



Struer – September 2 2021

Innovate for the better:

# BEOSOUND LEVEL AWARDED FIRST EVER CRADLE TO CRADLE CERTIFIED® SPEAKER IN THE CONSUMER ELECTRONICS INDUSTRY

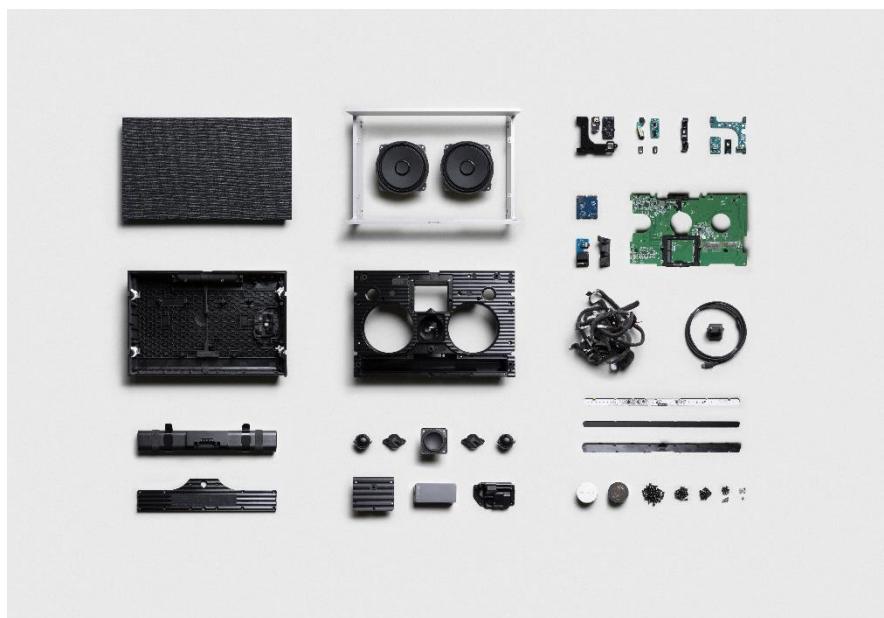
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PRESS RELEASE



BANG & OLUFSEN

Bang & Olufsen is pleased to announce that Beosound Level is the first ever Cradle to Cradle Certified® speaker in the consumer electronics industry. In addition to this, Bang & Olufsen is also amongst the first companies to receive the certification under the new Cradle to Cradle Certified Version 4.0 standard - the most ambitious and actionable standard for designing and making products today that enable a sustainable tomorrow.

“We are thrilled that Beosound Level has been Cradle to Cradle Certified® Bronze which demonstrates our commitment to designing for increasing product life-cycle duration and reducing the environmental impact of our product systems”, says Mads Kogsgaard Hansen, Senior Global Product Manager for Classics & Product Circularity. “This certification is an important step towards demonstrating how the industry can work to lengthen product life-cycles and reduce e-waste as a result. Bang & Olufsen and the wider consumer electronics industry need to work collectively through-out the value chain to reverse the trend of increasing e-waste on a global scale and help transform the industry in a positive way by reducing its impact on the planet.”



#### **The most trusted and advanced standard**

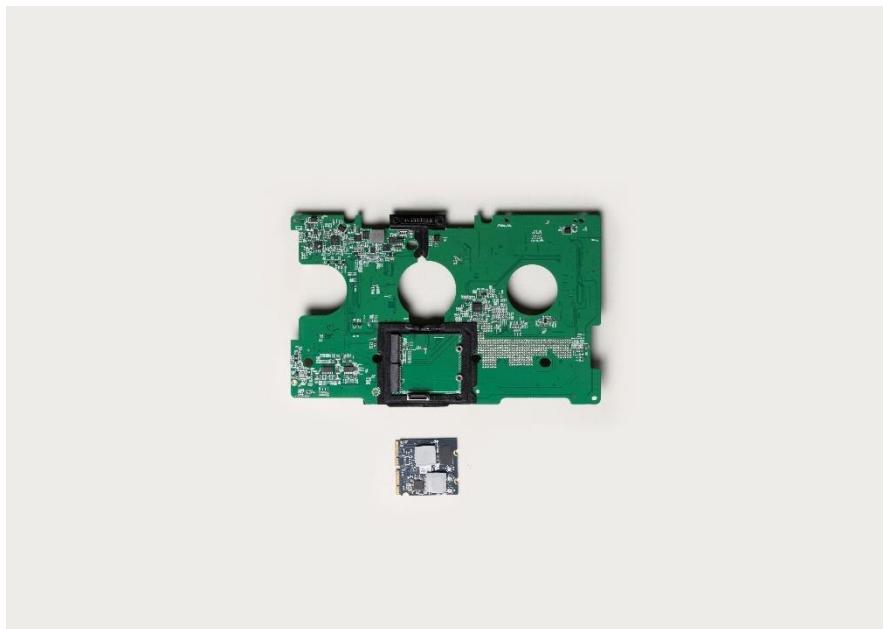
The Cradle to Cradle Products Innovation Institute’s Cradle to Cradle Certified Product Standard has long been regarded as the most trusted and advanced science-based standard for designing and manufacturing products that maximize health and wellbeing for people and the planet. The fourth version of Cradle to Cradle Certified features new and enhanced requirements in all performance categories. This includes but is not limited to new frameworks for Product Circularity, more rigorous requirements in Clean Air & Climate Protection to promote urgent action to address climate change as well as improved alignment

of Material Health requirements with leading chemical regulations and other standards. The end goal of the Cradle to Cradle philosophy is to create a self-sustaining world where materials are seen as nutrients which circulate in closed loops and eventually help to design out waste.

