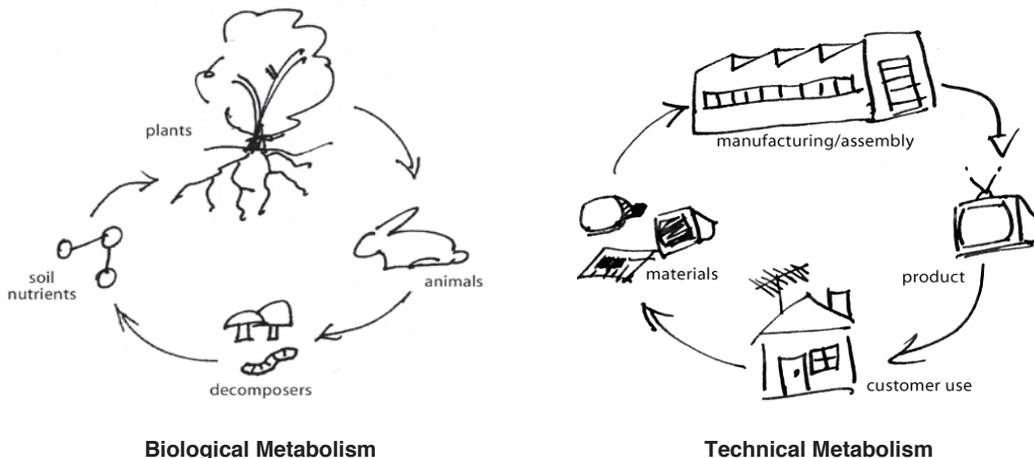


MBDC (McDonough Braungart Design Chemistry) is a consultancy founded in 1995 by the world-renowned architect William McDonough and innovative chemist Michael Braungart to reorient the design of products, processes and systems to provide financial, environmental and societal benefits.

Together, MBDC and its co-founders have developed and implemented the innovative concept of **Cradle to CradleSM**, which moves beyond the traditional goal of reducing the negative impacts of commerce ('eco-efficiency') to a new paradigm of increasing its positive impacts ('eco-intelligent design').



Cradle to CradleSM perceives the safe and productive processes of nature's 'biological metabolism' as a model for developing a 'technical metabolism' flow of industrial materials. Product components can be designed for continuous recovery and reutilization as biological and technical nutrients within these metabolisms—in McDonough and Braungart's words, "eliminating the concept of waste."



Cradle to CradleSM also addresses energy, water and social responsibility through the following tenets:

Waste equals food

- Design products and materials with life cycles that are safe for human health and the environment and that can be reused again and again through biological and technical metabolisms
- Create and participate in systems to collect and recover the value of these materials following their use

Use current solar income

- Maximize the use of renewable energy



Celebrate diversity

- Manage water use to maximize quality, promote healthy ecosystems and respect local impacts
- Guide operations and stakeholder relationships using social responsibility

Pursuing Cradle to CradleSM strategies for a product, process or entire company can spur creativity and grow new business opportunities. Expanding the definition of quality by designing eco-intelligent products can provide competitive advantage, differentiate a brand, attract and retain customers, and reduce long-term risks.

Services

MBDC service offerings can be broadly divided into Cradle to CradleSM Certification and Cradle to CradleSM Consulting.

Cradle to CradleSM Certification provides a company with a means to tangibly, credibly demonstrate efforts in eco-intelligent design. Cradle to CradleSM Certification is a third-party sustainability label that requires achievement in multiple areas—use of materials that are safe for human health and the environment across their life cycles; product and system design for material reutilization, such as recycling or composting; use of renewable energy; efficient use of water, and maximum water quality associated with production; and company strategies for social responsibility.

Cradle to CradleSM Consulting leverages this innovative approach of maximizing benefits ('optimization') to guide a company through envisioning and integrating positive, growth-oriented goals throughout its business functions. Cradle to CradleSM Consulting includes various services in areas such as corporate strategy, optimization of product ingredients, supply chain collaboration, product and packaging redesign, innovative reverse logistics, performance measurement, and stakeholder messaging.

Clients

MBDC works with leaders in various industries, including the following partial list of current and previous clients:

ACCO Brands	Allsteel	American Fibers and Yarns
American Polymer Systems	BASF	CENTRIA
City of Chicago	Craftex Mills	DesignTex
Design and Source	Energy Barriers	FedEx Express
Ford Motor Company	gDiapers	Haworth
Herman Miller	MechoShade Systems	Metro
Milliken & Company	Nike	Pendleton® Woolen Mills
PepsiCo	PolyVision Corporation	Rohner Textil
Seventh Generation	Shaw Industries	Solutia
Steelcase	U.S. EPA	U.S. Postal Service
Victor Innovatex	Visteon	West Virginia University