

# Innovation for a Positive Future

---

Celebrating a Decade of Cradle to Cradle Certified™ | 2010-2020



2020 marks the ten-year anniversary of the Cradle to Cradle Products Innovation Institute, and of our vision for a world where safe materials and products are designed and manufactured in a prosperous, circular economy to maximize health and well-being for people and planet.

The companies featured in this book represent a celebration of the diverse ways in which companies across the global economy are using the Cradle to Cradle Certified Product Standard to design and innovate safe, circular and responsibly made products that positively impact the way we live, work and play.

As we work together to accelerate progress towards a circular economy powered by Cradle to Cradle Certified products, please join us in drawing inspiration from these leading examples of materials made with a better world in mind.

---



**Peter Templeton**

*President & CEO*

Cradle to Cradle Products Innovation Institute

10+ YEAR  
CERTIFIER

#WearTheChange  
CRADLE TO CRADLE CERTIFIED™ GOLD



Products Certified: > 4 million pieces | Sector: Apparel | Location: Europe

[c-a.com](http://c-a.com)



**“ We want a future where every material is used and reused safely, ecosystems are protected and people are provided with dignified work. Making the apparel sector truly circular by realizing this philosophy means no longer talking about a product’s end of life, but its next life. For us, Cradle to Cradle Certified is the anchor of this strategy.”**

Alex Busquets Gonzalez | *Global Head of Sustainability*

---

The first fashion retailer worldwide to launch Cradle to Cradle Certified Gold apparel, C&A has brought millions of pieces of Cradle to Cradle Certified apparel to market, including the first Cradle to Cradle Certified Gold jeans, underscoring the importance of sustainable fashion to its customers. Since the 2017 introduction of its first certified products, C&A has worked closely with a growing number of suppliers to source additional sustainable elements for their products, allowing designers to diversify styles, colours and cuts from fibre to buttons to hem. As a result, customers can make even more sustainable purchasing choices at affordable prices.



**“ Our entire business is dedicated to helping customers towards a greener economy. Cradle to Cradle certification is a framework for helping us explore how natural sustainable resources can be used to form new products and how we can reduce the amount of waste on earth through recycling and upcycling.”**

Flemming Hynkemejer | CEO

---

The necessity to react to climate changes drove the launch of Convert. The company contributes to a greener economy and better, cleaner, more responsible and innovative use of materials by developing new and residual fibers that are either not used or not recycled today. The company creates mats using sustainable fibers such as hemp, flax, sugar cane fiber, seaweed (eelgrass), coconut fiber, wood and feathers. Depending on the type of fiber, the shredding and the handling, the mat can be used for almost any conceivable purpose – right from growth media to mats for insulation, oil absorption, solid board or furniture.



Products Certified: 2% | Sector: **Building Products/Interiors** | Location: **Denmark**

[convert.as](https://convert.as)



Products Certified: **90%** | Sector: **Housewares** | Location: **The Netherlands**

[dopper.com](https://www.dopper.com)





**“ For Dopper Cradle to Cradle Certified is the benchmark for sustainable quality. The principles of Cradle to Cradle serve as our design guidelines. Certification gives us confirmation that we’re on the right track and offers us insight into where we still can improve.”**

Virginia Yanquilevich | CEO

---

Dopper’s mission is to empower people to help protect our world’s waters by choosing a sustainable alternative to single-use water bottles: a reusable Dopper bottle to drink tap water from. As a B Corp, the company uses business as a force for good: For every decision it makes, Dopper considers how that decision will make a positive impact on its people, customers, suppliers, community, and the environment. For Dopper’s reusable water bottles, the Cradle to Cradle principles and certification offer a great way to map part of that impact.



**“ A credible green product can only come from a company that consistently pursues sustainability in everything it does. Cradle to Cradle Certified helps us reaffirm our environmental awareness, business acumen and social responsibility, and helps our brands create trust with our consumers.”**

Reinhard Schneider | CEO

---

Sustainability is part of the Werner & Mertz tradition. The company's innovative spirit and its commitment to an environmentally sound business approach powers Werner & Mertz leadership of sustainability initiatives that have a positive effect far beyond the company itself, including the Frosch Initiative and targeted project partnerships. In this way, Werner & Mertz brings fresh impetus to leading the special care industry with sustainable solutions.





Products Certified: 99% | Sector: **Fragrances** | Location: **USA**

[henryrose.com](https://henryrose.com)

# HENRY ROSE

**“ Our customers value clean, sustainable beauty. Our Cradle to Cradle certification proves they don’t have to sacrifice quality for safety.”**

Michelle Pfeiffer | *Founder*

---

Henry Rose, founded by Michelle Pfeiffer, is a line of fine fragrances comprised of eight distinct, genderless scents. In a striking departure from industry norms established over many decades, Henry Rose discloses 100% of its ingredients, setting a new precedent for transparency in fine fragrance and personal care. Created based on the strictest health, safety and environmental standards, Henry Rose is the first fine fragrance to achieve Cradle to Cradle certification with a material health score of Platinum. Henry Rose’s commitment to Cradle to Cradle principles has also informed a partnership with Breast Cancer Prevention Partners (BCPP) and their work to advance personal care product safety and regulation.



