



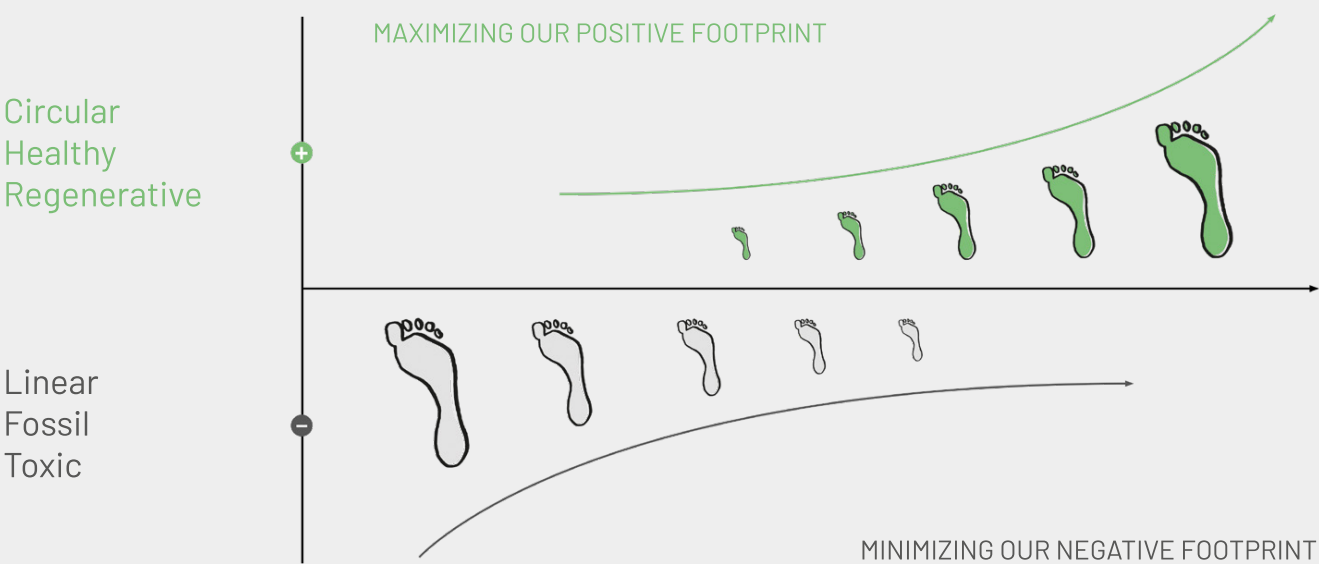
THE CRADLE TO CRADLE®
DESIGN PRINCIPLE

CIRCULAR ECONOMY SOLUTIONS FOR INDUSTRY

OUR MISSION: TO LEAVE A POSITIVE FOOTPRINT

A true circular economy based on the Cradle to Cradle principle ensures that the resources used in a product can later be recycled as high-quality source materials to create new, non-toxic products. So recycling actually adds value.

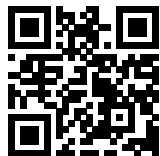
Current solutions such as sharing or reuse concepts are steps in the right direction as we transition towards the circular economy. But the real goal is to create a positive footprint with optimized nutrient cycles – with solutions that are suitable for both the biosphere and the technosphere.



OUR APPROACH: BE PART OF THE SOLUTION WITH C2C

- ✓ 100 % RENEWABLE ENERGY
- ✓ KEEP SCARCE RAW MATERIALS IN USE
- ✓ GENERATE NUTRIENTS INSTEAD OF WASTE
- ✓ NO TOXIC SUBSTANCES IN THE WRONG PLACE
- ✓ HEALTHY MATERIALS IN PRACTICAL APPLICATIONS
- ✓ CARBON AS A SOURCE OF RAW MATERIALS

See here for more information:



