

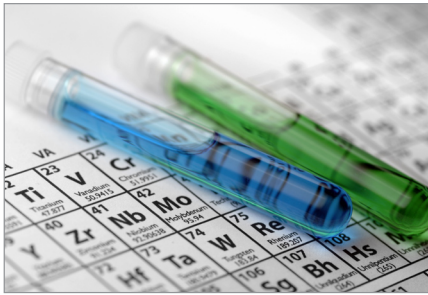
Cradle to Cradle® Certification

Certification permits an organization to tangibly and credibly demonstrate its efforts to design eco-effective products. Cradle to Cradle Certification is a multi-attribute Ecolabel that assesses products for their ingredients' human and environmental health characteristics, their recyclability or compostability, and their manufacturing characteristics.



Criteria

A certified product must meet requirements in five categories:



- Material Health (impact on human and environmental health)
- Material Reutilization (recyclability/compostability and recycled/renewable content)
- Renewable Energy Use
- Water Stewardship
- Social Responsibility

Products can be certified at four levels (Basic, Silver, Gold or Platinum) to reflect a progression of achievements in all the criteria categories. Visit www.C2Ccertified.com for the complete list of certification criteria and certified products.

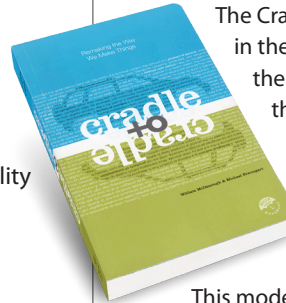
Results

- External verification of a product's recyclability and safety for human and environmental health
- Expert assessment of toxicity hazards of all product ingredients throughout the supply chain down to 100 ppm (0.01%)
- Defined trajectory for optimizing product design and manufacturing processes

Benefits

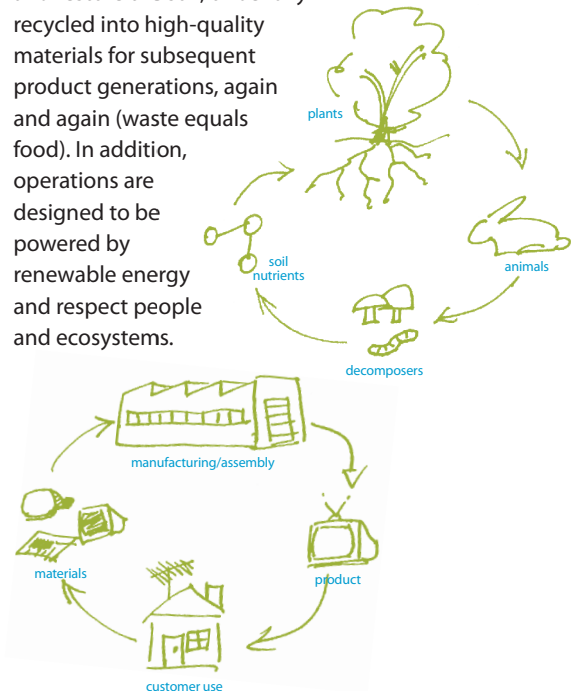
- Use of the Cradle to Cradle Certified^{CM} marks and promotion of certified products by MBDC and its partners
- Differentiation from competitors and enhancement of brand value and reputation
- Eligibility for points as an Environmentally Preferable Material in USGBC's LEED for Homes Rating System and potentially under the Innovation in Design category in other LEED rating systems (www.usgbc.org/leed)
- Eligibility to sell to federal agencies under the U.S. EPA Environmentally Preferable Purchasing Program (www.epa.gov/epp)
- Eligibility to sell on eBay's site for socially and environmentally just products (www.worldofgood.ebay.com)
- Eligibility to be included in Material ConneXion's virtual and physical material libraries (www.materialconnexion.com)

Cradle to Cradle Principles



The Cradle to Cradle paradigm, articulated in the book *Cradle to Cradle: Remaking the Way We Make Things*, supplements the traditional sustainability objective of reducing the negative impacts of commerce (eco-efficiency), with new protocols to maximize positive environmental, social and economic impacts (eco-effectiveness).

This model calls for products to be developed for closed-loop systems in which every ingredient is safe and beneficial—either to biodegrade naturally and restore the soil, or be fully recycled into high-quality materials for subsequent product generations, again and again (waste equals food). In addition, operations are designed to be powered by renewable energy and respect people and ecosystems.



MBDC was founded in 1995 by architect/designer William McDonough and chemist Dr. Michael Braungart to help clients integrate the Cradle to Cradle framework into their products, operations and organizations to eliminate the concept of waste through innovative design.



For more information please visit www.C2Ccertified.com or www.mbdc.com
Contact MBDC directly to obtain pricing and assistance with the application process.

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