



➤ ***Sustainability***

June 3-5, 2020

Swag Bag

Deep Dive ◀



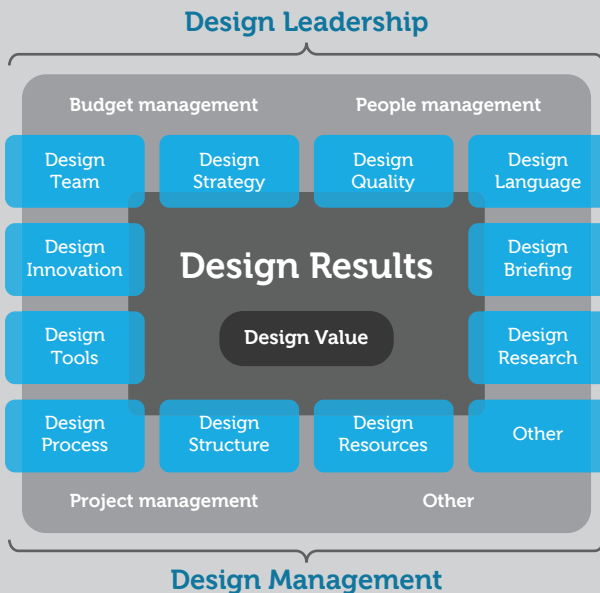
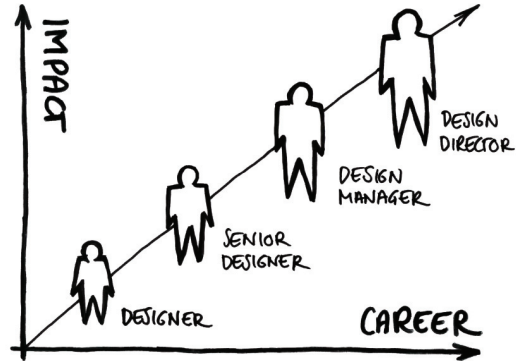
We educate professionals
in design management
and design leadership.

WANT PROOF? WITHIN A YEAR OF
THEIR* PROGRAM, MORE THAN:

50% grew their design
budgets + responsibilities

55% of our graduates
were promoted

60% of our graduates
received a pay raise



Design Academy
Learn the basics of managing design

Grow powers many
internal training
programs for world
leading companies
across all industries.

IDSA

• Grow has partnered
with IDSA to offer
training in design
management and
design leadership to
deliver maximum
design value across
the triple bottom line
(people, planet, profit).

www.designleadership.academy

* since 2012 more than 1200 professionals in various design & development roles from over 100 world leading companies have participated in Grow. We educate folks from both industry & agencies roles

Kimberly-Clark

SONY

Johnson & Johnson

Samsørite

Reckitt
Benckiser

Hasbro

BDF
Beiersdorf

Unilever

LEGO

gsk

INSPIRATION THAT IS SUSTAINABLE



SHERWIN-WILLIAMS®

FROM PLASTIC TO POWDER

POWDURA® ECO POWDER COATINGS | PLASTIC WASTE TRANSFORMED.

EMPOWER YOUR CONSUMERS

Consumers want to feel good about the purchases they make and often consider sustainability before the transaction stage. By using Powdura ECO, you can differentiate your finished goods with recycled materials that don't skimp on performance – a sentiment both you and your consumers can celebrate.

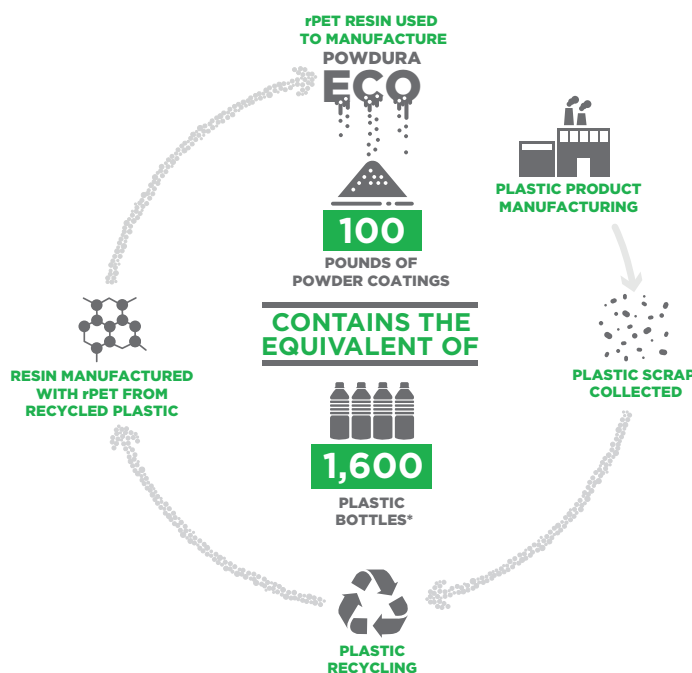
PUTTING WASTE TO WORK

The innovation behind these polyester TGIC and TGIC-free Powdura ECO powder coatings is extraordinary. Plastic waste converts into a durable, high-performing polyester resin that contains 25% pre-consumer recycled plastic (rPET). Each pound of Powdura ECO coatings contains the equivalent of 16 single-use recycled plastic bottles and delivers the same performance as conventional polyester powder coatings.

