



The Floor is Yours

Desso's commitment to
Cradle to Cradle®



BEYOND SUSTAINABILITY

At the forefront of Desso's development is a commitment that all products should be conceived from the very start with **INTELLIGENT DESIGN** and the intention that they will eventually become 'technical' or 'biological' nutrients.

Desso has a 3 pillar philosophy:

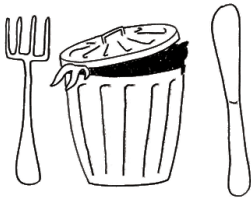
- Cradle to Cradle® (C2C)
- Innovation
- Functionality

Desso carpets are completely **PVC FREE** and are proud to have achieved a Cradle to Cradle® silver certificate for an entire carpet tile product.

DESSO'S C2C COMMITMENT

Desso is 100% committed to the C2C business model.

Desso are redesigning their products using non-toxic, PVC FREE materials that are safe for human use and can be 'biologically' or 'technically' recycled at the end of their useful life.

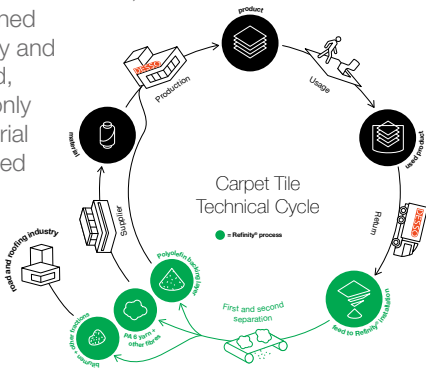


WASTE = FOOD

CLOSING THE MATERIAL CYCLES

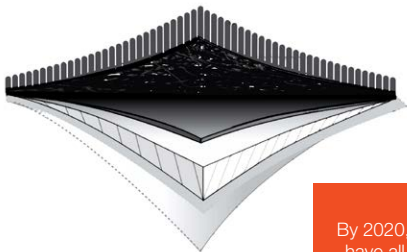
Product and process innovation is key to the C2C strategy, but closing the material cycles is the central platform.

With the launch of EcoBase[®], a backing designed with disassembly and recycling in mind, Desso has not only closed the material cycle but achieved cost effectiveness at the same.



DESSO – A C2C PIONEER

As one of the pioneers of the Cradle to Cradle® design principles, Desso is committed to help make C2C more widely understood, accepted and practised.



By 2020, Desso aims to have all their products designed according to the Cradle to Cradle® principles.

WHAT IS CRADLE TO CRADLE?

Recycling products with toxic properties means we are still poisoning the planet, only at a slower rate.

C2C is about “remaking the way we make things” to be infinitely reusable and most importantly non-toxic.

The Cradle to Cradle Certified^{CM} program is a third party, multi-attribute eco-label administered by the Cradle to Cradle Products Innovation Institute that assesses a product’s safety to humans and the environment and design for future life cycles.

Unlike single-attribute eco-labels, the Cradle to Cradle Certified^{CM} program takes a comprehensive approach to evaluating the design of a product and the practices employed in manufacturing the product.

CRADLE TO CRADLE HISTORY

McDonough Braungart Design Chemistry (MBDC) is a global sustainability consulting and product certification firm founded in 1995 by world-renowned architect William McDonough and chemist Dr. Michael Braungart. MBDC consults clients on leaving a 'positive footprint' on the planet (instead of reducing a negative footprint) by implementing the Cradle to Cradle® Framework.

MBDC works with innovative clients (such as Desso®) within various sectors and industries, to spur creativity, differentiate their brands and recognize their market leadership, attract and retain customers, enhance competitive advantage, and reduce long-term risks.

REFERENCES

For further reading please visit these websites:

www.mdbc.com

www.desso.com

Or read the book:

Cradle to Cradle: Remaking the way we make things

By William McDonough & Michael Braungart

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