All your product variants in one screening



How the variant setup in Målbar LCA saves you time and gives you a full overview of every SKU you sell

MÅLBAR

All product variants together in one screening

A sofa is rarely sold as one product. It can come in 30 fabrics, each in 10 colours, with a choice of filling, legs and leg length. Every product variant has its own SKU, and every SKU is something a customer can order, ask about and expect documentation for.

With the Målbar LCA variant setup, you get all your product variants in one screening.

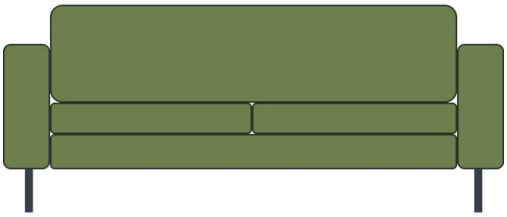
You no longer need one screening per colourway. One screening holds the whole series, and you get a single overview of every product variant with its own name, SKU and EAN.

The variant setup is also the foundation for third-party verification and end-consumer communication across your full range, not just the best-selling SKU.

In this guide, a **product variant** is the finished combination, for example blue fabric with oak legs. A **variant** is what you can choose, for example fabric or legs.

AN EXAMPLE

One 2-seater sofa series



Fabric, colour, filling, and legs + length are variants. Målbar LCA combines them all in one screening.

Fabrics	30
Colours per fabric	10
Types of filling	2
Types of legs + length	12

Number of product variants

30 × 10 × 2 × 12

7,200 SKUs

in one screening

Illustration: One sofa series set up in Målbar LCA. Four variants combine into 7,200 SKUs, all calculated from one screening. Each SKU keeps its own result.

Why brands work with variants

- Create thousands of SKUs in the time it takes to set up one screening
- Keep one screening per product series instead of one per product variant
- Update a fabric or component once, and every screening is updated with it
- See every product variant with its name, SKU and EAN in one overview, and find any of them by search
- Get a result for every single SKU, calculated on its own material data
- Build the documentation you need for third-party verification and end-consumer claims

The time you can save

Without the variant setup, every new colour or fabric means another screening to build and maintain. With the variant setup, you can save that time. See the example below.

	One screening per SKU	With the variant setup
One sofa series	7,200 screenings to build and keep up to date	**1 screening** with 49 options across four variants
Eight sofa series	57,600 screenings	**8 screenings** sharing one set of variant combinations
Overview	Thousands of near-identical screenings to keep track of	**One overview** in Insights, and every product variant searchable by name, SKU or EAN in the platform

SCALING IT UP

Eight series, one shared set of variants

In Variant Axes, a menu item in Målbar LCA, the variant combinations are lifted out of the individual screening. Fabrics, colours, fillings and legs are kept in one place and applied across all eight series: **30 × 10 × 2 × 12 × 8 = 57,600 SKUs.**



How it works

1. **Build components**

   Build new components or reuse existing ones. All component types work.

2. **Define the variant axes**

   Create the variant axes, for example fabric, colour and legs, with a default amount and waste for each option.

3. **Enrich the screening**

   Add the variant combinations to your screening and adjust amount and waste where this product differs from the default.

4. **Create the combinations**

   Målbar LCA generates every product variant and calculates the full life cycle for each one.

5. **Add name, SKU and EAN**

   Give each product variant its name, SKU and EAN, directly or via CSV upload.

Where to define a variant combination

Is the variant combination used in one product?

Define it on the screening

The variant combination belongs to that screening alone and is enriched with components directly there. Use this for options only one product has, for example a tabletop offered on a single table.

Is the variant combination used across several products?

Define it in Variant Axes

The variant is built once in Variant Axes and attached to as many screenings as you need. Add a new fabric, and every screening using it follows automatically.

