



CRADLE TO CRADLE CERTIFIED® CARPET SOLUTIONS

DANSK WILTON
and Cradle to Cradle Certified®

How we design and make products today shapes the world we will inhabit tomorrow.

Leading brands, retailers, designers and manufacturers rely on the Cradle to Cradle Certified Product Standard to ensure the impact of their products on people and planet is a positive one.

For more than a decade, the Cradle to Cradle Certified Product Standard has been regarded as the most trusted and advanced science-based standard for designing and manufacturing safe, circular and responsibly made products that maximize health and wellbeing for people and the environment.

WORTH KNOWING WHEN CHOOSING A CARPET SOLUTION FROM DANSK WILTON

All Colortec and Axminster carpets from Dansk Wilton are Cradle to Cradle Certified®.

To us, Cradle to Cradle is more than a certification – it is our tool and guideline within each area of certification: Material health, Product circularity, Clean air and climate protection, Water and soil stewardship, and Social fairness.

In our belief, this holistic approach is what makes Cradle to Cradle the most ambitious and comprehensive certification programme within social and environmental responsibility. Cradle to Cradle Certified® requires continual improvement in products and processes. We are committed to go further all the time.

With our Cradle to Cradle Certified® carpet solutions we want to support a responsible sourcing of interior design solutions in the hospitality industry.

In short, our efforts can be summed up in the overview on the following page.

EXTRA CREDITS IN CERTIFIED BUILDINGS

Cradle to Cradle Certified® is recognised as a preferred product certification by various leading organisations and sustainability standards, including LEED, WELL, and Green Star.

Find an overview of all external recognitions on:
<https://c2ccertified.org/the-standard/recognitions>



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	Basic	Bronze	Silver	Gold	Platinum
 Material health • All substances used in our carpets are mapped and assessed • Our carpets undergo screening against the comprehensive Restricted Substances List (RSL), which includes worst-in-class chemicals such as PVC, PFAS, Phthalates, and heavy metals. Renewable and recycled materials are tested to ensure compliance with the RSL • No use of fire retardants (wool is naturally flame resistant) • No use of dyestuff for our undyed solutions • Ongoing optimisation on material health • All carpets are VOC A+ / Indoor Air Comfort GOLD certified • All packaging material undergo screening for compliance with the RSL					
 Product circularity • Wool is a natural and rapidly renewable resource • Our felt backing is made of 100% recycled content (rPET) • Packaging material: Our carpet tubes are made from recycled plastic lids in recyclable HDPE and our wrapping is made of 30% recycled LDPE and is recyclable (LDPE 04) • Strategy and action plan to include more recycled and/or renewable content • Ongoing recycling initiatives and pilot projects to prepare for active cycling, including identification of possible partners					
 Clean air and climate protection • 100% wind energy in the internal production processes • Life Cycle Assessments made for both Axminster and Colortec carpets • Clean Air & Climate protection strategy encompasses: Reduction of electricity consumption and greenhouse gas emissions linked to both products and final manufacturing stages as well as embodied emissions reductions (scope 3)					
 Water and soil stewardship • Optimisation of product-related chemistry also positively impact the quality of process wastewater • It is documented that final manufacturing stages and manufacturing facilities of tier 1 suppliers comply with water quality regulations or international guidelines (i.e. best practices) • Strategy to implement the use of certified organic wool					
 Social fairness • Production in Denmark with high standards for good working conditions - documentation and audit by assessment body • Positive impact projects on social fairness issues aiming at assisting young people facing challenging conditions • Risk assessment on human rights related to both supplier countries and country of origin of raw materials and components • Supply Chain Code of Conduct implemented and signed by all tier 1 suppliers • Whistleblower scheme open to all stakeholders					

Animal welfare

As an independent aspect of the certification process, there is a strong focus on animal welfare, in which we have achieved Silver level. This includes not only the establishment of an animal welfare policy but also its implementation, carried out in close dialogue with stakeholders throughout the value chain. Adherence to the animal welfare policy is crucial, and during recertification, progress on implementing the policy and its enforcement mechanism must be demonstrated. Find our animal welfare policy on our website: www.danskwilton.com/about/our-commitment.



Colortec ORIGIN+ and Axminster ORIGIN achieve Silver level.

All other solutions are certified at Bronze level in Material Health and Water & Soil Stewardship.

ABOUT CRADLE TO CRADLE CERTIFIED®

Materials and products that meet the Cradle to Cradle Certified® Product Standard requirements may achieve Cradle to Cradle certification. The requirements are listed in the [Cradle to Cradle Certified® User Guidance](#) with 260 pages, listing both requirements and explanations for each level of certification.

The Cradle to Cradle Certified Product Standard assesses the safety, circularity and responsibility of materials and products across five categories of sustainability performance: material health, product circularity, clean air and climate protection, water and soil stewardship, and social fairness.

To earn product certification, organizations must work with an independent third-party assessor to determine a product's achievement levels across the five sustainability performance categories. The product is then assigned an achievement level for each category (Bronze, Silver, Gold, Platinum). The lowest level of achievement among the five categories determines the product's overall certification level awarded by the Cradle to Cradle Products Innovation Institute.

By awarding certification on the basis of ascending achievement levels and requiring certification renewal every two years, the Institute encourages and rewards continuous improvement towards positive impacts over time.

Certified products are listed in the publicly available [Cradle to Cradle Certified Product Registry](#).

Learn more about the [Cradle to Cradle Certified Products Program and the certification process](#).

THE CRADLE TO CRADLE PRODUCTS INNOVATION INSTITUTE

The Cradle to Cradle Products Innovation Institute is dedicated to powering the circular economy through products that have a positive impact on people and planet. Through the Cradle to Cradle Certified® Products Program, the Institute sets the global standard for products that are safe, circular and responsibly made. Cradle to Cradle Certified is used by future-focused designers, brands, retailers and manufacturers across the value chain to innovate and optimize materials and products according to the world's most advanced science-based measures for material health, product circularity, clean air and climate protection, water and soil stewardship, and social fairness.

The Institute also powers the global shift to a circular economy through partnerships and collaborative initiatives that equip businesses, governments and other stakeholders with the technical frameworks and knowledge they need to transform the way products are designed and made.

THE VISION is a world where safe materials and products are designed and manufactured in a prosperous, circular economy to maximize health and wellbeing for people and planet.

THE MISSION is to lead, inspire and enable all stakeholders across the global economy to create and use innovative products and materials that positively impact people and planet.

The Institute is headquartered in San Francisco, California and Amsterdam, the Netherlands. Visit c2ccertified.org for more information.

HOW IT WORKS WITH UN SUSTAINABLE DEVELOPMENT GOALS (SDGS)

The Cradle to Cradle Certified Product Standard offers a pathway for product manufacturers to make measurable progress towards UN Sustainable Development Goals (SDG's) associated with natural resource stewardship, social fairness and sustainable production and consumption. 11 out of 17 Global Goals are addressed by Cradle to Cradle Certified.

[Learn more](#)



DANSK WILTON

....delivering the difference

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