

KALDEWEI

PRESS INFORMATION

Cradle to Cradle Certified® bathroom solutions from Kaldewei

The bathroom manufacturer supports the construction industry's path to the circular economy

KALDEWEI, Ahlen, March 2025 – The bathroom manufacturer Kaldewei is taking another big step towards the circular economy and can now offer Cradle to Cradle Certified® [C2C] bathtubs, shower trays and washbasins. The company is therefore already paving the way for the global trend towards a circular economy. The aim behind this is a healthy, fair and sustainable future. The company is convinced that the construction industry will rely even more on C2C Certified products and materials in the future. The reasons for the increasing need for sustainable solutions are obvious: stricter regulatory requirements, economic advantages and the need to conserve the natural resources of our planet.

Even today, our linear economic system of “take-make-waste” – i.e. “buy – use – throw away” – has no future prospects whatsoever. The scarcity of resources, damage to the environment and people, continued emission of greenhouse gases and the associated global warming are no longer sustainable. The necessary transformation to a circular economy means that the raw materials used are reused at the end of their utilisation phase as source materials for new, pollutant-free products – without any loss of quality or significant loss of quantity. The prerequisites for this must be created right at the start of product development so that pollutant-free materials can be dismantled and separated according to type at the end. Kaldewei bathroom objects have always been made of steel and glass and can be returned to the material cycle as 100 percent recyclable material at the end of their life cycle. This is now confirmed by the Cradle to Cradle Certified® certification from an independent body.

Certified sustainability

Around 600 different Kaldewei items in the colour Alpine white can now be called “Cradle to Cradle Certified® silver”, including, of course, the most sought-after “classics” for private bathrooms and for project business. Kaldewei is thereby the first supplier of bathtubs, shower trays and washbasins to be able to demonstrate its consistently sustainable orientation with a C2C Certified certificate. The direct entry with silver underlines the ambitious goals of the

Franz Kaldewei GmbH & Co. KG
Beckumer Str. 33-35 • D-59229 Ahlen
Tel. +49 2382 785 0
www.kaldewei.com

Gesellschaftsform:
Kommanditgesellschaft
Sitz der Gesellschaft: D-59229 Ahlen
Registergericht: Amtsgericht Münster HRA 6481
USt-IdNr. DE123928793

Geschäftsführende persönlich
haftende Gesellschafterin:
Kaldewei-Verwaltungsgesellschaft mbH
Sitz der Gesellschaft: D-59229 Ahlen
Registergericht: Amtsgericht Münster HRB 8385

Geschäftsführer:
Dipl.-Kfm. Franz Kaldewei
Dipl.-Kfm. Patrick Nußmann

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bathroom manufacturer, which has always been a pioneer in sustainability, for example by signing the Science Based Targets SBTi or by using CO₂ reduced steel. Kaldewei is now on the way to aligning its processes and product developments strictly according to C2C Certified standards. For the company, this certification, the process of which took more than one and a half years, is not only an important strategic step, but also another positive contribution to the environment.

The construction industry also benefits from C2C Certified certification because it helps it become more sustainable, economical and innovative. It offers environmental, health and economic benefits and helps construction companies adapt more quickly to necessary market and regulatory requirements.

C2C Certified: Consistent circular economy without waste

The C2C Certified certification is a globally relevant and cross-industry multi-attribute standard with the goal of a healthy, fair and sustainable future. It provides brands, producers and designers with guidance in the development and manufacture of products. At the centre of the Cradle to Cradle concept is an integrated and consistent circular economy in which waste is completely avoided and all materials are returned to either biological or technical cycles. It was developed in the 1990s by Michael Braungart and William McDonough. The certification process looks at performance in five areas: Material health, product recycling, air pollution control and climate protection, water and soil management and social fairness. The scientifically based Cradle to Cradle Certified® certification endows the sometimes overused term “sustainability” with a new, serious relevance. Architects and specialist planners can find all the necessary information about C2C Certified Kaldewei products here: <https://www.kaldewei.com/company/sustainability/>

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Images and captions:

7.1a_Kaldewei_C2C_certified



Photo: KALDEWEI

Kaldewei is the first supplier of bathtubs, shower trays and washbasins to be able to demonstrate its consistently sustainable approach with a C2C Certified certificate.

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7.1b_Kaldewei_C2C_certified



Photo: KALDEWEI

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7.2_Kaldewei_C2C_certified



Photo: KALDEWEI

Around 600 Kaldewei items in the colour alpine white can now be called “Cradle to Cradle Certified® silver”, from tried and tested “classics” to sophisticated design objects for luxury bathrooms.

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7.3_Kaldewei_C2C_certified



Photo: KALDEWEI

The Cradle to Cradle Certified® certification gives consumers the security of keeping their ecological footprint as small as possible by choosing the right bathroom product.

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7.4_Kaldewei_C2C_certified



Photo: KALDEWEI

Kaldewei bathroom objects are made of steel and glass, are plastic-free and can be 100 percent returned to the material cycle at the end of their life cycle.

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7.5_Kaldewei-C2C_Logos

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C2CCERTIFIED.ORG

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About KALDEWEI

When it comes to the bathroom, many people immediately think of KALDEWEI - and for good reason: The premium brand stands for excellent solutions for the personal dream bathroom as well as for recyclable materials and products. Around 600 of them carry the Cradle to Cradle® Certified certificate and underline the company's consistently sustainable orientation. KALDEWEI is one of the first German bathroom manufacturers with the Cradle to Cradle® Certified certification by an independent body. Bathtubs, washbasins, shower solutions – all KALDEWEI products made of steel and glass are plastic-free and promise individual sensual luxury. This is defined by sophisticated aesthetics, responsible longevity and lasting joy in use. And this can be even increased: exclusive spa facilities pamper all the senses and transform the bathroom into a true experience space. Under the term LUXSTAINABILITY® Kaldewei combines innovative design that evokes a special attitude to life and a deeply rooted sustainability that characterises all KALDEWEI products. The LUXSTAINABILITY® philosophy of the company enables individual luxury for the senses and for every budget – for the first-class top hotels as well as for comfortable private bathrooms.

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Press contacts:

Franz Kaldewei GmbH & Co. KG
Georgina Trimbusch
PO Box 1761
59206 Ahlen, Germany

Tel. +49 2382 785 165
georgina.trimbusch@kaldewei.de
www.kaldewei.com

Claudia Wünsch Communication GmbH
Massimiliano Monteverdi
Silbersteinstraße 45
12051 Berlin

Tel: +49 30 78956825
mm@claudia-wuensch.com
www.claudia-wuensch.com

UK press contact:

Esprit Media Ltd.
Karen Brooks
The old Chicken Shed
Kiln Cottage, Kiln Way
Grayshott
Hampshire, England

Tel. +44 1428 788 098
karen@espritpr.com

Further information and illustrations are available from Kaldewei's virtual press office:
www.kaldewei.com