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**EPEA Nederland concludes co-operation agreement with furnisher Koninklijke Ahrend NV.**

Venlo, January 2009 – EPEA, the Environmental Protection and Encouragement Agency, announces its alliance with furniture manufacturer and furnisher Koninklijke Ahrend NV. For decades, Ahrend has been proving its credentials as a company where innovative products and process solutions are developed and implemented with respect for ecological, economic, social and cultural considerations. With “Dutch Design” as one of its key concepts in product and identity development, Ahrend’s broad sustainability principles based on People, Planet and Profit integrate seamlessly with EPEA’s goal to unite with the Dutch identity. Following the opening in Venlo on 1 July 2008 of EPEA Nederland, the first subsidiary office of EPEA Internationale Umweltforschung GmbH, and the cooperation that has developed with partners in government, industry and education, we are proud of this next step in the dynamic interpretation of the *Cradle to Cradle*<sup>SM</sup> ambitions of the Netherlands.

Albin Kälin, EPEA Management CEO, explains. “Ahrend’s ambitious goals to align its development with the *Cradle to Cradle*<sup>SM</sup> Design concept mean that, in the alliance with Ahrend, EPEA has found a Royal partner in the dynamic pursuit of quality and eco-effectiveness, which can also assist other organizations in acting royally from a socio-cultural viewpoint. Doing things well, instead of just less badly.”

The C2C philosophy is in keeping with Ahrend’s ambition to be the most sustainable company in Europe in its sector. The company wants its production to be CO<sub>2</sub> neutral in 2020 and to have its cycles closed. In January 2009 Ahrend is introducing *Next Life*, which is a new service focused on extending the useful life of interior products through refurbishment and ultimately the re-use of the material.



*Photo: Ahrend CEO Jacq de Bruin and Albin Kälin, Management CEO of EPEA seal the alliance.*

**The EPEA Nederland office** is part of the independent institute called EPEA Internationale Umweltforschung GmbH (Hamburg, Germany) and develops *Cradle to Cradle*<sup>SM</sup> product solutions under the scientific leadership of Prof. Michael Braungart. Project and office management are in the hands of the EPEA satellite partners Frans Aerdt and Hans Havers, under the supervision of Albin Kälin, Management CEO of EPEA.

### **About Ahrend**

Koninklijke Ahrend NV is an expert in the field of flexible furnishing solutions. Ahrend ensures that people can work and study professionally, pleasurably and productively by creating strikingly beautiful, functional and sustainable working, learning and living environments. Ahrend wants to help organizations to realize their sustainability ambitions and the efficient use of space and the installation of sustainable Ahrend products enable organizations to reduce their Total Cost of Ownership, while improving productivity.

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### Note for the editorial staff

**EPEA Internationale Umweltforschung GmbH** is an independent institute that develops *Cradle to Cradle*<sup>SM</sup> product solutions under the leadership of Prof. Michael Braungart. Working in alliance with manufacturers, EPEA's interdisciplinary team aligns products with the goals of *Cradle to Cradle* Design, using resources developed for this purpose. By doing this, EPEA enables positive results for:

- users, by developing healthy products
- the environment, by developing safe products for consumption and service that do not end as waste, but from which the technical nutrients are recovered and processed for re-use in industry
- future generations, because the resources used for *Cradle to Cradle* products are preserved as such and are put to effective use.

***Cradle to Cradle*<sup>SM</sup>-Design** goes beyond the current concept of waste. All objects that we encounter in our daily lives can be converted into nutrients for biological or technical cycles. This design concept heralds the dawn of a new age in which products and processes no longer have to be regulated by law in order to minimize the effect on the environment. Their positive impact on the environment and on human beings today and tomorrow makes their ecological footprint a desirable one.

**Certification:** EPEA holds a license for MBDC's *Cradle to Cradle*<sup>SM</sup> certification programme and offers the *Cradle to Cradle*<sup>SM</sup> product certification system to verify the performance of a manufacturer on the basis of a series of solid ecological and social criteria. These criteria are based on the *Cradle to Cradle*<sup>SM</sup> Design principles developed by William McDonough and Michael Braungart.

## **Cradle to Cradle<sup>SM</sup> Design**

*Cradle to Cradle<sup>SM</sup>* Design makes it possible to have products that are economically feasible, healthy for their users, and good for the environment and future generations. The innovative product design does not only relate to appearance and functionality, but also to composition. These products and their material cycles imply a new quality and safety dimension. The integration of their economic, social and environmental aspects means they are superior to the products currently manufactured and available. A *Cradle to Cradle* design can be classified in one of the following two categories of *Cradle to Cradle* products: Products for Consumption that can safely be introduced into biological systems, or Products for Service that can safely be introduced into technical systems.

