

TECHNOLOGY FORECASTERS INC.

Strategic Supply Chain and Environmental Consulting

Press Release

Design-for-Environment Process Integration Roadmap Launched

—*Technology Forecasters Inc. and Design Chain Associates jointly developed a method for product companies to meet environmental requirements while minimizing implementation costs—*

ALAMEDA, Calif., May 19, 2010 — Technology Forecasters Inc. (TFI) and Design Chain Associates (DCA), announced a new service called the *Design-for-Environment Process Integration Roadmap (DPIR)* to help companies proactively address current and emerging global environmental requirements while minimizing implementation costs. DPIR aligns product roadmaps with current and emerging environmental requirements from global regulators, corporate customers, consumers, standards organizations, and non-government organizations around the world.

Many manufacturers struggle to comply with the ever-changing landscape of environmental regulations. Each regulation is often addressed as a single event and rudimentary systems are put in place to comply with new requirements. The DPIR service projects the trajectory of these regulations over a 5-year period allowing the development of internal processes that anticipate future requirements, enabling them to be managed in a proactive manner.

“DCA develops this trajectory of environmental requirements through its involvement with clients, in standards committees, discussions with regulators, academics, NGOs, and regulations-development processes,” says Tom Valliere, DCA senior vice president. “We rapidly assess clients’ existing preparedness for current and future requirements, then consolidate and match the relevant requirements to our clients’ product roadmaps.”

“Frankly, I noticed that the changing nature and expanding scopes of environmental-protection requirements can be overwhelming to clients,” said Pamela J. Gordon, president of TFI, “It’s too much to ask of especially mid-sized and smaller companies to staff the number of product stewards needed to continually track global requirements and align their product roadmaps accordingly. That’s when we developed the highly customized DPIR service.”

Combining TFI’s [Lean and Green](#) leverage with corporate executives and DCA’s hands-on technical expertise and Rapid Review Methodology, DPIR quickly benchmarks companies’ operations, highlights strengths, and develops a custom

roadmap for an integrated Design for Environment (DFE) program targeted specifically to each company's products and goals.

Both Valliere and Gordon agree that executive-level support is critical to achieve a successful, strategic DfE roadmap. TFI in particular has developed a tried-and-true methodology for gaining top-level support for sustainability programs, including product DfE.

For more information and a no-obligation discussion of your needs with one of our consultants, please contact

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Or visit

http://www.techforecasters.com/resources/downloads/DPIR_description.pdf

<http://www.designchainassociates.com/DPIR>

ABOUT TECHNOLOGY FORECASTERS INC. Clients use TFI's strategic advice and market insights to optimize global manufacturing relationships and achieve profitable environmental strategies. 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. TFI Environment leads clients to "Lean and Green" competitive advantage for products, supply chain, logistics, and facilities.
www.TechForecasters.com, 1-510-601-9107.

ABOUT DESIGN CHAIN ASSOCIATES LLC. DCA helps Electronics OEMs increase engineering, procurement, and production efficiency, product and operational environmental performance, and corporate profitability. We focus on helping manufacturing clients understand, comply with, track, and develop profitable strategies around and beyond emerging environmental regulations like RoHS, WEEE, EuP, and REACH. San Francisco-based DCA has a local presence in other high-tech regions of the country such as the Austin/Houston corridor and the Boston region as well as around the globe through local associates. For more information, visit DCA on the web at <http://www.designchainassociates.com>. 1-866-322-7676