

## PRESS RELEASE

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### **REGUPOL Products Cradle to Cradle Certified®**

**Sixty-five products from acoustics, building protection and load securing receive the Cradle to Cradle Certified® Bronze certificate.**

Since the company was founded, **REGUPOL** has stood for a sustainable way of thinking and production – the Cradle to Cradle Certified® Bronze Level certificate underpins this claim. “The increasing scarcity of resources requires a holistic view of products, especially their life cycle. At **REGUPOL**, we have made it our task to continuously work on developing our solutions in line with a consistent circular economy. Cradle to Cradle Certified® shows us that we are on the right track. We are extremely proud of that,” stresses **REGUPOL** shareholder Sebastian Pöppel. Sixty-five products from acoustics, building protection and load securing were certified.

#### **Cradle to Cradle Certified® (C2C Certified®) stands for a continuous and consistent circular economy**

Our economy still works linearly as a rule: raw materials become waste. The building sector, in particular, is one of the largest producers of climate-damaging emissions, consuming many material and energy resources while leaving behind large amounts of waste. If the goals of the European Green Deal, a reduction of greenhouse gas emissions by 60 per cent by 2030, are still to be achieved, this must change urgently. Cradle to Cradle Certified® is an approach for a continuous and consistent circular economy. The idea behind this is to save resources and to think in terms of complete product cycles right from the start. C2C Certified® literally means that everything goes from cradle to cradle, i.e. circulates in endless cycles. Recycling includes both upcycling and downcycling elements.

**REGUPOL**, with its high-quality products, is involved in upcycling. “The criteria for a C2C certification are stringent. However, their principles have been in our DNA since the company was founded, so it was a logical step to apply the standards to our acoustic, building protection and load securing solutions,” emphasises Sebastian Pöppel. “That means we don’t just look at our products’ ecological and social impact in the present. We aspire to consider each of our products as part of a future manufacturing process. In this way, we minimise the burden on the environment and make a positive

contribution to shaping our future. However, this recognition is very important not only for us as a company but also for our customers because anyone who wants to build sustainably should look to certified products and companies. C2C Certified® is an important indicator of this.”

### **Cradle to Cradle Certified® (C2C Certified®): Stringent criteria for certification**

As the world population grows and the need for different types of materials increases, the necessary raw materials are becoming increasingly scarce. Construction, for example, should mean thinking decades ahead. Buildings designed according to the C2C Certified® principle are raw material depots for valuable materials. This is also due to the stringent criteria.

Cradle to Cradle Certified® is based on five criteria for certification: material health, recyclability, (use of) renewable energies, responsible use of water and social justice. In each of these criteria, a rating of Basic, Bronze, Silver, Gold and Platinum can be achieved. The weakest criterion determines the overall result. **REGUPOL** scored Gold in the criteria of recyclability, Silver in the use of water and social justice, and Bronze in material health and the use of renewable energies. The principle of continuous improvement applies to being C2C Certified® – in the event of possible recertification in two years, honest efforts to optimise the individual criteria must be apparent. “This is an additional incentive for us,” remarks Sebastian Pöppel happily. Cradle to Cradle Certified® is a registered trademark of the Cradle to Cradle Products Innovation Institute.

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### **About REGUPOL BSW GmbH**

**REGUPOL** was founded in 1954 and processes recovered and recycled high-quality plastics. Since then, **REGUPOL** has become one of the leading suppliers of sports floors, fall protection floors, anti-slip mats for load securing, products for impact sound insulation and vibration insulation, as well as protective and separating layers. **REGUPOL** has almost 70 years of experience in these market segments and is a market leader in many product groups. Based in Bad Berleburg, North Rhine-Westphalia, **REGUPOL** employs more than 700 people worldwide who leverage their expertise to offer customers tailored solutions. Subsidiaries are: **REGUPOL** America LLC, **REGUPOL** Australia Pty. Ltd, **REGUPOL** Acoustics Middle East FZE, **REGUPOL** Schweiz AG, **REGUPOL** Zebra Athletics LLC and BSW Shanghai CO. LTD. Last year, **REGUPOL** generated sales of approximately €120 million and recycled more than 90,000 tons of elastomers. **REGUPOL** is the winner of the NRW 2020

Environmental Business Award.