

WHO AND WHAT IS MÅLBAR?

MÅLBAR is a young and ambitious consultancy specialized in footprint reductions and has developed a digital tool capable of measuring the environmental impact of products. [The screening tool](#) calculates the whole life cycle of a product and complies with the EU's [Product Environmental Footprint](#) (PEF) standards.

Målbar has [4 main purposes](#)



[Measure](#) : use Målbar to calculate all environmental impacts from your products.



[Report](#): Use Målbar as a foundation for your strategic business work. E.g. CSRD, GhG etc.



[Reduce](#) : use Målbar to effectively reduce footprint through simulations and detailed insight.



[Communicate](#): Use Målbar to communicate product environmental impacts and new insights in a credible and understandable way.

The screening tool is user-friendly and can be operated by anybody. It is simple on the outside and very complex and detailed on the inside. It is continuously being developed and updated with new data on materials, production methods, energy, etc.

From product screenings to detailed data overview

In addition to the product screenings, Målbar also offers a tool that - based on one's product screenings - creates comprehensive and detailed data overviews of the complete product portfolio and value chain.

This tool makes it possible to get a full overview and to dive into all the different details about a product and into different parts of the value chain.

This enables users and their businesses to evaluate their sustainability strategies and set business targets based on real data.

Making data relatable and useful

Målbar was founded by Jakob Aaen and Anders Koefoed in April 2020, with the goal of democratizing life cycle screenings within the furniture and design industry. Målbar wants to provide accessible, valuable, and useful data about the environmental impact of industrially manufactured products and to offer understanding and knowledge about how to reduce the footprint most efficiently on both product level and company level.

Today, the company counts 17 [employees](#), all passionate about working in an innovative organization that strives to create actual, positive change in the world.

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