



Made for tomorrow

Innovation for a positive future

2021

cradle to cradle
products
innovation
institute





FOREWORD

The Cradle to Cradle Products Innovation Institute is driven by the vision of a world powered by products that are safe, circular, and made to enable a healthy, equitable and sustainable future.

By using the Cradle to Cradle Certified® Product Standard as a guiding light, the companies featured in this book celebrate that vision. Whether they have integrated certification across an entire product portfolio or pioneered first-to-market innovations in certified products, their accomplishments prove that products “made for tomorrow” are possible today.

We hope you will join us in drawing inspiration from these leading examples from around the globe to create a better world for people and our planet.

A handwritten signature in black ink that reads "Christina Raab". The signature is written in a cursive, flowing style.

Dr Christina Raab
President & CEO




VISION

Our vision is 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.

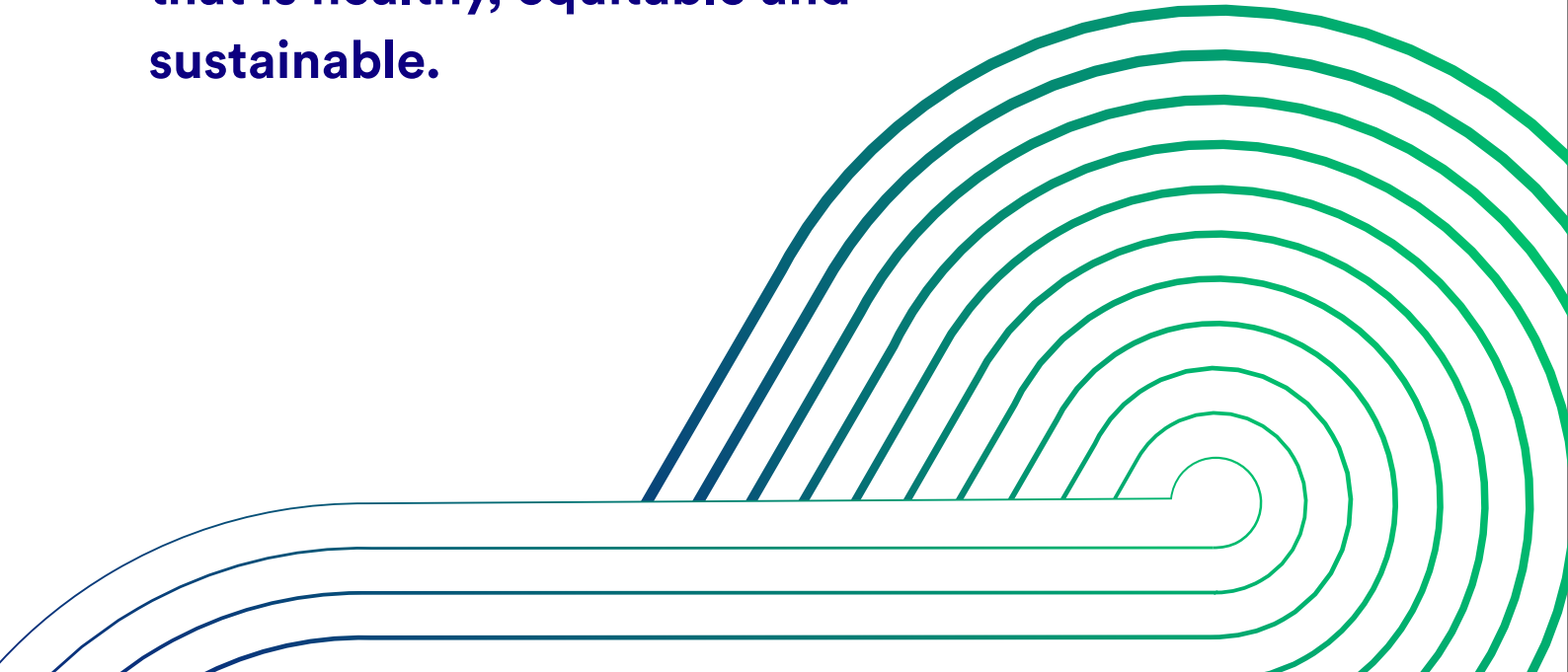
MISSION

Our mission is to lead, inspire and enable all stakeholders across the global economy to create and use innovative products and materials that positively impact people and planet.



MADE FOR TOMORROW

We are powering the global shift to a circular economy that is healthy, equitable and sustainable.



HOLISTIC APPROACH



The Cradle to Cradle Certified® Product Standard assesses the safety, circularity and responsibility of materials, products and systems, across five categories:

- **material health**
- **product circularity**
- **clean air & climate protection**
- **water and soil stewardship**
- **social fairness**

ahrend.com





“Royal Ahrend adopted a circular business model ten years ago. The comprehensive Cradle to Cradle Certified® material health approach gives us the tools to focus on long-term circularity by ensuring the materials used in our products are safe and healthy across multiple cycles of use, and also for humans when using our products in buildings. Cradle to Cradle Certified has changed the way our designers and product developers look at products and develop creative solutions for improvement. It has also opened new avenues for us to actively cycle our own products and introduce furniture as a service offering.”

