

Cradle to Cradle Products Innovation Institute Appoints Lewis Perkins as new President

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PRESS RELEASE

Leadership transition occurs alongside significant growth for the Institute, including a record number of Cradle to Cradle product certifications.

Lewis Perkins has been appointed President of the Cradle to Cradle Products Innovation Institute by the Institute's Board of Directors effective as of March 1, 2016. Perkins had been serving as the organization's Interim President since October 2015.

Perkins' appointment comes at a time of significant growth of the Institute, which recently surpassed 3,300 certifications from more than 200 manufacturers. This includes a 35% growth in certifications in 2015 and 10% in just the first two months of 2016. With 68% the majority of certifications cover products for the built environment, such as building material, interior design products and furniture. Other fast-growing categories are home and office supplies and material for product designers, like plastics and textiles.

The Institute is embarking on several key initiatives in 2016 aimed at continuing to increase demand for Cradle to Cradle certified products. Where possible, the Institute engages with different partners to ensure their joint efforts lead to

meaningful and positive impact on our planet. Among its partners are the Ellen McArthur Foundation, the Sustainable Apparel Coalition and the Healthy Building Network.

“As we continue rethinking the way we make and consume products, Cradle to Cradle design and certification is more relevant than ever before,” said Perkins. “I am committed to carrying forward the momentum established by the Institute over the past six years. I also look forward to working closely with the Institute’s board of directors and staff, along with all our organizational stakeholders, to further elevate the profile of Cradle to Cradle and build the value of the circular economy.”

Perkins joined the Institute as Senior Vice President in 2012. During his first four years with the organization, he developed the C2C Product Symposium, launched Fashion Positive in 2014, and worked with former president Bridgett Luther and the board on fundraising, institutional strategy, and organizational growth.

About the Cradle to Cradle Products Innovation Institute

The Cradle to Cradle Products Innovation Institute is a non-profit organization based in California, USA and The Netherlands, focused on transforming the making and consumption of things into a regenerative force for the planet. The Institute uses design, based on laws of nature, to help commerce create products that are safe for people and the environment. This rethinking of how we design, manufacture, use and reuse materials will spur a new era of research and innovation, simultaneously driving economic, ecological and social prosperity. For more information about the Cradle to Cradle Products Innovation Institute, board of directors, and Cradle to Cradle certified products, visit c2ccertified.org.

Lewis Perkins will be in the Netherlands April 28 – May 7. For interview requests or more information, please contact Jacobien Crol / jacobien@theterrace.nl / T +31 (20) 33 74 271