



STARBOARD

How PIM Drives Sustainability Across the Business

Case Study





STARBOARD

Starboard is a world-leading water sports brand with its headquarters in Bangkok, Thailand.

The company specializes in designing and distributing paddleboards, windsurfing gear, and Stand-Up Paddleboards (SUPs) worldwide through its B2B e-commerce platform.

With over 25 years of experience in board design and development, Starboard is renowned for setting high standards of quality.

Its iQFOiL Windsurfing Class debuted at the Paris 2024 Olympic Games and Starboard's windsurfing designs were awarded with 2 Olympic disciplines towards the Paris and LA Olympic Games.



Starboard's Sustainability Journey

As a leader in water sports, Starboard acknowledged its impact on waste and carbon emissions and committed to driving positive change.

Net Positive

Starboard is committed to going beyond carbon neutrality by actively removing past emissions from the environment. For every board sold, the company pledges to remove 1.4 kg of trash from shorelines and plant one mangrove tree to help absorb carbon emissions.

Sustainable Head Office

Sustainability is woven into daily operations at Starboard's head office, where solar panels supply 65% of the energy and staff enjoy fully vegetarian lunches. The company continues to seek ways to foster a greener and healthier work environment.

Research & Development

Starboard's R&D team is dedicated to finding innovative, sustainable materials that enhance board performance while reducing environmental impact. One of the initiatives includes experimenting with cork pads made from recycled wine corks as an alternative to the traditional EVA pads.

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Our **Bluestone PIM system** has become the backbone of our cross-team sustainability efforts. With all our product data in one place, our teams can collaborate better and rely on accurate, up-to-date information. When we make a product more sustainable — like switching to a greener material — that change is reflected everywhere automatically. It's helped us **save time, improve reporting, and focus** more on creating new **eco-friendly ideas** instead of chasing down data.”

Pitchapa Lekpetch
Eco Project Coordinator
Starboard



Bluestone PIM for Sustainability

Starboard is planting millions of trees and collecting tons of plastic to neutralise its footprint. **To measure its impact, it needed an efficient system to track CO₂ and plastic reduction.**

The Solution: Bluestone PIM

Due to Bluestone PIM's flexibility, Starboard seamlessly integrates environmental data, enabling **tracking sustainability metrics at product level.**

Bluestone PIM enables Starboard to **monitor CO₂ emissions and plastic usage** per product category, SKU, and business activities.

By combining Bluestone PIM data with sales data in PowerBI, Starboard can easily generate reports, and correlate revenue, production volumes, and product attributes with carbon footprint.

What before was a manual task is now automated, **freeing up to 30% of time** to focus on other tasks.



Starboard's Case Study:

Learn how Starboard successfully leveraged Bluestone PIM's headless capabilities.

DOWNLOAD FREE E-BOOK

Starboard first implemented **Bluestone PIM** to manage its extensive product portfolio, centralising all product data.

The results were instant:

- **Improved data accuracy** and centralised product management.
- **Saved time and effort** in product information management.
- **Supported scalability**, enabling global expansion
- **Enabled smooth synchronisation** across multiple digital channels.



Bluestone PIM is a future-proof solution that grows with Starboard.

Starboard Environmental Reporting

Advanced Life Cycle Analysis (LCA) for Sustainability Tracking

Starboard conducts LCA on 96% of its individual products to measure their environmental impact.

Linking Sales Data with Carbon Footprint

Starboard uses sales revenue and SKU-level data to estimate emissions for 4% of its products (e.g, accessories, apparel).

Starboard's use of Bluestone PIM has been pivotal in **transforming sustainability** from a reporting task into a data-driven strategy.

By linking product attributes with carbon footprint metrics, **Starboard can accurately track, compare, and reduce emissions** across its entire portfolio, ensuring environmental goals scale with business growth.

By combining product data with sustainability metrics, Starboard can:

- Make **data-driven decisions on materials**, packaging, and production processes.
- Identify **high-emission product categories** and prioritize them for reduction efforts.
- **Communicate sustainability progress** to customers and stakeholders with measurable data.

From 2023 to 2024 it is possible to analyse that **Starboard decreased their total carbon emission** per year by 29%

Let's talk!

See Bluestone PIM in action

- Discuss your product information needs and challenges
- Learn how PIM software can benefit your business
- Receive a live Bluestone PIM overview with one of our experts

Schedule A Demo

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