

# MBDC Celebrates Bark House as First Ever Cradle to Cradle Certified Platinum Product - Hawaii News Now

*MBDC Guides Highland Craftsman to achieve Platinum level across all five Cradle to Cradle® categories, marking a milestone in product design and development.*

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Today, MBDC celebrates the first ever Cradle to Cradle Certified Platinum-level product, Highland Craftsman's Bark House® Poplar Shingle. MBDC worked closely with Highland Craftsman to assess and optimize its product to meet Platinum requirements across all five Cradle to Cradle certification categories, including: material health, material reutilization, renewable energy and carbon management, water stewardship, and social fairness.

Bark House Poplar Shingles are made from reclaimed tree bark. With artisan craftsmanship, Bark House transforms what was once a waste material into an elegant, handcrafted wall covering for exteriors and interiors. The product is maintenance-free, sustainably manufactured, and is fully recyclable at the end of its use.

"Receiving Platinum level under the Cradle to Cradle Products Standard is not an easy feat," said Jay Bolus, President, Certification Services, MBDC. "At the end of our process, Bark House surpassed our expectations for what a product should be. It can fully re-enter both the biological and technical nutrient cycles. Bark House has shown how we can eliminate the concept of waste with their Poplar Shingles, and we are thrilled to share their announcement in achieving the first ever Platinum recognition."

MBDC is a team of material and product consultants and assessors helping design products for the emerging circular economy. Creators of the Cradle to Cradle Design framework, MBDC applies the multi-dimensional approach to sustainable product design created in the Cradle to Cradle Certified Products Program, which is now managed by the independent non-profit Cradle to Cradle Products Innovation Institute.

Highland Craftsman products with Cradle to Cradle certification are eligible as a path to compliance in Options 1 and 2 of the Materials & Resources credit of [LEED v4](#). Bark House Poplar come in standard-grade singles or in a thicker, premium grade that obtain course, deep furrows and a more pronounced shadow line. Sanded interior-grade shingles are also available. For more information on Bark House shingles, visit [BarkHouse.com](#).

For more information on MBDC and how to begin the optimization process, please visit [MBDC.com](#) .

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## About MBDC

MBDC is a firm founded in 1995 by world-renowned architect William McDonough and chemist Dr. Michael Braungart. MBDC originated the Cradle to Cradle® design framework and leads companies toward positive growth by integrating the framework into corporate strategy, communications, operations, supply chains, and product designs. Using the process of inventory, assessment, and optimization, MBDC provides technical

expertise to develop solutions around material health, material reutilization, renewable energy use, water stewardship, and social fairness. MBDC partners with clients throughout various sectors and industries to provide scientific evaluations, spur innovation, and inspire leadership.

Cradle to Cradle® is a registered trademark of MBDC.

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Bark House® is a registered trademark of Highland Craftsman.

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