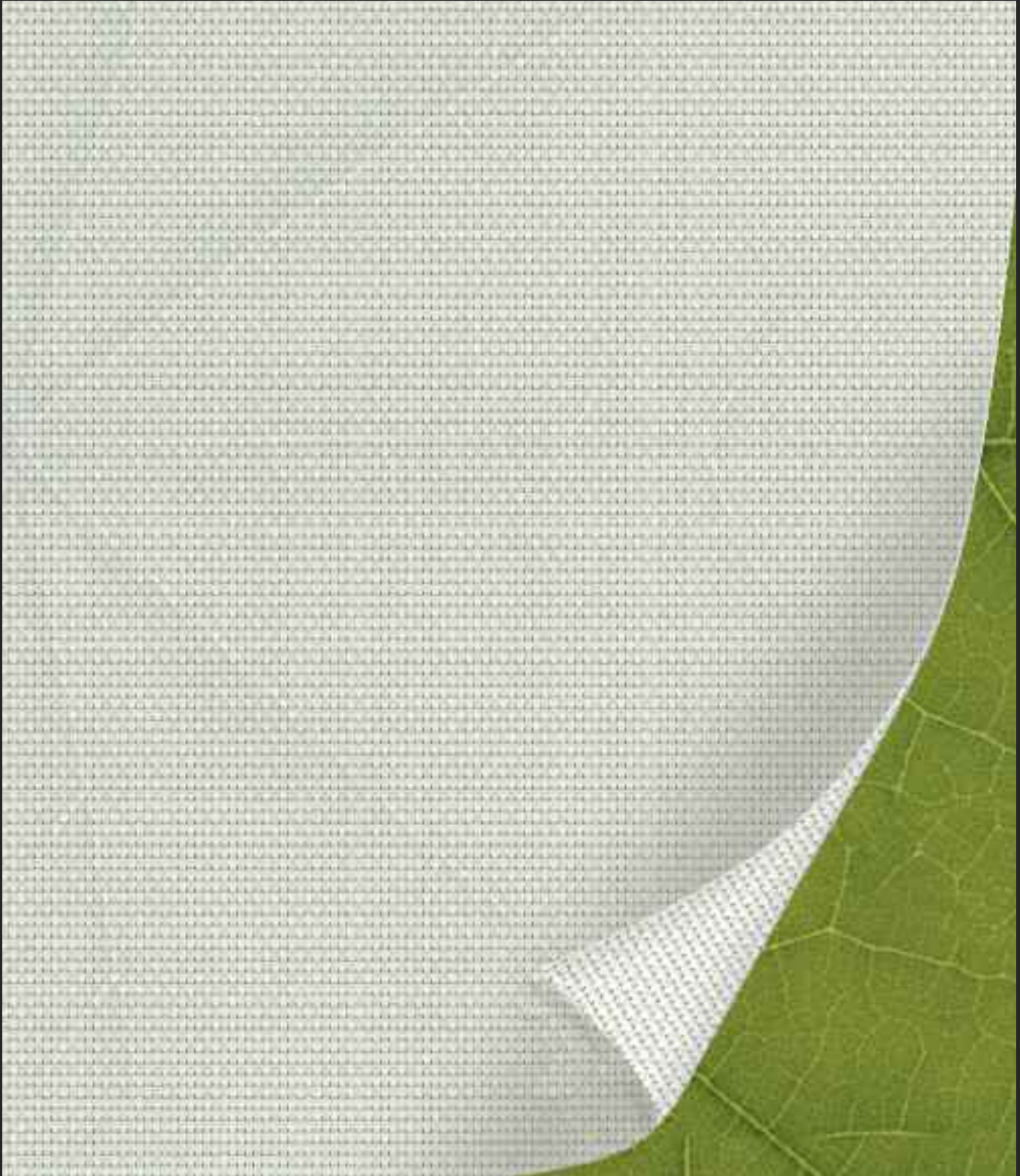


# EcoVeil®

Sustainable and ecologically  
sound shadecloth



# EcoVeil®

## Beyond PVC-free

EcoVeil® is a non-PVC shade cloth with healthful properties. It is constructed by MechoShade Systems in the same manner as the ThermoVeil® shade cloth series with similar characteristics plus the added benefits of being especially environmentally friendly. The shade cloth is composed of a core and a coating of TPO (thermoplastic olefin) filaments. EcoVeil® has similar characteristics to ThermoVeil® plus the added benefit of being:

- the first Cradle to Cradle™ shade cloth.
- more than PVC-free.
- reclaimable and recyclable.
- durable and washable.
- antimicrobial.
- flame retardant.
- optimized and under continuous improvement by MBDC, a product and process design firm founded by William McDonough and Dr. Michael Braungart.
- selected by *Environmental Building News* as one of the Top-10 Green Building Products of 2004.

## Cradle to Cradle

Traditional environmentalism perceives industry and commerce as unsustainable and proposes to reduce their impact by constricting their activities.

Cradle to Cradle design is an innovative approach to sustainability which models human industry on an integrated process of nature's biological metabolism—or its productive eco-systems—by developing an equally effective technical metabolism in which the materials of human-industry safely and productivity flow.

