



Founded in 2010, Trayak is a growing tech company that focuses on sustainable product and package design solutions. We are making a name for ourselves by facilitating sustainably conscious decisions at every stage of the product/ packaging development process with innovative software solutions and consulting services

**Our Goal:** Enable all companies to design and manufacture their entire portfolio using sustainable design strategies. We provide simple, integrated solutions so companies don't have to overhaul their current processes to take sustainability into consideration.

**Trayak's Approach: Mainstreaming Sustainability-** Sustainability should be mainstreamed into a company's current processes in order to have a lasting effect.

With our suite of sustainability solutions, we provide easy to use decision tools that are embedded into mainstream product development, manufacturing and launch processes.

Mainstreaming seamlessly integrates sustainability goals, strategies, teams and tools into an organization's product development process. For corporate sustainability goals to be reached, maintained, or advanced, sustainability must become a part of daily decisions and activities associated with product/package planning, design and manufacturing. This means that related methodology and supporting tools must be seamlessly fused into mainstream product development processes. This is vital as mainstreaming carries with it a shift in philosophy whereas all decisions surrounding packages/products reflect the impact on corporate sustainability goals.

---

*"Sustainable product development is more than just market positioning. It is prudent and strategic management of product & portfolio branding and product innovation. Trayak is an innovative and rapidly growing product sustainability consulting and software solutions company that strives to make sustainability mainstream by providing companies with the resources to make their sustainability goals possible." – Prashant Jagtap, Trayak CEO*

**Why do we do it?**

Today the responsibility for product/package sustainability is being placed squarely on the shoulders of designers and manufacturers. Consequently, edicts are being handed down from top management to “become more sustainable”. While corporate sustainability goals can appear clear and attainable on paper -- implementation at the operations level often proves to be complex and frustrating. We are here to change this

Trayak believes that sustainability is within reach of all product/package manufacturers. The company works with companies large and small to overcome implementation challenges for measurable and lasting results.

### **Take a look at what some of our customers had to say:**

*COMPASS is utilized in graduate and undergraduate courses at the Packaging Science Program at RIT. One of the goals of the program is to enhance the educational aspects of sustainable packaging innovation through the use of applied tools. The SPC's COMPASS is a key tool that is used to facilitate this goal. Most recently, COMPASS was used in the design of an award winning student entry of sustainable packaging design for the American Packaging Corporation Challenge 2010.*

— Professor Karen Proctor, Rochester Institute of Technology, Packaging Science Program

*We have integrated COMPASS into our portfolio of sustainable packaging design tools. COMPASS is the latest way to empower our engineers to create more sustainable designs. With its low-cost, user friendly interface, and immediate, LCA-like feedback, this tool provides a perspective that was inaccessible before. We see COMPASS as a key, first step to integrating life cycle thinking into our packaging early in the design process.*

— Joe Keller , Packaging Sustainability – Section Head, Procter & Gamble

— Omonigho Idris, Researcher – Product Safety and Regulatory Affairs, Procter & Gamble

*In developing our Eco Responsible Packaging Program, UPS evaluated several tools for calculating life cycle metrics. We decided on COMPASS, due to its breadth of information and our confidence that the Sustainable Packaging Coalition would be committed to keeping this tool updated with the best-available information. COMPASS is now an integral part of our Eco Responsible Packaging Program. It provides many of the metrics we use as we evaluate our customers' choices of packaging materials and determine eligibility for our program. We value our relationship with the SPC and welcome the release of v2.0, the next step in the development of the COMPASS tool.*

— Arnold Barlow, Manager of Sustainability Solutions, UPS

*We use COMPASS to teach graduate and undergraduate students to evaluate the environmental footprint of packaging systems. The use of COMPASS allows the students not only to evaluate and select the packaging system (primary, secondary and packaging system) with the lower environmental footprint, but also helps them to think in terms of life cycle indicators such as greenhouse gas emissions and renewable energy. This type of thinking is needed for our students to design sustainable packaging systems.*

— Susan Selke, PhD – Professor, Michigan State University

— Rafael Auras, PhD – Assistant Professor, Michigan State University

## HOW THE TOOL FACILITATES DECISION MAKING:

*Use of the COMPASS tool provides data driven information on the life cycle impacts of packaging scenarios that help inform sustainable packaging decisions for implementation to help lessen our environmental footprint.*

## WHY COMPASS WAS SELECTED AND THE IMPORTANCE OF BENCHMARKING AND ENVIRONMENTAL MEASUREMENT:

*The COMPASS tool was selected because it is easy to use and has the flexibility to compare what-if packaging scenarios during the design phase of projects or on benchmarking activities for marketed products to help drive continual environmental improvements with our packaging.*

