

MÅLBAR



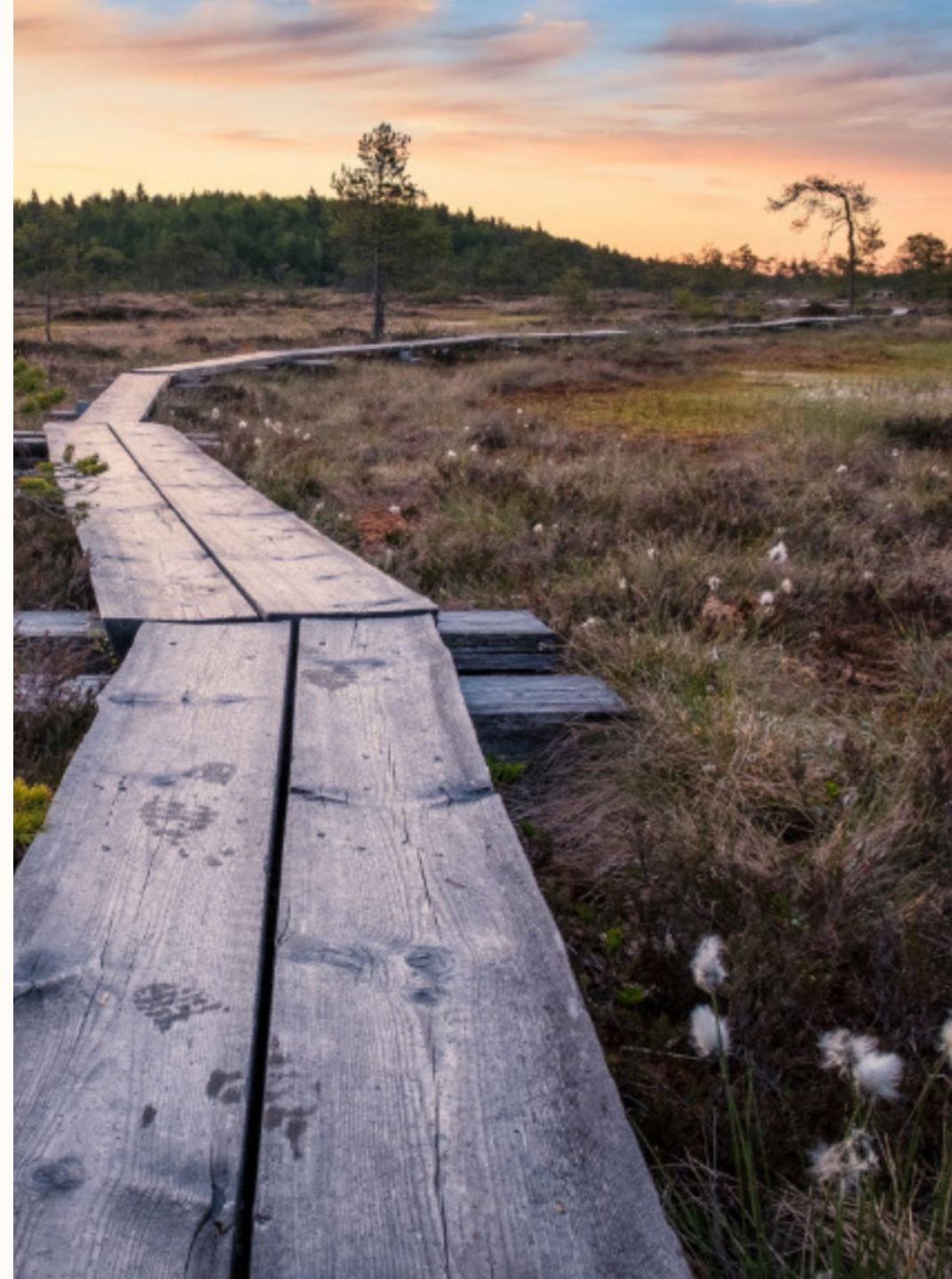
**Productscreeneringer – hvad
kan vi bruge det til?**

LivsCyklusAnalyse

Alt for ofte reduceret til:

