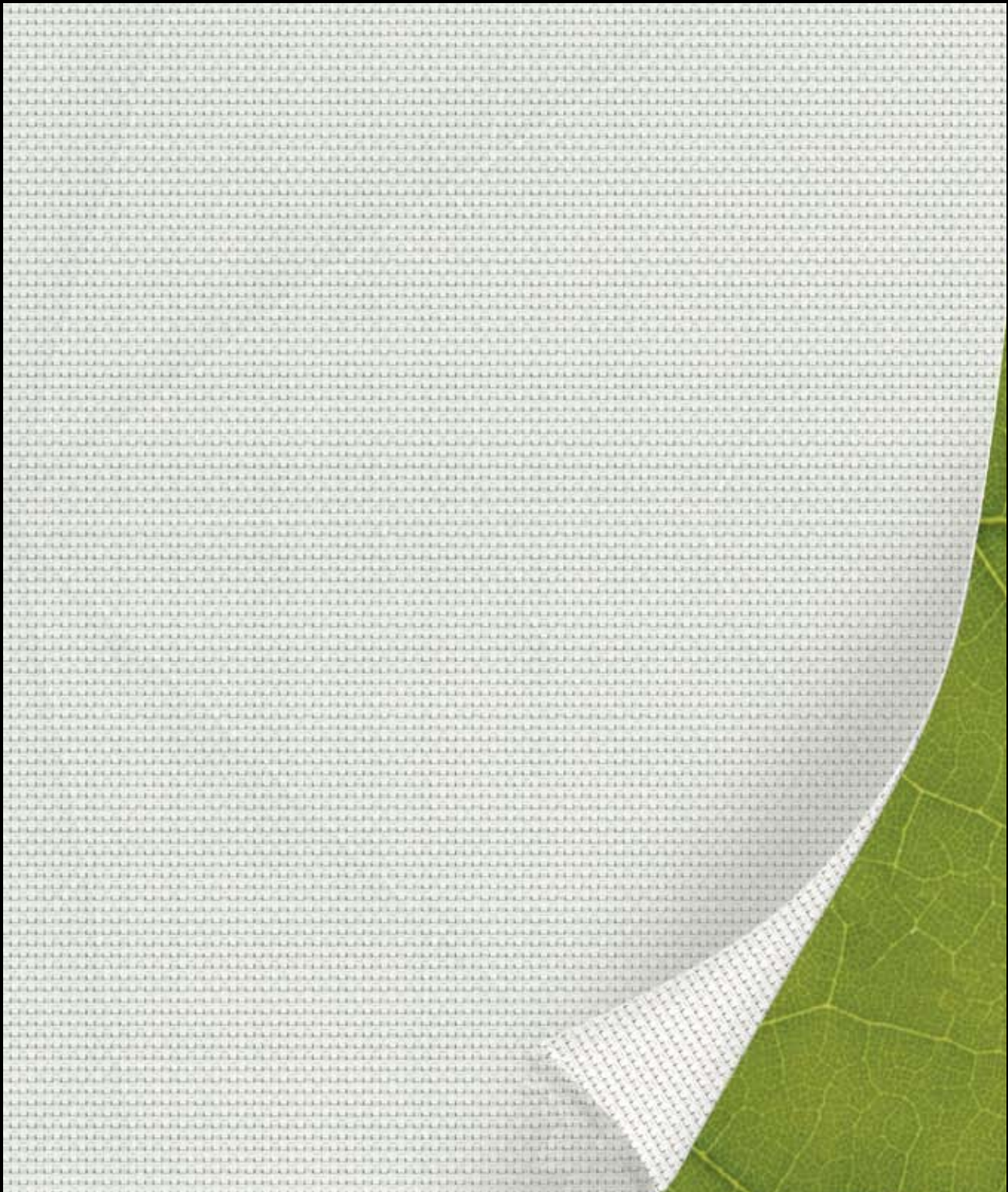


EcoVeil®

Sustainable and eco-effective shadecloth



EcoVeil®. Naturally inspired.

“EcoVeil®, our Cradle to CradleSM solar shadecloth, is the most significant new product we have developed for many years. And it has been recognized by MBDC as being Cradle to Cradle Certified^{CM} silver.”

—Jan Berman, President
MechoShade Systems, Inc.

Beyond PVC-free

EcoVeil® is a non-PVC shadecloth with healthful properties. It is constructed in the same manner as MechoShade Systems’ ThermoVeil® Shadecloth Series with the added benefit of being environmentally friendly.

