

## **Eco-Point has a C2C certificate**

We are proud to announce Add CIP 15 is the first European cleaning product certified according to the principles of Cradle to Cradle

Worldwide its even the first industrial cleaning product with a C2C certificate!

Sustainable development is based on the principles of the present generation providing her own needs, without limiting the possibilities and needs for the next generation. The C2C –philosophy from Braungart and McDonough is based on providing in own needs, and also provides next generations with more possibilities.

Motto: try to be good instead of being less bad

## **Cradle to Cradle concept**

Nowadays the strategy is the same: 'reduce, reuse, recycle' - we try to minimize the damage. But there is a limitation to this well-intended approach: it maintains the one-way, 'cradle to grave' manufacturing model of the Industrial Revolution, the very model that creates immense amounts of waste and pollution in the first place. What we need is a major rethink, a new approach which directly combats the problem rather than slowly perpetuating it. An exciting, simple and groundbreaking new vision, "Cradle to Cradle" offers this approach. Braungart and McDonough look to nature and find a production system we can follow, a system of abundance rather than reduction, in which waste equals food. They show how we can mimic nature's model to our commercial and environmental advantage, demonstrating how products can be designed as biological and technical nutrients that will continually circulate as pure and valuable materials, eradicating the need to 'recycle' - really downcycle - products into low-grade materials and uses. With developing ADD CIP 15 Eco-Point has put the "Cradle to Cradle" theory into practice!