- Rapportering
- Salgsredskab
- Markedsføring

De kan bruges til **MEGET MERE**



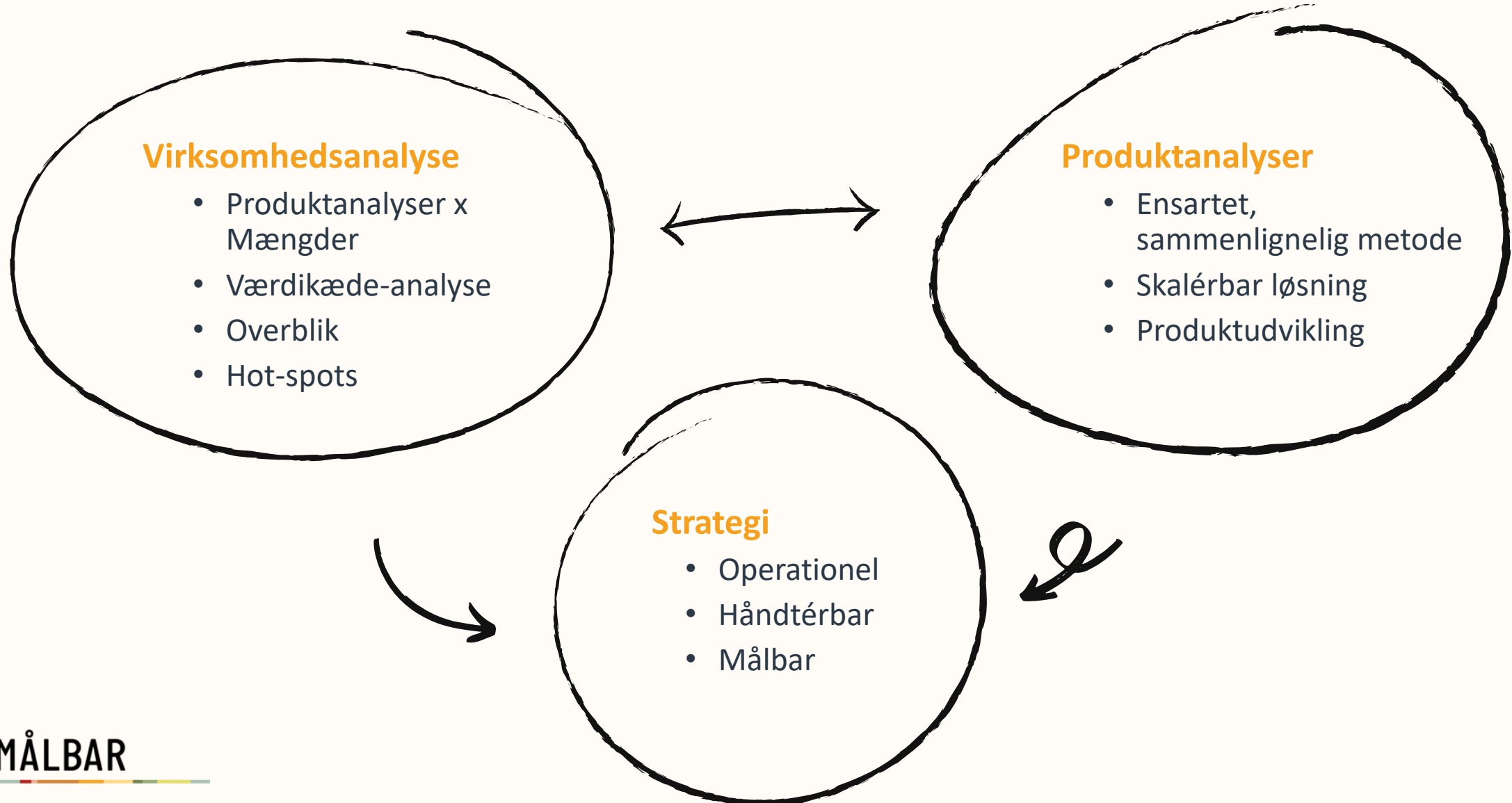
Flere spor – flere sandheder

- **Produktniveau** (PEF, EPD)
 - Scenarie/kunde specifikke
 - Case-by-case tilgang
- **Virksomhedsniveau** (GHG, CSRD)
 - Generisk, spend-based
 - Årlig øvelse, adskilt fra LCA'erne