The rules

- All product variants belonging to a screening share the same screening input and master box. A different master box means a separate screening
- Full life cycle results require a master box, a country share defined in Målbar LCA and a product category on the screening
- If you do not set a default variant, the result shown for the screening is the highest-emitting product variant

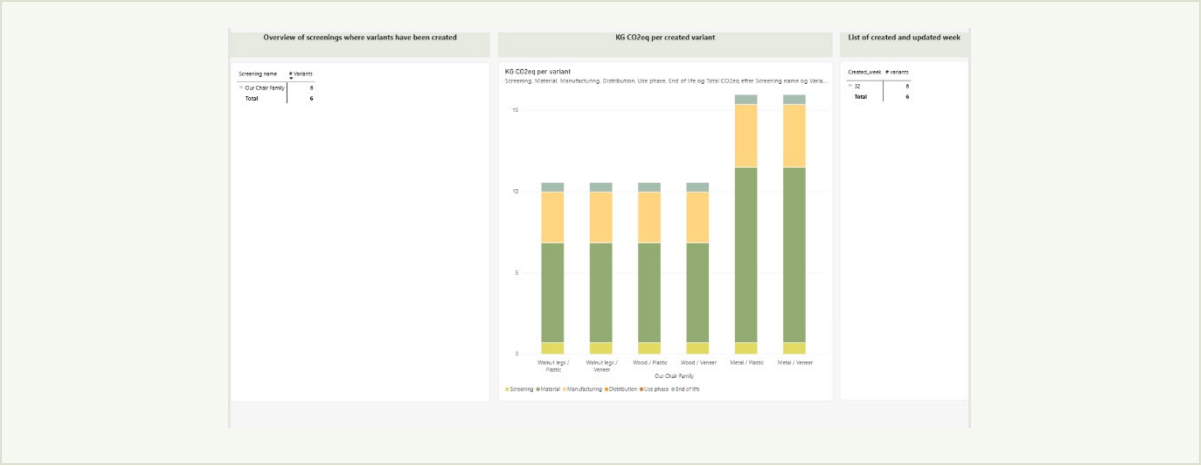
All your product variants at a glance

Once your product variants are set up, Målbar LCA keeps track of them for you. You can step back and see all product variants or go straight to a single SKU.

Variant overview in Insights

The Insights section has a Variants tab that brings every product variant across your screenings into one place. It uses the screening data you already have, so there is nothing to set up: open Insights and select Variants.

- See how many product variants each screening contains
- Select a screening to compare its product variants side by side, in kg CO_2eq per product variant split by Material, Manufacturing, Distribution, Use phase and End of life
- Spot which product variants appear at the high and low end of the results
- Follow when product variants were created, week by week



Comparing product variants in Insights supports internal decisions. To tell customers that one product variant has a lower footprint than another, both must be calculated with the same method and scope in Målbar LCA, and the figures should be third-party verified.

Search by name, SKU or EAN

The Variants tab on each screening has a search field. Type a name, SKU or EAN and the list narrows to the matching product variants. When a screening holds dozens of product variants, you no longer need to scroll to find the one you are after. It is also a quick way to check which product variants have a SKU or EAN attached.

