

# Zumtobel Group: Capturing the Value of Product Sustainability



**The Zumtobel Group is one of the few international players in the professional lighting industry. They are using its existing Enterprise Resource Planning (ERP) system with GaBi software to automate Environmental Product Declarations (EPDs) for their 10,000 different lighting products.**

## The Challenges

The Zumtobel Group with its brands Zumtobel, Thorn, Tridonic and Ledon, faces a growing demand for product-related environmental data from their customers, European standards and legislation, and green building rating schemes (e.g., LEED, BREEAM, DGNB). The information needs to be reliable, transparent and comparable. In order to handle reporting for thousands of different products, the solution required integration with Zumtobel Group's ERP system. The ERP system integrates internal and external management information across the entire organization, embracing functions such as: purchasing, manufacturing, sales, service, customer relationship management and finance.

## The Solutions

**Generate automated EPDs efficiently** GaBi environmental life cycle data was connected with product data from the ERP system, using a tailored bill of materials (BOM) import tool with a user-friendly interface. Once in the GaBi system, a standardized set of product use scenarios can be applied to each product. The EPDs are generated based on Life Cycle Assessment (LCA) data which follow the internationally recognized ISO 14025 guidelines. The system automatically transfers results directly into the EPD template for each product, resulting in portfolio-wide, high quality EPDs.

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**Communicate verifiable environmental information.** The Zumtobel Group is one of a few international players in the professional lighting industry. To capture business value they need to communicate the impacts of materials, processes and technologies in their lighting systems. "The EPDs for all Zumtobel products reflect our commitment to the environment. EPDs are the basis of our Eco-Design strategy and a competitive advantage in an increasingly environmentally conscious market," says Stefan von Terzi.

To make sure that the environmental data is accurate, the EPDs were verified by the German Institute Construction and Environment e.V. (IBU). By documenting progress against industry standards, the Zumtobel Group is transferring their environmental design leadership into competitive advantage. Hans Peters, IBU's CEO, explains "By introducing Environmental Product Declarations, the Zumtobel Group is playing a pioneering role in the lighting industry. They offer their customers an independent source of information to compare lighting solutions and assess them in accordance with recognized criteria."

**Environmental reporting meets market demand.** Started as an electric company in Austria in 1950, the Zumtobel Group is now a global lighting company, actively looking for ways to grow their market share and strengthen their brands. Many stakeholders today seek environmental information of products, and wary customers are going beyond basic label-reading: they want full transparency. Regulations for energy performance and material compliance are also sprouting up. Green building rating systems and green procurement programs are too necessitating environmental metrics on products. The bottom line: environmental reporting has arrived as a necessary business tool.

**Benefits to the customer**

The Zumtobel Group is utilizing GaBi product sustainability software tools to achieve success across the complete value chain by:

- > **supporting compliance standards**
- > **scaling up their EPD program while cutting costs by more than 50 %**
- > **communicating sustainable design initiatives to customers**
- > **increasing competitive advantage**
- > **leveraging existing business information systems**
- > **giving internal product design guidance**



»GaBi Software helps us to analyze the ecological performance of our products at the very beginning of our design process.«

»GaBi gives us the data to assess and reduce the environmental impact of a product throughout its entire life cycle.« **Stefan von Terzi, Director Marketing Zumtobel**

**The Zumtobel Group's solution in brief:**

**Customer Industry & Headquarters:** Innovative lighting solutions and lighting management, Austria

**Scope:** Generating EPDs automated for a huge portfolio of products by using data from the ERP system

**Services & Solutions:** GaBi Software, GaBi DfX, GaBi Extension Databases, PE Consulting and Implementation Services