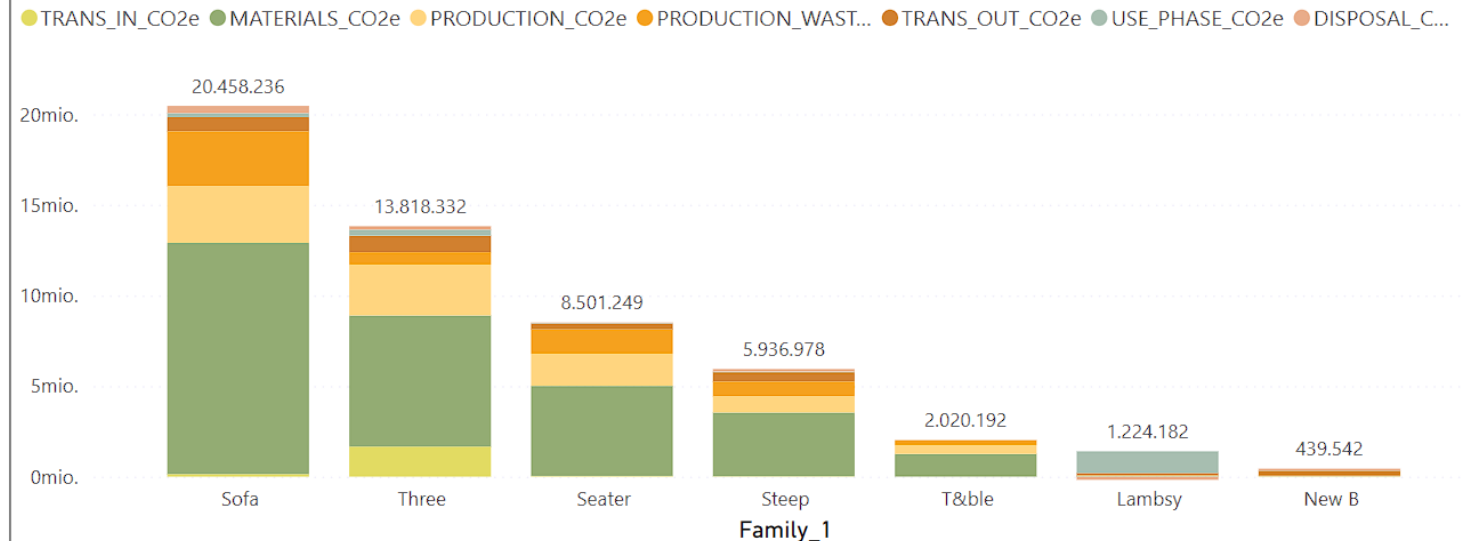
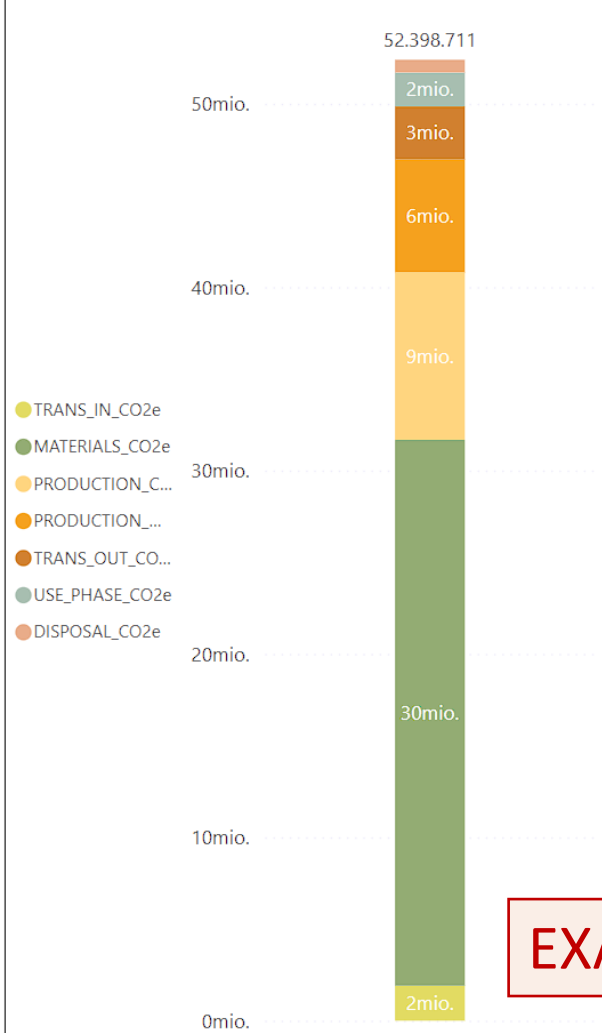
Èn sandhed giver superkræfter

Analysen udnyttes



Life Cycle - from materials to disposal - Total CO2e emissions

Life Cycle

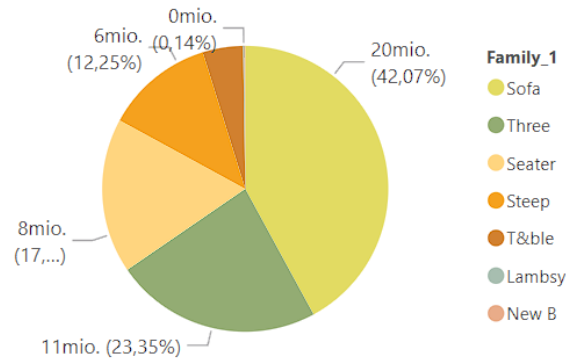


Family_1	TRANS_IN_CO2e	MATERIALS_CO2e	PRODUCTION_CO2e	PRODUCTION_WASTE_CO2e	TRANS_OUT_CO2e	USE_PHASE_CO2e	DISPOSAL_CO2e	TOTAL
Sofa	145.032	12.748.467	3.141.094	3.021.348	773.123	228.886	400.286	20.458.236
Three	1.660.750	7.233.368	2.808.637	681.764	911.495	332.977	189.340	13.818.332
Seater	41.301	4.963.379	1.781.436	1.339.508	310.535	33.259	31.831	8.501.249
Steep	24.869	3.513.516	898.784	811.968	512.003	35.847	139.991	5.936.978
T&ble	3.066	1.247.099	494.114	257.391	6.808	87	11.626	2.020.192
Lambsy	11.074	43.831	3.868	26.448	113.306	1.199.848	-174.193	1.224.182
New B	17.553	15.292	9.028	13.436	270.695	15.519	98.019	439.542
Total	1.903.645	29.764.953	9.136.962	6.151.862	2.897.966	1.846.424	696.900	52.398.711

