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Greenspeed is the first company in the world to obtain the Bronze Level Material Health certificate from the Cradle to Cradle Products Innovation Institute for microfibre cloths

The well-known Greenspeed Original Microfibre Cloth was introduced in the Benelux 25 years ago. Today it has earned its spot in the limelight once again. The Cradle to Cradle Products Innovation Institute has awarded the Greenspeed cloth a Bronze Level Material Health certificate, making it the world's first microfibre cloth to get certified. This is very much in line with Greenspeed's vision for a future of healthy cleaning.

Greenspeed is internationally renowned for its sustainable microfibre products and ecological cleaning agents with a positive impact on people and the environment. The company was the first to launch a full range of Gold Level Cradle to Cradle Certified™ professional cleaning products to serve the cleaning market. Now the Original Microfibre Cloth has also achieved its own Material Health certificate at bronze level. Innovation is one of the unique values that help make Greenspeed a pioneer in the industry. This is reflected in its continuous development of sustainable cleaning solutions, but also in its continued focus on the existing range and employed materials to keep optimising its existing products in terms of both efficiency and sustainability & health. The Material Health certificate acts as a nice boost to the achievement of Greenspeed's vision: designing healthy cleaning products that won't harm people or the environment.

What exactly is the Material Health Certificate?

The Material Health Certificate is issued by the Cradle to Cradle Products Innovation Institute, a non-profit organisation that is committed to a circular economy. They do this by encouraging innovations with a positive impact on people and the environment. The Material Health Certificate is awarded to products that meet the Material Health requirements of the multi-attribute Cradle to Cradle Certified™ Product Standard. This certificate is increasingly important now that society is showing a growing interest in the chemicals that are used in products. So how exactly does the process work?

First, an independent third party analyses what chemicals are used in a product. After detecting what components are present, these are compared with a list of substances harmful to people and the environment. This is followed by a chemical hazard risk assessment. The product's certification level is based on the extent of its compliance with various predefined criteria. To improve and achieve a higher certification level, undesirable substances must be replaced. That is how the Original Microfibre Cloth obtained the Bronze Level. It is Greenspeed's ambition to keep innovating in order to reach a higher level in the future.

Proven reliability and an incentive for future-oriented businesses

As the leader in circular cleaning, Greenspeed continues to innovate to be able to develop healthy products. *“We innovate to achieve our vision for the future: developing smart and healthy cleaning solutions with a restorative effect on people and the environment.”* – Michel de Bruin, CEO.



The Cradle to Cradle Certified™ Products Program is a reliable, globally recognised benchmark that imposes strict requirements on future-oriented companies that aim to perform in-depth scientific analysis of their products. Greenspeed's product developers are committed to developing safe, future-proof cleaning products, day after day.

“Achieving this certificate is an important milestone! It demonstrates Greenspeed's ambition to continue to innovate with sustainable and healthy cleaning equipment and agents. This is just the beginning for us. We would like to get even more products certified in future and will continue to focus on improving our product range. We aim to evolve towards products that actually make a positive contribution. For example, our Gold Level Cradle to Cradle Certified™ probiotic cleaners have achieved the highest possible score in the Material Health category. Our goal is to achieve this level for all our products in future.” – Lies Marijnissen, Product & Sustainability Manager.

By means of thorough analysis of the Original Microfibre Cloth's materials, Greenspeed aims to improve the substances it uses and contribute to a more sustainable society. This is immensely valuable, as it brings us another step closer to a clean world. If you would like to clean up your own routines and also opt for healthy cleaning, contact Ecofy at nora@ecofy.net.au for advice at no obligation.

About Greenspeed

Greenspeed was founded in the Netherlands 25 years ago. Since the acquisition of Ecover Professional, Greenspeed has offered a wide range of sustainable cleaning products and innovative microfibre products. Greenspeed's range has been certified by the Scandinavian Nordic Swan Ecolabel, the EU Ecolabel and the Cradle to Cradle Certified™ label. Greenspeed's smart cleaning solutions are aimed to achieve a healthy, clean working environment and a circular society. The focus is on materials that can be reused time after time. Greenspeed is active in more than 30 countries worldwide. Everything Greenspeed does is focused on commitment, expertise, innovation and reliability.



Ecofy is the exclusive import partner of Greenspeed products in Australia and New Zealand.

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