



Agion Receives Cradle to Cradle Certification



Agion is pleased to announce that its natural silver-based antimicrobial solutions have received the prestigious Cradle to Cradle Certification from McDonough Braungart Design Chemistry (MBDC). This historic announcement distinguishes Agion as the first antimicrobial technology to be certified for its environmental intelligence. By receiving Cradle to Cradle Certification Agion joins the elite ranks of companies who have achieved this certification in the past including Nike, Aveda, Herman Miller, Steelcase and PepsiCo.

What is Cradle to Cradle Design?

Cradle to CradleSM design is a revolutionary approach to the redesign of human industry based on the conviction that rigorous science and design can move human industry beyond simple concerns for "sustainability" toward a new positive paradigm where growth is good. Science provides the physical laws and the data and design serves as the signal of human intention. Cradle to Cradle design mirrors the healthy, regenerative productivity of nature, and thereby creates industry that is continuously improving and sustaining life and growth. The Cradle to Cradle sustainability concept helps eliminate waste in the world and provides a format for the design of ecologically-intelligent product life cycles.

Cradle to Cradle Certification involves a rigorous review of both the product and the company with regards to using environmentally safe and healthy materials, designing products for material reutilization, such as continuous recycling or safely composting, conservation of energy and the use of renewable energy, water stewardship, and instituting strategies for social responsibility. Learn more at the [Cradle to Cradle Website](#).

Who is McDonough Braungart Design Chemistry (MBDC)?

MBDC is a well respected product and process design firm dedicated to revolutionizing the design of products and services worldwide. William McDonough and Dr. Michael Braungart founded MBDC in 1995 to promote and shape what they call the "Next Industrial Revolution" through the introduction of a new design paradigm called Cradle to Cradle Design, and the implementation of eco-effective design principles.

[Click here to watch Waste = Food](#), an inspiring documentary on the Cradle to Cradle Design Concept.

Sincerely,

Agion Marketing