Using the Cradle to Cradle model, products like EcoVeil® are developed for closed-loop systems in which every ingredient is safe and beneficial, either to biodegrade naturally and restore the soil or to be fully recyclable into high-quality materials for subsequent generations, again and again.

Using biological nutrients and technical nutrients allows a company, such as MechoShade Systems, to eliminate waste and recovery values, rather than creating a future solid-waste problem and relinquishing material assets in the process of delivering a product to a customer.



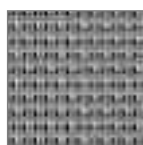
**1351**  
**White**  
OF: ± 5%



**1366**  
**Eggshell**  
OF: ± 5%



**1352**  
**Beige**  
OF: ± 5%



**1363**  
**Grey**  
OF: ± 5%

“EcoVeil®, our Cradle to Cradle solar shade cloth, will be the most significant new product we have developed for many years. By aligning MechoShade Systems with this new design paradigm,—the MBDC Cradle to Cradle design protocol and Silver certification program,—we can provide a better and more sustainable product, one that is separate and distinct from our competition.”

— Jan Berman, President  
MechoShade Systems, Inc.

### The Cradle to Cradle Design Protocol

To assist companies in designing or redesigning eco-effective products, MBDC uses the Cradle to Cradle Design Protocol to assess materials used in products and production processes. The Protocol is founded on the Intelligent Products System developed by Michael Braungart and his colleagues at the EPEA (Environmental Protection Encouragement Agency).

In applying the protocol, materials in products are first inventoried and then evaluated according to their characteristics within a desired application and placed into one of four categories: (Green, Yellow, Orange or Red). The categories are based on degrees of human health and environmental relevance criteria.

After all the chemicals are assessed, the materials in a product application are optimized by positively selecting replacements for chemicals characterized as Red and using Green chemicals, as they are available.

#### The Four Categories

**Green:** Little-or-no risk. A chemical is acceptable for use in the desired application.

**Yellow:** Low-to-moderate risk. A chemical is acceptable for use in the desired application until a Green alternative is found.

**Orange:** There is no indication that a chemical is high risk for the desired application, but a complete assessment is not possible due to lack of information.

**Red:** High risk. Red chemicals (also sometimes referred to as X-list chemicals) should be phased out as soon as possible. Red chemicals include all known or suspected carcinogens, endocrine disruptors, mutagens, reproductive toxins and teratogens. In addition, chemicals that do not meet other human-health or environmental-relevance criteria are Red chemicals.

Human-health and environmental-relevance criteria used to rank chemicals are listed at right.

### Human-Health Criteria

- Carcinogenicity
- Teratogenicity
- Reproductive toxicity
- Mutagenicity
- Endocrine disruption
- Acute toxicity
- Chronic toxicity
- Irritation of skin or mucous membranes
- Sensitization
- Carrier function or other relevant data

### Environmental-Relevance Criteria

- Algae toxicity
- Bioaccumulation (low kow)
- Climactic relevance and ozone-depletion potential
- Content of Aox (halogenated organic compounds)
- Daphnia toxicity
- Fish toxicity
- Heavy-metal content
- Persistence and biodegradation
- Toxicity-to-soil organisms (bacteria and worms)

