

Yet Another Cradle to Cradle^{CM} Silver Certification

Our manual UrbanShadeTM with EcoVeil[®] shade cloths has earned Cradle to Cradle^{CM} Silver Certification, our second such honor from McDonough Braungart Design Chemistry (MBDC). Silver certification was previously granted to our manual Mecho[®]/5 System, also with EcoVeil, the world's first complete window-covering system to be Cradle to Cradle Certified^{CM}.

The materials in the UrbanShade and EcoVeil shade cloths can be broken down and used again for new products—perpetually circling in a closed-loop cycle.

Cradle to Cradle^{CM} products provide many benefits:

- Contribution to LEED Innovation in Design Cradle to Cradle credit (2.5% of total materials in cost must be C2C certified).
- Eligibility to sell to federal agencies.
- Opportunities to be specified for a growing number of building projects.
- Recognition in the architecture and interior design communities.

Visit mechosystems.com for more information.



UrbanShade manual shade with EcoVeil Shade cloth

Did you know? A recent marketing study found that more than 95% of products claiming to be environmentally friendly are actually “greenwashed”—or using false claims. In contrast, Cradle to Cradle certification is a credible, widely recognized assessment that gives designers and end-users confidence that they’re using truly sustainable products.