SM Transparency Products™

The business case for integrating product transparency into product marketing

For leaders in marketing, brand management, sustainability and product stewardship who:

1. **Believe better marketing helps sales;**

2. **Think holistically and longer-term about product environmental performance and health impacts;**

3. **Are responsible for providing information to help make better informed purchase and specification decisions;**

4. **Care about leadership, innovation & design – of your products & brand.**

Sustainable Minds is a cloud software solutions, design and innovation company, whose mission is to operationalize environmental performance into mainstream product development and manufacturing in an accessible, empowering and credible way.

Product transparency challenges

Understandability and findability. AEC professionals are coming to your website to find all your products with disclosures. The challenge is: they're typically not easy to find, and further, not easy to understand and use to make informed specification and purchase decisions.

Costs and effective use. Manufacturers looking to maintain an early-mover advantage – or gain an advantage at the start – all want to leverage these investments into measurable results.

SM Transparency Products solve those challenges by integrating product transparency into product marketing.

- Turn disclosures into credible, standardized, understandable, meaningful and cost-effective strategic marketing tools – _in the cloud._

- Leverage LCA and material health evaluation investments whether you're just getting started or already have disclosures. Provide the value-add of integrated explanation and improvement stories that disclosures don't report.

- Deliver in your SM Brand Showroom, integrated with your web site for users to _easily find all your brands and products with transparency info – in 1 place._

"84% of architects research products on your website first."
– Venveo Marketing to Architects Research & Trends Report, 2016

SM Transparency Products create value and reduce costs.

How do you measure the value of product transparency?

- Intentional customer experience & greater customer satisfaction
- Sales and marketing operations efficiency & effectiveness
- Competitive advantage & risk reduction
- Build and manage a credibly greener & healthier brand

SM Transparency Products build a credibly greener brand.

It's not a differentiator to just 'disclose' information. Effectively explaining how your products are made earns customers' trust and builds brand loyalty. SM Transparency Products make product transparency reporting understandable and meaningful to inform greener and healthier purchase decisions.

Sustainable Minds' combined technology, science, marketing and customer experience expertise and partner network is unparalleled in the industry.

- ISO 14025 program operator
- LCA and material ingredient evaluation
- Brand strategy and design
- Customer experience
- Information and web design
- Management and leadership
- Process and knowledge transfer

Program Operator Consortium
programoperators.org

ASTM INTERNATIONAL

NSF Sustainability™
Sustainability Assured

ICC EVALUATION SERVICE

Sustainable Minds®
Design greener products right, from the start

Sustainable Minds has designed, refined and packaged these groundbreaking solutions for your organization to create using an efficient and managed process.
Sustainable Minds provides you with process, tools and knowledge for your internal resources to integrate product performance information, disclosure data and sustainability stories into effective marketing content.

SM Transparency Products | Family

All three reports include Page 1 of the award-winning SM Transparency Report™ – an innovation in Type III environmental declaration (EPD) design and delivery.

1. **SM Transparency Report™** = Our award-winning, 3-page EPD includes everything a professional needs to make a purchase decision: Functional and environmental performance information, understandable LCA results, how the manufacturer is making products greener.

2. **SM Material Health Overview™** = Informs safer & healthier decisions by distilling disclosure data, providing context & interpretation and describing what the manufacturer is doing to improve; standardizes results presentation from ANY program (HPD, Declare, C2C…).

3. **SM Performance Fact Sheet™** = Leverages your existing disclosures and gets data into the cloud. Summarizes the key attributes from EPDs, carbon and water footprints and material evaluations and links to product and marketing info on your site.

