

## **SCHOTT PYRAN® Platinum fire-rated glass-ceramic has been certified “Cradle-to-Cradle” by MBDC. What does that mean for you?**

### **What do we mean when we say SCHOTT PYRAN® Platinum fire-rated glass-ceramic is the world’s only environmentally-friendly glass-ceramic, made without the hazardous heavy metals arsenic, antimony and barium?**

PYRAN® Platinum fire-rated glass-ceramic is the only glass-ceramic in the world produced using the microfloat process. This revolutionary manufacturing process allows us to provide a product with superior surface quality, superior color rendition and does not require the hazardous heavy metals that other glass-ceramics need to use in the manufacturing process. This qualifies SCHOTT PYRAN® Platinum as a “Cradle to Cradle” certified product, because we are not contributing to the mining, transportation and continued demand of these toxic heavy metals.

### **What does “LEED certification” mean? How does this help me sell PYRAN® Platinum glass-ceramics on a daily basis?**

LEED is an acronym for Leadership in Energy and Environmental Design Green Building Rating System. LEED is the certification and measuring process of a building by the U.S. Green Building Council (USGBC). It is the evaluation of a project based on various criteria or credits. A project is given a rating based on points ranging from 1 to 100; LEED Certified is 40 to 49 points, LEED Silver is 50 to 59 points, LEED Gold is 60 to 79 and LEED Platinum is 80 and above.

### **How does PYRAN® Platinum fire-rated glass-ceramic fit into the LEED program?**

Due to the fact that SCHOTT has been able to develop a manufacturing process that does not require the hazardous heavy metals that other manufacturers use, PYRAN® Platinum is a “Cradle to Cradle” certified product (C2C). “Cradle to Cradle” is a protected term of McDonough Braungart Design Chemistry (MBDC). It represents products that have been certified by MBDC as having a holistic approach to the manufacturing process.

Because PYRAN® Platinum fire-rated glass-ceramics are “Cradle to Cradle” certified they qualify for a special credit in the LEED certification process. C2C certified products automatically qualify for the “Innovation in Design” credit of the LEED certification. The “Innovation in Design” credit allows a project to receive up to 5 points towards LEED certification if at least 2.5% of the material costs of a project are “Cradle to Cradle” certified.

### **Are there any other selling advantages to “Cradle to Cradle Certification?”**

Yes, “Cradle to Cradle” certification also qualifies PYRAN® Platinum glass-ceramics as an EPA Environmentally Preferable Purchasing product (EPP). Federal agencies are directed by federal laws, regulations and executive orders to make purchasing decisions with the environment in mind. Environmentally preferable means “products or services that have a lesser or reduced effect on human health and the environment when compared with competing products that serve the same purpose.” No other glass-ceramic on the market meets these requirements.

**SCHOTT North America, Inc.**  
5530 Shepherdsville Road  
Louisville, KY 40228  
Phone: 502.657.4417  
Fax: 502.966.4976  
pyran@us.schott.com  
www.us.schott.com/pyran



**SCHOTT**  
glass made of ideas