“By achieving Cradle to Cradle Certified Bronze for Beosound Level, Bang & Olufsen proves that a paradigm shift from a linear to a circular system in the consumer electronics industry is both possible and feasible” says Christina Raab, Vice President Strategy & Development at the Cradle to Cradle Products Innovation Institute. “The certification validates the circular design and sustainable production achievements for the speaker and paves the way for further circular technology developments.”

#### **Beosound Level improves longevity through modular design principles**

Beosound Level is a portable Wi-Fi speaker designed with a modular approach based on refinement of Bang & Olufsen’s design principles of the past. The speaker is easy to maintain, service, and repair with the purpose of expanding the lifetime substantially beyond industry standards. Customers can replace the battery themselves and service partners have easy access to critical components for replacements if needed, ensuring both a long lifetime with one customer and enabling multiple loops with a series of different ownerships. Once it reaches its end-of-useful-life point after many years of service, Beosound Level supports a resource efficient circulation process because of ease of disassembly and use of high-quality materials, including post-consumer recirculated polymer materials for structural components.



Bang & Olufsen is committed to fighting technology obsolescence and Beosound Level features the company's new replaceable streaming module that has been frontloaded with enough processing power and connectivity technology to receive new performance updates and features for many years to come.

#### **Growing amount of e-waste due to changing trends**

In 2019, the amount of e-waste produced globally was 44.4 million tonnes (Mt) and is expected to rapidly rise to 77.4 (Mt) by 2030 ([The Global E-waste Monitor 2020](#)). This growing amount of e-waste is fuelled by higher consumption rates of electrical and electronic equipment, mainly driven by increasingly changing trends, but also shorter product lifetimes and increasing obsolescence (Eurostat, 2019a). One of the recommendations to reverse this trend within the consumer electronics industry is to extend the life-time of electronic devices ([cea.europa](#)). Designing products for longevity has always been a focus for Bang & Olufsen but this aspiration has been challenged by an exponential increase in technology development. For Bang & Olufsen, the Cradle to Cradle certification paves the way for more rigorous and measurable steps to reverse this trend so that its customers feel motivated to protect, repair and upgrade both their hardware and software so they can enjoy a lifetime of music.

“We want to challenge the perception that consumers easily discard their used electronics by providing real solutions for customers to keep their products for decades and treat them as investments. Beosound Level’s Cradle to Cradle Certification allows us to document according to a science-based standard that we have designed a speaker that sets the standard for audio products in a circular economy” continues Mads Kogsgaard Hansen.

Mads Kogsgaard Hansen finishes by saying “Our Cradle to Cradle Certification is just the start to improved sustainability within the company. We must build on our strong foundations of design, craftsmanship and longevity to create a long-term sustainable operating model which allows us to become independent of scarce resources whilst finding new ways to close material loops so we can create freedom to re-imagine the future.”

#### **Showcasing the modular design journey at Milan Design Week**

Bang & Olufsen will be showcasing their modular design journey as part of Denmark’s installations designed by Lendager Group at Rossana Orlandi’s TrashFormation Village to showcase a journey towards sustainability, responsibility and emotionability.

The Danish Installation at the Museo Nazionale Scienze e Tecnologia in Milan will be open to the public from 5<sup>th</sup> – 12<sup>th</sup> September from 10am - 8pm.



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#### Follow the conversation

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#### About Bang & Olufsen

Bang & Olufsen is a luxury audio brand founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen whose devotion and vision remain the foundation for the company. For nearly a century, Bang & Olufsen has been pushing the boundaries of audio technology and the company continues to sit at the forefront of acoustic innovation.

Today, every Bang & Olufsen product is still characterized by the unique combination of beautiful sound, timeless design, and unrivalled craftsmanship. The company's innovative and progressive products are sold worldwide in Bang & Olufsen stores, on bang-olufsen.com and in select retailers. The company employs approximately 900 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NASDAQ Copenhagen A/S.

#### About the Cradle to Cradle Products Innovation Institute

The Cradle to Cradle Products Innovation Institute is dedicated to powering the circular economy through products that have a positive impact on people and planet. Through the Cradle to Cradle Certified® Products Program, the Institute sets the global standard for products that are safe, circular and responsibly made. Cradle to Cradle Certified is used by future-focused designers, brands, retailers and manufacturers across the value chain to innovate and optimize materials and products according to the world's most advanced science-based measures for material health, product circularity, clean air and climate protection, water and soil stewardship, and social fairness. The Institute also powers the global shift to a circular economy through partnerships and collaborative initiatives that equip businesses, governments and other stakeholders with the technical frameworks and knowledge they need to transform the way products are designed and made.

The Institute is headquartered in San Francisco, California and Amsterdam, the Netherlands. Visit [c2ccertified.org](http://c2ccertified.org) for more information.

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