work on this version](#)

Description: Using a mix of metals

Sector: 2

Date Created: 11/24/2016 2:48:58 PM Last Updated: 11/24/2016 2:48:58 PM

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## STEP 4 – ADD YOUR COMPONENTS

Working on Version 1, you can now add your different products and components that are used within your Version. Add your Component Name, its Material and all weights. If you know the percentage of the material that is recycled you can add this too. There are a number of different Processes that can be added, with the option to add up to two. Once all Components that are needed for the Version have been added, click Next.

The screenshot shows the 'Product' tab of the CONVERT application. The current project is 'Display System' and the version is 'v1'. The user is in the 'Add a Product Component' section, which features a table for entering component details. A material selection dropdown is open, showing a list of materials including Chipboard, which is currently selected. Below the table, there are summary fields for total weight, volume, and life expectancy, along with navigation buttons for 'PREVIOUS' and 'NEXT'.

COMPONENT NAME	MATERIAL	FINISHED WEIGHT (G)	% RECYCLED
Backer	Please select a material	877	50
PROCESS 1	SUPPLIER LOCATION	TRANSPORT	
None	Comes from:	By:	

When you complete a component it will be added to the table below and then clear the form for you to add another component.

**Existing Product Components**

Total weight for your product:	grammes (g) - calculated from your component weights
Product volume:	cm <sup>3</sup>
Life expectancy:	months



< PREVIOUS NEXT >

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## STEP 5 - PACKAGING

Moving on to the Packaging, you are able to add as many Packaging Components that are used within your Version. You can also add any Secondary Components used (if applicable).



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**Your current project is:** Display System

**VERSION:** v1

Change version: v1

**Primary Packaging:**

Please add as many primary components for your packaging as required.

**Add a Primary Packaging Component**

COMPONENT NAME	MATERIAL	FINISHED WEIGHT (G)	% RECYCLED
<input style="width: 90%;" type="text"/>	<span style="border: 1px solid #ccc; padding: 2px;">Please select a material</span>	<input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
PROCESS 1	PROCESS 2	SUPPLIER LOCATION	TRANSPORT
<span style="border: 1px solid #ccc; padding: 2px;">None</span>	<span style="border: 1px solid #ccc; padding: 2px;">None</span>	<span style="border: 1px solid #ccc; padding: 2px;">Comes from:</span>	<span style="border: 1px solid #ccc; padding: 2px;">By:</span>

When you a complete a packaging component it will display as an existing component in the table below and then clear the form for you to add another component.

Complete this Component

**Existing Primary Packaging Components**

There are currently no primary components defined

What is the total volume of your primary packaging components?	<input style="width: 90%;" type="text"/>	cm <sup>3</sup>
How many times is the primary packaging used?	<input style="width: 90%;" type="text"/>	

**Secondary Packaging:**

Please add as many secondary components for your packaging as required.

**Add a Secondary Packaging Component**

COMPONENT NAME	MATERIAL	FINISHED WEIGHT (G)	% RECYCLED
<input style="width: 90%;" type="text"/>	<span style="border: 1px solid #ccc; padding: 2px;">Please select a material</span>	<input style="width: 90%;" type="text"/>	<input style="width: 90%;" type="text"/>
PROCESS 1	PROCESS 2	SUPPLIER LOCATION	TRANSPORT
<span style="border: 1px solid #ccc; padding: 2px;">None</span>	<span style="border: 1px solid #ccc; padding: 2px;">None</span>	<span style="border: 1px solid #ccc; padding: 2px;">Comes from:</span>	<span style="border: 1px solid #ccc; padding: 2px;">By:</span>

When you a complete a packaging component it will display as an existing component in the table below and then clear the form for you to add another component.

