

The environmental impact of a product is determined to a great extent in the conceptual phase. Zühlke can highlight the relevant environmental factors and help you design your products in a more sustainable way.



Consulting **Development** Integration

# Ecodesign: environment as a key to success

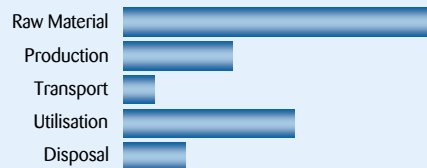
## The challenge

All products have an effect on the environment: the raw material extraction and the manufacturing process require resources, a product often consumes energy when in operation and is disposed of at some point in time. Together with transportation all these aspects have an effect on the environment. But which phase of the product life has the greatest environmental impact? Increased knowledge about the environmental relevance leads to improvements being more effective. For example, a 50% reduction in energy consumption in the operational phase has little effect if 90% of the environmental impact comes from the extraction of raw materials. It is therefore important to take the entire life cycle of products into account.

## The benefits of ecodesign

- Strengthen your company's profile for future markets using environmentally friendly products.
- Knowledge advantage over your competition.
- Create a potential to reduce product costs by the efficient use of energy and raw materials.

## Environmental Impact in a Product Lifecycle



- Stay ahead by being informed on upcoming regulations in the environmental sector that affect your business.
- Ecodesign offers you a complete new perspective and leads to sustainable products for future markets.

## What can Zühlke do for you?

Zühlke specialists use the ecodesign methodology and evaluate each phase of the product life. The impact of these phases on the environment are highlighted using professional ecodesign tools. Our service consists of multiple phases:

### Analysis of the existing situation

We analyse your product or product idea and highlight the relevant environmental impacts as "hot spots". Zühlke can also provide benchmarking against similar competing products.

### The potential

Based on the situation identified, we draw up proposals for improvements. This includes determining the technical feasibility of certain measures.

### Implementation of the improvements

We provide support in the implementation of the planned optimisation, as developing of new innovative products is our daily business.

### Reporting the results

Zühlke provides reports with graphics and figures in order to show the improved environmental balance of your products. If required, we can show the results in accordance with various industry standards.

Tap into the potential of your products and generate new product ideas. Zühlke helps you to make use of environmental aspects in order to create benefits. We look forward to hearing from you.



Zühlke Engineering AG  
Wiesenstrasse 10a  
8952 Schlieren (Zurich)  
Switzerland

Phone +41 44 733 6611  
Fax +41 44 733 6612  
zuerich@zuehlke.com  
www.zuehlke.com

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