**“ The Cradle to Cradle certification system sets specific goals and benchmarks for us in all relevant areas, serving as permanent orientation for improvement — especially with regard to the selection of the individual materials and to proving the quality of a product’s actual recyclability.”**

Marcel Gröpler | *Head of Green Building Department*

---

Lindner Group is one of the leading companies for building envelopes, interior fit-out and insulation, from project planning to manufacturing and implementation. Lindner products are the result of the interaction between state-of-the-art technology and research, optimized resources and high quality function and design. By using the categories of Cradle to Cradle certification as guidelines for product development enables the company to consider the entire life cycle of its products and components, meaning they are designed so that they can serve as materials for the product’s next generation.





Products Certified: **85%** | Sector: **Interior Design & Furniture** | Location: **USA**

[loll designs.com](https://loll designs.com)





**“ Our mission is to enhance people, the planet and our company in everything we do, with sustainable manufacturing at our core. Beyond assuring our customers that our products are truly safe for humans and the environment, Cradle to Cradle Certified lays the groundwork for how we can continue to push our sustainability initiatives even further.”**

Greg Benson | *Founder & CEO*

---

Driven by a vision to ‘appreciate the outdoors,’ Loll Designs uses thoughtful, original designs and original materials to create fun, innovative and high quality all-weather outdoor furniture and accessories made with recycled plastic – mostly from single-use milk jugs (an estimated 200-400 milk jugs go into a single Loll Adirondack Chair). Cradle to Cradle principles and being part of the circular design economy means that when the day comes, each piece of Loll furniture can change again into another useful product.



**“Cradle to Cradle certification gives us a meaningful way to connect the sustainability work we are doing across our enterprise to our retail customers and consumers through our products. We are constantly adding new products to our certification portfolio to help reinforce our shared sustainability values in a way that is transparent, credible and third-party verified.”**

Danielle Azoulay | *Vice President CSR and Sustainability*

---

Driven by bold, measurable targets for 2030 on climate, water, biodiversity and natural resources, L’Oreal USA is committed to sustainable growth through innovation. Through its L’Oréal for the Future program, the company is committed to reducing environmental impacts throughout the product lifecycle for each of its 35 iconic beauty brands. As part of this commitment to date, L’Oreal USA has achieved Cradle to Cradle certification for a growing number of products, including products available under the Carol’s Daughter, Garnier, Kiehls, and Redken brands.



Total Certifications: 4 | Sector: **Cosmetics** | Location: **USA**

[lorealusa.com](https://www.lorealusa.com)

10+ YEAR  
CERTIFIER

Products Certified: 6 | Sector: **Building Products/Interiors** | Location: **USA**

[mechoshade.com](https://www.mechoshade.com)



**“The Cradle to Cradle framework has helped us drive positive change in a variety of ways, including providing us with a pathway for continuously improving the material health of our products. We are always striving to do better, and ensuring our products are Cradle to Cradle Certified instills trust and accountability from our customers and the industry.”**

Rachel Berman | *Sustainability Program Manager*

---

Solar shading solutions manufacturer Mecho has always strived to enhance and optimize spaces for people and the environment. The company engineers high-performing systems and products that not only optimize the performance of buildings through solar control, but also promote occupant comfort, health and performance. An early adopter of Cradle to Cradle design principles, Mecho used the Cradle to Cradle Certified framework to guide the reformulation of its own products as part of the company's work to create healthier spaces. Mecho has certified all of its manual shade systems. In addition, all of its PVC-free solar shades are now Cradle to Cradle Certified™ or have a Cradle to Cradle Material Health Certificate.

# Mosa.

**“Cradle to Cradle Certified offers a guideline for future-proofing our business, serving a driver to realize progress by helping us steer innovations aimed at circular sourcing, circular design and circular systems.”**

Dorien van der Weele | *Manager Sustainability*

---

For over 135 years, Mosa has been manufacturing tiles using the purest materials and the magic of innovative Dutch design. By embracing the Cradle to Cradle philosophy, Mosa enables clients around the globe to create signature buildings that last. Mosa tiles enrich the walls, floors, facades, and terraces of private, commercial and public interiors and exteriors across four continents – all with a focus on environmental and social aspects that make sense for the company and the planet. In the ten years since Mosa committed to Cradle to Cradle principles, the company has become the world’s first and only ceramic tile company to achieve Cradle to Cradle Silver certification for nearly its entire collection.



