Cradle to Cradle® is an innovative concept that builds on nature’s blueprint. It provides manufacturers with a verified rating system for assessing and constantly improving products based on five criteria -

- Every ingredient must be safe and not harmful to health or the environment.
- Every component must biodegrade naturally to restore the soil or up-cycle into high quality materials for subsequent products.
- All energy used in manufacture should be from renewable sources, and must be used efficiently.
- Water must be managed and used effectively, with no unhealthy releases into the local ecosystem.
- Manufacturers should conduct business responsibly, respecting the health, safety and rights of people and the planet.

Products are measured to achieve five levels of certification from Basic through to Platinum. Progress is transparent as manufacturers embark on the challenging journey to achieve ultimate sustainability for their products.

Cradle to Cradle product certification is both comprehensive and rigorous. It requires a paradigm shift in thinking about how it is designed, what’s in it and where it goes after use.

Armstrong is the first global ceilings manufacturer, and one of only a relatively small group of companies worldwide, to have accepted the challenge.

**Material Reutilization**

The C2C blueprint categorises substances as either biological or technical nutrients:

- Technical nutrients are materials that can be fully and continuously recycled (up-cycled) for subsequent generations of products, without loss of integrity or quality.

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**Product Certification Scorecard**

<table>
<thead>
<tr>
<th>PROGRAMME CATEGORY</th>
<th>BASIC</th>
<th>BRONZE</th>
<th>SILVER</th>
<th>GOLD</th>
<th>PLATINUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATERIAL HEALTH</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MATERIAL REUTILIZATION</td>
<td>✔</td>
<td></td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RENEWABLE ENERGY &amp; CARBON MANAGEMENT</td>
<td>✔</td>
<td></td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WATER STEWARDSHIP</td>
<td>✔</td>
<td></td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOCIAL FAIRNESS</td>
<td>✔</td>
<td></td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OVERALL CERTIFICATION LEVEL</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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**CRADLE TO CRADLE™ CERTIFIED™ PRODUCT SCORECARD**

latest information available on our website www.armstrongceilings.co.uk & www.armstrongceilings.ie
What Cradle to Cradle® means for Armstrong

**PERLA full range with C2C certification**
Plain, smooth, and low gloss with a monolithic visual. The full range now C2C Bronze certified.

**ULTIMA+ full range with C2C certification**
Smoother, whiter and re-engineered for longer life. The first full range of ceiling tiles in the world to be C2C certified.

### Sustainability performance (August 2014)

**PERLA**
- Recycled content: 42%
- Rapidly renewable content: 5%
- Recyclability: 100%
- Acoustical comfort: Class A absorber
- Air Quality: A+ Ultra Low Emissions
- Light reflectance: 85%
- Included in the Armstrong Recycling Programme: ✔

**ULTIMA+**
- Recycled content: ≤64%
- Rapidly renewable content: 5%
- Recyclability: 100%
- Acoustical comfort: Class A absorber
- Air Quality: ≤ A+ Ultra Low Emissions
- Light reflectance: 87%
- Included in the Armstrong Recycling Programme: ✔
Armstrong has long recognised the importance of protecting the environment and using resources responsibly. We have developed ceiling systems that improve space illumination, reduce noise and enable the use of thermal mass design for more efficient heating and cooling of the building environment. And we have been systematically reducing our environmental footprint and reducing the environmental impact of our products through:

- Careful raw material selection and reformulation, and improved closed loop manufacturing technologies.
- Use of recognised life cycle assessment methodology to continually improve product environmental performance.
- Reducing production waste; introducing take back schemes and increasing the amount of recycled content in all of our tiles.
- Increased use of renewable energy and rebalancing of existing supplies to lower carbon alternatives.
- Membership of technical committees and Green Building Councils in Europe, Asia and the United States, actively promoting the environmental agenda.
- Support for groundbreaking projects designed to demonstrate the viability of very low energy and C2C construction.

Our Ceiling-to-Ceiling recycling programme is a natural extension of our use of recycled materials and environmentally compatible manufacturing processes that reduce our environmental footprint.
What Cradle to Cradle®
means for our customers

The Cradle to Cradle® programme has been developed to meet growing customer demand for sustainable products, with C2C certification already becoming a requirement for building projects in the United States and Europe. It:

• Helps specifiers and clients through the maze of environmental claims, providing a **transparent mechanism** to compare the sustainability performance of competitive products.

• Helps customers **choose good-quality and healthy materials** without paying more.

• Provides transparency regarding material safety.

• Provides a safer environment for building users.

• Adds value to a project and is **part of the Armstrong ceiling recycling programme**.

• Helps protect and sustain our environment for future generations by **keeping resources in the economy for longer**.
Want to learn more?

Find out more at
www.armstrongceilings.co.uk/greenbuilding
www.armstrongceilings.ie/greenbuilding

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