

The Cradle to Cradle® Certification and Derbipure by Imperbel SA

Cradle to Cradle® Design is a revolutionary approach to the redesign of human industry based on the conviction that rigorous science and design can move human industry beyond simple concerns for “sustainability” (often seen as a form of maintenance of current levels of performance while limiting destruction) toward a new positive paradigm where growth is good. Science provides the physical laws and the data, Design serves as the signal of human intention. *Cradle to Cradle® Design* mirrors the healthy, regenerative productivity of nature, and thereby creates an industry that is continuously improving and sustaining life and growth

Cradle to Cradle® Design is a positive agenda, seeking a renewably powered world, full of safe and healthy materials that are economically, equitably, ecologically and elegantly deployed. It is an innovative approach to sustainability that models human industry on the integrated processes of nature’s *biological metabolism* – its productive ecosystems – integrated with an equally effective *technical metabolism*, in which the materials of human industry safely and productively flow within the two metabolisms in a fully characterized and fully assessed way.

The *Cradle to Cradle®* certification program includes requirements for:

- ▲ Product/Material transparency and human/environmental health characteristics of materials
- ▲ Product/Material reutilization
- ▲ Production energy
- ▲ Water use at manufacturing facility
- ▲ Social fairness/corporate ethics

Cradle to Cradle® Certification provides a company with the means to credibly and tangibly measure the achievement of products in environmentally-intelligent design. *Cradle to Cradle®* Certification also helps customers purchase and specify products that are pursuing a broader definition of quality. This means using environmentally safe and healthy materials, design for material reutilization, such as technical recycling or composting, the use of sun-derived energy, water and strategies for social responsibility.

If a candidate product achieves the necessary criteria, it is certified at either Basic, Silver, Gold or Platinum level. For companies receiving a *Cradle to Cradle®* certificate for their products, the right will be granted to use the *Cradle to Cradle®* branded trademark for their world-wide business for one year and a prolongation by applying for recertification. This trademark signifies to customers that the company optimizes the choice of chemicals, materials and processes for health and perpetual recyclability.

Imperbel SA is currently in the certification process of their product “Derbipure”. Based on the delivered data and, provided that the last data gaps will be closed, it is assumed that Derbipure will be certified in the frame of *Cradle to Cradle®* within the next months.

Hamburg, August 8th, 2010