Complete this Component

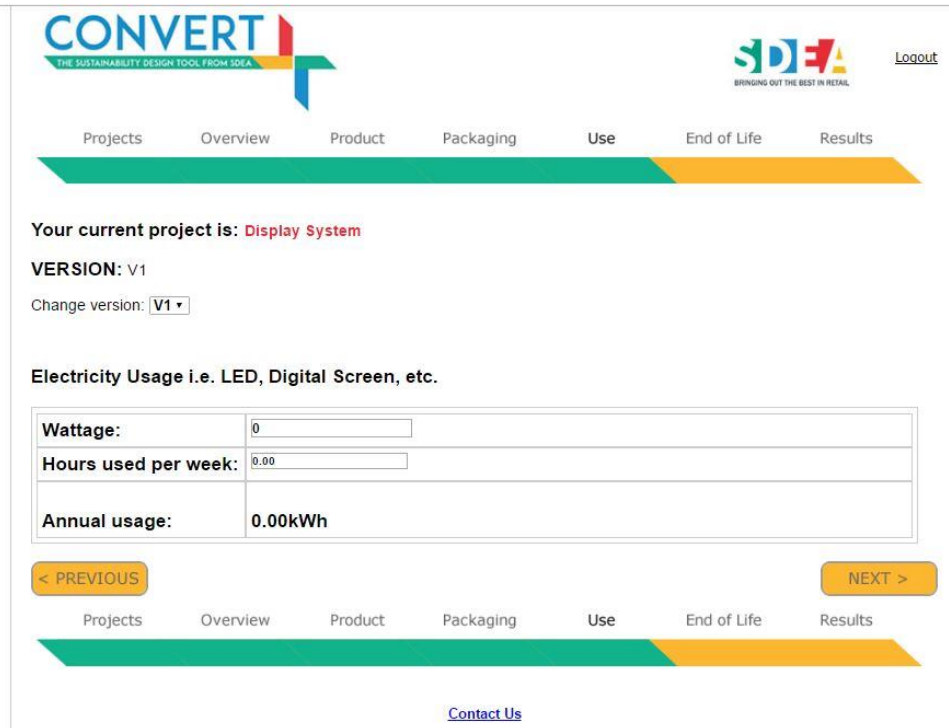
**Existing Secondary Packaging Components**

There are currently no secondary components defined

How many units of your primary packaging fits into / onto your secondary packaging?	<input style="width: 90%;" type="text"/>	units
What is the total volume of your secondary packaging components?	<input style="width: 90%;" type="text"/>	cm <sup>3</sup>
How many times is the secondary packaging used?	<input style="width: 90%;" type="text"/>	

## STEP 6 – ELECTRICITY USAGE

If your Version uses any electricity i.e. if it uses a Digital Screen, LED, motor etc, you are able to add the hourly Wattage and how many hours per week (on average) that the Version will be in use for.



**CONVERT** THE SUSTAINABILITY DESIGN TOOL FROM SDEA

**SDEA** BRINGING OUT THE BEST IN RETAIL

Logout

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Your current project is: **Display System**

VERSION: V1  
Change version: **V1**

Electricity Usage i.e. LED, Digital Screen, etc.

Wattage:	<input type="text" value="0"/>
Hours used per week:	<input type="text" value="0.00"/>
Annual usage:	0.00kWh

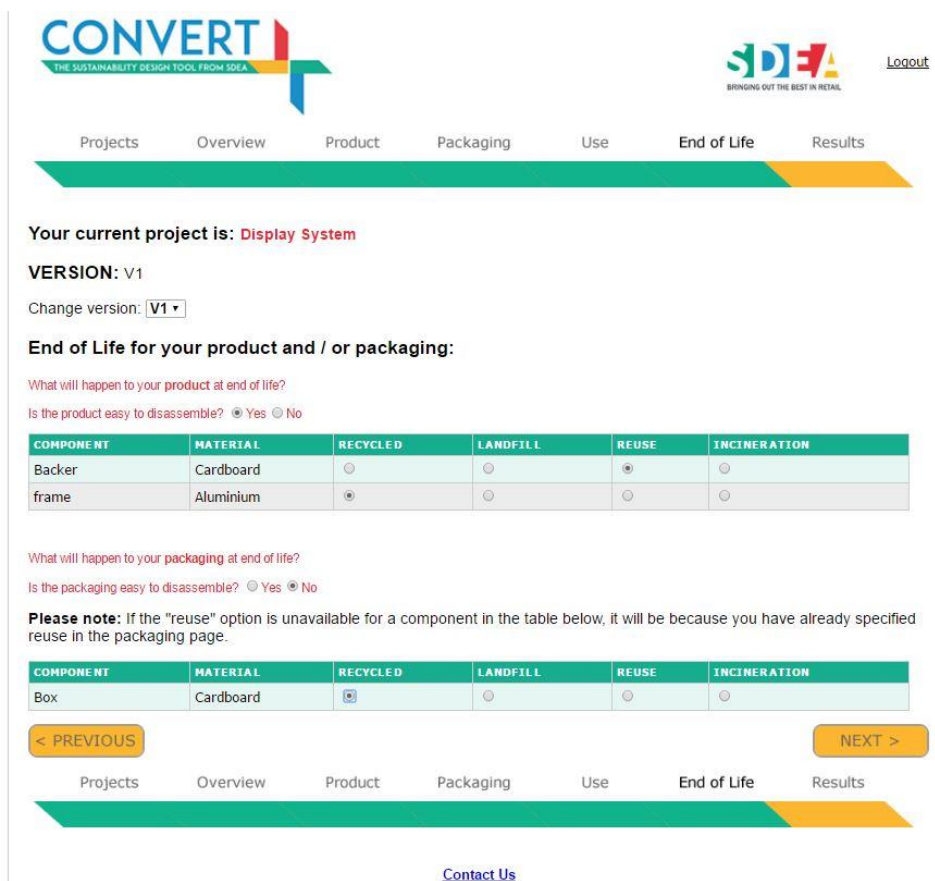
< PREVIOUS      NEXT >

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## STEP 7 – END OF LIFE

Choose the End of Life for each component from Recycled, Landfill, Re-use or Incineration. The choices will also be available for your Packaging.