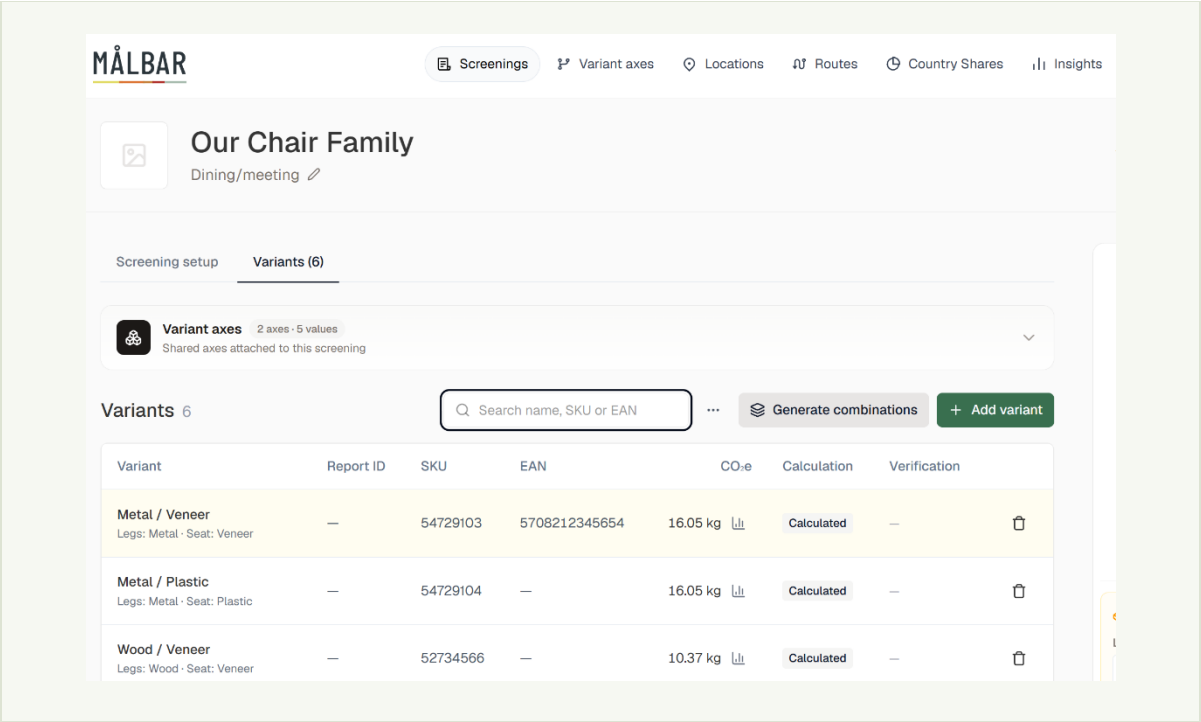
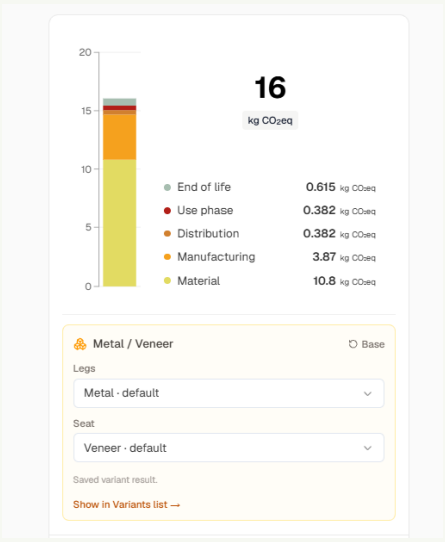


Image: Search on the Variants tab of a screening in Målbar LCA

You can also find your overview in the results panel on the right. The result at the top changes with your selections.



See the CO_2eq range for each product family

The Screenings overview shows the range for each product family. Below the main result in the kg CO_2eq column, you see the lowest and highest result across the family's product variants. So before you open a screening, you already know how far apart its product variants are, and whether a choice of material or legs makes a real difference.

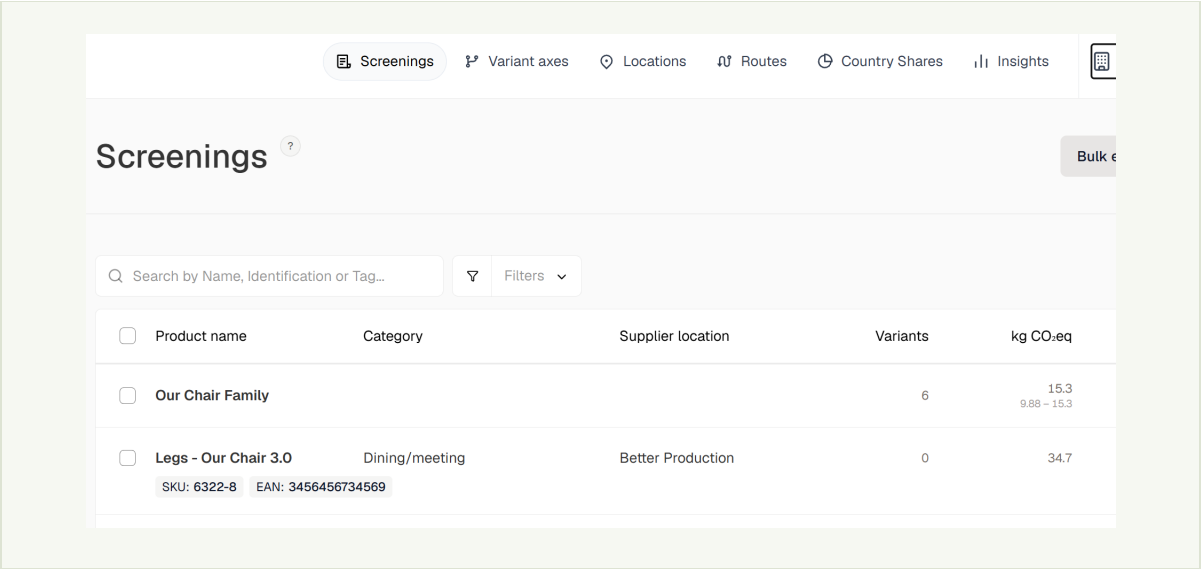


Image: The Screenings overview, with the lowest and highest product variant result shown for each product family

