

TECHNOLOGY FORECASTERS INC.

Strategic Supply Chain and Environmental Consulting

Design-for-Environment Webinar Features Experts from TFI, DCA, and Electronic-Product Companies

--Training for electronics designers (electrical, electronic, mechanical); Supply-chain and Product managers; Executives in R&D, Operations, and Marketing; and Academia

ALAMEDA, Calif., Mar. 4, 2010 -- On April 7th, [Technology Forecasters Inc.](#) (TFI) President [Pamela J. Gordon](#) and [Design Chain Associates](#) (DCA) President [Mike Kirschner](#) will co-lead a 90-minute webinar entitled *Design for Environment and Competitive Advantage*. The webinar's aim is to give designers sound design parameters for efficient, compliant, lower-cost, and competitive products. Registration is now open at <http://www.designchainassociates.com/webinar20100407info.html>.

According to Gordon, "The webinar condenses a proven day-long Design-for-Environment workshop to the pivotal and actionable steps electronics designers can take at their companies for achieving profitable DfE."

Gordon and Kirschner, who team up to provide full-day Design-for-Environment (DfE) workshops for electronics companies, will cover in the webinar the following topics:

- The strategic importance of DfE to designers, competitive products, risk reduction, and profitability;
- The similarities, differences, and trajectories of new regulations and standards;
- Training designers in using a DfE checklist while measuring environmental and financial benefits;
- Preparing the supply-chain for the coming wave of DfE requirements; and
- Q&A with two electronic-product companies strategically committed to DfE.

"We will enable webinar participants to start implementing profitable DfE at their companies starting immediately after this 90-minute webinar," says Kirschner.

The two guest speakers are from electronic-product companies [Tellabs](#) and [Blue Coat Systems](#). Participants will have an opportunity to ask them questions about DfE implementation and the business reasons for which they trained their designers in DfE.

The 90-minute webinar will be held twice on April 7th -- once at a time convenient for Eastern North American and European participants (10:00 to 11:30 am Eastern Time / 4:00 to 5:30 pm Central European Time), and again at a time convenient for Western North American and Asia-Pacific participants (4:00 to 5:30 pm Pacific Time / 8:00 to 9:30 am the next day Beijing time zone). To [register](#), go to <http://www.designchainassociates.com/webinar20100407info.html>.

ABOUT TECHNOLOGY FORECASTERS INC. TFI has two consulting-and-research specialties: TFI Supply Chain increases the effectiveness of supply-chain relationships and helps clients systematically remove waste from supply-chain and logistics processes. TFI Environment leads clients to [Lean and Green](#) competitive advantage for products, supply chain, logistics, and facilities. With clients in the Americas, EMEA, and Asia, TFI delivers a unique combination of industry and environmental expertise through management consulting, customized research, keynotes, and workshops. www.TechForecasters.com, 1-510-601-9107.

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