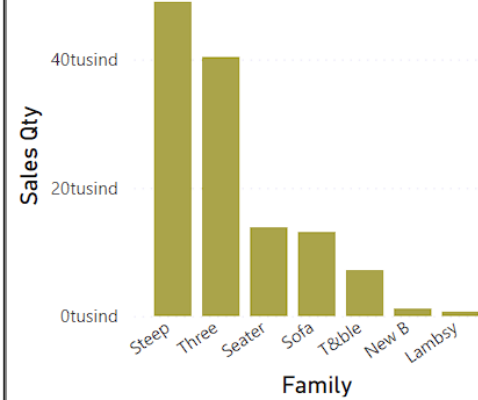
EXAMPLE DATA – NOT ACTUAL RESULTS

Emissions from MATERIALS on families, models and variants, Aggregated

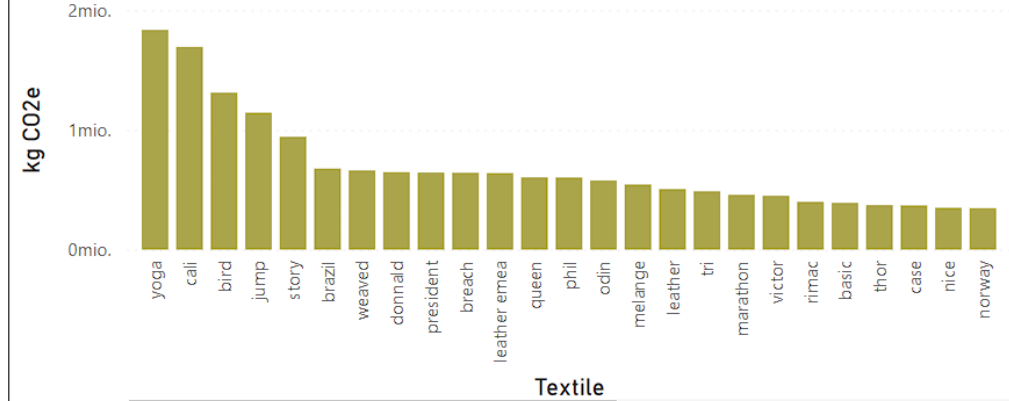
kg CO2e by Family



Sum of sales Qty after Family



TOTAL_CO2e after Textile



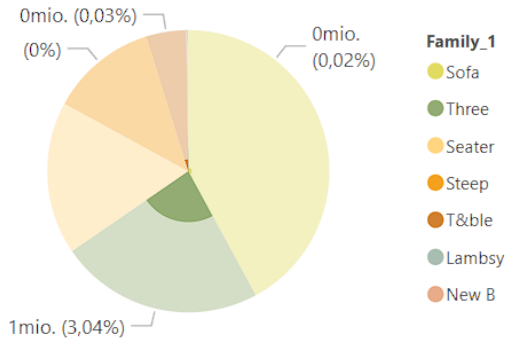
Model	Textile	Sales Qty	CO2e for One	TOTAL_CO2e
T&ble Table Frame 440x110 w. castors w. brake	No upholstery	330	941	310.653
T&ble Table Frame 250x110 w. castors w. brake	No upholstery	391	546	213.338
T&ble Table Frame 300x110 w. castors w. brake	No upholstery	235	811	190.614
T&ble Table w. white laminate & plywood edges 440x110cm	No upholstery	385	454	174.782
T&ble Table Frame 250x90 w. castors w. brake	No upholstery	267	527	140.682
Steep a chair oak wo felt glides Full upholstery EMEA	cali	367	375	137.732
Steep lounge wo felt glides Full upholstery EMEA	cali	330	417	137.653
T&ble Table Frame Ø110 w. castors w. brake	No upholstery	396	331	131.251
Sofa Highback 2-seater EU SH 45 x 100	yoga	23	5.254	120.847
Sofa Highback 2-seater EU SH 40 x 100	cali	24	4.766	114.394
Sofa Corner EU	cali	17	6.666	113.327
T&ble Table Frame 190x80 w. castors w. brake	No upholstery	345	311	107.262
Steep lounge wo felt glides Full upholstery EMEA	jump	349	299	104.264
Seater p module H98or I98 EMEA	bird	54	1.876	101.321
Seater p module E98 EMEA	jump	75	1.333	99.988
Sofa Highback 3-seater EU SH 40 x 100	-	-	-	-
Steep Bar Stool wo felt glides Full upholstery EMEA	-	-	-	-
Steep Counter Stool wo felt glides Full upholstery EMEA	-	-	-	-
Steep lounge wo felt glides Full upholstery EMEA	yoga	212	482	96.025
Total		125.278	2.277.727	47.820.915

Part;Material Group	TOTAL_CO2e	_Materials	TOTAL_CO2e	KG_Input
Textile	20.369.688	Wool	16.426.714	113.328
Metal	9.568.389	Plywood board	3.977.584	818.394
Wood based	5.356.197	Alu. cast	3.942.095	167.359
Upholstery	2.983.967	Steel tubes/profiles	3.604.316	498.416
Packaging	2.464.720	Leather	2.278.699	45.926
Leather	2.278.699	Polyurethane block foam high resilience (HR, cold foam)	2.247.494	308.062
Surface finish & chemicals	1.745.670	Corrugated cardboard box printed not sustainable fiber	2.074.395	804.526
Solid Wood	1.515.808	Polyester (PETa)	1.219.026	43.047
Plastic	1.481.034	Polyamide (PA)	992.196	31.434
Pallet	51.929	Alu. tube/profile	942.186	55.677
Electronic components	4.813	Oak	896.554	349.544
Total	47.820.915	rPP post industrial	845.209	138.550
		Acrylic (PMMA)	798.220	23.330
		lacquer	622.687	11.918
		eneer rotary cut	573.611	181.268
		bolts	488.820	46.697
		Total	47.820.915	6.072.099