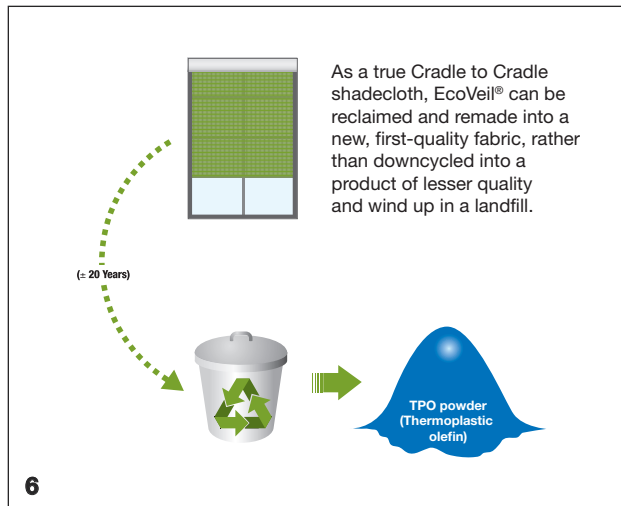
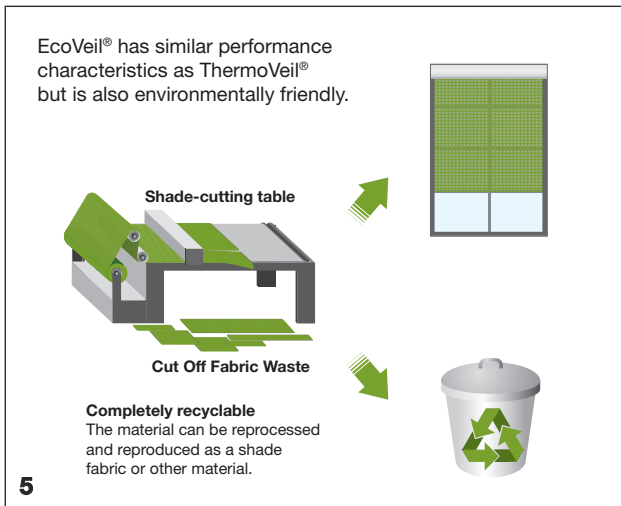
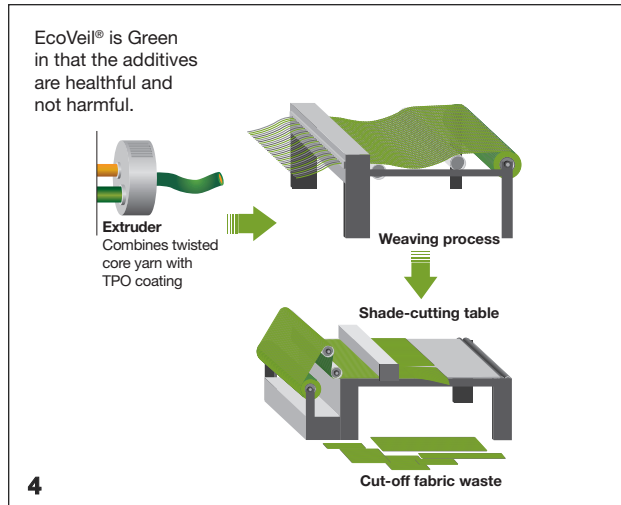
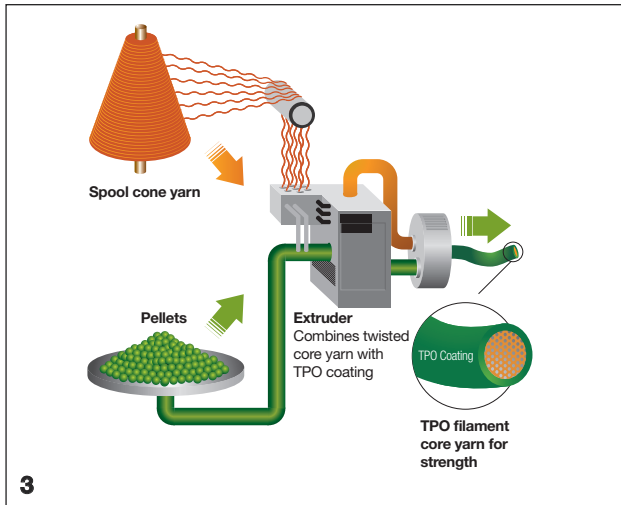
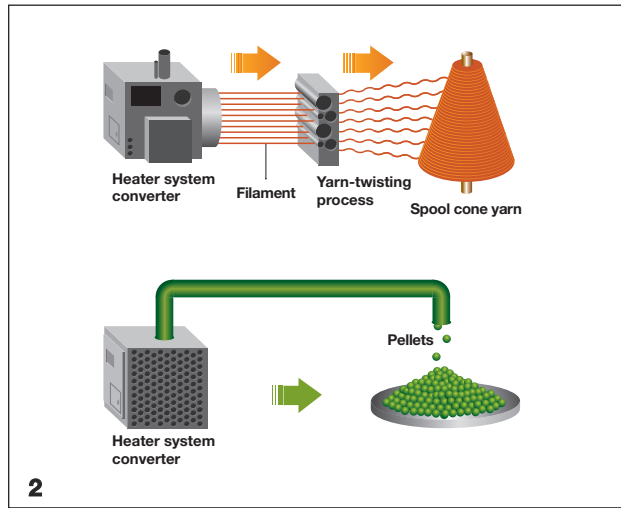
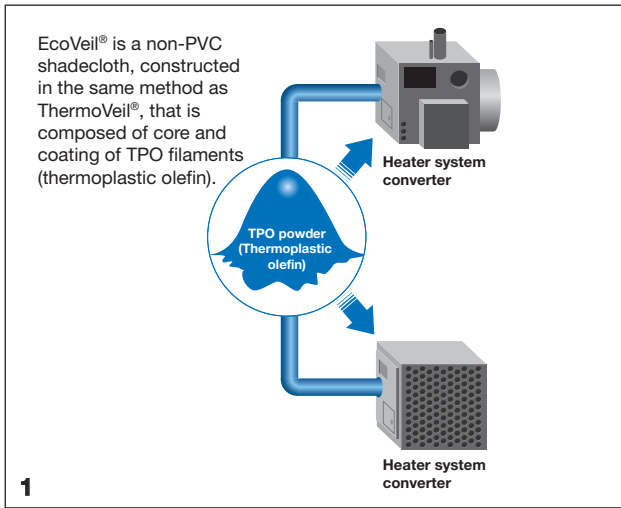


*Cradle to Cradle: Remaking the Way We Make Things*

Written by William McDonough  
Michael Braungart Cradle to Cradle™  
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For more information on MBDC:  
[www.mbdc.com](http://www.mbdc.com)

# The EcoVeil® Development Process



For more information on EcoVeil®:  
[www.mechoshade.com](http://www.mechoshade.com)



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