



FOR IMMEDIATE RELEASE

BuildingEase Integrates Common Materials Framework into Platform

As its latest technology partner, BuildingEase is supporting mindful MATERIALS efforts to establish the CMF as the common language for sustainability.

BOSTON, February 27, 2025 — BuildingEase, a leading technology platform dedicated to simplifying processes in the building and construction industries, announces the integration of mindful MATERIALS' Common Materials Framework (CMF) into its platform. BuildingEase is the latest technology partner for mindful MATERIALS, a nonprofit organization committed to advancing materials sustainability in the built environment.

The Common Materials Framework is designed to provide the building and construction industries with a unified and transparent language and approach to sustainable materials, connecting certifications/ecolables and data to impact. By integrating the CMF, BuildingEase aims to empower its users to make informed decisions about materials and reduce environmental impacts holistically.

"mindful MATERIALS has achieved remarkable alignment among stakeholders, organizations, and sustainability criteria. The Common Materials Framework (CMF) has become a universal standard, adopted by rating systems, certifications, AEC firms, contractors, and manufacturers," says Barbra BatShalom, CEO of BuildingEase. "It was evident to us that the BuildingEase platform needed to center around the CMF. As the industry's first comprehensive workflow tool, our platform is designed to accelerate market transformation by harnessing the collective power of hundreds of the world's largest companies. It provides manufacturers with actionable feedback on sales performance, lost opportunities, and specific owner and designer requirements.

"Through our robust suite of tools — from supporting research and procurement via our Global Buyer's Club, to facilitating circularity with our BE-Xchange, and offering the industry's first automatic compliance checking for company-wide standards — we empower and activate the CMF in transformative ways," continues BatShalom. "Our partnership with mindful MATERIALS sets an example for how tech platforms can operationalize the CMF. We hope to inspire other tech platforms to join us as tech partners in advancing sustainability across the industry."

Through this partnership, BuildingEase supports mindful MATERIALS' efforts to establish the CMF as the building materials industry's common language for sustainability. The integration will streamline the selection and specification of materials for architects, designers, and contractors, helping them meet green building certifications and achieve their sustainability goals more effectively. The integration has started with Climate and Human Health impact areas and will expand to all impact areas as certifications and data availabilities expand.

"The integration of the CMF into BuildingEase's platform represents a significant step forward in efforts to scale sustainable product specification and use across the industry," said Annie Bevan, CEO of mindful MATERIALS. "By aligning with innovative technology partners like BuildingEase, we can amplify the impact of the Common Materials Framework and accelerate the adoption of sustainable materials. mindful MATERIALS is a nonprofit convening the industry around the common

language for sustainable building products, collaborating with stakeholders across the built environment to leverage common tools and resources to accelerate our ability to quantify and reduce the holistic embodied impacts of products in projects. We're thrilled to continue to expand the digitization of the CMF into technology tools like BuildingEase to accelerate sustainable material decision-making at scale."

This sentiment is echoed by others who recognize the need for simplifying material data exchange to advance sustainability efforts.

"For the past 10 years, the biggest challenge for a manufacturer participating in the mindful MATERIALS program was finding the right tech partner that would simplify the product-level data exchange," says Tim Conway, VP of Sustainability at Shaw Industries. "I've never been more excited and optimistic that BuildingEase will be that tech partner to make the data exchange and the Common Material Framework a reality for our industry."

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About BuildingEase

BuildingEase accelerates change by fearlessly tackling the hardest product issues in the industry while creating ways to leverage collaborative action so we can all move farther, faster together. Innovation is at the heart of all we do and that is reflected in our technology platform as well as in our Collective Intelligence programs like DeCon Hackathons, Crowdsourc CoLabs and NEXUS global virtual tradeshow. As a Public Benefit Corporation, one of our core values is collaboration with many partners, including mindfulMaterials. We make it easy to do the right thing. Learn more at <https://buildingease.com/>.

About mindful MATERIALS

mindful MATERIALS' mission is to reverse the embodied impacts of the built environment by driving the use of regenerative and restorative building products that meet an industry-aligned framework for health, sustainability, and resilience, the Common Materials Framework. Mindful MATERIALS furthers its mission through a global cross-sector collaboration hub to develop and drive adoption of the common materials framework, which is digitized through its curated digital materials library and connected to industry tools, resources, education, and advocacy for the greater benefit of all. To learn more about mindful MATERIALS and the Common Materials Framework visit www.mindfulmaterials.com.

Media Contacts

Shayna Bodi
BuildingEase
info@buildingease.com
<https://buildingease.com/>

Jen Levisen
Mindful MATERIALS
jen.levisen@mindfulmaterials.com
<https://www.mindfulmaterials.com/>