Dionne Ewen, Manager Corporate Social Responsibility

PRODUCTS CERTIFIED

3 product lines

SECTOR

Furniture

LOCATION

The Netherlands

bang-olufsen.com



BANG & OLUFSEN

“Bang & Olufsen has always been driven by the ambition of creating timeless design, long-lasting products and uncompromised craftsmanship. The Cradle to Cradle framework is now helping us increase our performance related to circular design and to structure a more integrated approach to improving sustainability beyond product design. It can help us lead the consumer electronics industry to improve across the full value chain and at company level to ensure social fairness and responsible manufacturing processes inform the way we run our business.”

Mads Kogsgaard Hansen, Senior Global Product Manager for Classics and Product Circularity

PRODUCTS CERTIFIED

1

SECTOR

**Consumer
electronics**

LOCATION

Denmark

beautykitchen.co.uk



“From formulation within our supply chain, to packaging and social impact, Cradle to Cradle Certified® provides us with a credible, independent improvement framework to confirm that our sustainable approach is the right one. Having this good design in place ensures good business can happen. It enables us to lead the industry by democratizing the circular economy with our reusable packaging and safe formulations. It also enables us to create a positive impact on people and planet in an accessible and scalable way through personal care products.”

Jo-Anne Chidley, Founder & CEO

PRODUCTS CERTIFIED

32

SECTOR

Personal care

LOCATION

United Kingdom

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

- G2C Certified ✓
- Drywipe Surface ✓



Bi-silque

“As a company, we are deeply committed to continuously improving our sustainability. We began certifying our ecological range of products in 2014, providing our customers with widely recognized third-party verification of our commitment to continuously improving the sustainability of our products and our company. Since then, the ascending levels of Cradle to Cradle Certified® performance requirements have become a guide and objective for our organisation to work towards.”

André Vasconcelos, Chief Executive Officer

PRODUCTS CERTIFIED

97

SECTOR

Office supplies

LOCATION

Portugal

brabantia.com





“At Brabantia, we are moving to 100% circular design. Cradle to Cradle certification is helping us drive towards this objective by enabling frameworks for working in partnership with our suppliers. The holistic nature of the Cradle to Cradle requirements also reminds us to think about the whole product lifetime during the development process – even at the earliest design stages. This allows our customers to trust that Brabantia products not only have a nice design: they also stand out for quality and sustainability.”

Anne Slaats, Brand Manager

PRODUCTS CERTIFIED

1030

SECTOR

Housewares

LOCATION

The Netherlands



calida.com

CALIDA

“We truly believe in the future of circular fashion and circular design. That is why our garments are designed and produced in ways that ensure materials can be used throughout many long life cycles. Cradle to Cradle thinking is the basis for this and the standard supports our transformation to a circular product offering that meets consumer needs and fulfills increasing ecological requirements. By 2024, 20% of the Calida collection will be Cradle to Cradle Certified®.”

Janine Weiz-Bühler, Director Brand & Product

PRODUCTS CERTIFIED

166

SECTOR

Apparel

LOCATION

Switzerland

egecarpets.com





“We use the Cradle to Cradle approach as a sustainability framework for our entire business strategy. By 2030, we aspire to be net carbon positive by creating Cradle to Cradle Certified® Platinum carpets in closed loops by turning waste into resources. To get there, we are working with our suppliers to improve and develop new raw materials with a positive impact, and transforming our product design and production processes. The Cradle to Cradle certification also serves as an important tool for the growing number of customers who ask for validation of our sustainability credentials.”

Jan Magdal Poulsen, Group Marketing Director

PRODUCTS CERTIFIED

84 collections

SECTOR

Flooring

LOCATION

Denmark



PROFESSIONAL

Purell

ADVANCED
**HAND
SANITIZER**

FRAGRANCE FREE

Gojo.com

Purell



“Many of our customers have environmentally preferable purchasing programs, and Cradle to Cradle Certified® is increasingly recognized as a preferred product standard. The Cradle to Cradle framework also puts products through a robust ingredient hazard and exposure assessment, which provides an independent assessment and sets a benchmark for our formulators. The standard’s focus on continuous improvement and its holistic category requirements also align closely with our upcoming sustainable value strategy, which will feature focus areas of product circularity, clean chemistry, climate action, sustainable sourcing, and DEI.”

Chuck Crawford, Chief Innovation Officer

PRODUCTS CERTIFIED

397

SECTOR

Personal care

LOCATION

USA

Grohe.com





“GROHE has embarked on the circular journey, and our positive impact is still growing. The launch of four Cradle to Cradle Certified® Gold products in 2021 was the starting point for our brand. Our plan is to gradually expand our portfolio of certified products. Our vision is to transform the entire product range, with the aim of inspiring other companies to follow Cradle to Cradle principles.”