Composed of a core and coating of TPO (thermoplastic olefin), the eco-benefits of this special shadecloth include its being:

- the first Cradle to Cradle Certified^{CM} shadecloth.
- PVC-free.
- reclaimable and recyclable.
- durable and washable.
- antifungal and 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 CradleSM

Cradle to CradleSM 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, the materials of human industry can safely and productively flow.

Using the Cradle to CradleSM model, products like EcoVeil® have been developed for closed-loop systems. These systems are ones 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.

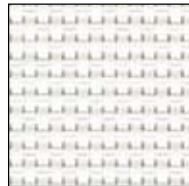
The use of biological or technical nutrients allows a company, such as MechoShade Systems, to eliminate waste and recovery values. Thus, a future solid-waste problem and the material assets that are produced in the process of delivering a product to a customer are eliminated.

The Cradle to CradleSM design protocol

To assist companies in designing or redesigning eco-effective products, MBDC uses the Cradle to CradleSM 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.

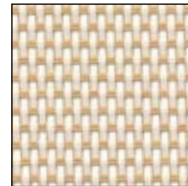
When all the chemicals have become assessed, the materials in a product application are optimized by selecting replacements for the chemicals that are characterized as Red and using Green chemicals, if they are available.



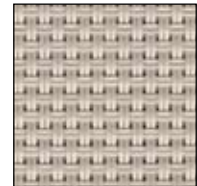
White
Available in 3 and 5%
openness factors



Eggshell
Available in 3 and 5%
openness factors



Straw
Available in 3 and 5%
openness factors



Beige
Available in 3 and 5%
openness factors

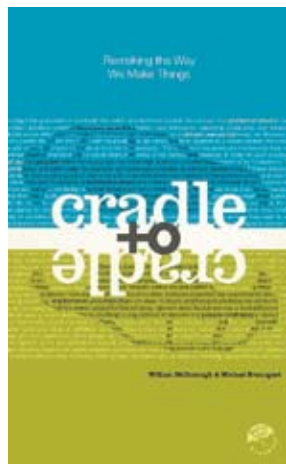
The four categories

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, and a complete assessment is not possible due to lack of information.

Red: High risk. Red chemicals (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 are Red if they do not meet other human-health or environmental relevance criteria.



Cradle to Cradle: Remaking the Way We Make Things

Written by William McDonough and Michael Braungart
Cradle to CradleSM is a service mark of MBDC.

For more information on MBDC: www.mbdc.com

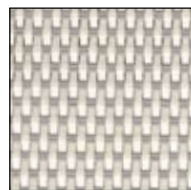
These are the human-health and environmental relevance criteria used to rank chemicals:

Human-health criteria

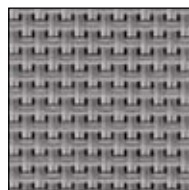
- Carcinogenicity
- Teratogenicity
- Reproductive toxicity
- Mutagenicity
- Endocrine disruption
- Acute toxicity
- Chronic toxicity
- Irritation of skin and mucous membranes
- Sensitization
- Carrier function or other relevant data

Environmental-relevance criteria

- Algae toxicity
- Bioaccumulation (log 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)



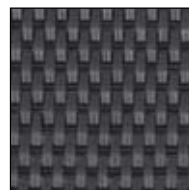
Silver Birch
Available in 3 and 5% openness factors



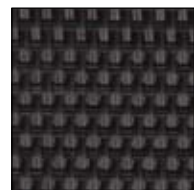
Grey
Available in 3 and 5% openness factors



