

Benefits Of **cradleto**cradle Certification

How to become a frontrunner
in the future marketplace.

Business



Good design = good business

Rethinking production and design processes is evidenced through higher sales performance, positive growth and increased profit margins, along side significant cost savings related to water and energy efficiency improvements.

Environmental



From grey to green

Replacement by non-toxic alternatives, conservation in continuous product cycles, increased renewable energy use and improved energy and water efficiency has a positive impact on ecosystems.

Social



Fair + Healthy = Happy

Protected communities and workers along the value chain through fair treatment and healthy workplaces, and inspired employees and suppliers to work on more sustainable products and designs.

MEASURING IMPACT OF OPTIMIZATION

The Cradle to Cradle Products Innovation Institute commissioned **Trucost** to develop an assessment framework with clearly defined performance indicators to determine the actual effect of optimization on the business, environmental and social impact of products.



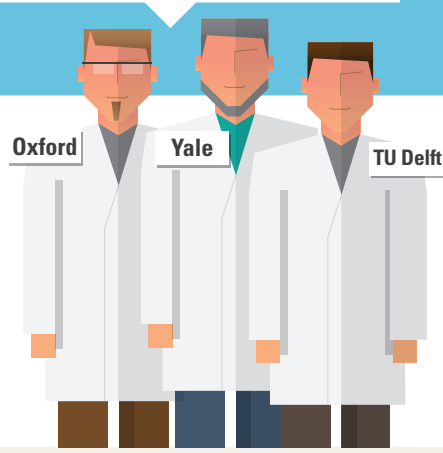
This framework looks at five categories of the Cradle to Cradle Certified™ Products Program.

Office chair with positive marks Circular Company Protocol Version 3.0	
SILVER	
BASIC BRONZE SILVER GOLD PLATINUM	
	MATERIAL HEALTH
	MATERIAL REUTILIZATION
	RENEWABLE ENERGY
	WATER STEWARDSHIP
	SOCIAL FAIRNESS



A **team of independent scientists** from leading international institutions as well as expert stakeholders reviewed the framework to ensure a robust and reliable methodology.

Ten companies joined a pilot program to develop, test and refine the assessment. These companies together represent a variety of products from different sectors, geographic regions and Cradle to Cradle product scores.



FRONTRUNNERS IN THE MARKETPLACE

PUMA has developed a compostable sneaker, called **Incycle**, which holds Cradle to Cradle BASIC certification.



Compared to the conventional PUMA sneakers, the impact of the certified product results in:

Environmental impact

-87%

If all Incycle footwear is composted at end-of-use, **the sneaker has an 87% smaller impact** at the end of use and is a nutrient to the soil.

Water

-51%

reduction of water use, more water efficient to make, with **21 liters per pair**.

Materials

+97%

compostable materials, substantially cutting its end-of-use impacts.

Energy

-48%

reduced energy for **more energy efficient** manufacturing.

Sustainability leader



Enhancing PUMA's reputation as a **sustainability leader** by showcasing a design-focused solution to waste clothing.

Reduced cost to human well-being

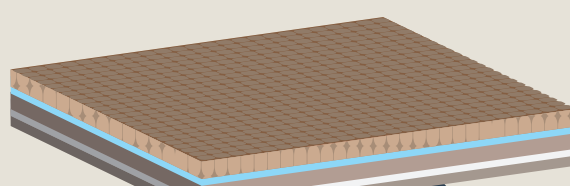
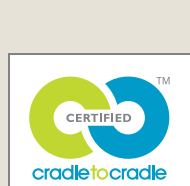


\$1.14

A potential increased environmental net benefit of **\$1.14 per pair of shoes** is seen if 100% of footwear is recovered and composted.



The EcoWorx Tile, the company's fastest growing carpet product, has been certified to the SILVER level.



Toxicity



Hazardous substances have been phased out and replaced by **safer alternatives**.

Materials

+46%

increase in the amount of **recycled materials** used in each carpet tile.

Environmental costs

-39%

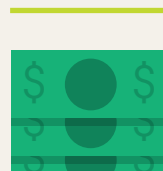
reduced costs for making carpet tiles from **energy efficiency** and switching to **renewables**.

Water

-48%

water usage to make a carpet tile.

Cost savings



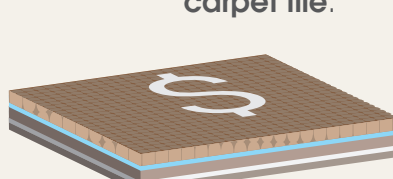
Water and energy savings for total production carried out on site equate to cost savings of **\$2.5 million** in 2012*.

*in comparison to 2004

Sales

+340%

increase in sales since the full launch of optimized **EcoWorx carpet tile**.



GET CERTIFIED

The research provides evidence of optimization encouraging movement on the pathway to more positive products.

This is a shifting focus from the more conventional sustainability approach of eco-efficiency – achieving production with impact reduction – towards eco-effective products, which provide a positive influence on society, health and the environment, while bringing financial reward to the companies undertaking such steps.

Pursuing Cradle to Cradle product optimization and certification provides companies with an astounding competitive edge and first-mover advantage.

Contact us to become a front-runner
in the transition towards a circular economy.

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