



Press Release September 2011

## Go with the Flo for greater eco-efficiency and eco-effectiveness: monitor arm awarded

### Cradle to Cradle Certification <sup>CM</sup>\*

Colebrook Bosson Saunders' latest flat screen monitor arm has been awarded silver level certification by official body MBDC (McDonough Braungart Design Chemistry). MBDC explain that "certification permits an organisation to tangibly and credibly demonstrate its efforts to design eco-effective products. Cradle to Cradle is a multi-attribute ecolabel that assesses products for their ingredients' human and environmental health characteristics, their recyclability or compostability, and their manufacturing characteristics".

Consumers can rely on the certification mark to identify and specify sustainable products for their homes, businesses and buildings. Other recipients of the hard-fought accreditation include Procter and Gamble, Centria and Rexel. In order to be certified at a certain level, a product must meet the minimum criteria for that level in all five categories: Material Health, Material Utilisation, Renewable Energy Use, Water Stewardship, and Social Responsibility.



The Flo monitor arm was launched worldwide during 2010 and 2011. Flo is a self-powered dynamic monitor arm that allows a flat screen to be used in either an upright viewing position, at desktop level as a touch screen, or anywhere in between. Flo stands out from its competitors because it addresses three major needs of end-users and specifiers: free flowing action with smooth adjustability; a unique visual indicator weight gauge; compatibility with touch-screen technology and in addition, as one would expect from a Colebrook Bosson Saunders' product, purity of design.

\* Cradle to Cradle Certified <sup>CM</sup> is a certification mark of MBDC.

Now certified this environmental stamp of approval gives the Flo monitor arm an extra competitive edge in its marketplace. Cradle to Cradle accreditation status makes Flo eligible for LEED (Leadership in Energy and Environmental Design) points as an Environmentally Preferable Material in USGBC's LEED for Homes Rating System, LEED points under the Innovation in Design category in all LEED rating systems, LEED points under the Pilot Credit 43: Certified Products in all LEED rating systems and listing in Green Wizard software that streamlines the process of sourcing and purchasing sustainable building materials and manages the documentation required for LEED certification. The architecture and interior design communities recognise the Cradle to Cradle accreditation process and Cradle to Cradle products are being specified for more and more building projects.

David Barrass, Product Manager at Colebrook Bosson Saunders, who oversaw the accreditation process states: "I am delighted to announce that our Flo monitor arm has become our first product to be awarded Cradle to Cradle Silver Certified status. This is the result of a lot of hard work and sheer doggedness from the design and production team in ensuring all the information required was pinned down as part of this extensive process."

**ENDS**

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**Note to editors:**

Colebrook Bosson Saunders (CBS) believe passionately in design. CBS design and manufacture innovative and elegant solutions that create space and comfort for people in a wide range of workplaces, including trading floors; offices; hospitals; schools and universities; and passenger terminals.

Through extensive expertise in ergonomics CBS create adjustable work space solutions that promote healthy and productive working environments. These workplace solutions help overcome some of the most common workplace issues related with technology use - musculoskeletal disorders, workstation organisation and technology support.

CBS have a truly global presence with offices in Europe, UAE, USA, Asia and Australia.

[www.colebrookbossonsaunders.com](http://www.colebrookbossonsaunders.com)