Flint
Available in 3 and 5% openness factors



Shadow Grey
Available in 3 and 5% openness factors

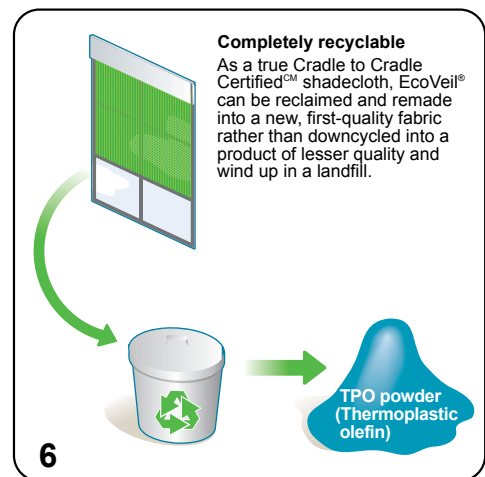
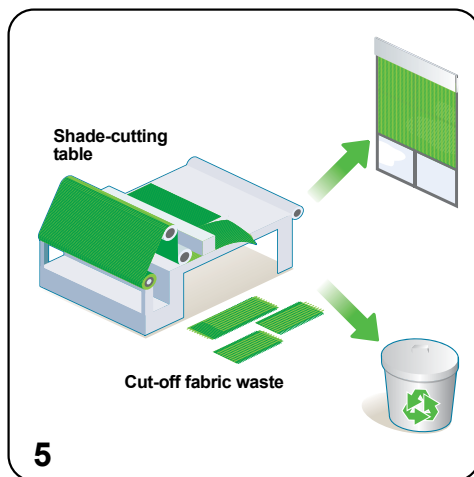
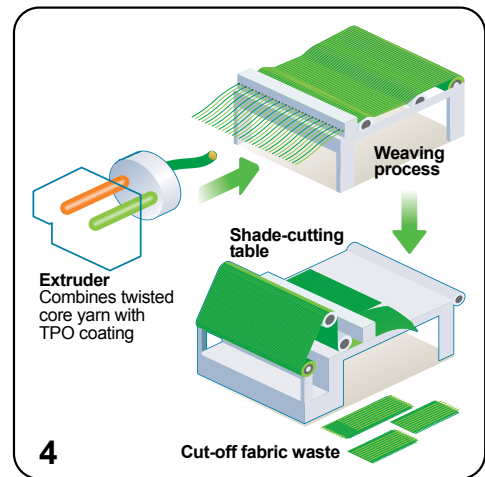
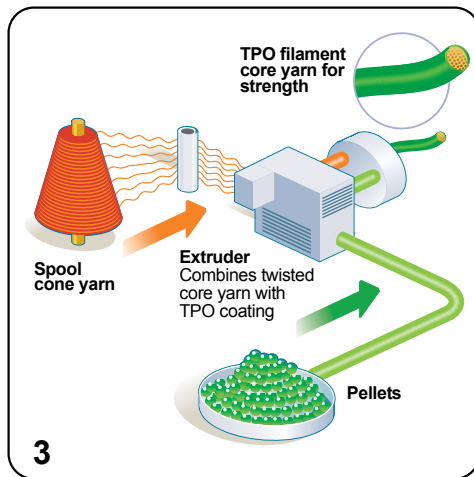
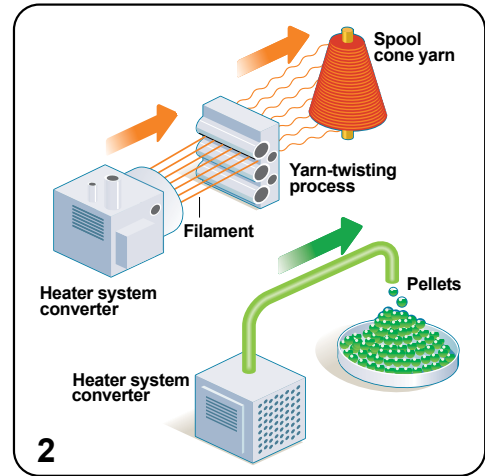
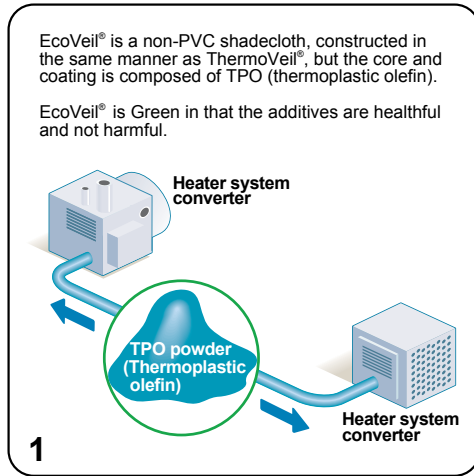


Black/Brown
Available in 3 and 5% openness factors

The EcoVeil® development process

EcoVeil® is a non-PVC shadecloth, constructed in the same manner as ThermoVeil®, but the core and coating is composed of TPO (thermoplastic olefin).

EcoVeil® is Green in that the additives are healthful and not harmful.



**MechoShade
Systems**

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