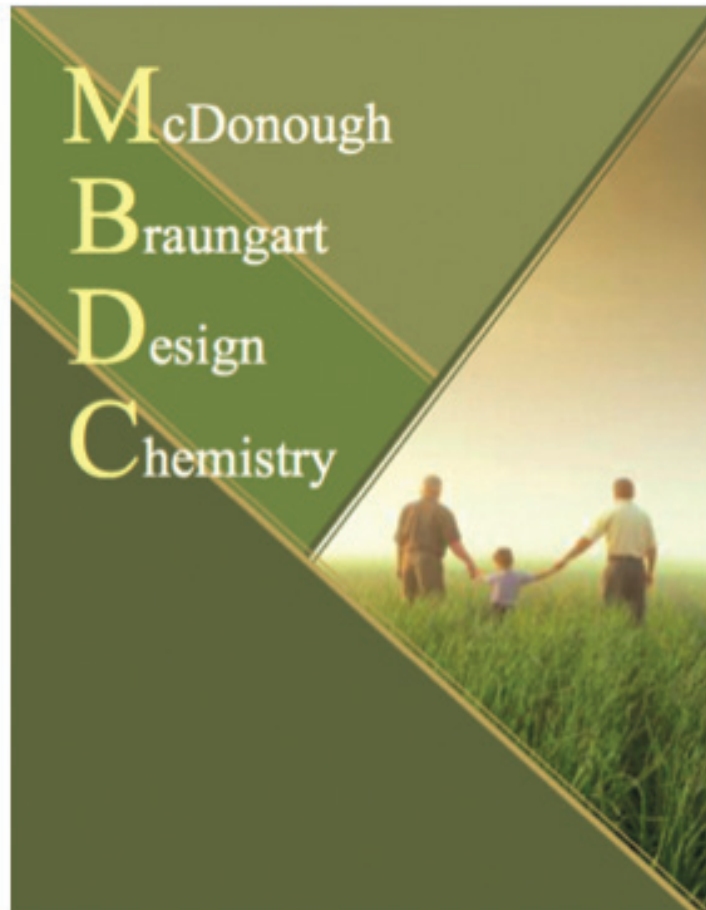


McDonough Braungart Design Chemistry

MBDC is a chemical company that helps make the chemicals necessary for industrial use effective and eco-friendly. They work with and certify businesses in all areas of industry, including agriculture. They help farmers grow healthy, high-yield crops using green fertilizers, pesticides, fungicides, herbicides and sustainable methods. MBDC's company information, certification programs and benefits are explained with a mail-in on the back cover to send in for a free assessment of a potential client's situation and needs.



McDonough Braungart Design Chemistry
MBDC is a global sustainability consulting and product certification firm founded in 1995 by world-renowned architect W.G. (Bill) McDonough and architect D.R. Michael Braungart. MBDC awards clients an award a "green" (inspired by the green chemical of reducing a negative footprint) by implementing the Cradle to Cradle Framework.

MBDC works with innovative clients within various sectors and industries, to open avenues for differentiation their brands and increase their market leadership, attract and retain customers, enhance competitive advantage, and reduce long-term risks.

MBDC's clients include innovative companies, Fortune 500 corporations, government agencies, and nonprofit organizations.

MBDC services include two primary offerings: Cradle to Cradle Consulting includes services to help clients integrate the design framework and optimize product life cycles, operations and organizational structure making Cradle to Cradle Certification a rigorous and complex, but no less rewarding, program that produces products and systems for human health, environmental health and well-being.

McDonough Braungart Design Chemistry (MBDC) is a global sustainability consulting and product certification firm founded in 1995 by world-renowned architect W.G. (Bill) McDonough and architect D.R. Michael Braungart.