Verified climate figures you can use in B2C communication

A variant screening is the first step towards climate figures you can put on a product label, a webshop or a sales document. Once every product variant has a name, SKU and EAN, the screening can go through Målbar's verification readiness check and on to independent third-party verification to ISO 14040 and ISO 14044 with FORCE Technology.

1. **Screenings performed**
   Including product variants
2. **Contractual agreement**
   Scope, deliverables and price agreed
3. **Målbar verification**
   Readiness gate, two Q&A rounds
4. **ISO 14044 verification**
   By FORCE Technology, two Q&A rounds
5. **Verification complete**
   Third-party sign-off obtained
6. **Communication released**
   Main report plus SKU-unique variant report

5 years

The third-party verification is valid for five years

Every SKU

Each product variant gets its own result in the variant report

Europe

The verified results can be used in B2C communication across European markets

What your marketing team can use this for

Verified figures give marketing something concrete to work with for every SKU in the range: product labels, product pages, sales documents and answers to retailers and tenders. Under EmpCo (Directive (EU) 2024/825) and the Danish Consumer Ombudsman's guidance, a CO_2eq figure is acceptable when it is verified by an independent third party, worded concretely and neutrally, and clear about what any comparison is based on (sources on the last page).

This works

"Climate footprint: [X] kg CO_2eq per sofa over its full life cycle. Result obtained through Målbar LCA. Third-party verified to ISO 14040 and ISO 14044 by FORCE Technology."

Avoid this

"A climate-friendly sofa", "CO_2-neutral" or "greener than the rest". General claims like these are restricted under EmpCo and risk being seen as misleading.

FAQ

What counts as a product variant?

A finished combination of options, such as a sofa with blue fabric and oak legs. All product variants in a screening share the same screening input and master box. Typical variant axes are colour, fabric, filling, surface treatment and leg type.

Do all product variants have to share the same master box?

Yes. Every product variant attached to a screening must share the screening input and the master box. Anything else needs its own screening.

Can product variants cover different sizes of the same product?

Only if every size shares the same screening input and master box. If they differ, the variant setup is not the way to handle sizes, and each size needs its own screening.

Are results averaged across the series?

No. Each SKU is calculated on its own material and process data. The variant setup changes how efficiently you build the screening, not how the calculation works.

Do I need SKU and EAN numbers?

They are mandatory for third-party verification, and they make your overview much easier to work with even if you do not verify. You can pull a CSV, fill it in and upload it again.

Can I see which screenings use which variants?

Yes. The Variant Axes library lists every variant with its options, its components and the number of screenings using it. Hover over 'Used by' to see which screenings the variant is part of.

Who carries out the verification?

FORCE Technology, as independent third party, verifies to ISO 14040/44. Målbar prepares your screening for verification beforehand.

What does verification cost?

The price depends on the quality and amount of input and the number of product variants. We will give you a quote once the scope is clear.

When do we need to re-verify?

If your input data changes significantly, for example a new material or supplier. Keeping track of this is your responsibility as the brand.



CONTACT

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Want to see the variant setup in action?
Log in to Målbar LCA, or find step-by-step guides in Målbar Academy.

Sources

Directive (EU) 2024/825 (EmpCo), in force since 27 September 2026. See the Annex, new points 4a (generic environmental claims) and 4c (claims of neutral or reduced impact based on offsetting): eur-lex.europa.eu/eli/dir/2024/825/oj

Forbrugerombudsmanden, "Virksomheders miljømarkedsføring: Forbrugerombudsmandens anbefalinger" (2024), the Danish Consumer Ombudsman's recommendations for environmental marketing: forbrugerombudsmanden.dk/longreads/virksomheders-miljoemarkedsfoering-forbrugerombudsmandens-anbefalinger

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