



RE:THINK

RE:THINK

by DANSK WILTON

RE:THINK your sustainable footprint:
Dansk Wilton makes it easy to take the right step.





DANSK WILTON

People and environment

Consideration for the environment and social responsibility are nothing new for Dansk Wilton. All production is located in Denmark, so they are natural elements in the way we run our business. We have all activities in house, so we have maximum control over the quality we deliver and the way we affect the world around us.

Environmental thinking is fundamental in all production processes, and is part of our good behaviour towards people and the environment. We have reduced our CO2 footprint, and the energy for our production comes from renewable sources (wind energy). We ensure good working conditions for our employees, and take social responsibility in our local area.



"Our sustainability strategy in Dansk Wilton is something that we work with every day."

Our Colortec RE:THINK product launch proves that we take our environmental responsibility seriously and we want to support the hospitality industry in their focus on increased sustainability and resource management."

Søren Sonne, CEO at Dansk Wilton A/S

Mission Statement

We supply carpet solutions and value to our customers founded on quality, design, and complete solutions adapted to the customer.

We do this with constant focus on our company's environmental and social impact and we aim for sustainable development.



RE:THINK

A Decisive Step

Our journey towards a sustainable world is target oriented, with a strong focus on rethinking what we do. We make a determined effort to contribute to the development of more environment-friendly solutions in the hospitality industry.

We have set ourselves a goal and taken a decisive step towards a more sustainable future.

Act

Step by Step

Dansk Wilton's business strategy is based on the sustainable principles of the Cradle to Cradle approach.

As we work for sustainability, we are at the same time on a journey and making steady progress. It is always possible to improve. So that is what we are trying to do in line with the Cradle to Cradle philosophy.

It is not something we talk about, it is something we act upon.

Cradle to Cradle

An Ambitious Step

There is a strong demand for environment-friendly products in the hospitality industry both on land and at sea - and Cradle to Cradle Certified™ is one of the most renowned product standards in the field.



Cradle to Cradle requires continual improvement in products and processes. We are committed to go further all the time – and take the right steps. It is a journey on which we strive towards ambitions defined in five categories:



Material Health: To produce carpets from materials that can be included in new, repeated cycles. All substances contained in the product are characterized in detail and assessed, to see whether better alternatives can be found for people and the environment.



Material Reutilisation: To design carpets made from components which can be reused, or which only leave an absolute minimum of waste. The long-term goal is 100 % recovery and recycling of materials.



Renewable Energy: Reduction of our CO2 footprint and 100% commitment to use energy coming exclusively from renewable energy sources.

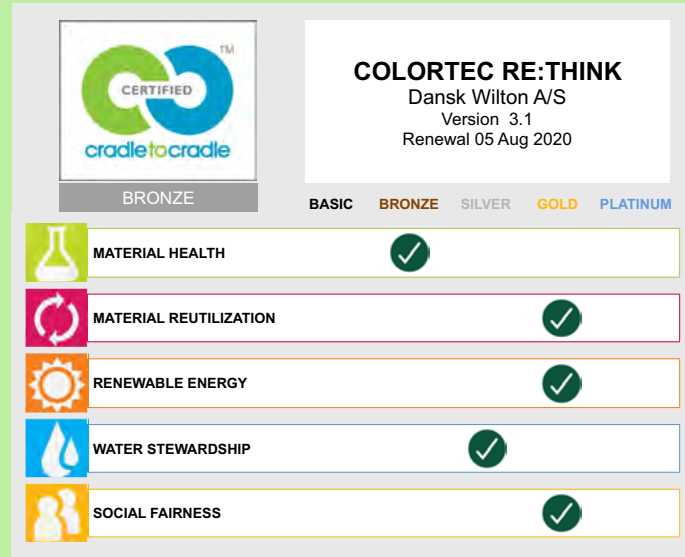


Water Stewardship: Water discharged from production is of drinkable quality, and the local water resources are protected. Involvement in how suppliers manage process water.



Social Fairness: Living up to recognised standards for social responsibility and ensuring fair working conditions in all links of the supply chain. Showing social responsibility and commitment in our local area.

Colortec RE:THINK score card



Facts about Cradle to Cradle

Visions for a better future

Cradle to Cradle is a vision for a world in which consumption and production have a positive effect on the economy, the environment and on people. Where we can benefit our planet without cutting down on consumption and welfare.

In a Cradle to Cradle world we design products and structures in society so that all materials are healthy for their surroundings and can be included in a repeated cycle. Waste will no longer exist, and everything will either be reused as it is, or will become a resource for something completely new in healthy biological and technical cycles.

The Cradle to Cradle Certified™ Product Standard has been developed on the basis of the Cradle to Cradle concept. The standard is administrated by an independent non-profit organisation, the Cradle to Cradle Products Innovation Institute. Products can be certified through collaboration with assessment bodies accredited by the institute.

Carpet Facts

Colortec RE:THINK

- offers custom-designed carpet solutions with unlimited design possibilities
- is based on modern weaving technology
- is produced using pre-dyed yarns in a yarn blend of 80% wool and 20% nylon.
- has an integrated felt or textile backing, which optimises the comfort and makes the handling process easier when carpets are laid

Colortec RE:THINK is available in a wide range of qualities suitable for all areas – from hotel rooms to high-traffic public areas.

Colortec RE:THINK

The Right Step

With the Cradle to Cradle certification of our Colortec RE:THINK we have achieved strong and visible recognition of our concentrated efforts to run our business sustainably.

Dansk Wilton makes it easy to take the right step.



Extra credits in LEED, BREEAM-NL and DGNB

As an environmentally certified product, **Colortec RE:THINK** supports our customers' focus on environment-friendly solutions.

Quite specifically, Cradle to Cradle certified products mean extra credits in LEED, BREEAM-NL and DGNB certified buildings. In that way **Colortec RE:THINK** carpet solutions make a positive contribution to sustainable building.

Additional benefits of Colortec carpets:

- Healthy indoor climate
Indoor Air Comfort GOLD-certification
- Breathable material
- Naturally non-allergenic
- Fire resistant



Next step?

The next step is to take yet another step in the right direction.

Follow our journey at www.danskwilton.com.
You are welcome to join us.



SILVER

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