



Pole Products

Hydro (light)poles
Cradle to Cradle Certified® Silver



Cradle to Cradle poles

Products designed in such a way that their materials and components can be endlessly reused or recycled contribute to the circular economy and have a lower environmental impact. A Cradle to Cradle Certified® Silver pole from Hydro helps achieve sustainability goals and supports a sustainable procurement policy.

What is Cradle to Cradle® (C2C)?

The core philosophy behind Cradle to Cradle® is that all materials used in one product can be effectively repurposed in another product after their initial use: “waste equals food”.

The Cradle to Cradle Certified® Product Standard is the world’s most ambitious standard for designing and manufacturing products that enable a healthy, fair, and sustainable future. The program aims to improve the quality of products and associated processes so that they positively impact the environment, users, and society.

Cradle to Cradle Certified® stands out from other certifications

The Cradle to Cradle Certified® Product Standard applies both broadly and deeply. It requires a shift in thinking about the product design, material use and end of life of a product.

To determine whether all materials in a product are safe for humans and the environment, the materials undergo a thorough assessment, taking all life cycle phases into account. This intensive material analysis at product level makes the Cradle to Cradle Certified® Product Standard unique.

C2C is more than just recycling

C2C is often mistaken for simple recycling, but there is a clear distinction. Recycling does not always guarantee the reuse of all materials, and quality loss may occur, resulting in lower-value products. Ultimately, some materials may be partially lost.

In contrast, C2C ensures 100% reuse without any quality loss, reducing the need for new raw materials.

Cradle to Cradle Certified® Product Standard

The Cradle to Cradle Certified® Product Standard assesses five sustainability categories: Material Health, Product Circularity, Air Quality & Climate Protection, Water & Soil Stewardship, and Social Fairness.

A key feature of the Cradle to Cradle Certified® program is that it continuously encourages companies to improve in each category.

In addition to Full Scope certification, the program also offers *Cradle to Cradle Certified® Material Health* and *Cradle to Cradle Certified® Circularity*, each covering just one sustainability category.

Ascending achievement levels

The certification is awarded based upon four ascending levels of achievement: *Bronze*, *Silver*, *Gold*, and *Platinum*, according to the product’s performance in each category. The product’s lowest category achievement level determines its overall certification level to encourage evolution and continued innovation.

Hydro light poles and traffic solutions – Cradle to Cradle Certified® Silver, full scope V3.0

In 2011, Pole Products became the world’s first supplier to receive the Cradle to Cradle Certified® Silver certification for light poles. Since then, powder-coated poles and traffic regulation installations (TRIs) have also been included in the certification.



Cradle to Cradle Certified® performance categories:

Material Health

Ensuring materials are safe for humans and the environment

Product Circularity

Enabling a circular economy through regenerative products and process design

Air Quality & Climate Protection

Protecting clean air, promoting renewable energy, and reducing harmful emissions

Water & Soil Stewardship

Safeguarding clean water and healthy soils

Social Fairness

Respecting human rights and contributing to a fair and just society



Moving towards a more sustainable world with
Cradle to Cradle Certified® Silver poles from Hydro!



Industries that matter

Hydro - Pole Products

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Go to the Website of the Cradle to
Cradle Certified Products Inno-
vation Institute (C2CPII) for
Cradle to Cradle Certified®
products

About Hydro

Hydro is a leading industrial company committed to a sustainable future. Our purpose is to create more viable societies by developing natural resources into products and solutions in innovative and efficient ways.