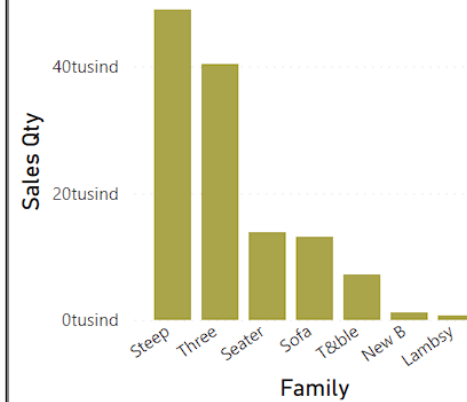
EXAMPLE DATA – NOT ACTUAL RESULTS

Emissions from MATERIALS on families, models and variants, Aggregated

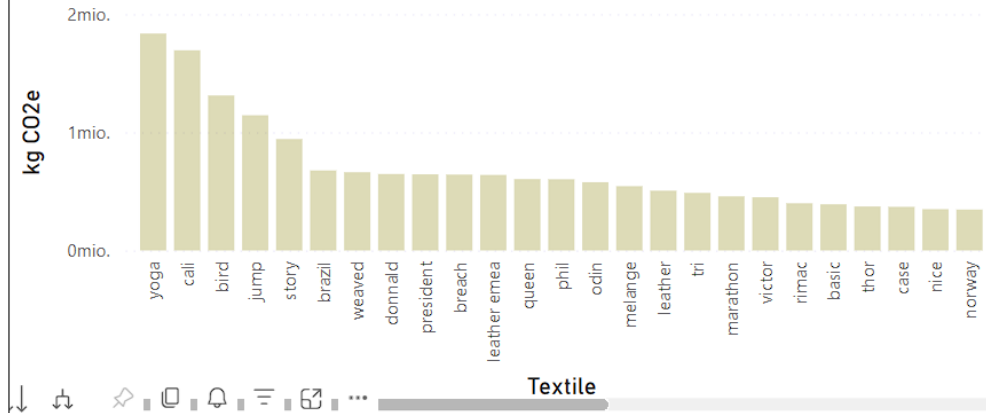
kg CO2e by Family



Sum of sales Qty after Family



TOTAL_CO2e after Textile



Model	Textile	Sales Qty	CO2e for One	TOTAL_CO2e
Three Armchair swivel 5 star gaslift and castor front upholstery EU_US Colored shell	bain	50	52	2.591
Three armchair swivel w. glides and autoreturn White shell	No upholstery	49	52	2.566
Three Armchair swivel 5 star gaslift and castor front upholstery EU_US Colored shell	bird	49	52	2.539
Three Armchair swivel 5 star gaslift and castor front upholstery EU_US Colored shell	victor	49	52	2.539
Three Armchair swivel 5 star gaslift and castor full upholstery EU_US Colored shell	woods	49	52	2.539
Three Armchair swivel w. Castors front upholstery EU_US Colored shell	clapton	50	51	2.536
Three Armchair swivel w. Castors front upholstery EU_US Colored shell	dream	50	51	2.536
Three Armchair swivel w. Castors front upholstery EU_US Colored shell	vera	50	51	2.536
Three Armchair swivel w. Castors full upholstery EU_US Colored shell	dj	50	51	2.536
Three Armchair swivel 5 star gaslift and castor front upholstery EU_US Colored shell				
Three Armchair swivel 5 star gaslift and castor front upholstery EU_US Colored shell				
Total		125.278	57.899	1.481.034

Part:Material Group	TOTAL_CO2e
Textile	20.369.688
Metal	9.568.389
Wood based	5.356.197
Upholstery	2.983.967
Packaging	2.464.720
Leather	2.278.699
Surface finish & chemicals	1.745.670
Solid Wood	1.515.808
Plastic	1.481.034
Pallet	511.929
Electronic components	4.813
Total	47.820.915

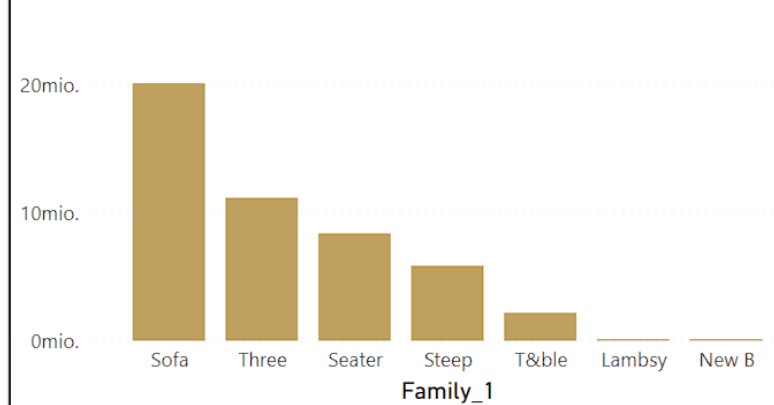
_Materials	TOTAL_CO2e	KG_Input
rPP post industrial	845.209	138.550
Wood fibers	373.424	54.319
Polypropylene (PP)	181.309	27.332
Polyamide (PA6)	60.174	1.683
Acetal (POM)	9.098	1.344
SAN	5.286	621
Polycarbonate PC	2.132	75
Styrene Butadiene Rubber (SBR)	1.686	213
Polyethylene (PE-LD)	1.118	25
ABS/ASA	797	71
Polyester (PETa)	737	95
Polyamide (PA66)	63	4
Polyethylene (PE-HD)	0	0
Total	1.481.034	224.333

