



FOR IMMEDIATE RELEASE
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**NEW WEB-BASED TOOL HELPS COMPANIES QUICKLY CREATE
SUSTAINABILITY PROFILES FOR CURRENT AND PROPOSED PACKAGING**

The ULS (Use Less Stuff) Report announces the introduction of its **CalcuLess™** Environmental Impact Analyzer. **CalcuLess** is a free, web-accessible tool that generates a simplified analysis of the greenhouse gas emissions, energy consumption, and solid waste created by a particular package. The need for this type of information is enormous, since concerns over sustainability are becoming more prevalent throughout the distribution chain, from consumers and retailers up to packaging converters, designers, manufacturers and brand owners.

To use **CalcuLess**, site visitors enter readily available information about a specific package – how much product it holds, the materials from which its components are produced, and the weight of those components. Recycling is also considered, using the latest available data from the U.S. Environmental Protection Agency (EPA).

CalcuLess allows users to generate comparison data for two different packaging alternatives. For example, the tool makes it very easy to compare results for a 32 oz glass bottle vs. a 12 oz multi-layer pouch, or for a yogurt container produced from paperboard versus one produced from HDPE. Data come from public sources like the U.S. Environmental Protection Agency (EPA), the Environmental Defense Fund, and the U.S. Department of Energy (DOE).

According to Bob Lilienfeld, Editor of *The ULS Report*, “Many companies are looking for cost-effective ways to provide the environmental impact information being requested by brand owners and retailers. We developed this tool to help them get a quick read on their sustainability options.” He added that, “Since it’s widely recognized that sustainability is a journey, not a destination, we will continually update **CalcuLess** so that it constantly provides the latest information on materials, processes, technologies, recycling availability and disposal practices.”

CalcuLess is available at no cost on the ULS web site at www.use-less-stuff.com. The site is rated #1 by Yahoo! and MSN for searches relating to waste prevention and source reduction.

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