BASIS OF A TRUE CIRCULAR ECONOMY:
INNOVATION AND NEW BUSINESS MODELS

Usufruct

Leasing

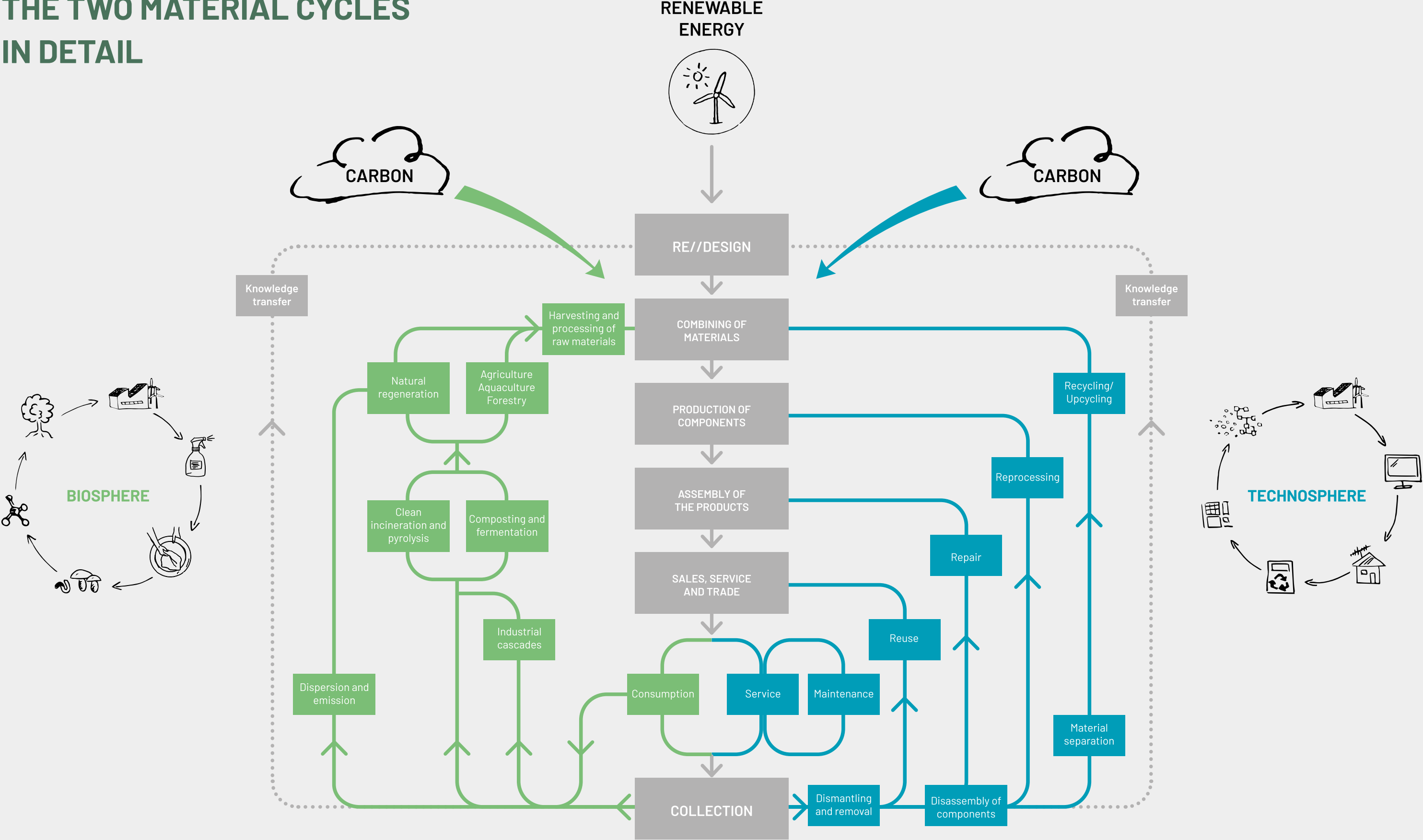
Sharing

Products as a Service

Products as a Service



AT A GLANCE :
THE TWO MATERIAL CYCLES
IN DETAIL



SELECTED REFERENCE PROJECTS: SUITABLE SOLUTIONS FOR EVERY SECTOR



**Glass bottles, aluminum
cans, bottle labels,
printing inks**



**Sustainable floor
coverings with Cradle
to Cradle certification**

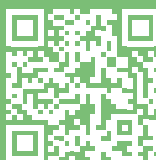


**Chocolate
packaging**



**Schleich figurines will
be made recyclable**

See our website
for more examples:



**Windows, facades and
door systems**



**Sustainable logistics
hub as a raw material
database**



**Garments – Organic,
Cradle to Cradle certified,
locally and fairly
produced**



**Varfix fastening
system**



„In order to effectively protect the environment and the climate, we need a radical new approach. We have to get to the point where all constituents of a product can be recycled endlessly – without any loss of quality.”

Prof. Dr. Michael Braungart

EPEA – Part of Drees & Sommer

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Do you have questions about Cradle to Cradle or a project idea for your company? Let's talk about it.

Our colleagues look forward to hearing from you! In Hamburg, Stuttgart, Berlin, Munich, Basel, Vienna, Eindhoven, Brussels, Luxembourg and London.



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