

Quantifying Sustainability Impact: How SS ISO 14067 Builds Product Credibility & Consumer Trust



In today's climate-conscious world, it is essential for product manufacturers to establish credible and verifiable measures of their products' environmental impact, not only to facilitate market access but also to strengthen their reputation and build greater trust with their consumers. SS ISO 14067, titled "Greenhouse gases – Carbon footprint of products – Requirements and guidelines for quantification", provides a clear and internationally recognised framework for quantifying the carbon footprint of products (CFP). This helps companies verify and articulate the environmental impact of their products with confidence.

Key Features of SS ISO 14067

SS ISO 14067 defines the key principles that companies should follow in determining their CFP and standardises methodologies for quantifying either the full or partial carbon footprint of a product. To ensure a robust verification, the standard provides clear guidelines on identifying the different scientific approaches that can be used to robustly calculate the CFP. This ensures rigour in the verification process, while allowing some flexibility to account for unique characteristics of different product types.

SS ISO 14067 also offers guidance on interpreting and communicating the results, allowing companies to streamline and standardise how they present their product's environmental impact. This improves the transparency of the data and enable product manufacturers, consumers and all stakeholders across the value chain to make better-informed decisions. Furthermore, it encourages continuous improvements on each product's environmental performance.

By providing a holistic framework for the entire CFP verification process, SS ISO 14067 enables companies to verify and disclose product-level GHG emissions with confidence and credibility, thus granting them a competitive advantage in multiple markets. Additionally, it allows them to be future ready, so as to facilitate market access and meet emerging environmental regulations such as the EU Carbon Border Adjustment Mechanism and the Green Claims Directive.

Case Study: C&R Interiors

Established in 1977, C&R Interiors Pte Ltd is a system furniture manufacturer with over 49 years of experience delivering high-quality system furniture solutions across multiple markets in Southeast Asia and China. The company focuses on ergonomics, functionality, and sustainability, achieving revenues of over SGD 22 million as of the end of 2024.

C&R Interiors is committed to reducing environmental impact across its operations and product lifecycles. Its overall sustainability approach is guided by three pillars: responsible manufacturing, sustainable materials and carbon footprint management. Guided by these principles, the company has taken significant steps to reduce its carbon footprint, including installing solar panels at its Joo Koon Regional Headquarters to reduce reliance on fossil fuels.



Solar panels installed at C&R's Joo Koon headquarters to reduce fossil fuel reliance

Adopting SS ISO 14067

C&R recognised that the quantification of the carbon footprint of its products could generate meaningful business outcomes, such as:

- 1. Market Compliance:** More stringent sustainability criteria in tender evaluations necessitate carbon quantification at both product and operational levels
- 2. Competitive Advantage:** Staying ahead of the curve by meeting growing customer demands for environmental transparency, particularly as overseas manufacturers increasingly provide carbon footprint data to their clients
- 3. Key Differentiator:** Standing out as a regional sustainability leader in the furniture industry and while improving brand visibility and recognition with consumers
- 4. Strategic Alignment:** Establishing foundational capabilities to achieve long-term net-zero emission goals

These factors encouraged C&R Interiors to embark on its product carbon footprint journey in 2024, with SS ISO 14067 providing a robust and internationally recognised framework to achieve its goals.

The company faced challenges at the outset, which stemmed from a lack of experience in conducting GHG emission quantification coupled with the complexity of data collection from both internal processes and its supply chain. The standard provided C&R Interiors with comprehensive guidance anchored on the adoption of a holistic lifecycle perspective, supported by the principles for carbon quantification and reporting. To overcome these challenges, C&R Interiors, in consultation with Nexus Quest Pte Ltd, customised a methodology to accurately quantify the carbon footprint of 16 products within six months. These product carbon footprints were subsequently verified by a third-party certification body. This achievement places C&R Interiors amongst the first few office furniture manufacturers in the South East Asia region to disclose their product-level carbon footprint, demonstrating their commitment to transparency, accountability, and sustainable practices.

The verification revealed that raw material sourcing and the energy consumed during manufacturing were the primary drivers of the products' carbon footprint. In contrast, transportation and on-site installation had minimal impacts. These insights enabled C&R Interiors to focus on prioritising improvements in material selection and production efficiency.



Based on CFP study, C&R's production facilities decided to adopt E0-grade melamine panels as the standard material for tabletops to improve environmental quality and support user well-being



Featured above are Alpha and Yogo desks, two of the 16 furniture that have completed their CFP study and are now certified to SS ISO 14067

Benefits of Implementation

Through this CFP verification, C&R Interiors achieved several key benefits across operations, capabilities and market positioning:

- 1. Productivity and Efficiency:** SS ISO 14067 streamlined the CFP quantification process. The implementation of a cradle-to-gate lifecycle approach encouraged the integration of the 5Rs – Refuse, Reduce, Reuse, Refurbish and Recycle – into manufacturing workflows. This reduced material waste, associated GHG emissions, and production downtime.
- 2. Building Capabilities:** The framework helped the company develop a system to quantify embodied carbon in raw materials based on a detailed Bill of Material (BOM) breakdown. This capability allowed C&R Interiors to verify the environmental impact of its activities at each stage of the product lifecycle (e.g. raw material delivery, production, delivery and site installation), enabling targeted improvement.
- 3. Market Access and Business Continuity:** Through ISO 14067 certification, C&R Interiors is now better positioned to compete for projects that emphasise sustainability considerations (e.g. projects located within commercial buildings with higher environmental standards or projects with stricter sustainability criteria) and enter markets with stricter sustainability requirements. The certification will also help mitigate risks from evolving regulatory requirements across various markets, enhancing business resilience.
- 4. Enhanced Communication and Reputation:** The adoption of CFP helped align internal teams (i.e. sales, production, operations and supply chain departments) on the company's sustainability goals and direction. Externally, it enabled clearer, data-driven discussions with customers and stakeholders on environmental performance.
- 5. Capability Development:** Implementation of the standard has enhanced workforce capabilities across the company. For instance, the sales team can now better respond to customer requirements, while the supply chain team is better equipped to convey sustainability expectations to suppliers.

Looking Ahead

C&R Interiors plans to expand its use of SS ISO 14067 to more product lines across its regional facilities. The company also intends to enhance public communication about its certified CFP product lines, and may consider leveraging this information for Environmental Product Declaration (EPD) initiatives as part of its long-term sustainability roadmap. By sharing its accumulated know-how with business partners, C&R Interiors hopes to further embed sustainability into its value chain.

The company is confident that its continued CFP efforts will help expand its business footprint and increase overall revenue.

Recommendations for Organisations Considering SS ISO 14067

Having successfully navigated the SS ISO 14067 certification process, C&R Interiors offers the following recommendations to other organisations embarking on this journey:

- 1. Start Small:** Begin with the most critical products or product lines to avoid overextending resources during the quantification process.
- 2. Focus on the Journey:** Recognise that the goal is not simply to calculate the carbon footprint of all products, but to use the standard to drive measurable improvements in environmental performance over time.

By implementing SS ISO 14067, C&R Interiors demonstrates how manufacturers advance from unverified, self-reported metrics to internationally recognised standards, enhancing transparency, credibility and competitiveness in today's environmentally-conscious marketplace.