Platinum

- All materials in product certified according to Cradle to Cradle
- All materials and chemicals assessed for toxicity to human and environmental health
- Energy footprint in optimum of remaining petroleum-derived
- All water used in industrial processes is recycled or biological wastewater is recycled

Silver

- All requirements met at MBDC level
- Management practices exceed Cradle to Cradle
- One heavy metal content (Pb, Ag, Cu, Cr, Cd, Hg, Ni, Mn, V) below MBDC maximum levels
- Exceeds the energy required for manufacturing (total energy)
- Exceeds the energy source and density energy for building materials energy
- All materials meet water stewardship objectives

Gold

- All requirements met at MBDC and BIF/UL level
- All materials elements assessed by MBDC as MBDC in product
- One or more metals and energy for transport (Material Health) below level
- One renewable energy for 50% of manufacturing (total energy)
- Compliance in water stewardship and quality water use
- Compliance in all of remaining water stewardship practices

CONSULTING

Social Responsibility

Since 1995 MBDC has been consulting with clients to integrate the Cradle to Cradle Framework and optimize products, operations, and organizational culture. Cradle to Cradle Consulting provides a unique vision, process and tools for improving quality and enhancing industry leadership. Through a progression of creative, innovative and sophisticated, MBDC can help clients tailor the Cradle to Cradle Framework to its unique circumstances and maximize its design principles.

Just over a decade ago, when the City of Houston, California, asked us to develop a set of design principles for the 2008 World's Fair, design for sustainability was in its infancy. While the focus is more toward a vision

present world had gained significant momentum among the environmentally conscious by 2008, and the vision for where ecological design had begun to manifest themselves in encouraging organizations "green" architecture and technology, a reference framework for applying sustainable design to all areas of society had yet to emerge. Imagining design that addressed values and technology, human health and vibrant communities was once a tall order of the day.

Products or materials from any industry that are sold in containers or other businesses are eligible for certification. Certification criteria are the same for all product types. Cradle to Cradle Certification does not apply to people, businesses, buildings, or processes.

We provide value to our clients' products, services and operations in various ways, including reducing organizational exposure to:

- Employee change, only on the certification mark to identify and specify sustainable products for their homes, businesses, and buildings.
- Visit our website for the current list of certified products. <http://cdccr.com/certified>

Cradle to Cradle Certified Levels of Achievement

- Set goals and begin strategic planning
- Evaluate product and packaging
- Collaborate with the supply chain
- Receive legislation for material recovery

• Benchmarking operational success

The Cradle to Cradle Framework has evolved a vision to guide product design and manufacturing, and the certification program recognizes varying levels of achievement towards that goal. There are three levels of product certification: Basic, Silver, Gold. In order to be certified at a certain level, a product must meet the minimum criteria for that level in all five criteria categories: Material Health, Recycled, Renewable Energy, Use, Water Stewardship, and Social Responsibility.

MANAGER PRINCIPLES:

1. Begin on right of humanity and nature in our vision
2. Recognize interdependence
3. Accept responsibility for the consequences of design
4. Create rich objects of long-term value
5. Eliminate the waste of waste
6. Rely on natural energy flows
7. Understand the limitations of design

CERTIFICATION

Overview

Cradle to Cradle Certification assesses products and operations to verify a company's use of healthy materials and non-toxic designs. It is a multi-attribute standard that accounts a product's ability to human and the environment and design for long life cycles. The program provides guidelines to help businesses implement the Cradle to Cradle Framework, which focuses on using safe materials that can be dematerialized and reconstituted as industrial materials or composted as biological resources. Unlike single attribute standards, MBDC's certification program takes a comprehensive approach to evaluating the design of a product and the practices employed in manufacturing the product.

The materials and manufacturing processes of each product are assessed in five categories:

- Material Health**
- Material Reutilization**
- Renewable**
- Energy Use**
- Water Stewardship**

Pesticide use by type: 2012

WHY? Please consider any with more information. The information is provided to a growing list:

- How to make products with MBDC
- A complete design strategy with MBDC
- Green products with MBDC
- Compliance report of Cradle to Cradle