

TRANSLATION:

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CO₂ Balance: babydream-diaper

The CO₂ balance shows, which diaper product out of the Dirk Rossmann GmbH assortment, is most climate friendly. The following products were compared:



weight-reduced babydream-diaper



conventional babydream-diaper

Comparison

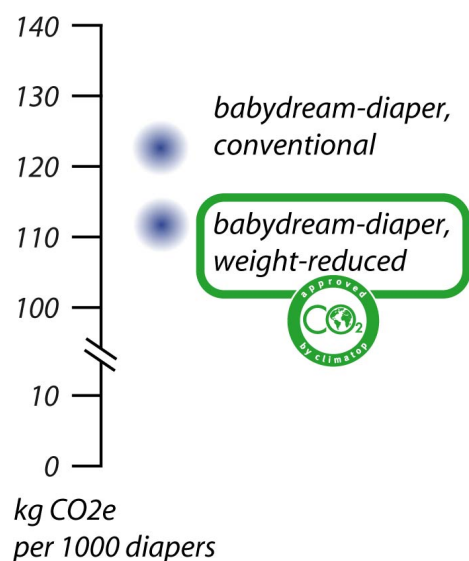
The climate relevant emissions of the newly designed weight-reduced babydream-diaper were compared with the conventional babydream-diaper. The greenhouse gas emissions (expressed in CO₂ equivalents) were summed up over the whole life cycle of the diapers i.e. all relevant material flow and energy flow were considered (“cradle to grave”). This includes providing raw material and the disposal of the diaper in addition to the production. Furthermore the overall environmental impact was analyzed as an additional assurance.

Results

The product comparison shows that the weight-reduced babydream-diaper has a significantly lower climate impact than the conventional babydream-diaper or similar products.

The CO₂ emissions of the weight-reduced babydream-diaper are significantly lower because of the resources savings. Despite the reduced fluff pulp consumption, in particular through the optimized use of super absorbent, a consistently good functionality is achieved.

Moreover, the weight-reduced babydream-diapers are packed more compact, which also leads to savings in transportation and thus leads to savings in greenhouse gas emissions. Thanks to the new production machines for the weight-reduced diapers almost 30% less manufacturing energy is needed.



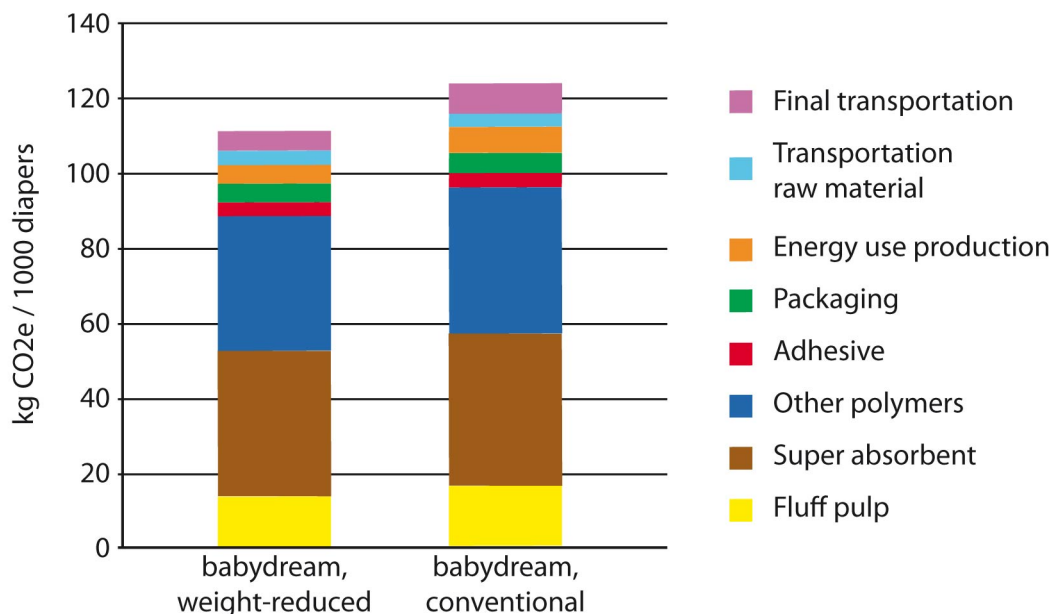
The babydream-diapers were re-designed by Dirk Rossmann GmbH in collaboration with their production partner considering the objective to decrease CO₂ emissions. The savings were achieved through an innovative adaptation of the diaper structure, which allows a weight reduction of the relevant constituents.

This is a climate change focused innovation by the R&D department. Moreover the necessary fluff pulp comes exclusively from certified sustainable managed forests.

The weight-reduced diapers allow savings of 2900 t CO₂ emissions per year. This is equal to 24'000 car drives (200 g CO₂ / km) from Hannover to Berlin and back (600 km).

Greenhouse gas emissions

IPCC (2007) 100a



The figure above illustrates where exactly the greatest climate impacts can be found: The largest CO₂ quantities are accumulated on the used raw materials (fluff pulp, super absorbent, other polymers).

The new babydream-diaper allows lowering the emissions – with the fluff pulp about 15%, super absorbent 4%, polymers about 8%, with the production energy about 28% and because of the lighter weight with the final transport about 32%.

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