

## FULL PRODUCT TRANSPARENCY ARRATIA RAMON%0A

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Editor's note: This article is extracted from the book Full Product Transparency (D Sustainability, December 2012) by Ramon Arratia, sustainability director at Interface EMEA.

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**Full Product Transparency: Cutting the Fluff Out of ...**  
Full Product Transparency (FTP) is a clear mechanism for showing the environmental impacts of your products and it has been shown to revolutionize and align consumer behavior, supply chains, policy-making and reporting. This DoShort will provide you with an understanding of how this works and how to implement FTP in your organization.

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