



The Floor is Yours



**DESSO EcoBase®**

When nature inspires, rewards come naturally.





You are now in proud possession of the **first Cradle to Cradle® Silver Certified brochure in the world**. It is part of the DESSO Perpetual® range of brochures, which stay true to the Cradle to Cradle® philosophy of continual re-use. The main material of the brochure is polyolefin, like our EcoBase™ backing. The brochure is printed and bound according to the Cradle to Cradle® principles.

Once you feel you have finished with the brochure, we would like to have it back, as we will re-use the brochure in our EcoBase™ backing. A Desso representative will therefore be pleased to pick it up and return it to our production facility.

You are then contributing to our technical cycle.

As one of the pioneers of the Cradle to Cradle® design principles, it was a natural decision for Desso to take the road less travelled, and let it pave the way to our inspirations.

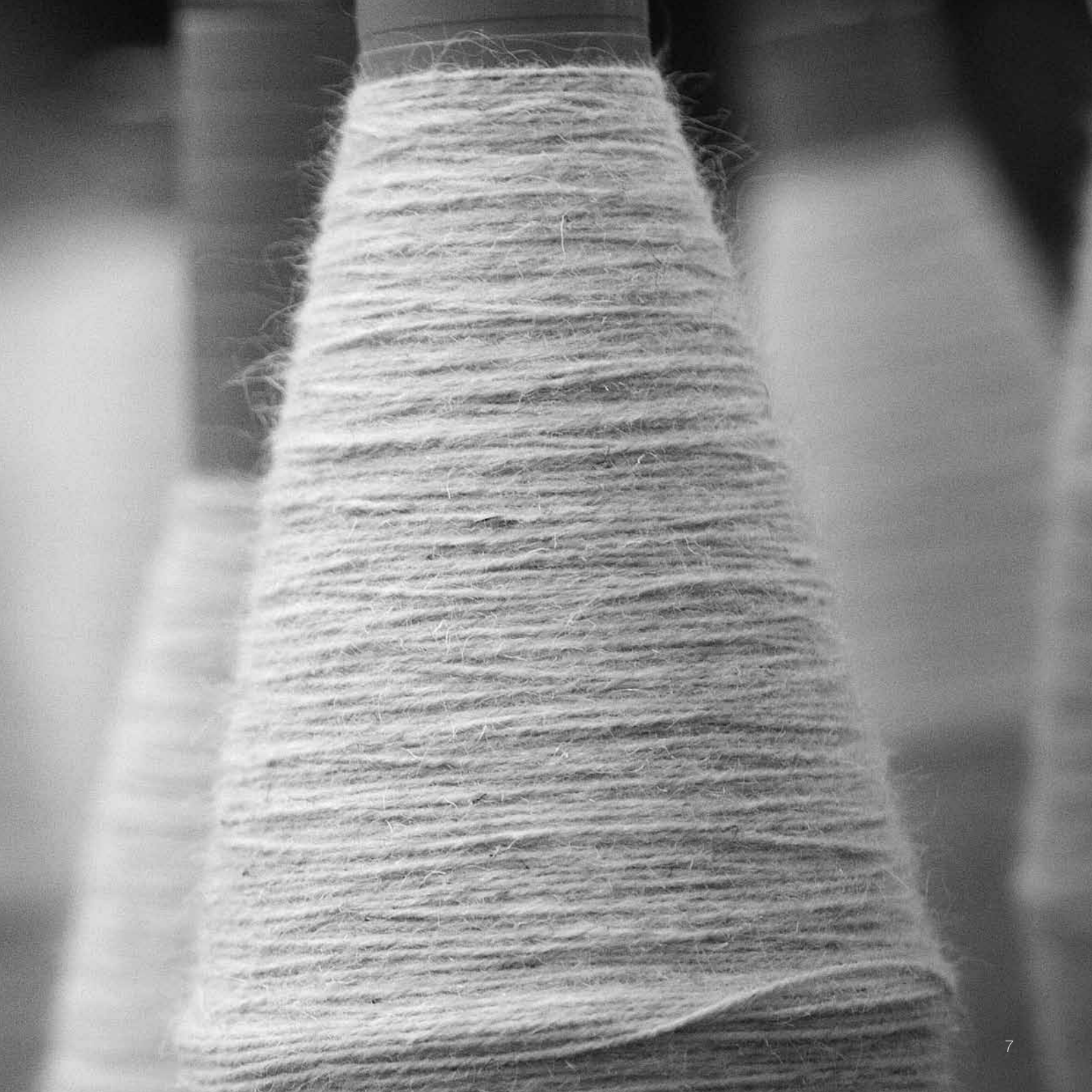


## A Positive Agenda

Early 2008, Desso made a natural decision to take an alternative route and go a step beyond mere sustainability in our design and production. We recognised the inherent truth that when nature inspires, rewards come naturally.