EXAMPLE DATA – NOT ACTUAL RESULTS

CO2e drivers on MATERIALS, origin- and productions countries

Part;Material Group	MATERIALS_CO2e	PRODUCTION_CO2e	PRODUCTION_WASTE_CO2e	DISPOSAL_CO2e	TOTAL_CO2e	KG_Input	_Material CO2e per KG
Textile	15.354.279	3.202.712	1.470.968	133.718	20.369.688	262.830	58,42
Metal	5.621.486	2.574.649	1.733.690	-501.980	9.568.389	838.772	6,70
Wood based board	1.886.756	541.540	1.706.724	1.051.216	5.356.197	1.203.453	1,57
Upholstery	2.156.376	129.437	513.004	144.320	2.983.967	408.927	5,27
Packaging	2.012.731	0	0	223.100	2.464.720	912.450	2,21
Leather	1.624.006	618.296	0	19.511	2.278.699	45.926	35,36
Surface finish & chemicals	402.592	850.934	450.749	35.665	1.745.670	47.167	8,54
Solid Wood	341.650	327.322	267.025	538.619	1.515.808	616.622	0,55
Plastic	347.432	892.072	9.661	146.755	1.481.034	224.333	1,55
Pallet	13.546	0	0	38.383	51.929	1.511.313	0,01
Electronic components	4.097	0	42	558	4.813	306	13,38
Total	29.764.953	9.136.962	6.151.862	1.829.864	47.820.915	6.072.099	4,90

TOTAL CO2e by Family



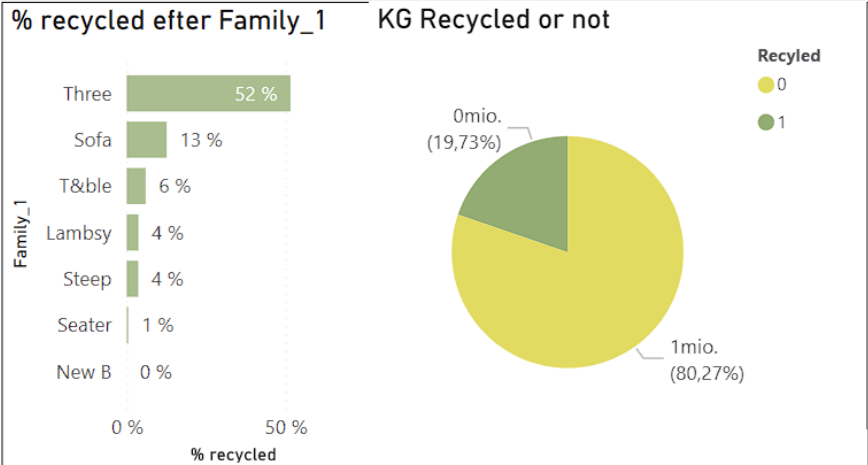
_Materials	MATERIALS_CO2e	PRODUCTION_CO2e	PRODUCTION_WASTE_CO2e	DISPOSAL_CO2e	TOTAL_CO2e	KG_Input	_Material CO2e per KG
Wool	14.201.109	763.922	1.304.939	51.653	16.426.714	113.328	125,31
Plywood board	1.360.698	361.350	1.403.713	714.867	3.977.584	818.394	1,66
Alu. cast	2.918.198	814.419	246.814	-56.486	3.942.095	167.359	17,44
Steel tubes/profiles	1.474.968	1.345.067	1.020.081	-330.690	3.604.316	498.416	2,96
Leather	1.624.006	618.296	0	19.511	2.278.699	45.926	35,36
Polyurethane block foam high resilience (HR, cold foam)	1.636.414	96.458	396.487	90.968	2.247.494	308.062	5,31
Corrugated cardboard box printed not sustainable fiber	1.705.420	0	0	167.160	2.074.395	804.526	2,12
Polyester (PETa)	209.712	912.054	40.002	25.634	1.219.026	43.047	4,87
Polyamide (PA)	376.404	556.836	23.627	13.887	992.196	31.434	11,97
Alu. tube/profile	741.569	96.333	132.200	-32.602	942.186	55.677	13,32
Oak	236.217	181.032	147.043	305.326	896.554	349.544	0,68
rPP post industrial	160.532	541.972	5.859	83.999	845.209	138.550	1,16
Acrylic (PMMA)	254.151	482.112	33.974	11.433	798.220	23.330	10,89
Powder coating	125.397	615.715	31.889	3.659	778.818	12.698	9,88
Water based lacquer	129.449	162.112	219.887	9.770	622.687	11.018	10,86
Hardwood veneer rotary cut	201.191	116.111	116.111	116.111	649.514	116.111	21,21
Steel screws/bolts	232.434	116.111	116.111	116.111	674.766	116.111	24,24
Birch	64.079	96.333	96.333	96.333	352.745	96.333	22,22
Wood fibers	91.220	212.483	2.299	46.932	373.424	54.319	1,68
Total	29.764.953	9.136.962	6.151.862	1.829.864	47.820.915	6.072.099	4,90

