

## **ICESTONE RECEIVES COVETED 'CRADLE TO CRADLE' CERTIFICATION FOR EXCELLENCE IN ITS GREENING OF COUNTERTOPS AND DURABLE SURFACES**

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NEW YORK – IceStone, a fast growing Brooklyn-based company that turns post-consumer recycled glass into highly durable countertops and surfaces, has achieved the most prestigious milestone in the green building world. After a year of analysis and testing, IceStone has earned the Cradle to Cradle™ Silver certification for advanced design of environmentally friendly products.

IceStone is the first and only durable surfaces company to earn this coveted recognition.

Certification is conducted by McDonough Braungart Design Chemistry, a Virginia-based firm founded by the authors of the ground-breaking book “Cradle to Cradle: Remaking the Way We Make Things.” The book outlines how industry can be transformed, through ecologically intelligent design, to be both commercially and environmentally beneficial.

“We are excited to award IceStone surfaces the first Cradle to Cradle Certification for a countertop,” said Bill McDonough, co-author of the book and global sustainability guru. “It’s very gratifying to see mission-driven companies like IceStone demonstrate leadership by assessing their products through the Cradle to Cradle design filters. This is a rigorous process and they achieved certification with flying colors.”

The certification process measures such factors as the safety and health of manufacturing materials; use of renewable energy; water efficiency; strategies for social responsibility; and more.

“Our goal is to be the top choice for green countertops by producing beautiful materials that rival the strength of quarried stone, yet actively reduce the waste stream by redirecting glass from landfills to our environmentally friendly durable surfaces,” said Miranda Magagnini, co-CEO of IceStone.

IceStone’s products are created by combining recycled glass with a scientifically advanced concrete compound. The manufacturing process is low-emission and the product contains no VOCs (volatile organic compounds) and produces no harmful indoor air pollutants. This year alone the company will remove 2.6 million pounds of glass from the waste stream and recycle it into highly durable, VOC-free countertops, vanities, wall cladding and flooring that look, feel and wear like granite.

IceStone’s durable surfaces are carried by more than 40 distributors around the nation. For more information, click to [www.icestone.biz](http://www.icestone.biz).

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