



Cradle to Cradle

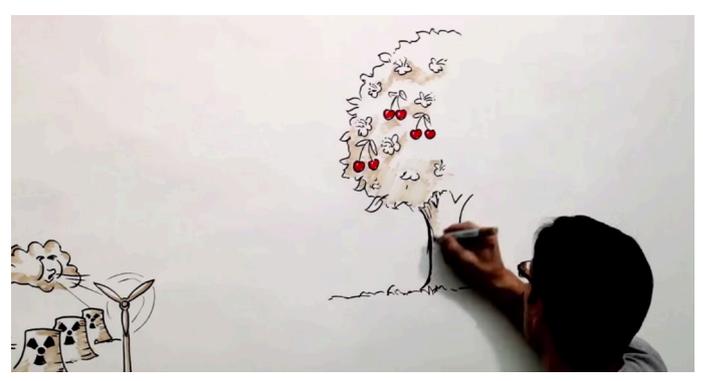
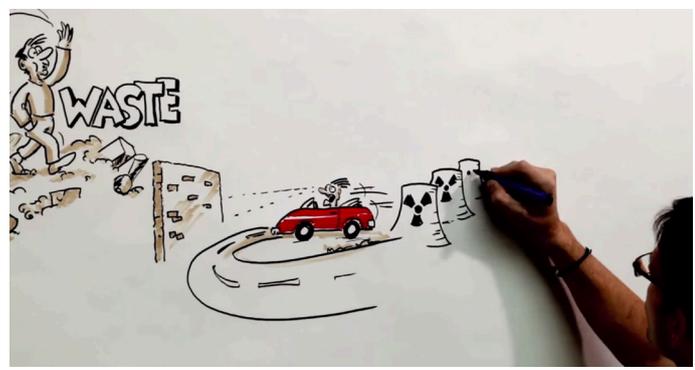
RESEARCH

Cradle to Cradle is the truest evolutionary step in sustainability thinking. The Cradle to Cradle goal is to produce things with either biological or technological consideration. With paper, a biological focus is applied so that after the life cycle of the paper product it can flow back into the biological material cycle and be useful on a permanent basis.

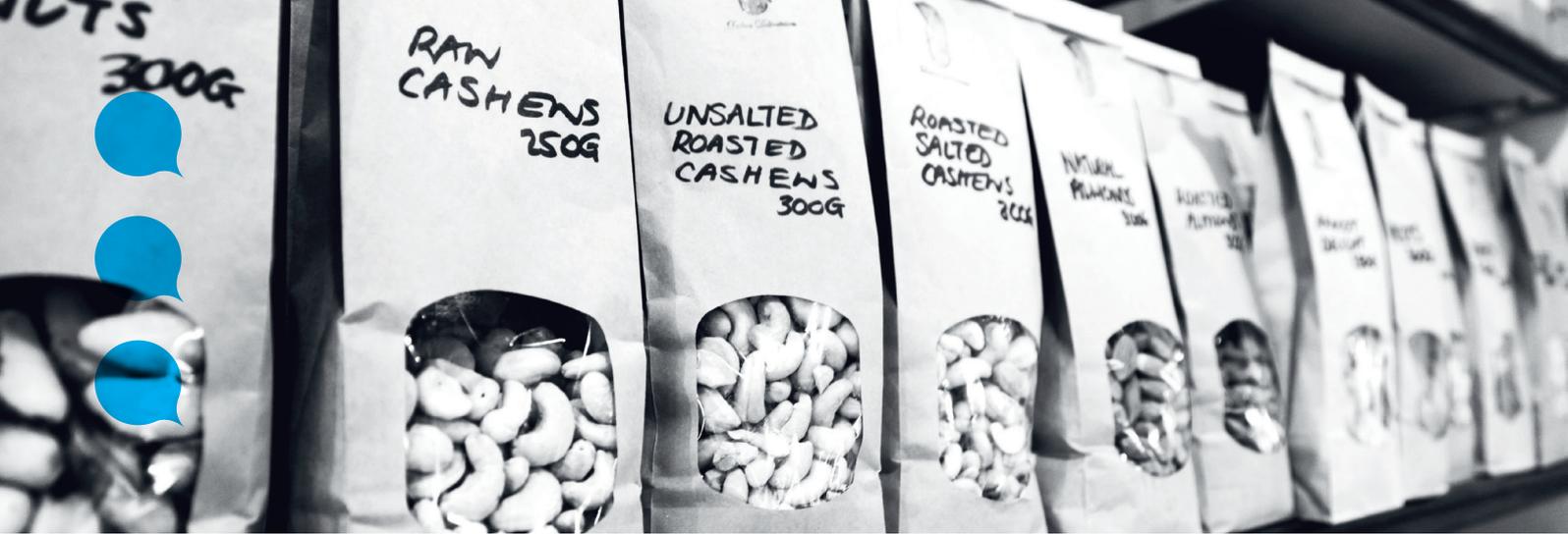
Cradle to Cradle applies a simple principle: waste equals food. A philosophical approach put into action with product engineering and development. Architect William McDonough and chemist Michael Braungart have challenged the 'cradle to grave' manufacturing model, dating back to the industrial Revolution, arguing it creates such high level waste and pollution in the first instance that we must be smarter and build a better model.

McDonough and Braungart campaign for products to be designed from the outset to provide nourishment for the earth, even after their usefulness has expired. Products developed are conceived as 'biological nutrients' that easily re-enter the water or soil without depositing the synthetic materials and toxins into the earth.

In addition to 'biological nutrient' based products, there is also Cradle to Cradle products developed with 'technical nutrients' that continually cycle as pure and valuable materials with closed-loop industrial cycles, rather than recycling (or down-cycling) into low grade materials and uses. This closed-loop industrial cycle is termed 'upcycling' of products. The paper and print industry is at the forefront of Cradle to Cradle product engineering and developing paper and printing products that re-think the entire manufacturing process.



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Cradle to Cradle considers three elements as being critical:

EFFECTIVENESS AS OPPOSED TO EFFICIENCY

Not as bad is not good enough. Currently products are developed to have minimal impact, however Cradle to Cradle products are produced to have zero impact, in fact have positive impact. When it comes to bio-effectiveness, the aim of Cradle to Cradle is to feed back into the resource production like Mother Nature already provides.

WASTE = FOOD

In the Cradle to Cradle concept there is no waste. Just like in nature, all of the substances remain in cycles. Cradle to Cradle printing products are optimised for the upcycling process. In doing so, any sludge generated can flow back into the biological cycle.

HEALTHY ALL AROUND

All the substances in the Cradle to Cradle printing products have been analysed together with the environmental research institute, EPEA. The ashes from burned printing products can be strewn with confidence in the vegetable garden.

Using chemists, biologists and engineers, coupled with intensive research, an Austrian communication company Gugler, has succeeded for the first time in producing printing products in such a way that they can return completely to the biological cycle at the end of their product life cycle. This process and products opens up a complete re-thinking of paper and printing in a commercial sense, challenging all other media channels to adopt similar practices.

Sources:

1. Print Change - www.printthechange.com
2. EPEA - www.epea-hamburg.org
3. C2C Certified - www.c2ccertified.org

