

The EnvI-Facts label was designed with the intent that it be easily recognized and understood. It serves as both a decision-making and as an educational tool. It resembles a cross between the familiar Nutrition Facts and Energy Guide labels.

“Calories” are chosen to represent total environmental impact because the term is familiar to the general public. These “Calories” are annualized over the product’s lifetime.

To avoid controversy with companies not wanting to declare the product’s time to failure, product lifetime is declared in a manner less threatening to the manufacturer, but still informative to the consumer.

The EI-99 point basis is normalized every year to a typical value of 2,000 per annum, based on consumption data gathered in the previous year. Most consumers are already familiar with the 2,000 kcal per day recommendation for food. The point of the total annual “Calories” number is to help consumers understand where this product fits in with their annual environmental impact. This way, the consumer can identify the significance of the product choice overall. The European value is a placeholder, and an actual value would need to be calculated and updated as the numbers change over time.

A one-color label is chosen to avoid the use of environmentally damaging pigments, and to make the printing of the label inexpensive.

Similar to an allergy warning on a food package, this part of the label warns about particularly harmful and toxic substances contained in the purchased item.

Environmental Impact Facts

Manufacturer ACME Medical, Inc.

INDEPENDENTLY
VERIFIED
EI

This Product

Compared to
Like Products

Environmental Calories

52

132

30

Impact (Calories) by Category

Carcinogens

4

9

2

Resp. Organics

12

14

6

Resp. Inorganics

10

29

8

Climate Change

3

5

2

Radiation

10

11

2

Ozone Layer

2

2

0

Ecotoxicity

5

7

2

Acidifi-/Eutrophication

2

2

0

Land Use

0

1

0

Minerals

9

10

3

Impact calculations are based on an estimated
10 years of product use.

Disposal Options

ACME Medical, Inc. has a commercial takeback
program in place for this product.

Return To

Any ACME Medical, Inc. retailer

Ship To

123 Main St., Los Angeles, CA 91234

This product is not curbside recyclable, does not
decompose and should not be sent to landfill.

Environmental Calories are based on the Eco-
indicator 99 standard. The average American
consumes 2,000 Calories per year, the average
European consumes 1,500 Calories per year.

For more information on this product, visit
<http://eifacts.com> and enter serial number

1905919

Printed with soy-based inks.

The round EI seal indicates that the information on this label is independently verified. Its absence denotes a lack of third-party assessment.

Visual indicators remind consumers of the preferred end of the spectrum.

All ten categories of impact, as determined by the Eco-Indicator 99 standard, are clearly indicated along with sliders for comparison with like products.

Telling consumers what to do with their product at the end of its life is important to reducing the total environmental impact of the item. If there is a take-back program in place, it is critical that the consumer is aware of that program and knows where to send the item. If there is no manufacturer take-back, telling the user clearly what can or cannot be recycled or composted will help them to dispose of the item in the most responsible way.

The website will be a resource for consumers who want more detailed information, such as the sub-components that contribute the most to each EI-99 category. Additional information not encompassed by EI-99 can also be posted here. Consumers can easily keep a log of products, to help them keep track of their total impact.

CONTAINS: LEAD, POLYVINYLCHLORIDE (PVC),
CADMIUM, ASSORTED PETROLEUM BYPROD-
UCTS

The EnvI-Facts Label

Comprehensive, familiar, effective.

design by Amy Askin and Karl Gumerlock