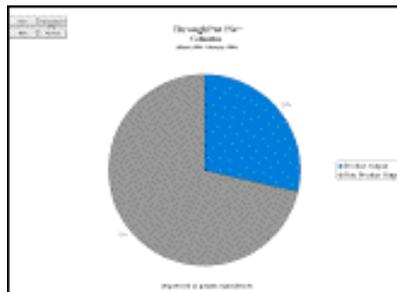# If a picture's worth a thousand words, the *right* picture can be worth millions of dollars.

An innovative food processing company identified (as a result of our Metabolic analysis) a zero-waste strategy with the potential of producing greater profit from the former "waste" stream than from the company's primary product line.

Our Business Metabolics™ KPI (key performance indicator) system determined that the company produced nearly 75% NonProduct — *after* recycling.

The ThroughPut Pie™ shocked the executive team, which prided itself on the company's above average environmental commitment. This performance was far better than beverage industry averages (90-95% NonProduct!), but in the words of the CEO: "It makes no sense to pour stuff down the sewer that should have been in a bottle."

Within two weeks the company had made a commitment to "zero waste" strategy, and launched a design process to determine how to get there. The second surprise: eliminating the NonProduct – both through improved efficiency, and by using the NPO as feedstock for a sequence of "secondary" processes – could potentially boost company profits by 50-100%.

Business Metabolics: *Insight* Engine

The ThroughPut Pie is just one of the many "insights at your fingertips" offered by Business Metabolics as dynamic, interactive visual analyses. It graphically compares the energy and material flows, and the productive and non-productive outputs, of any system – business or facility, process or industry, community or region.

Business Metabolics is web-based KPI (key performance indicator) software that streamlines the collection, analysis and reporting of environmental performance data—and enables your company or community to better use that often neglected data to support better *business* decision making. Business Metabolics combines a deep and robust architecture with an easy to use interface to provide unmatched flexibility, power and security – for material flow analysis (MFA), corporate environmental reporting (CER) and for business decisions that deliver "sustainability" right to the bottom line.

Natural Logic
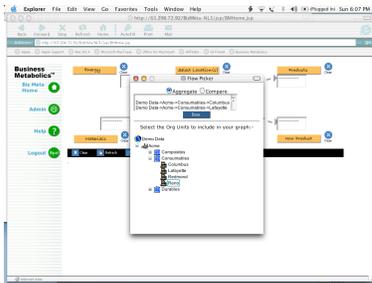Sustainable performance you can take to the bank.™
1-877-NatLogic • info@natlogic.com • www.natlogic.com

"Our people would actually *use* this!"

The Business Metabolics web-based KPI (key performance indicator) system streamlines your collection, analysis and reporting of environmental performance data—and enables your company to better use that often neglected data to support better *business* decision making.
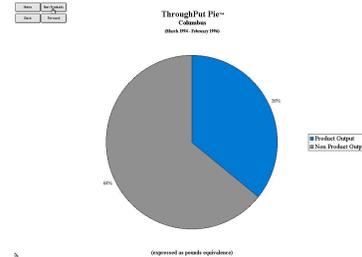
Benefits

- **Reduce cost, delays and errors** in performance data management and Corporate Social Responsibility (CSR) Reporting

- Quickly generate **visual analyses** of productivity, material flow and footprint

- Make performance data **available year-round**, not just annually

- Turn environmental reporting expenditures into an **investment in productivity**, by putting "wasted" and expensive data to use for business decision making

- **Drive continuous improvement**—and profitability—with better performance feedback

Features

- **Simple and intuitive**—In the words of one Fortune 100 executive: "Our people would actually *use* this!"

- **Efficient and economical**—"automagic" data collection for speed, accuracy and economy

- **Flexible and scalable**— easily "roll up" results and compare performance across resource classes, facilities, regions, divisions, companies, industries and supply chains
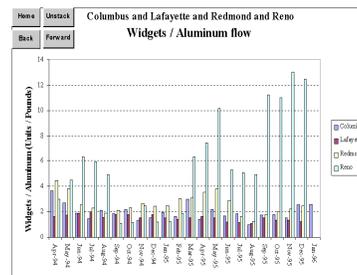
- **Robust and secure**—rock solid security for single plant or global company, hosted on your serves or ours

- **Standards based**—compliant with ISO and GRI standards

- **Versatile**—runs in any browser, on any operating system

- **Adaptable**—"layer on" any relevant metadata and attributes, from toxicity to greenhouse gases, from environmental footprint to criticality of supply

Deployment

Deployment begins with an indicators workshop with your cross-functional team, to model resource flows, select initial key indicators, and design data collection strategies. Then you can choose:

- **Turnkey installation**—hosted on your servers, behind your firewall

- **Hosted web application**—hosted on our secure servers, and available in your browser

- **KPI service**—Natural Logic manages data and data entry on your behalf

Contact

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