OUR COMMITMENT TO SUSTAINABILITY

Sherwin-Williams focuses on bringing sustainable coating solutions to market, and we are committed to leading the development of sustainable processes that help to preserve natural resources. Whether we're assessing programs focused on employee safety or ways that we can effectively conserve resources, protecting the world we live in is a core value that has been with us since 1866.

Visit oem.sherwin-williams.com to learn more about our commitment to sustainability.



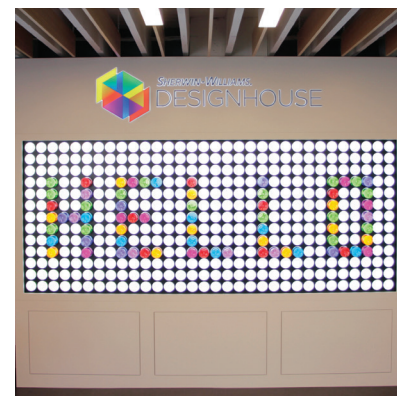
*Each pound of Powdura ECO coatings contains the rPET equivalent of 16 single-use plastic bottles.

WHERE INSPIRATION LIVES AND COLOR COMES ALIVE

A first-of-its-kind facility for the industrial market, **DesignHouse** – located in Minneapolis, MN – is a unique space where teams can collaborate, find inspiration, and receive assistance with increasing speed to market for new colors and products.

With help from our color experts, we can shorten the distance from concept to reality – limiting the number of iterations to match new, complex finishes and ensure color harmony across a range of technologies.

Visit designhouse.sherwin.com to learn more about our color capabilities and download a copy of our trends forecast.





Design a more sustainable world

80% of a product's environmental impact is determined at its design phase. So your work is incredibly important. Thank you for joining us today to share your ideas for how to make it easier.

But you don't have to wait to start. Many solutions and strategies already exist that can help you optimize your products and minimize that impact. We've shared some of our guiding principles below, along with some favorite resources.

Guiding principles →

Go lightweight and durable

Use simulation in the design phase to ensure that your final products are optimized for mass and durability, with less waste.

- With generative design in **Autodesk® Fusion 360®**, you can lightweight and optimize for different manufacturing conditions.
- For quality and durability, simulate and optimize in **Inventor®**, software, or work with your production team on nesting. Common strategies include using **Tolerance Advisor**, running a Nastran FEA analysis and nesting, connecting Fusion 360 with **NetFabb®**.

Design for disassembly and reassembly

Design products and choose materials that make it easier to reuse parts, perform repairs, and recycle components.

- Avoid mixing materials, ensure clearance for screwing and unscrewing, and avoid glue.
- Leverage joint animation feature to simulate the assembly and disassembly process, ensuring collision avoidance.

Select better materials

Be mindful of the materials you select. Choose those that are less toxic, more recyclable, and whenever possible, recycled.

- With Fusion 360 software, you can simulate and optimize for different recycled materials.
- For more advanced users, **Moldflow®** lets you simulate how greener, less toxic, recyclable or recycled materials will perform in a product. It includes over 10,000 materials in its database.

