



Cooperativa Ceramica d’Imola is glad to announce its official participation in the **mindful MATERIALS** program.

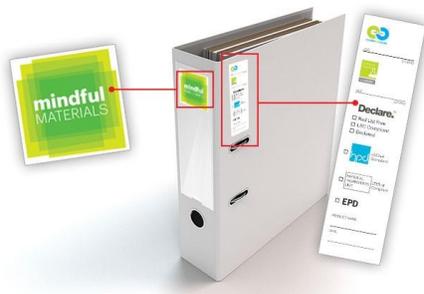
Since sustainability and transparency have become crucial aspects in our industry, the AEC community itself felt the need of developing tools that could help practitioners to find products that best meet individual projects or client requirements. ***The building industry developed an online library for the building industry itself, giving birth to mindful MATERIALS.***

Mindful MATERIALS in an online platforms that serves the **A&D industry** – users can search materials by CSI Division, specific transparency programs, LEED v4 compliance, WELL Feature compliance, etc.

The **mindful MATERIALS** Library can:

- Reduce billable hours for sustainable brand-agnostic product sourcing
- Provide a product sustainability reference for sales reps
- Showcase company/firm sustainability leadership
- Be a product sustainability education tool for the entire industry

mM LABEL



The birthplace of the mindful MATERIALS initiative. The **Transparency Label** – a simple 1 x 4 inch sticker - translating key transparency and optimization information about products. A&D firms can place labels directly on product binders in resource libraries, making easy to identify products with disclosed or optimized content.

Such labelling system is becoming more popular every day – according to our direct experience on the NA market, multiple firms located nationwide have requested such service in their libraries. As an example, all the design firms below **only** accept in their libraries materials’ binders listed on mM:

FOUNDING COLLABORATIVE MEMBERS





How can CCIImola help its own customers?

Cooperativa Ceramica d’Imola, as an active participant manufacturer of the mindful MATERIALS program, can provide to its customers, **completely free of charge**, the following services:

- **Continuous update of its materials on mM library** - every new collection launched on the market by Imola Ceramica, Leonardo, or La Faenza from now on will be on mM website - at the following link, the **collections uploaded by CCIImola**:
<https://mindfulmaterials.origin.build/#/materials?p=P&locale=en&q=imola&page=0>
- **Continuous update of material specifications on mM** - all the relevant information that could be disclosed regarding porcelain/ceramic products will be posted on mM by CCIImola – i.e. soon **pre and post recycled content** per collection will be available as well through LEED certifications
- **Collections can be uploaded on request** – i.e. customer is currently carrying a collection launched on the market over 2 years ago that doesn’t appear yet on mM – please send a request to luca.bollini@ccimola.it and it will be uploaded asap
- **Labels and sticker files** – CCIImola will provide to its customer **label and sticker’s pdf files**, ready to be printed. Stickers and labels sheets can be purchased at Staples (1”x1” sticker AVERY Presta 94103, 2”x7” label AVERY Presta 94243), or online at the following links:
 - o Sticker sheet 94103 - <https://www.avery.com/blank/labels/94103>
 - o Label sheet 94243 - <https://www.avery.com/blank/labels/94243>

Every sticker would be customized as below, with all the relevant sustainable information already disclosed. For stickers and labels files, please send a request to luca.bollini@ccimola.it



For any additional question or information, please reach out to Luca Bollini at luca.bollini@ccimola.it, or visit mindful Materials website: <http://www.mindfulmaterials.com/>