**CONVERT** THE SUSTAINABILITY DESIGN TOOL FROM SDEA

**SDEA** BRINGING OUT THE BEST IN RETAIL

Logout

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Your current project is: **Display System**

VERSION: V1  
Change version: **V1**

End of Life for your product and / or packaging:

What will happen to your product at end of life?  
Is the product easy to disassemble?  Yes  No

COMPONENT	MATERIAL	RECYCLED	LANDFILL	REUSE	INCINERATION
Backer	Cardboard	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
frame	Aluminium	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What will happen to your packaging at end of life?  
Is the packaging easy to disassemble?  Yes  No

**Please note:** If the "reuse" option is unavailable for a component in the table below, it will be because you have already specified reuse in the packaging page.

COMPONENT	MATERIAL	RECYCLED	LANDFILL	REUSE	INCINERATION
Box	Cardboard	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

< PREVIOUS      NEXT >

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## STEP 8 – ECO-MAPPING AND COMPARISON

In the final screen from you are able to view a side-by-side comparison of up to six different versions, each with their Eco-Mapping based on Supply Chain Logistics, Materials and Processes, End of Life, Delivery Logistics, Recycled Content and Design. Recommendations are made as to how you can improve the sustainability of the Version. The ability to save this comparison as a PDF is available at the bottom of the page.

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**Your current project is Display System**

Display:  Products Only  Packaging Only

Please check or uncheck your versions listed below:

V1	<input checked="" type="checkbox"/>
----	-------------------------------------

VERSION SCORE	36.64					
TITLE	VERSION 1	VERSION 2	VERSION 3	VERSION 4	VERSION 5	VERSION 6
SUPPLY CHAIN LOGISTICS	0.830					
MATERIALS AND PROCESSES	7.230					
END OF LIFE	4.620					
DELIVERY LOGISTICS	11.740					
RECYCLED CONTENT	13.520					
DESIGN	2.000					
WEIGHTS	VERSION 1	VERSION 2	VERSION 3	VERSION 4	VERSION 5	VERSION 6
PRODUCT WEIGHT (KG)	5.877					
VOLUMES	VERSION 1	VERSION 2	VERSION 3	VERSION 4	VERSION 5	VERSION 6
UNIT PRODUCT VOLUME (CM3)	0.000					
PRODUCT CARBON	VERSION 1	VERSION 2	VERSION 3	VERSION 4	VERSION 5	VERSION 6
TOTAL CARBON EMBEDDED (CO2E) IN EACH PRODUCT (KG)	35.270					
TOTAL CARBON FROM TRANSPORT OF EACH PRODUCT (KG)	1.850					
TOTAL CARBON (CO2) FROM PRODUCT USE PER YEAR (KG)	0.000					
WATER FOOTPRINT OF MATERIALS	VERSION 1	VERSION 2	VERSION 3	VERSION 4	VERSION 5	VERSION 6
WATER EMBEDDED IN PRODUCT MATERIALS (PER USE)	203.183					
DISPOSAL OF PRODUCT	VERSION 1	VERSION 2	VERSION 3	VERSION 4	VERSION 5	VERSION 6
AMOUNT OF MATERIAL RECYCLED (%)	88.076					
AMOUNT OF MATERIAL LANDFILLED (%)	0.000					
AMOUNT OF MATERIAL INCINERATED (%)	0.000					
TOTAL CARBON (CO2E) FROM DISPOSAL OF EACH PRODUCT (KG)	0.166					
TOTAL CARBON FOOTPRINT	VERSION 1	VERSION 2	VERSION 3	VERSION 4	VERSION 5	VERSION 6
EXPECTED LIFE OF PRODUCT (MONTHS)	0.000					
TOTAL LIFECYCLE CARBON (CO2) PER PRODUCT (KG)	37.026					

**General Recommendations:**

**Version 1**

**Recyclability**

In order to increase the recyclability of your product there are two things you should consider. Firstly the number of different types of materials and secondly, how the materials are joined together.

Your product contains 2 material(s). You have indicated that the product is easy to disassemble. Could you reduce the mix of materials further or use materials that are compatible in recycling? If you can this will help to increase the ease of recycling even further.

**Recycled Content**

Your product contains a total of **32.39%** recycled material by weight. The breakdown is as follows:

Backer - 50.00% - 677.00g

Frame - 30.00% - 5,000.00g