

# Ege Carpets breaks world record

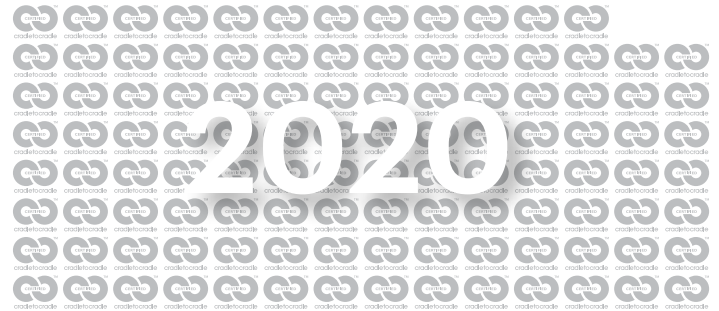
## 100% Cradle to Cradle Certified™ assortment in less than five years

### From 0 to 100% Cradle to Cradle Certified™

Holding 18 Cradle to Cradle certifications, which cover a total of 110 individual products, Ege Carpets is now the no. 1 brand globally in terms of growth rate of an overall certified assortment. The carpet manufacturer is delighted to have gained the highest ever number of certifications achieved in under five years - no other company has ever gone from a 0 to 100% Cradle to Cradle Certified™ assortment that quickly. And across all countries and industries, Ege Carpets holds the number four ranking in terms of companies with the most overall certifications.

Recently, Ege Group CEO John Vestergaard, was appointed deputy chairperson of the Danish government's climate partnership for manufacturers, which is one of 13 partnerships to secure a 70% reduction in CO<sub>2</sub> emissions by Danish companies. This appointment follows the increased focus on Ege Carpets' ambitious sustainability work and in particular the achievement of the 100% Cradle to Cradle Certified™ assortment.

### FROM 0 TO 110 CRADLE TO CRADLE CERTIFIED PRODUCTS



### Sustainability: How to stay one step ahead

Being a sustainable front-runner is an obligation. Therefore, Ege Carpets' 2030 company strategy links directly to the UN's sustainable development goals.



#### EGE CARPETS WORKS STRATEGICALLY WITH THREE SUSTAINABLE DEVELOPMENT GOALS

- No. 7: CO<sub>2</sub> positivity is obtained through investment in sustainable energy.
- No. 12: Sustainable carpets and closed material loops result in responsible consumption and production.
- No. 14: Turning used fishing nets into useful resources helps to protect sea life.

### STRATEGY: WE DESIGN CARPETS FOR A SUSTAINABLE FUTURE

- 1. Sustainable carpets**  
All products must be raised to Cradle to Cradle Platinum certification level. Recycled materials must account for 75% of carpet construction by 2030.
- 2. From waste to resources**  
All yarns must be made from recycled or renewable materials by 2030 (50% in 2020).
- 3. Closing the loop**  
All components must be separated and reused by 2030.
- 4. CO<sub>2</sub> positivity**  
New technology must not only cover the need for energy but also generate an energy surplus. Transportation must be offered with delivery time options (and CO<sub>2</sub> emissions) of the customers' own choosing. CO<sub>2</sub> neutral transportation solutions are required.

### Facts

## 1,588 TONS

The amount of yarn made from used fishing nets and other industrial waste by Ege Carpets in 2019. Fishing nets account for one tenth of all plastic waste in the ocean.

## 6 MILLION

The number of m<sup>2</sup> carpet produced by Ege Carpets each year.

## 38 MILLION

The number of 0.5 l single use plastic bottles recycled into felt backing for Ege Carpets tiles in 2019. Worldwide, 1 million plastic bottles are consumed each minute.

### Acknowledgements are lining up

Ege Carpets has taken first place twice in a CSR rating created by Danish top management publication: Økonomisk Ugebrev Ledelse. Likewise, the European Commission, KPMG, Scandic Hotels and Danish Design Award have awarded the company's green achievements. In addition, Ege Carpets has won the EU's Management Award for Sustainable Development and most recently, winning the Circularity City Product Award by EIT Climate KIC and Circularity City has given Ege Carpets international speaking time at C40 Worlds Mayors Summit 2019.

### About Ege Carpets

Founded in 1938, Ege Carpets is one of Europe's leading companies within the design, development and production of sustainable carpets. The company wants to

### Do you want to know more?

If you have any questions please don't hesitate to contact:

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make the world a better place through improved handling of environmental, social and economic challenges for the benefit of future generations.

# ege