

FRENCH FEDERATION OF PROFESSIONALS OF EXHIBITIONS AND EVENTS



ffm2e

with collaboration of



Trophées for short-life products

Paris - June 2009

Category : Eco-Responsability

1st price : ECOPUNCH collection / SOMMER NEEDLEPUNCH

Very first ecological carpet collection, made of 100% natural fibres : 100% plants, 0% oil ...

Nature-friendly carpets ...



Just because it is obviously **vital to save the resources of our planet**, our company has developed **the very first ecological carpet collection**.

As a real ecological alternative to traditional carpets made from oil, these new eco-carpets **show similar performance and qualities** such as comfort, aspect, hand, maintenance, phonic isolation.

They are made of **100% natural fibres** resulting from natural **renewables ressources (plants), without oil**.

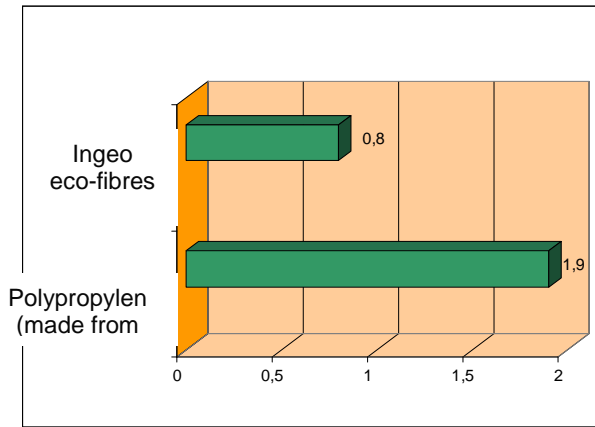
These natural fibres are then extruded, transformed into a textile web, and back coated. The finished product, is thus totally environmental-friendly and recyclable.

These manufacturing process has the advantage to send very little carbon gas into the atmosphere and contributes to protect the environment :

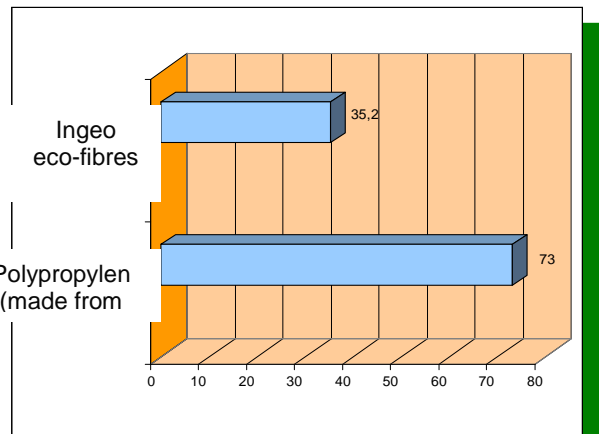
-  - **significant reduction of the carbone footprint** : CO₂ emissions reduced by 60 % compared to traditionnal process using polypropylen, made from oil,
-  - total energy required for this manufacturing is reduced by 50 % (see below)



*CO₂ emissions
(kg CO₂ eq, / kg polymer)*



*Use of non-renewable energy
(MJ / kg polymer)*



An ecological way of thinking ...

These new generation of eco-carpets are not only a response to the increasing demand from customers more and more anxious about the environment problems, but it also shows the will of our company to bring its contribution to the sustainable development.

The development of this ecological range is based on strong values :

- to limit the human footprint on nature through an eco-responsible production,
- to draw one's inspiration from nature in order to protect it better while preserving its resources ...

Our R&D department has been focussed moreover for several years on the subject. The first ecological floorcovering has been launched at the end of year 2007 in the «Event» market. A complete collection will be created before the end of 2009 for the event and also residential markets : a needlepunched floorcovering in flat, ribbed, velour and synthetic grass aspects ...



Floor covering solutions