4. **SM Brand Showroom™** = Integrated with your web site for users to easily find all your products with transparency information – all in one place where sales people, customers and partners can find everything for FREE. Ideal for sales training.
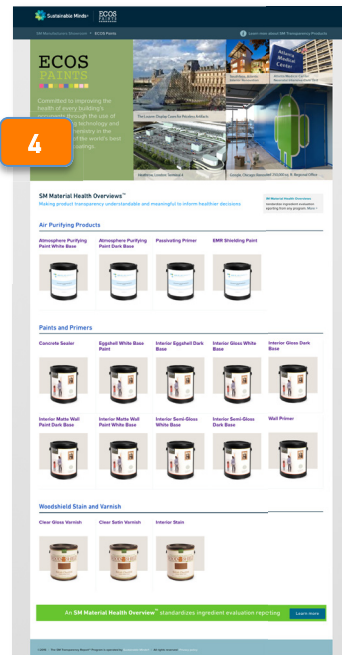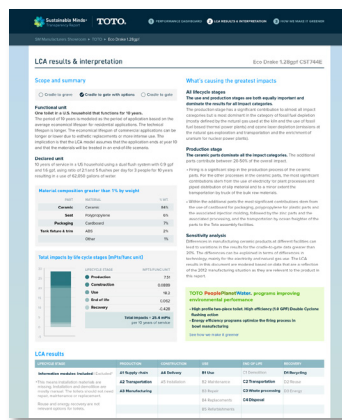
Each Transparency Product is delivered as a stand-alone report. The SM Material Health Overview can also be added to both the SM Transparency Report and SM Performance Fact Sheet to provide material health results, interpretation and improvement stories.

SM Transparency Products | Value proposition and ROI
The ingredients and recipe for effective communication to build a greener & healthier brand

Value proposition		Cost reduction	Value creation
Intentional customer experience & greater customer satisfaction			
Easy to find all your products with transparency information Delivers an intentional user experience when AEC professionals come to your site. A focused path with no distractions equals better & faster results. Standardized layouts make it easier to compare and select products.	**For non-technical readers to inform greener & healthier purchase decisions** Performance and sustainability efforts combined into one integrated story; makes it understandable and meaningful.	X	X
Sales and marketing operations efficiency & effectiveness			
Easier and more effective sales training Deliver high-value training to sales & marketing teams about transparency. Sales talking points built-in ensuring reps understand what it means and how to use in sales.	**Reduce resource demands: people, time, $** Creating an expert product transparency destination in an efficient timeframe requires a range of resources with a steep subject matter learning curve. Reduces site redesign and maintenance costs to respond to transparency demand.	X	X
Better customer service with less effort One place where sales, customers, partners can find everything. No more high-value resources handling individual requests to locate and email documents or write interpretation letters.	**Efficiency for multi-disciplined teams** Structured creation process collapses the learning curve for technical and marketing people to collaboratively create credible, compelling explanations & improvement stories.		
SEO, email and social media advantage Your SM Brand Showroom microsite is highly optimized for exact phrases and keywords. Drive thousands of online users and potential customers to find your products with transparency information.	**Use current web content, integrate silos** Combines your product, sustainability and marketing content into one concise report and sends users deeper into your site for detailed info.		
Competitive advantage & risk reduction			
Your continuous improvement story becomes your competitive advantage Actually deliver on the LEED v4 and ISO 14025 intent to: *"encourage the demand for, and supply of, those products that cause less stress on the environment, through communication of verifiable and accurate information… thereby stimulating the potential for market-driven continuous environmental improvement."*	**Eliminate misinterpretation of results** Puts the data in a context and provides interpretation to make disclosure information understandable and meaningful. Removes the possibility of users misinterpreting screening results by providing the value-add of integrated explanation, improvement and optimization stories that disclosures don't report.		X
Build and manage a credibly greener & healthier brand			
Take back your brand Disclosures do not look like your brand. They look like the program's brand. They were not *designed* as marketing tools for you. The data is yours, the document is theirs.	**Create preference and value for your company** Making greener purchase decisions requires consistent, understandable and meaningful information. Truth builds trust; trust builds powerful brands that create preference and value for your company.		X
Build a credibly greener brand The value of providing environmental and material health information about your products comes from *demonstrating you understand what it means and know what you're doing.*			