Our innovative agenda positively improves the quality of life and the environment, by encouraging our clients to maximise rather than minimise the footprint we create. Look at it this way: sustainability policies tend to lay down rules to lessen the impact on the environment. The path we have chosen, however, celebrates consumption in a new way, by putting natural processes first.

That is why our footprint is a positive, creative one.





# The Cradle to Cradle® Principles

**W**e assess the functional purpose of products by applying three Cradle to Cradle® principles to the product and the design process of the product.

1. Waste equals food; nutrients become nutrients again and again
2. Use current solar income; renewable sources which are powered by the sun
3. Celebrate diversity; cultural, product biodiversity

By taking our inspiration from nature's continuous cycles, we are able to design and create materials to be used as 'nutrients' for biological or industrial systems. By using renewable energy and celebrating the diversity of Cradle to Cradle® design, we can ensure our activities have ecological, social and economic benefits.

Quite simply, it's about 'doing the right things right'. We want to avoid creating an efficient pursuit of the wrong goals, and make a fundamental shift towards a new design objective. By doing that we can ensure that our products are made from positively defined<sup>1)</sup> materials that are safe for their intended use and can be biologically or technically recycled at the end of their useful life.

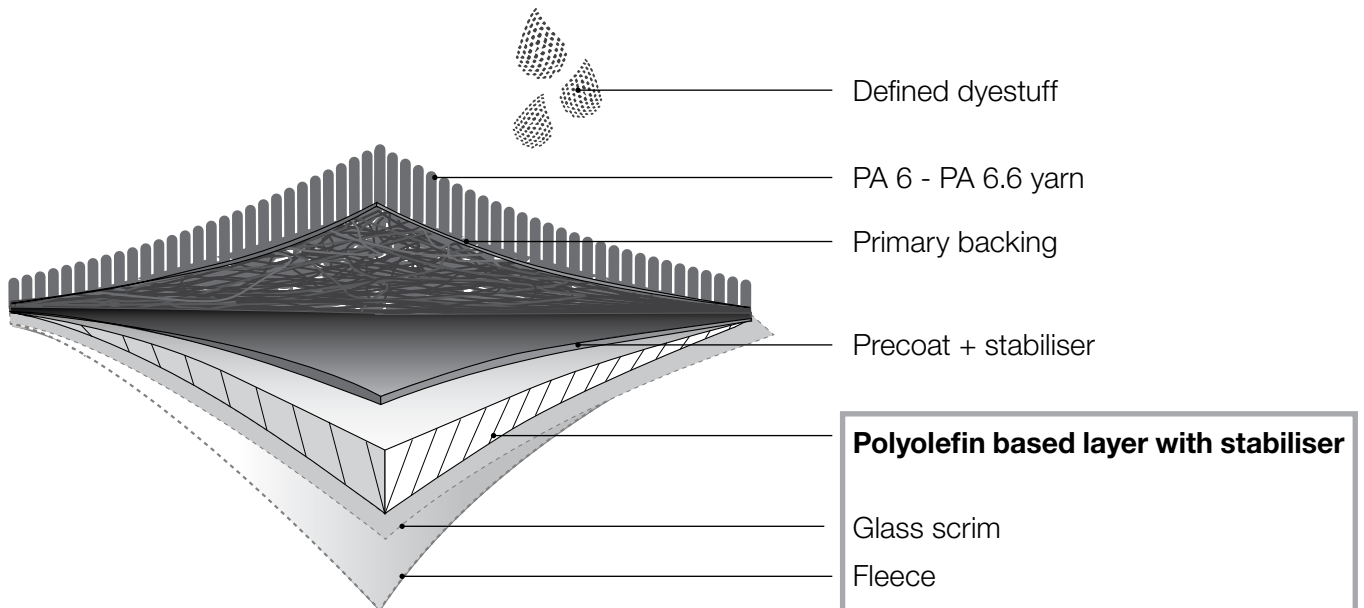
We call this eco-effectiveness.

