





▶▶▶▶very healthy because the more you recycle it the more weakeners penetrate the indoor air quality. It's pretty nasty and you can get diseases from this, according to Michael Braungart. Therefore, I have made a commitment to make this entire company Cradle to Cradle, and today work with Michael Braungart to achieve this. Maybe in 10 years from now I will work on a renewable energy company!

Later in our conversation, Stef tells us about an innovation called the Desso Fuelmaster – a lighter carpet that is designed to save money on fuel for aircraft. 'The airlines can save so much money on fuel,' Stef enthuses, 'that they can spend that money on carpets! They have the carpet for free essentially – and of course this reduces the CO₂ emission count. Today, I strictly fly my own carpets, as you can imagine!'

Yet another Kranendijk-inspired initiative is a move into new sectors, including healthcare and education – a move that makes particular sense of course in this volatile commercial market. On the subject of the market, how does the man with such an envious financial track record view the current financial situation? 'We have seen significant growth at Desso over the past couple of years, but we are going to feel the bite in 2009. Projects will be postponed and the day-to-day business is very soft. January through March were profitable months for us though. We will continue to look at it month by month. I expect this to last for some time – nobody knows when we will get out of it. Who knows? Nobody! My hope is for the back end of 2009.'

'In the meantime we will not save on innovation and we will not save on our Cradle to Cradle initiative. We will continue with this full speed ahead because we know that when the market does pick up we will be in first position.'

Ah, so there's the educated appraisal we promised you at the start of this article. We couldn't agree more with Stef's logic and bullishness in this market. In fact, in our own attempt at a Cradle to Cradle initiative, we'll be having an exclusive one-on-one with Michael Braungart himself in next month's *Mix* ●

