



QUICK FACTS

Wherever we use plastic in today's world we must now ensure it is in the safest and most environmentally friendly conditions. Historically PVC used to contain some harmful ingredients such as chromium, lead, cadmium and phthalates all of which are harmful to people and to the environment giving the material an extremely bad reputation. In the last decades PVC has undergone a massive change for the better and a lot of research has been done on the material. As a result, today's PVC is 100% safe and fully sustainable, a positive message that is gradually winning over the historical negative one.

PVC is a plastic that is produced using relatively low power consumption and giving rise to much lower carbon dioxide emissions when compared to most other plastics including PP and the well-known PET.

PVC has an extremely long life-span, is very durable and does not emit microplastic particles that affect our health and our nature.

We design and produce all our rugs in Sweden! Our production and distribution are wall-to-wall which gives environmental benefits when it comes to transports and logistics. In addition, it gives us complete control from idea to finished product.

The PVC plastic we use exclusively is entirely free of phthalates and is completely non-toxic. It is in fact approved for use in the food industry and for toys in the EU and the US. PVC is also used extensively in healthcare and medical devices such as tubes and blood bags.

Our plastic supplier, Gislaved Folie AB of Sweden, is fully certified in accordance with the acknowledged international standardizations ISO 9001 and ISO 14001.

PVC is made from natural resources such as salt, oil and ethylene and, thanks to its composition, is 100% recyclable as it can easily be melted down and reused.