FATER and Eco-design Tool
Making environmental sustainability a top priority

OVERVIEW

Fater is an Italian company founded in 1958 by Francesco Angelini. Since 1992, it has been a joint venture between Procter & Gamble and the Angelini Group. The company develops, manufactures and distributes the ACE Neoblanc and Comet brand products in 38 countries worldwide. In Italy, the company has developed the personal care market since the late 1960s. Today, it produces and distributes branded products such as Pampers, LINES, LINES Specialist and Tampax.

With ESG and sustainability playing a key role in Fater's corporate values, the company aims to be a reference point for environmental sustainability. The firm sees this commitment as an opportunity for the development of discontinuous innovations and, of course, as a responsibility. Therefore, it is constantly striving to understand and improve the environmental performance of its current and future products.

FATER

Founded in: 1958

Consumer Goods

Pescara, Italy

1,600
Employees worldwide

€865 Million
Revenue (a.f. 2019-2020)

CHALLENGES

Assessing the environmental impact of existing and new products

Embedding eco-design in product development, especially in the choice of raw materials and type of packaging

Quantifying the share of the use-phase emissions and providing retrospective guidance for product development

Helping support marketing claims with fact-based but easy-to-understand environmental indicators for transparent consumer communication

Sphera

"Thanks to Sphera's sustainability experts and advanced LCA-based eco-design tool, we now have data-driven insights into the environmental impact of different product variants. This enables Fater to continuously monitor and improve sustainability performance and transparently communicate the environmental benefits of our products to the market"

— Valerio Del Duca,
Product Development Director,
Fater Group

SOLUTION

SPHERA'S SUSTAINABILITY CONSULTING AND LCA SOFTWARE AND DATABASE SOLUTIONS GABI

To advance their sustainability journey, Fater collaborated with Sphera to develop and implement an eco-design tool for many of their product lines in the laundry and cleaning sector.

Sphera's sustainability experts built the eco-design tool based on a robust Life Cycle Assessment (LCA) methodology and using the industry-based data foundation GaBi. The tool now supports Fater's R&D department by providing insights into emissions hotspots across the product lifecycle and helps to quantify reduction potential. It also enables a solid data-driven communication strategy by translating complex LCA results into language that non-LCA experts can better understand.

Sphera's Sustainability Consulting and Product Sustainability Software and Database solutions GaBi help organizations improve the environmental performance of their products by:

- Enabling data-driven decisions during design and planning
- Advancing product innovation and eco-design.
- Providing access to high qualitative and representative Life Cycle Inventory (LCI) data.
- Simplify the complexity of LCA results for transparent stakeholder communication.

RESULTS

The development and use of an eco-design tool built on the LCA method have defined a way to guide, evaluate and manage the strategic development of Fater's products in the hygiene and cleaning sector. Today, the company measures the environmental performance of existing and future products throughout their life cycle, creates and compares potential scenarios, and defines research and development strategies based on the LCA results.

Quantitative, reliable comparison between different product generations based on trusted scientific methodology

Implementation of LCA results in the product development process

Scenario analyses of environmental performance over the entire life cycle for different product groups

Establishment of transparent, fact-based market communication about the sustainability benefits of products

Is your organization ready to push the sustainability of its products and services to the next level?

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