

our *'green' thread...*



CREATUFT
CREATIVE WOOL FLOORING

our 'green' thread from farm to floor

When we conceived the idea of writing this brochure, we could have gone to some slick Green PR company and bought one off the shelf. But we felt that it would not reflect the views of those working within the Creatuft Company, most of who are parents, and genuinely interested in the environment in which we work and live.

Creatuft runs on wool. We start with a natural product and end with a natural product.

We are also a vertical company, which means we have direct control over all production processes.

But, the story will not end here, it has to evolve. We will scrutinize more than ever the decisions we make, the materials we use, the machinery we buy, and the energy we consume.

We are aware of the concerns of our customers and will endeavour to address them where ever we can.





our starting point: *100% natural raw material*

Wool is from a totally renewable source and made from a simple combination of a sheep, sunlight, water and grass. It is naturally biodegradable and sustainable.

Wool is the natural fibre that is innovative, versatile and resilient. Wool is naturally durable, hard wearing and long lasting. It has characteristics other fibres can only dream about. It is non-allergenic, flame resistant, reduces static and can cushion fall related injuries. This easy care fibre not only offers natural thermal and sound insulation properties but also has the ability to resist dirt and stains.

Creatufl does not greenwash: an ecological, natural engagement is our green thread from the start till the end.

- biodegradable
- renewable and durable
- heat-insulating
- easy care
- natural flame resistance





care and consideration in *manufacture*

The story does not end with the raw material. Within our factories we take every care to minimise the impact on the environment, using the latest energy saving machinery and reducing the water usage. Within our spinning mill we are extending the use of solar panels. We make every effort to sort and reuse all the waste we can back into our products, only disposing the bare minimums into controlled and registered sites.

- natural energy sources
- eco friendly processing
- care for a complete biodegradable end product
- responsible waste processing





our end product: pure luxury

Our customer will judge us on the end product.

Our carpets meet the most severe demands on quality and health. They care for a healthy indoor quality. Dust settles in the woolfibre till the following vacuuming and does not whirl as it does with hard floorcoverings.

Our carpets regulate the moisture content in the room by taking up too much moisture and releasing it when needed.

- low VOC-emission (volatile organic compounds)
- moisture regulating
- none-allergenic
- sound-dampening
- healthy environment





do not take *our word* for it!

Our ecological efforts have been officially recognised by being allowed to display the CE- label on our carpets, showing that Creatuft products meet all the European demands on health and safety. The GuT certificate shows we have produced and monitored the product, throughout its manufacture, to strict environmental standards. REACH shows the transparency as to the materials we have used. PRODIS is the label allowing the consumer to get all the relevant information on the carpet he buys.

- active member of GuT
- PRODIS- & CE-label
- Creatuft meets the REACH-reglementation





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