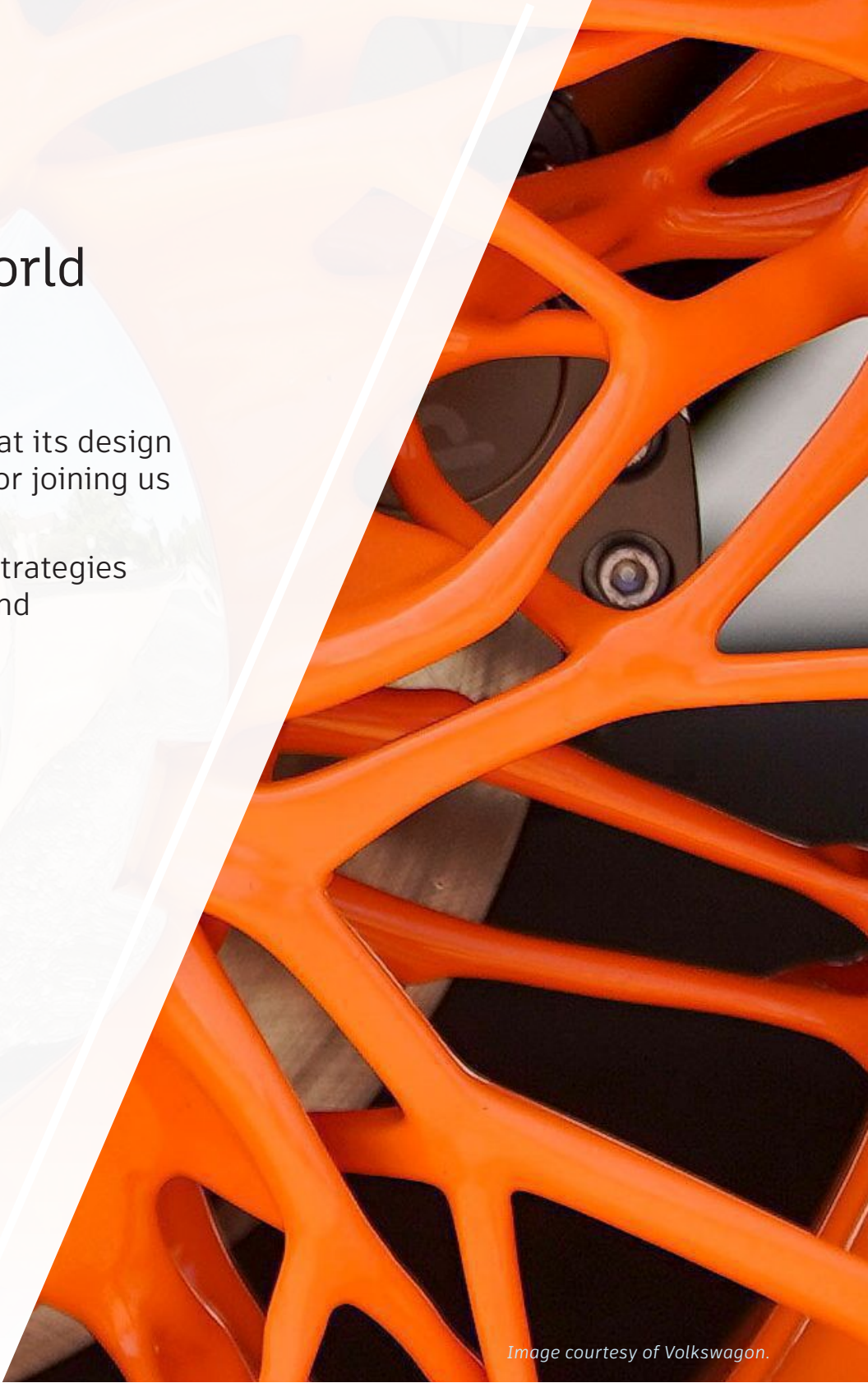


Image courtesy of Volkswagen.



A GM seat bracket is 40% lighter and 20% stronger than the previous model. [Read More >](#) Image courtesy of General Motors.



This VW wheel was redesigned and is 18% lighter. [Read More >](#) Image courtesy of Volkswagen.



A.I chairs for Kartell by Starck, designed with generative design in Fusion 360, are made with 100% recycled material. [Read More >](#) Image courtesy of Kartell.

Learn about Fusion 360 →

[Free for startups →](#)

[30% off for commercial companies →](#)

More resources:

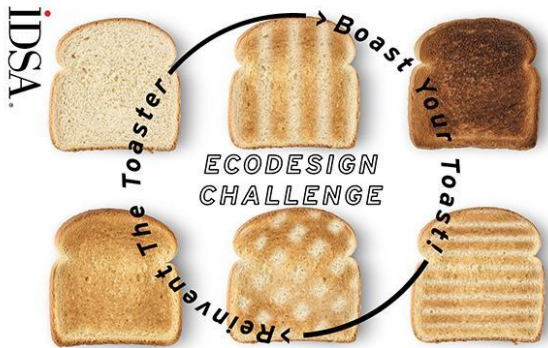
[Sustainability at Autodesk →](#)

[Sustainability insights and inspiration →](#)

[Contact an expert →](#)



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BOAST YOUR TOAST! Reinvent the toaster

Sustainable Minds and IDSA invited you to reimagine the toaster to differentiate and position an existing kitchen appliance manufacturer, or a new company that you imagine, as a leader in high-performance home appliances with environmental performance' as a key component of the story. **Learn about the Challenge and see the winners:**

grabcad.com/challenges/boast-your-toast-reinvent-the-toaster

Sustainable Minds easy-to-use, cloud-delivered Eco-concept + Life Cycle

Assessment Software makes it possible for designers and manufacturers to dynamically estimate, evaluate, compare and improve their products' environmental performance by integrating life cycle thinking and LCA into their product development processes.

Affordable pricing for business and education!

Sign up for a free trial account:

sustainableminds.com/get-started

10% discount

For IDSA members and Deep Dive attendees

