

Barcelona, April 7th, 2021



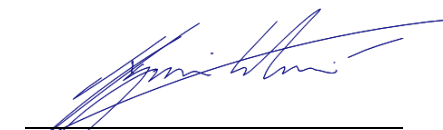
Jawaid Bross Label Industries Pvt. Ltd pursues the Cradle to Cradle Certified™ Products Standard with a range of trims

Jawaid Bross Label Industries Pvt. Ltd is a manufacturer of textile accessories and garments in Pakistan, specialized in a wide range of identification products for garments. As part of this commitment to quality, in 2021 the company started a journey to measure and guide its procedures and finished products with the Cradle to Cradle Material Health Certificate.

The Material Health Certificate offers a solution to growing industry and consumer interest in knowing more about the chemicals used in products across their supply chains and avoiding chemicals of concern. The Material Health Certificate uses the rigorous, globally recognized material health assessment methodology of the Cradle to Cradle Certified Product Standard to provide manufacturers with a trusted way of assessing and verifying their work towards safer product chemistries.

Jawaid Bross is currently working in the development and certification of a range of labels based on the C2C principles, involving all manufacturers involved in the process to increase transparency and seeking safety for people and the environment. Its design and the selected materials and chemicals are under evaluation to determine their compatibility with the certificate requirements at different levels of achievement. After the evaluation Jawaid Bross will apply for the Material Health Certificate to the Cradle to Cradle Products Innovation Institute.

EIG is an organization accredited to perform the assessment of products against the C2C Certified™ Products Standard. Since March 2021, EIG is working with Jawaid Bross towards the Material Health certification of a range of cellulosic labels.



Ignasi Cubiñà
CEO, EIG



*Eco Intelligent Growth is an organization
accredited to perform the assessment
against the Cradle to Cradle Certified
Product Standard*