

**LIFE CYCLE ANALYSIS: TRADITIONAL AND REVERSE APPROACH –
ITS APPLICATION TO THE WASHING MACHINES**

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ABSTRACT

This study analyzes a quite common consumer application, the washing machines. A presentation of the characteristics of a washing machine precedes the traditional LCA. The results of this method show the impact of the modern technology in the cleaning of clothes. An alternative approach is the use of the reverse procedure. This procedure that goes by the name “Reverse Life Cycle Analysis” (RLCA) is presented in the second part of this study. The need, rather than the product, is the starting point, and desirable attributes of a product meeting that need are identified.