1) Positively defined = all ingredients have been assessed as either Green (optimal) or Yellow (tolerable) according to the Cradle to Cradle® assessment criteria.  
(See also page 21)




# DESSO EcoBase®

Inspired by nature's perpetual cycles of development, replacement and rebirth, DESSO EcoBase® bears the true identity of the Cradle to Cradle® philosophy.



 = DESSO EcoBase® secondary backing

(The polyolefin based layer with stabiliser accounts for minimum 96% of the total secondary backing and this layer is 100% fully recyclable).



At Desso we have learned that if we allow ourselves to be inspired by the example of nature, our products will offer rewards for us all.

We knew that the road would be a long one – but it's the one we have chosen to lead us all to a better and more sustainable world.

And so we have set out on that journey.



It has taken time and effort –  
and it is already reaping its rewards!





# Positively Defined & Recyclable

The launch of DESSO EcoBase®, our backing specifically designed with disassembly and recycling in mind, is a significant step forward.

Due to its innovative composition, the polyolefin based layer of the DESSO EcoBase® backing is fully recyclable in our own production process. Polyamide (PA) 6 yarn (with the required purity), will be converted back into basic material so that the yarn manufacturer can use it again to produce new yarn.

Prof. Dr. Michael Braungart, Co-Founder of the Cradle to Cradle® concept says: *“Happily, Desso has never used PVC in its products, in contrast to other companies, and has always considered its raw materials from an environmental health perspective. Soft PVC mostly contains high levels of phthalate plasticisers to make it flexible. Several of these phthalates are classified as reprotoxic substances. This is one of the reasons why PVC is not accepted within the Cradle to Cradle® certification scheme.”*

At Desso, we have committed ourselves to designing products containing only positively defined<sup>2)</sup> materials which are safe for human use and are biologically or technically recyclable at the end of their useful lives.

2) Positively defined = all ingredients have been assessed as either Green (optimal) or Yellow (tolerable) according to the Cradle to Cradle® assessment criteria. (See also page 21)



