

## HOW NATOO TURNED COMPANY-LEVEL SUSTAINABILITY INTO CERTIFIED PRODUCT-LEVEL CLAIMS

CASE STUDY

### Overview

As sustainability expectations within the pet industry increased, Natoo faced a critical challenge: company-level commitments were no longer enough. Retailers and consumers wanted product-level proof supported by credible third-party verification. To meet this demand, Natoo pursued a unified framework to measure product carbon footprints, secure ClimatePartner certification, redesign packaging for recyclability, and offset plastic responsibly.<sup>4</sup> These initiatives created a scalable climate accountability model built on integrated certification, packaging redesign, and public transparency.

### About Natoo

Natoo was developed by Premierpet, the first company to produce super premium pet food in Brazil. Crafted in a LEED Gold-certified, 100% solar-powered facility, Natoo products are made with ethically sourced ingredients and rigorous safety standards. A Pet Sustainability Accredited Business and ClimatePartner certified brand, Natoo is committed to Better Pets. Better Planet.™

Since 2022, the company has reduced carbon emissions by 26,000 tons compared to conventional electricity and boiler energy in Brazil, with 16,000 tons compensated through carbon-free energy. Through Carbon Free Brasil, Premierpet also offsets emissions using UN-certified renewable energy credits from the Jirau Hydroelectric Project, which provides renewable electricity to more than 40 million people.

Additionally, they offset 100% of their plastic used in Brazil through Polen's certified plastic recovery program.<sup>1</sup>

### Takeaways

#### Lead with verified carbon data



Establish accurate product carbon footprints before pursuing certification to ensure credibility and streamline third-party validation.

#### Integrate measurement with packaging action



Pair emissions accounting with recyclable packaging design and plastic offsets to deliver a cohesive, certified climate strategy.

#### Make sustainability transparent and auditable



Use measurable, third-party-verified reporting to build retailer trust, strengthen partnerships and reduce the risk of misleading environmental claims.

### The Challenge

As of 2022, Natoo had already invested heavily in renewable energy, emissions reduction and conservation, yet lacked a way to translate company-level sustainability investments into product-level claims visible on retail shelves and digital marketplaces.

Both retailers and consumers increasingly demand product-level proof of climate claims and expect visibility beyond marketing language. The opportunity was to formalize sustainability into a measurable system that connected operations, packaging decisions, and verified reporting, while remaining scalable across markets such as the US.

### The Solution

Natoo defined four objectives:

1. Quantify product carbon footprints.
2. Secure third-party certification.
3. Redesign packaging for improved recyclability.
4. Offset plastic responsibly.

*"Responsible growth requires a measurable foundation. By certifying our footprint and redesigning packaging, we built a scalable climate accountability model that proves sustainability and business performance can move forward together."* – Fernando Torres Maluf, VP International Business



**To measure impact and secure third-party certification**, the company worked with ClimatePartner to calculate product-level carbon footprints across key lines. These measurements enabled ClimatePartner certification and supported verified cookstove projects that distribute efficient stoves to reduce wood use and emissions, alongside international ocean plastic recovery efforts.<sup>3</sup>



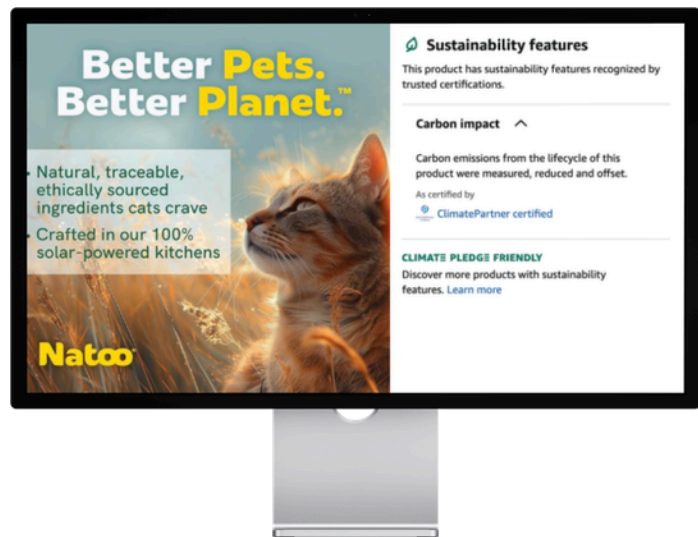
**To improve packaging outcomes**, Natoo transitioned its Crunchy Biscuit lines to recyclable mono-material packaging and moved Meal Topper packaging into a TerraCycle take-back recycling program where consumers can return pouches using prepaid envelopes for specialized recycling.



**To address plastic impact**, the company offset 100% of plastic placed on the Brazilian market through Polen's certified plastic recovery program.<sup>1</sup>



**Beyond credibility, product-level certification also unlocks visibility on digital retail platforms.** Products displaying Amazon's Climate Pledge Friendly sustainability badge see an average 12% sales lift, and 143 million customers have switched to certified products, demonstrating the market value of credible product-level claims.<sup>2</sup>



## What's Next

Natoo is expanding ClimatePartner certification across additional product lines while strengthening internal carbon footprint tracking processes. The brand's Crunchy Biscuits and Chicken Meal Toppers are officially ClimatePartner certified for carbon measurement and offset, providing transparent climate action insights that can be independently reviewed by partners and consumers.

Looking ahead, Natoo plans to scale plastic offset programs in line with evolving partnerships and operational capabilities. Packaging improvements, including increased recycled content and design efficiencies, remain a priority. The company also aims to strengthen carbon data practices across its supply chain, aligning with certification requirements and environmental best practices.

These efforts reinforce Natoo's commitment to transparency and verified reporting, strengthening its market position while delivering meaningful environmental and business impact.

## Call to Action

Your company-level commitments are the foundation.

**Bring your commitments from the operations level to the package level and give retailers and consumers proof they can see and trust at the product level.**

Don't just talk about sustainability. Build systems that prove it. Start by measuring product carbon footprints, engaging suppliers early and pursuing credible certifications. Design packaging with reuse, recycling or composting in mind. Transparent, verifiable climate action builds trust, reduces risk and strengthens long-term brand value

<sup>1</sup><https://www.creditodelogisticaversa.com.br/logistica-reversa-premierpet>.

<sup>2</sup><https://sustainability.aboutamazon.com/stories/sustainability-labels-are-shifting-shopping-decisions>

<sup>3</sup><https://projects.climatepartner.com/en/7018>

<sup>4</sup><https://www.terracycle.com/en-US/?srsltid=AfmBOoqYJYp8365kaNBS8ghL46sKOyO-A83LJwgH79ZAMrR3JI4iycY>