Thomas Fuhr, Leader Fittings LIXIL International, Co-CEO Grohe AG

PRODUCTS CERTIFIED

4

SECTOR

**Bathroom solutions
and kitchen fittings**

LOCATION

Germany

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





“Cradle to Cradle Certified® has helped us to make important advances towards our sustainability goals by providing standardized, common frameworks that are focused on moving the needle. The certification process is a valuable tool for our product developers and our designers, enabling them to think creatively and prioritize sustainability throughout the product development process.”

Hiam Hindi, Senior Director - Sustainability

PRODUCTS CERTIFIED

4

SECTOR

Apparel

LOCATION

USA

IceStoneusa.com





“Cradle to Cradle Certified® enables us to demonstrate transparency and communicate our commitment to making a positive impact on people and the planet through our product and business practices. Their standards align so well with our own company’s values and the certification process helps guide our future strategies and goals by helping us identify new improvement opportunities, from raw material sourcing to social fairness. Cradle to Cradle Certified is also highly important for our community of architecture and design customers, who are looking for credible environmentally responsible products.”

Lisa Bowen, President

PRODUCTS CERTIFIED

13

SECTOR

Countertops

LOCATION

USA

2.4 mg

NDC 0169-4524-14

List 452414

TRADENAME®

Injection
2.4 mg/0.75 mL

Use TRADENAME 1 time a week

Single-Dose Prefilled Pens

pen delivers a single dose of 2.4 mg TRADENAME
For subcutaneous use only
Single-Dose only
Rx only

Contains: 4 TRADENAME® pens, Product Literature.
Dispense the enclosed **Medication Guide** to each patient.



2.4 mg

Get support at **MyTradenameSupport.com**

▲
Push to open

novonordisk.com





“The high ambition of Cradle to Cradle Certified® fits perfectly with our Circular for Zero ambitions on circular products – from the sourcing of raw materials to the end of product life. We are extremely honoured to be the first company in the world to achieve certification in accordance with Cradle to Cradle Certified Version 4.0. This certification, for one of our sales cartons, is a significant step forward for Novo Nordisk on our circularity leadership journey.”

Dorethe Nielsen, Vice President – Corporate Environmental Strategy

PRODUCTS CERTIFIED

1

SECTOR

Packaging

LOCATION

Denmark

garnier.com

WITH ACTIVE FRUIT PROTEIN™

SLEEK & SHINE

FORTIFYING CONDITIONER

Vitamin E
+ Argan oil



PARABEN FREE

VEGAN FORMULA

FRIZZY, DRY
UNMANAGEABLE HAIR

System for up to 3 days sleek

12 FL OZ (354ml)



GARNIER
FRUCTIS

WITH ACTIVE FRUIT PROTEIN™

SLEEK & SHINE

FORTIFYING SHAMPOO

Vitamin E
+ Argan oil



PARABEN FREE

VEGAN FORMULA

FRIZZY, DRY
UNMANAGEABLE HAIR

System for up to 3 days sleek

12.5 FL OZ (370ml)





“At Garnier, we are deeply committed to shift the way the beauty industry operates and lead the change for all of us. Achieving Cradle to Cradle Certified® for all Garnier US haircare products is a huge milestone for the brand, we are not only changing the face of haircare but also helping millions of consumers across the US to take #OneGreenStep towards a greener planet. This is all part of Garnier’s commitment towards Greener Beauty, for all of us.”

Adrien Koskas, Global Brand President

PRODUCTS CERTIFIED

111

SECTOR

Personal care

LOCATION

USA



roccamore.com

roccamore

DANISH DESIGN ITALIAN ATTITUDE

“Our sustainability strategy is to use the most innovative materials while creating the smallest impact possible on planet and people. Cradle to Cradle certification gives us 100% transparency in our value chain – a prerequisite for identifying and improving our environmental footprint, and a catalyst for evolution to a circular business model. Our suppliers are a cornerstone in our strategy, and the certification process gave us even deeper knowledge of our materials and products, helping us engage in impactful opportunities to create positive change and innovation with our suppliers.”

Frederikke Antonie Schmidt, Founder & Creative Director

PRODUCTS CERTIFIED

6

SECTOR

Footwear

LOCATION

Denmark

whitecroftlighting.com





“The process of achieving Cradle to Cradle certification has clarified and strengthened our definition of a circular product. We now understand how to integrate key environmental and social performance considerations into the product development pathway from design through to manufacturing and end of use. And, we have a better understanding of the questions we need to ask ourselves to get there. Cradle to Cradle Certified® is based on continuous improvement, and this informs our enterprise-wide strategy for circular, responsible products.”

Tim Bowes, Head of Lighting Application

PRODUCTS CERTIFIED

4 product groups

SECTOR

Lighting

LOCATION

United Kingdom

cradletoconradle
products
innovation
institute

www.c2ccertified.org

Contact us info@c2ccertified.org

follow us

