

Lenzing, April 4<sup>th</sup>, 2022

Press Release

**Lenzing Papier has been awarded Cradle to Cradle Certified® Silver level for its white recycled paper grades.**

Cradle to Cradle Certified® is an independent product certification awarded by the Cradle to Cradle Products Innovation Institute.

The Cradle to Cradle Products Innovation Institute is dedicated to powering the circular economy through products and systems that have a positive impact on people and planet.

“The core business of Lenzing Papier is to reach the highest standards for products fitting in the circular economy.” says Ernst Brunbauer, Managing Director of Lenzing Papier GmbH.

“Receiving Cradle to Cradle Certified® Silver for the white recycled paper grades is a notable achievement. This demonstrates our deep commitment to enabling a world that is healthy, equitable and sustainable.”

“How we make paper today shapes the world we will inhabit tomorrow. The Cradle to Cradle Certified Product Standard enables Lenzing Papier and our customers to verify the positive impact of our products on people and planet. Cradle to Cradle Certified® is the world’s most advanced, science-based standard for designing and making products today that enable a healthy, equitable, and sustainable tomorrow.”

“Cradle to Cradle Certified assesses all aspects of product design and manufacturing by evaluating a product’s sustainability performance across five categories: material health, product circularity, clean air and climate protection, water and soil stewardship, and social fairness. Certification is awarded based upon a product’s performance (Bronze, Silver, Gold or Platinum) in each of the five categories.”

The application for the Cradle to Cradle Certification was supported by consultancy firm EPEA. “A big challenge for using paper in a circular economy are the chemicals used in the production and printing processes. This Cradle to Cradle Certification proves Lenzing Papier has taken practical action towards realizing and facilitating a healthy circular economy for paper.” adds Hein van Tuijl, Managing Director of EPEA Benelux.

*About Lenzing Papier GmbH*

Lenzing Papier is the Austrian specialist manufacturer of premium recycled paper grades.

[www.lenzingpapier.com](http://www.lenzingpapier.com)  
[www.c2ccertified.org](http://www.c2ccertified.org)  
[www.epea.nl](http://www.epea.nl)

Cradle to Cradle Certified® is a registered trademark of the Cradle to Cradle Products Innovation Institute.

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