— Johnson & Johnson

<http://www.trayak.com/>

**TRAYAK**

Welcome About Solutions Consulting Strategy News MyGizmo Blog

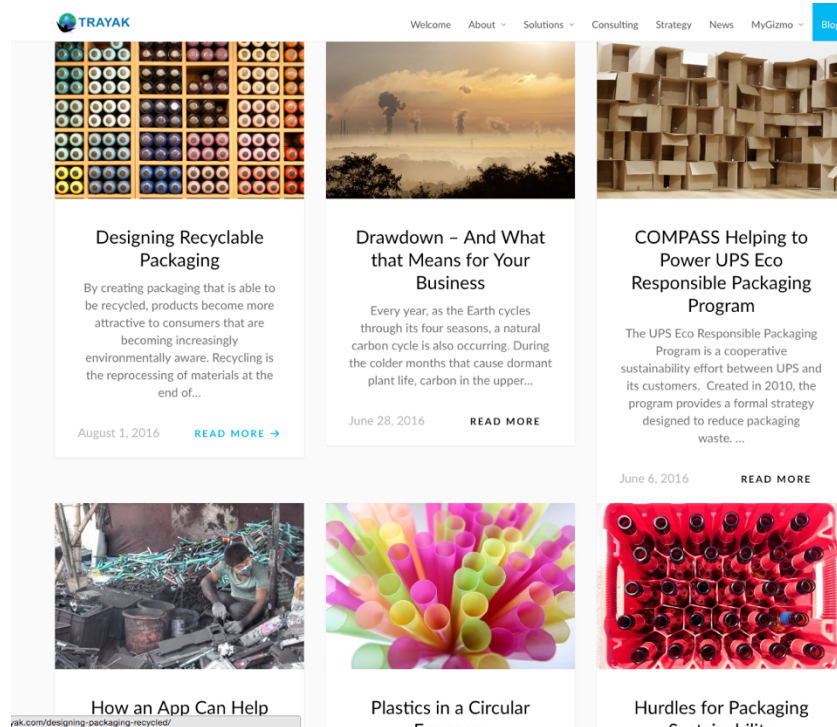
If we go Green...  
Can we still operate in the Black?

LEARN MORE

Mainstream Sustainability: Healthy Planet - Healthy Bottom Line

In order to achieve sustainable product development, sustainability initiatives must be rooted in mainstream processes to ensure measurable results. Trayak allows manufacturers embrace lean design principles by encouraging sustainably conscious decisions at every stage of the product/ packaging development process. This must begin with the design phase to achieve sustainable product development. Our solutions help you set informed Corporate Sustainability Goals and track your progress towards those goals. We believe that having a commitment to sustainability means integrated solutions that adapt with your company to ensure lasting success.

[Trayak's Sustainability Blog:](#)



## Trayak News:

### [Mason Community Takes Stand Against E-Waste](#)

Cincinnati, OH; Sept 7, 2016

### [Going Green with Sustainable Design Engineering](#)

Desktop Engineering; July 1 2016, Jessica Luka

### [For better packaging designs, take an integrated and measurable approach to sustainability: Putting data to work](#)

Packaging Digest; Oct 9, 2015

### [Trayak Selected by CIO Review for 20 Most Promising Manufacturing Technology Solution Providers](#)

FREMONT, CA, Oct 28, 2014: CIO Review

## Trayak's Sustainable Solution Suite:

**COMPASS** (Comparative Packaging Assessment) facilitates more informed material selections and design decisions by providing visual guidance on a common set of environmental indicators spanning a package's entire life cycle. Endorsed by GreenBlue's **Sustainable Packaging Coalition**, this application puts the power of Life Cycle Assessment (LCA) into the hands of the design professionals so that key environmental performance indicators can be easily incorporated into the concept development and material selection steps of the packaging design process.



**COMPASS**

endorsed by



**SUSTAINABLE PACKAGING  
COALITION\***

**EcoImpact** analyzes materials, manufacturing processes, transportation options, and end-of-life scenarios to help you design better products and packages. Performing Life Cycle Assessment (LCA) in the early stages of product design allows for better decisions to be made while reducing costs and compliance risks. Armed with powerful LCA information, design, material, and manufacturing alternatives can be quickly evaluated to optimize sustainability.

**EcoDesigner** LCA (Life Cycle Assessment) software provides CAD designers with the insight to quantify the effects of material decision, sourcing options, and manufacturing processes from directly in the design environment.

**EcoScore** software solution enables you to determine which products contribute or detract from your company's Corporate Sustainability Report (CSR) goals. EcoScore allows you to track the metrics that are most important to your company.

**EcoLabel** allows companies to track and validate their product Bill of Materials against these EcoLabel requirements. With seamless PLM and ERP integration, Trayak's EcoLabel solution incorporates EPEAT requirements directly into new product development processes and makes it easy to design for EcoLabeling and Ecolabeling specifications.

---

**MyGizmo**- Trayak's recently released mobile application is bridging the gap between technology and sustainability. The platform leverages a user's social network and local community to create a marketplace for buying, selling, and trading of secondhand electronic devices. Available for both iOS and Android platforms, MyGizmo empowers average consumers to become a part of the growing trend to redistribute previously owned electronic devices.