PART;COO	MATERIALS_CO2e
0	12.370.374
NZ - New Zealand	7.484.401
RS - Serbia	2.497.888
EU max	1.901.041
HU - Hungary	719.135
ES - Spain	646.157
BR - Brazil	506.625
GB - United Kingdom	474.375
DK - Denmark	446.970
UA - Ukraine	421.048
IT - Italy	388.007
SI - Slovenia	261.732
BE - Belgium	230.768
DE - Germany	185.837
RO - Romania	158.269
SE - Sweden	144.211
SK - Slovakia	102.217
Total	29.764.953

PART;COP	PRODUCTION_CO2e	PRODUCTION_WASTE_CO2e
0	3.689.582	1.214.574
PL - Poland	1.649.889	1.132.164
DK - Denmark	1.550.127	375.890
RS - Serbia	595.706	120.857
SI - Slovenia	302.519	299.443
EU max	282.859	975.738
LV - Latvia	215.090	272.805
SK - Slovakia	197.050	703.910
LT - Lithuania	184.639	515.758
RO - Romania	145.938	145.482
ES - Spain	88.354	65.022
IT - Italy	87.373	46.770
SE - Sweden	64.100	178.532
CN - China max	28.819	10.541
DE - Germany	26.261	32.991
CH - Switzerland	14.403	617
TH - Thailand	5.833	0
HU - Hungary	3.595	20.988
GD - Guangdong	3.114	26.399
JP - Japan	1.015	1.234
Total	9.136.962	6.151.862

EXAMPLE DATA – NOT ACTUAL RESULTS

Recycle material share & emissions, KG



Part;Material	%_rec_or_not	KG_Input	_Material CO2e per KG
Steel tubes/profiles	6 %	498.416	2,96
Polyurethane block foam high resilience (HR, cold foam)	0 %	308.062	5,31
Alu. cast	92 %	167.359	17,44
Post industrial recycled	100 %	138.550	1,16
Polyethylene bag (PE-LD)	13 %	95.496	3,04
Wool - from sheep for wool production	3 %	86.120	86,91
Alu. tube/profile	0 %	55.677	13,32
Polyester wadding	0 %	47.583	5,79
Steel screws/bolts	0 %	46.697	4,98
Polyester (PETa)	35 %	43.047	4,87
Steel springs	0 %	36.829	3,12
Polyamide (PA)	0 %	31.434	11,97
Polypropylene (PP)	0 %	27.467	1,70
Wool - from unknown production of sheep	0 %	27.209	246,86
Leather for upholstery & automotive - 100% meat cattle	0 %	23.673	41,44
Total	20 %	1.792.606	14,03

materials_specified	%_rec_or_not	KG_Input	_Material CO2e per KG
Metal	22 %	838.806	6,70
Plastic	39 %	430.951	4,16
Foam	0 %	331.592	5,20
Textile	1 %	191.257	83,70
Total	20 %	1.792.606	14,03

_Materials	%_rec_or_not	KG_Input	_Material CO2e per KG
Steel tubes/profiles	6 %	498.416	2,96
Polyurethane block foam high resilience (HR, cold foam)	0 %	308.062	5,31
Alu. cast	92 %	167.359	17,44
rPP post industrial	100 %	138.550	1,16
Wool	2 %	113.328	125,31
Polyethylene bag (PE-LD)	13 %	95.496	3,04
Alu. tube/profile	0 %	55.677	13,32
Polyester wadding	0 %	47.583	5,79
Steel screws/bolts	0 %	46.697	4,98
Leather	0 %	45.926	35,36
Polyester (PETa)	35 %	43.047	4,87
Steel springs	0 %	36.829	3,12
Polyamide (PA)	0 %	31.434	11,97
Polypropylene (PP)	0 %	27.467	1,70
Loose recycled particle foam	0 %	23.529	3,77
Acrylic (PMMA)	0 %	23.330	10,89
		19.026	2,92
		12.964	2,83
		12.815	4,70
Viscose (rayon/acetate)	0 %	12.116	9,38
Flax/linen	0 %	7.072	1,27

EXAMPLE DATA – NOT ACTUAL RESULTS

HOW STANDARDS PROLIFERATE:

(SEE: A/C CHARGERS, CHARACTER ENCODINGS, INSTANT MESSAGING, ETC)

SITUATION:
THERE ARE
14 COMPETING
STANDARDS.

