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McDonough Iceland Collection

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At NeoCon 2011, MechoSystems introduced the design community to a number of new initiatives-including a new name.

The company, founded in 1969, changed its name from MechoShade to MechoSystems to signal a new and heightened focus on its energy-management systems-such as MechoLux, its new lighting-control system. (See [MechoLux.info](#).)

MechoSystems also showcased its new, fully recyclable shade cloth series, the McDonough Iceland Collection, developed as part of an ongoing collaboration with William McDonough, one of the world's most renowned proponents of sustainable design.

The patterns in the shade cloth series are inspired by McDonough's own photos, collected during his visits to Iceland, where he holds an annual retreat with leaders from various disciplines to discuss sustainability. The series is a continuation of MechoSystems' Cradle to Cradle Certified EcoVeil series, launched in 2004.

The McDonough Iceland Collection has four jacquard-weave patterns, available in several colorways, each of which represents details of the natural environment as interpreted by McDonough and informed by his intimate appreciation of Iceland's landscape. The shade cloth material is a technical nutrient-the Cradle to Cradle term for non-natural materials that are safe, highly stable, and used in closed-loop manufacturing cycles that take materials from producer to consumer and back again indefinitely.

The Thermoplastic Olefin (TPO) yarn used in the shade cloth fabric is more than merely PVC-free; it can be reclaimed and recycled indefinitely. This approach to manufacturing means that once the material has reached the end of its useful life as a shade cloth, it can be melted down and spun again into new, first-quality material.

Typically, shade cloths are woven with a PVC jacket and a core of fiberglass or polyester core, which cannot be separated for reuse. MechoSystems' approach enables the immediate reuse of scraps during manufacture, diverting an estimated 1 million pounds per year that would otherwise go to landfills and incinerators.

www.mechosystems.com

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