

MBDC developed the unique set of Cradle to Cradle® values and principles that has been used in industry for over 16 years to spur innovation, differentiate businesses, and benefit people and the planet. The Cradle to Cradle principles provide the basis for developing industry leadership and improving product quality. We provide companies with various ways to understand and implement Cradle to Cradle design.

PRODUCT SERVICES

Cradle to Cradle® Product Screen: *Internal Check for Cradle to Cradle® Potential*

Receive quick feedback on the Cradle to Cradle potential of a product based on publicly available information. This screen can provide initial guidance in selecting products and can help manufacturers gauge a product's fit for certification or other product services.

Cradle to Cradle® Inventory & Assessment

MBDC conducts a thorough evaluation of product impacts to humans and the environment using data collected from the manufacturer and throughout the supply chain. This in-depth process helps manufacturers identify hazards throughout the supply chain and identify priorities for improving a product's eco-effectiveness.

Cradle to Cradle® Optimization

MBDC will analyze the product inventory and assessment and partner with you to improve product design and manufacturing operations to minimize negative impacts, optimize positive impacts, and work towards the goal of 100% good for people, planet, and profits.

Cradle to Cradle Certified™ Program

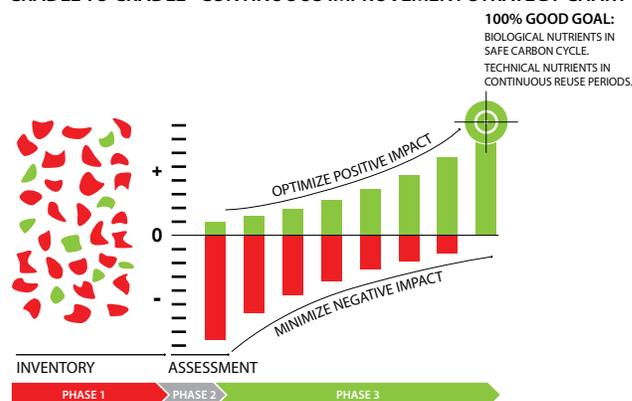
A product that is inventoried, assessed, and optimized for eco-effectiveness can be Cradle to Cradle Certified™. MBDC is a leading service provider for and originator of the program, which is now independently managed by the Cradle to Cradle Products Innovation Institute. As an accredited assessor we inventory and assess product data and prepare the product for submission to the Institute for audit and certification.

ORGANIZATIONAL SERVICES

Cradle to Cradle® Enterprise Roadmaps

We partner with corporate enterprises to map out a long-term, positive vision and eco-effective strategies for your enterprise, brand or product that are aligned with Cradle to Cradle principles. MBDC will provide consultation and support to innovate solutions, meet targets, and achieve continuous improvement towards your goals.

CRADLE TO CRADLE® CONTINUOUS IMPROVEMENT STRATEGY CHART



Cradle to Cradle® Communications

MBDC can help develop messaging campaigns and communication materials that express the positive, hopeful mindset of the Cradle to Cradle philosophy and articulate the benefits of the strategies and achievements. MBDC can also provide trainings to staff, supply chain partners, and stakeholders to facilitate internal communications and adoption of Cradle to Cradle strategies.

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For more information, please contact:
Howell Fendley, Director of Business Development
+1.434.227.2348 | hdf@mbdc.com | www.mbdc.com