



## Tool Overview

scoreWISE™ is an assessment tool designed to measure and communicate the performance of products across five important metrics of sustainability. They are:



### RAW MATERIALS

Tracks the reduction in mass of the product; this reduction can be achieved by using less material, sourcing lighter-weight materials, or reducing scrap rates.

### HAZARDOUS MATERIALS

Number of hazardous or restricted materials in product compared to baseline.

### CIRCULARITY

Improvement in end product recyclability, reusability, or lifetime compared to baseline. Additional use of recycled content compared to baseline.

### CUSTOMER VALUE CREATION

Tracks durability, functionality, and processability.

### CARBON FOOTPRINT

Reduction in embodied energy and carbon equivalencies in product compared to baseline.



Performance is reported in both graphic and table formats to provide results both visually and numerically. This is ideal for communicating sustainability performance at internal company meetings and with customers.

With scoreWISE, product development and management teams can easily measure product sustainability versus a baseline. From product development to comparing production line performance, scoreWISE provides a roadmap to introducing sustainable thinking early in the development process when it can have the most impact.

## scoreWISE in Action

### GOAL

**i2M, a manufacturer and printer of flexible polymer films, wanted to use the scoreWISE tool to compare its regular pressure-sensitive vinyl film with its ReNew DigiFlex line, a high-performance pressure-sensitive film containing recycled content.**

▶ **i2M found that using the tool was easy to use and understand.**

scoreWISE offered high-level, in-depth information to meet the company's needs. The tool allowed i2M to delve deeply into the comparisons between the two products while still allowing for easy use, as well as visual, simple-to-read, and comprehensive results.

## Findings

▶ **i2M found that, when comparing the two vinyl films, there were notable differences in the two products.**

⬆️ **25% increase in recycled content**

⬇️ **10% decrease in raw materials transportation**

⬇️ **9.5% decrease in overall carbon footprint**

⬇️ **100% decrease in material waste in production**

*“scoreWISE gave us the data we needed to demonstrate the environmental and sustainability benefits of ReNew DigiFlex. We always believed that incorporating recycled content would improve the environmental footprint of the product, but the scoreWISE tool gave us the data to demonstrate this. It also helped us justify taking a step further and conduct a full LCA to further quantify the impact.”*

— Alex Grover, CEO at i2M