

The multilaminate packaging sector is a dynamic field with improved films, coatings, processes, and materials under continuous development. Improvement is driven by factors which have evolved to include issues such as carbon footprint, environmental impact, sustainability, and green purchasing. To address these newer factors in sustainability programs, it is important to have industrial information as a baseline, since without this baseline it becomes difficult to represent the improvements in this packaging sector. This paper will describe the development of corporate sustainability programs that are based on life cycle thinking supported by quantitative assessment and transparent, representative baseline data. Life cycle analysis is the principle methodology used to provide information regarding environmental performance as a part of sustainability. This paper describes a cost-effective, industrial association approach to developing life cycle data for use by the whole range of firms that represent the supply chain, the converters, metallizers, printers, etc. The lessons learned from the success of the carpet industry in developing representative life cycle information will be discussed. A potential strategy for AIMCAL to lead such a life cycle inventory database effort will be presented.