



EcoFly. Eco-design made simple.

A comprehensive life cycle design tool specifically developed for energy using product designers.

The EcoFly software tool is a practical eco-design tool specifically developed by WSP and PlesTech to aid manufacturers and designers benchmark the environmental impacts of electrical and electronic products over their entire lifecycle.

With this simple and practical tool, companies can effectively incorporate eco-design within their current product launch process following the standard process according to ISO9001. It is designed to help product-designers track and demonstrate legal compliance.

Electrical and electronic products can have a significant impact on the environment, not just by using electricity when they are switched on but throughout other lifecycle stages. For example, did you know a typical 29 inch CRT TV will use more than 62,000 litres of water from build to end of life? As a result there has been increasing emphasis from the government for manufacturers and designers to reduce the impact their products may cause.

> How can EcoFly help your company?

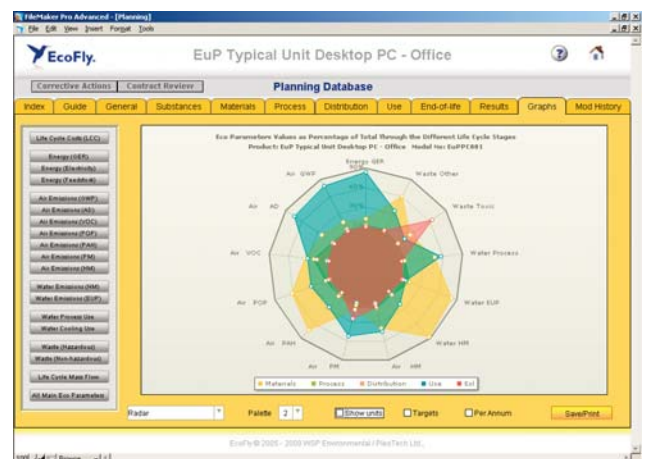
From the input of specific product information, EcoFly calculates energy use, carbon, waste generation and water consumption over the life of the product – from build through to end of life. So you can understand just where in the life of your product that most environmental impact arises.

This output provides an important opportunity to companies for:

- Self-improvement or meeting company targets
- Benchmarking against your own or your competitor's models
- Meeting legislative or voluntary requirements e.g. EuP, REACH, RoHS and Eco-Labeling
- Creating clear and different messages on environmental performance to your customers

EcoFly has a unique and easy-to-use interface. It is flexible, meaning that you can select which elements of the tool you require to suit your company's needs. It has a substantial in-built knowledge database on lifecycle data, substances, materials, products, legislation, benchmark studies, and eco-design techniques which will be continually expanded and kept up to date.

You can find further information about EcoFly at www.EcoFlyonline.com.



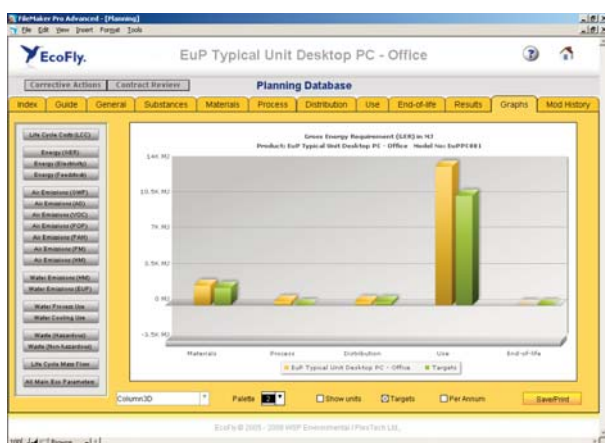
> Using EcoFly

We recognise the way in which you wish to utilise EcoFly will be determined by your business needs, size and strategy. Therefore we have developed a suite of services that will successfully meet those requirements, based on three packages:-

Assisted Use Package – We can feed your product information directly into EcoFly to generate the specific outputs you require, such as, compliance documentation, product analysis and benchmarking services.

Standard Package – EcoFly is available as a software tool that can be accessed directly by your organisation via the internet. Each user will be able to use EcoFly to assess existing products and feed in future product launches. WSP can provide all the relevant training to ensure the benefits of the tool are maximised within your business.

Customised Package – WSP are able to embed EcoFly within your existing IT systems. We have technical specialists that are able to closely work with your business to ensure an effective and pain free integration into your current product software systems.



> More information

PlesTech and WSP Environment & Energy have a network of specialists able to advise on the issues and impacts of the EuP legislation. Call us today for more information on EcoFly demonstration and our other eco-design and EuP services.

Graham Adams

Director – PlesTech Ltd
T: +44 (0)1763 249850
E: gadams@plestech.fsnet.co.uk

David Symons

Director, UK
Tel: + 44 (0) 20 7314 5725
Email: david.symons@wspgroup.com

Mark Newbold

Consultant, UK
Tel: + 44 (0) 161 886 2659
Email: mark.newbold@wspgroup.com