

2009's International Product Sustainability Roundtable

Companies around the table working to enhance the sustainability of their products, the performance of their business – that is PSRT. Participation in is a unique, value added experience. Here we present the 2009 workplan.

As a Participant

Expect timely, exclusive analysis of the sustainability issues that most impact your product, your markets, your business.

Determine specific business implications, receive support in creating strategic responses.

Spot trends as they emerge, act on opportunities before they hit mainstream.

Engage and interact, in a variety of ways, with peers from the entire value chain. Gain insights into new product sustainability developments.

Acquire entirely new perspectives on challenges and cutting edge solutions.

The Product Sustainability Roundtable - offering this and more for **more than 10 years**.

About the PSRT

Companies on the Product Sustainability Roundtable are corporate leaders. They share an interest in improving the sustainability of their products. They represent the entire value chain, creating unique opportunities to hear alternative perspectives and explore solutions for more sustainable products.

The Value Going into its eleventh year, we continue to hear the unique value of the Product Sustainability Roundtable is in its focus on products, business goals, product sustainability and innovation. Participants praise the distinct value they get, networking with peers from the entire value chain and drawing on the brainpower of the group during roundtables and issue calls.

The Perspectives 2008 PSRT participants were Armstrong**, BASF**, Black & Decker, Coca Cola*, Dow Corning, General Motors, JohnsonDiversey, Johnson & Johnson, Kimberly-Clark*, Rio Tinto, SC Johnson & Son, Unilever, United Technologies Corporation and Vattenfall. * our hosts in 2008 ** our hosts in 2009



2009 Workplan

Topics – in 2009 the PSRT will investigate:

Emerging Markets how significant will the demand for green products be? how quickly will demand grow ?

Water by which new standard will we calculate product water impact? how will companies use this to differentiate?

Product standards from carbon to water, energy, indoor emissions and chemicals, will European and US markets see an explosion in product labelling or certification in 2009?

Traceability the technology exists and the pressure to know your supply chain in detail is mounting; who is leading the pack? what IT solutions are they using? what have they gained?

Marketing sustainability aside, what is new in the world of marketing? starting with a 101 on the latest marketing techniques, but ending with recommendations for effectively communicating sustainability performance.

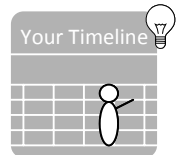
Systems Thinking product sustainability relies on optimizing the life cycle – systems thinking is a critical benefit, but what about other ways of thinking? how do we foster communication to capture the perspectives and ideas that will result in success?

Your Topic PSRT companies drive the agenda – ask, and we will investigate your hot topic!

Activities – year round, you + your colleagues can:

JANUARY	Keep the pulse , debate issues with sustainability professionals—
FEBRUARY	Participate in Issue Calls
MARCH	Hosted online in F, M, A, N @15:00GMT
APRIL	
MAY	Focus on the sustainability business case—
JUNE	Receive Opinion Papers + One-on-One
JULY	Company-specific Strategic Advice
AUGUST	Published 2nd week in M, J, S, D
SEPTEMBER	
OCTOBER	Contribute, learn, execute, connect —
NOVEMBER	Participate in Roundtables
DECEMBER	Hosted 5–7 May, Armstrong in Lancaster USA + in Ludwigshafen, Germany at BASF, 5–7 October

Spark ideas, support execution—
On-going Consulting Support + ½ day **special Consulting Sessions** for Roundtable hosts
For you, on your timeline



Gain competitive advantage via product innovation—
Your Company-specific **Project**
For you, on your timeline

Filter the relevant issues—
Access our Emerging Issues **Radar**
Updated daily, weekly, monthly

Science, business + marketing news relevant to product sustainability—
Access **Blog & Video Opinions**
Updated daily, weekly, monthly

