

Translating the CMF to Align with Customer Values

Integrating the Common Materials Framework into Client-Facing Resources



CASE STUDY



Mecho
Manufacturer

[Website](#)

2025

The Challenge

As a founding member of the mindful MATERIALS Forums, Mecho has long been committed to transparency and continuous improvement in sustainable product development. But even with a strong history of material health leadership, Mecho recognized an opportunity to make its sustainability story more balanced and comprehensive.

While the company had made significant strides in product certifications—particularly around human health and material transparency—there were gaps in how other impact areas were represented, especially Climate Health. Without a unified framework, it was difficult to evaluate progress consistently across product lines or communicate a clear, holistic sustainability story to clients.

Mecho needed a way to:

- Evaluate product certifications through a balanced lens
- Identify opportunities for improvement across all five CMF impact categories

Present a clear, client-ready sustainability narrative

The Approach

To address these challenges, Mecho began integrating the Common Materials Framework (CMF) into its internal evaluation processes and external marketing materials.

Building a Balanced Sustainability Story

The CMF provided a structure for Mecho to ensure its certifications covered all five impact categories—Human Health, Climate Health, Ecosystem Health, Social Health & Equity, and Circularity. For example, when the team realized they lacked representation under Climate Health, they prioritized developing Environmental Product Declarations (EPDs) for their entire roller shade line. This step helped Mecho evolve from a strong “Healthy Materials” focus toward a more complete, measurable sustainability profile.

CMF IMPLEMENTATION TOOLKIT RESOURCES



[Manufacturer CMF
Implementation Toolkit](#)



[2025 Data Ecosystem Report](#)



[Part 1: Guidelines for Aligning Manufacturer
Sustainability Communications to the CMF](#)



[Part 2: Data Management Guidance
for Manufacturers](#)

Making It Visual and Accessible

To communicate this internally and externally, Mecho developed a one-page handout organizing its product families and certifications under the five CMF impact categories. This visual tool helped demystify the complexity of sustainability standards and showed how the company's existing certifications mapped neatly into a larger, industry-aligned framework.

The document quickly became a cornerstone of Mecho's sustainability storytelling:

- It helped internal teams understand the “why” behind each certification.
- It clarified the differences between categories such as Climate Health (carbon and pollution impacts) and Ecosystem Health (land and water impacts).

It empowered sales and marketing teams to confidently communicate Mecho's full sustainability story.

Embedding CMF into Sales Training

Mecho rolled out the new CMF-aligned handout through monthly sales trainings. Each 30-minute session covered specific sustainability topics, ensuring the entire sales team understood how to use CMF-aligned materials in client conversations. The visual language of the CMF helped translate technical data into relatable, actionable insights for clients.

CMF Connection

By adopting the CMF, Mecho created a common language between its internal teams, clients, and design partners. The framework connected individual certifications—like Declare, HPDs, and EPDs—into one cohesive structure that reflected both Mecho's ESG priorities and the evolving needs of its customers.

The CMF also helped Mecho:

- Balance priorities across impact areas instead of focusing narrowly on material health.
- Align with client goals, including carbon reduction and social responsibility.
- Demonstrate leadership by adopting an industry-wide language embraced by designers, manufacturers, and contractors alike.

Lessons in Progress

Integrating the CMF into Mecho's sales and marketing approach has provided several key insights:

- **Comprehensiveness matters.** Sustainability isn't one-dimensional—clients increasingly expect balanced attention across all impact categories.
 - **Education is essential.** Training sales teams to understand and communicate the CMF builds internal confidence and external credibility.
 - **Visualization clarifies complexity.** A simple, graphic representation helps both internal and external audiences understand how certifications connect and why they matter.
- Differentiation through alignment.** CMF integration signals engagement with industry progress, setting Mecho apart from competitors still focused on single-issue messaging

Outcomes

After more than a year of using CMF-aligned tools in sales and marketing, Mecho has seen measurable benefits:

- Reduced confusion—both internally and externally—about sustainability certifications and priorities.
- Stronger client conversations, as designers appreciate tools that simplify decision-making and reflect their own frameworks.
- Improved internal alignment, creating a shared understanding across departments.
- Ongoing momentum, with plans to expand CMF integration into updated marketing materials and LEED v5 point-tracking tools.

Key Takeaway

By integrating the Common Materials Framework into its sustainability storytelling, Mecho turned complex data into actionable insights—for both clients and internal teams. The result is a shared language that strengthens sales confidence, supports client education, and drives continuous improvement across every impact category.

"It's demystified the jargon and made sustainability easier to understand—for our teams and our clients."

— Amy Bohnenkamp, Springs Window Fashions, Forum Member