



Design-for-Environment Webinar Features Experts from Design Chain Associates, Technology Forecasters, and Electronic-Product Companies

On April 7th, Technology Forecasters Inc. (TFI) President Pamela J. Gordon and Design Chain Associates (DCA) President Mike Kirschner will co-lead a 90-minute webinar entitled Design for Environment and Competitive Advantage. The webinar's aim is to give designers sound design parameters for efficient, compliant, lower-cost, and competitive products.

San Francisco, Calif. ([PRWEB](#)) March 8, 2010 -- On April 7th, Technology Forecasters Inc. (TFI) President Pamela J. Gordon and Design Chain Associates (DCA) President Michael Kirschner will co-lead a 90-minute webinar entitled Design for Environment and Competitive Advantage. The webinar's aim is to give designers sound design parameters for efficient, compliant, lower-cost, and competitive products. Registration is now open at <http://www.designchainassociates.com/webinar20100407info.html>.

According to Gordon, "The webinar condenses a proven day-long Design-for-Environment workshop to the pivotal and actionable steps electronics designers can take at their companies for achieving profitable DfE."

Gordon and Kirschner, who team up to provide full-day Design-for-Environment (DfE) workshops for electronics companies, will cover in the webinar the following topics:

- The strategic importance of DfE to designers, competitive products, risk reduction, and profitability;
- The similarities, differences, and trajectories of new regulations and standards;
- Training designers in using a DfE checklist while measuring environmental and financial benefits;
- Preparing the supply-chain for the coming wave of DfE requirements; and
- Q&A with two electronic-product companies strategically committed to DfE.

"We will enable webinar participants to start implementing profitable DfE at their companies starting immediately after this 90-minute webinar," says Kirschner.

The two guest speakers are from electronic-product companies Tellabs and Blue Coat Systems. Participants will have an opportunity to ask them questions about DfE implementation and the business reasons for which they trained their designers in DfE.

The 90-minute webinar will be held twice on April 7th -- once at a time convenient for Eastern North American and European participants (10:00 to 11:30 am Eastern Time / 4:00 to 5:30 pm Central European Time), and again at a time convenient for Western North American and Asia-Pacific participants (4:00 to 5:30 pm Pacific Time / 8:00 to 9:30 am the next day Beijing time zone). To register, go to <http://www.designchainassociates.com/webinar20100407info.html>.

About Design Chain Associates, LLC:

Design Chain Associates, LLC (www.DesignChainAssociates.com) provides services that help Electronics OEMs increase engineering, procurement, and production efficiency, product and operational environmental performance, and corporate profitability by ensuring that the right decisions about supply base and the environment are made during the earliest stages of the product lifecycle, and are built-in to corporate strategies and tactics.

We focus on helping manufacturing clients understand, comply with, track, and develop profitable strategies



around and beyond emerging environmental regulations like RoHS, WEEE, EuP, and REACH. San Francisco-based DCA has a local presence in other high-tech regions of the country such as the Austin/Houston corridor and the Boston region as well as around the globe through local associates. For more information, visit DCA on the web at <http://www.designchainassociates.com>.

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