

**CELEBRATE
SUSTAINABILITY.**



 **brabantia**

What is Cradle to Cradle?

Cradle to Cradle (C2C) is the approach of the Environmental Protection Encouragement Agency (EPEA). EPEA was founded by Prof. Dr. Michael Braungart in 1987 and works with clients all over the world on the design of new processes, products and services.

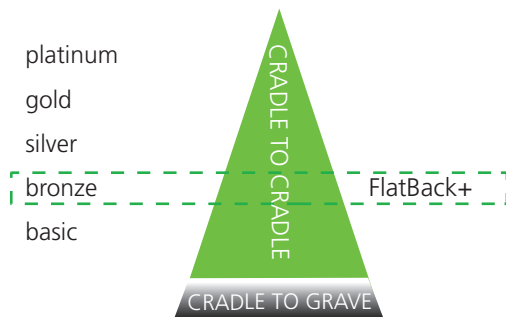
With C2C materials are applied with respect for their intrinsic value and their useful afterlife in recycled or even upcycled products, which have value that may be higher than that of their original use.

Criteria for C2C certification are:

1. Material Health
2. Water Stewardship
3. Social Fairness
4. Material re-utilization
5. Renewable Energy

What is the bronze C2C certificate?

- * The Brabantia FlatBack+ 30 and 40 litre Matt Steel Fingerprint Proof have been rewarded with the bronze C2C certificate of EPEA on January 30, 2014.
- * This means that Brabantia, the product and related processes meet the strict C2C-criteria of EPEA.
- * Brabantia designs recyclability into all its products, and is moving toward 100% recycling within the next generation.
- * Brabantia commits itself to keep improving its efforts with relation to the C2C-criteria.



VISION.

At Brabantia we aim to enrich the quality of life and living. Beauty and sustainability come together in our world of living and giving

MISSION.

We and our partners create success through delighted and repeat buying end users with beautiful, sustainable and functional solutions for living and giving.