**10+ YEAR  
CERTIFIER**



Products Certified: 99% | Sector: **Building Products/Interiors** | Location: **The Netherlands**

[mosa.com](https://mosa.com)



Total Certifications: 1 | Sector: **Apparel** | Location: **Italy**

[napapijri.com](http://napapijri.com)





**“ With outstanding results that change the game not just for us, but for the fashion industry as a whole, Cradle to Cradle certification sets an important precedent in helping Napapijri pioneer the future of fashion.”**

Timo Schmidt-Eisenhart | *Global President*

---

Napapijri was born in 1987 in the shadow of Europe’s highest peak, Mont Blanc, where an Italian entrepreneur gave outdoor apparel a new meaning by combining innovative materials and close attention to style. A premium leisurewear brand that thrives at the intersection of design, sustainability and innovation, Napapijri embraces circular design as the next frontier in sustainable fashion. In 2019, the company created Infinity, the first fully recyclable jacket, which set the basis for the development of Circular Series, a series of recyclable, Cradle to Cradle Certified at the Gold level garments – a groundbreaking step towards addressing the pressing environmental issues collectively faced by the fashion industry.



**“Cradle to Cradle design principles and the verification of our efforts through the Cradle to Cradle Certified Product Standard are foundational to our ability to innovate. There’s no one-size-fits-all solution, but Cradle to Cradle provides us with the framework to best approach the multi-faceted, interdependent aspects of sustainability required to achieve our goals.”**

Kellie Ballew | *Vice President - Global Sustainability, Shaw Industries*

---

Shaw developed its first Cradle to Cradle Certified flooring product in alignment with William McDonough’s Cradle to Cradle principles – even before the certified product standard existed. That product – EcoWorx® carpet tile – was launched in 1999 and became the first flooring product certified by Cradle to Cradle in 2005 and one of the first products of any type to be Cradle to Cradle Certified. Today, more than 90% of the flooring products Shaw manufactures are Cradle to Cradle Certified, including the vast majority of the company’s carpet and hardwood products.

10+ YEAR  
CERTIFIER

Products Certified: 90% | Sector: Building Products/Interiors | Location: USA

[shawinc.com](http://shawinc.com)

10+ YEAR  
CERTIFIER

Products Certified: **50%** | Sector: **Building Products/Interiors** | Location: **France**

[tarkett.com](https://www.tarkett.com)



**“ To have a positive impact on the health of people and our planet, we need to focus on the health of all systems. That’s why we have a circular economy business model and a Cradle to Cradle design model. Certification enables us to optimize our materials, plus give our customers confidence in our products.”**

Roxanne Spears | *Vice president of Sustainability for North America*

---

Doing business in a way that benefits people and planet has always been Tarkett’s guiding philosophy – one that is reflected in the company’s goal to become a 100 percent circular business. Since Tarkett first began certifying its flooring solutions in 2011, the company has assessed and optimized 98% of its raw materials using the Cradle to Cradle Certified material health methodology, moved many of the company’s facilities to renewable energy, and has developed two new Gold certified flooring products: IQ One and ID Revolution.



**“ At Trigema we have always incorporated sustainable approaches into our daily business. The Cradle to Cradle certification made us rethink some of our production techniques and enables us to contribute to the circular economy.”**

Wolfgang Grupp | *Owner & Managing Director*

---

Trigema is Germany's largest manufacturer of sportswear and casual fashion and manufactures its garments exclusively in Germany. The company considers doing business a duty to increase the prosperity of local communities. One of the first companies to verify a product using the Cradle to Cradle Certified Product Standard, Trigema developed the first Cradle to Cradle Certified t-shirt together with Dr. Michael Braungart in 2006. The 100% biodegradable Trigema Change collection is produced according to Cradle to Cradle principles with a focus on zero waste, closed cycles and the preservation of raw materials for future generations.



**10+ YEAR  
CERTIFIER**

Products Certified: **10%** | Sector: **Apparel** | Location: **Germany**

[trigema.de](https://trigema.de)



Products Certified: **5%** | Sector: **Apparel** | Location: **Austria**

[wolford.com](https://www.wolford.com)





**“ We believe that the Cradle to Cradle approach is the most holistic approach to changing the fashion business in an effective way. Cradle to Cradle Certified not only helps to drive our progress towards zero waste, it also gives our products credibility in the eyes of consumers.”**

Andreas Röhrich | *Global Director R&D and Sustainability*

---

Innovation is at the heart of Wolford's product worlds and part of its DNA. Wolford develops, produces and markets high quality skinwear (legwear and bodywear) as well as exclusive lingerie and selected accessories. An industry pioneer in implementing high sustainability standards and products, Wolford is the first in the textile industry to develop Cradle to Cradle Certified Gold products for both product circularity pathways: biologically cycling and technical cycling. The company aims to make 50% of all its products biologically or technically cyclable by 2025.

**The Cradle to Cradle Products Innovation Institute envisions a world where safe materials and products are designed and manufactured in a prosperous, circular economy to maximize health and wellbeing for people and planet.**

---

[c2ccerified.org](https://c2ccerified.org)