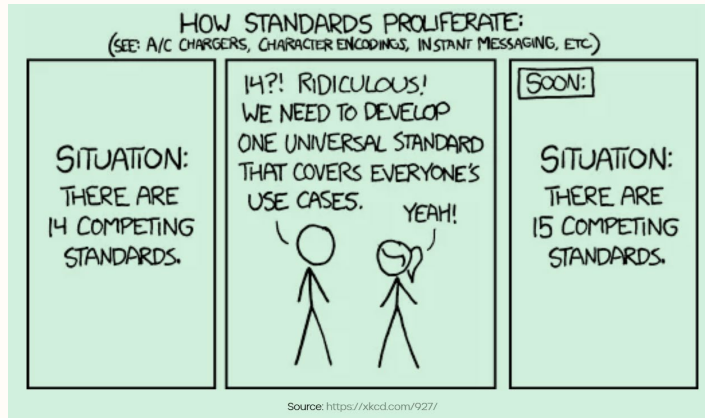
14?! RIDICULOUS!
WE NEED TO DEVELOP
ONE UNIVERSAL STANDARD
THAT COVERS EVERYONE'S
USE CASES.



SOON:

SITUATION:
THERE ARE
15 COMPETING
STANDARDS.

Source: <https://xkcd.com/927/>



Vi kan ikke blive ved med at vente – nøglen er DATA, med data kan vi træffe beslutninger og drive strategien.

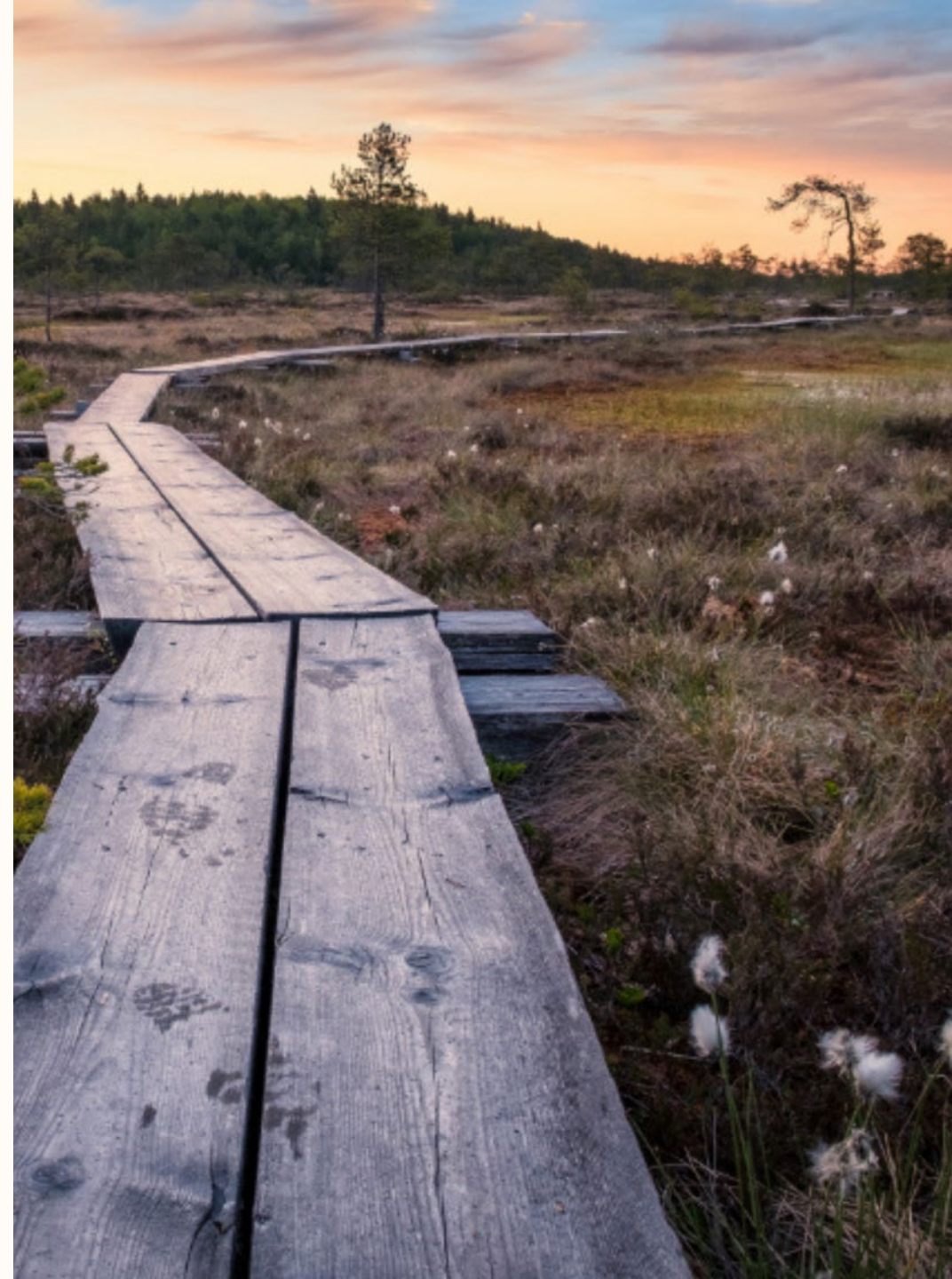
Vi kan ikke blive ved med at italesætte mål uden strategi og delmål – hvordan gør vi det uden reel data?

Beregningsmetoder flytter sig, **men databehovet er konstant.**

Målbär status

Webtool launch Primo 2025

- Productscreening
- API integration in/out
- Supply Chain analysis
- Company level analysis (GHG)
- Hot spot analysis



Spørgsmål?

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CEO – Co-Founder

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