## Refinity®

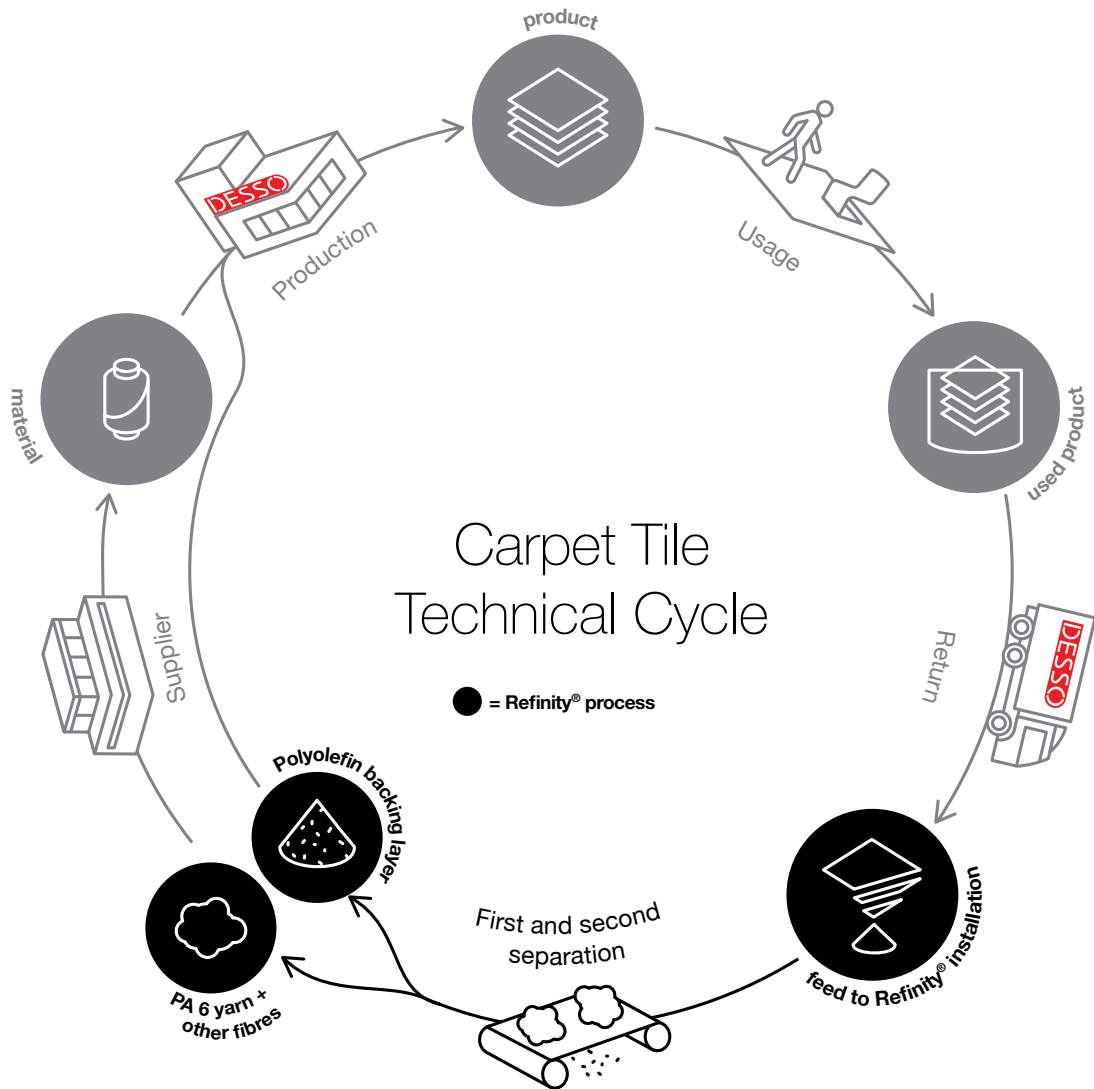
**A**t the heart of our pioneering EcoBase™ design is the desire to create a product which can be dismantled for easier re-use of its components and materials. That is why, as part of our latest multi-million euro investment project, we have developed Refinity®, an innovative separation technique enabling the yarn and other fibres to be separated from the backing. This produces two main material streams which can then be recycled.

After an additional purification stage, the yarn (with the required purity) is returned to the yarn manufacturers for production of new yarn. All non-recyclable fractions will be used as secondary fuel in the cement industry. Due to its innovative composition, **the polyolefin based layer of the DESSO EcoBase® backing is 100% safely recyclable** in our own production process.

This results in a technical cycle.



DESSO Refinity® has received funding from the European Union.



All non-recyclable fractions will be used as secondary fuel in the cement industry.



# Safe & Reliable

**C**radle to Cradle® requires quality products which are safe for human use and which contribute not only to comfort and beauty, but also to a healthy environment. At Desso we take this very seriously.

In our partnership with the Environmental Protection Encouragement Agency (EPEA) we are committed to a rigorous material assessment programme which forms part of our overall implementation plan.

To assist us in (re)designing our products, the Cradle to Cradle® Design Protocol is applied to assess raw materials used in our products and production processes.

This means that raw materials are assessed according to their characteristics within the desired application. They are then placed in one of four categories (ABC-X categorisation) based on 19 human health and environmental relevance criteria.

After all the chemicals in the raw materials of our products have been assessed, these are then optimised by positively selecting replacements for chemicals characterised as Red (non-acceptable) and using Green chemicals (optimal) as they become available.

**Today, 90 percent of our Polyamide (PA) carpet tile collection is Cradle to Cradle® certified, which means that all materials have been assessed according to the ABC-X categorisation method.<sup>3)</sup>**

We aim to have all our products designed according to the Cradle to Cradle® principles by 2020.

3) Cradle to Cradle® Certification Program Version 2.1.1, prepared by MBDC September 2008, updated January 2010.

## Powered by Renewable Energy

The use of renewable energy sources is essential to the Cradle to Cradle® principles. We have therefore set ourselves the highly ambitious goal of using 100% renewable energy in all our operations by 2020.

At this stage, we already use 100% renewable electricity (hydropower) in all our production locations in the Netherlands and in Belgium. Next to that we use renewable energy, with 23,000m<sup>2</sup> solar panels installed at our production facility in Belgium.





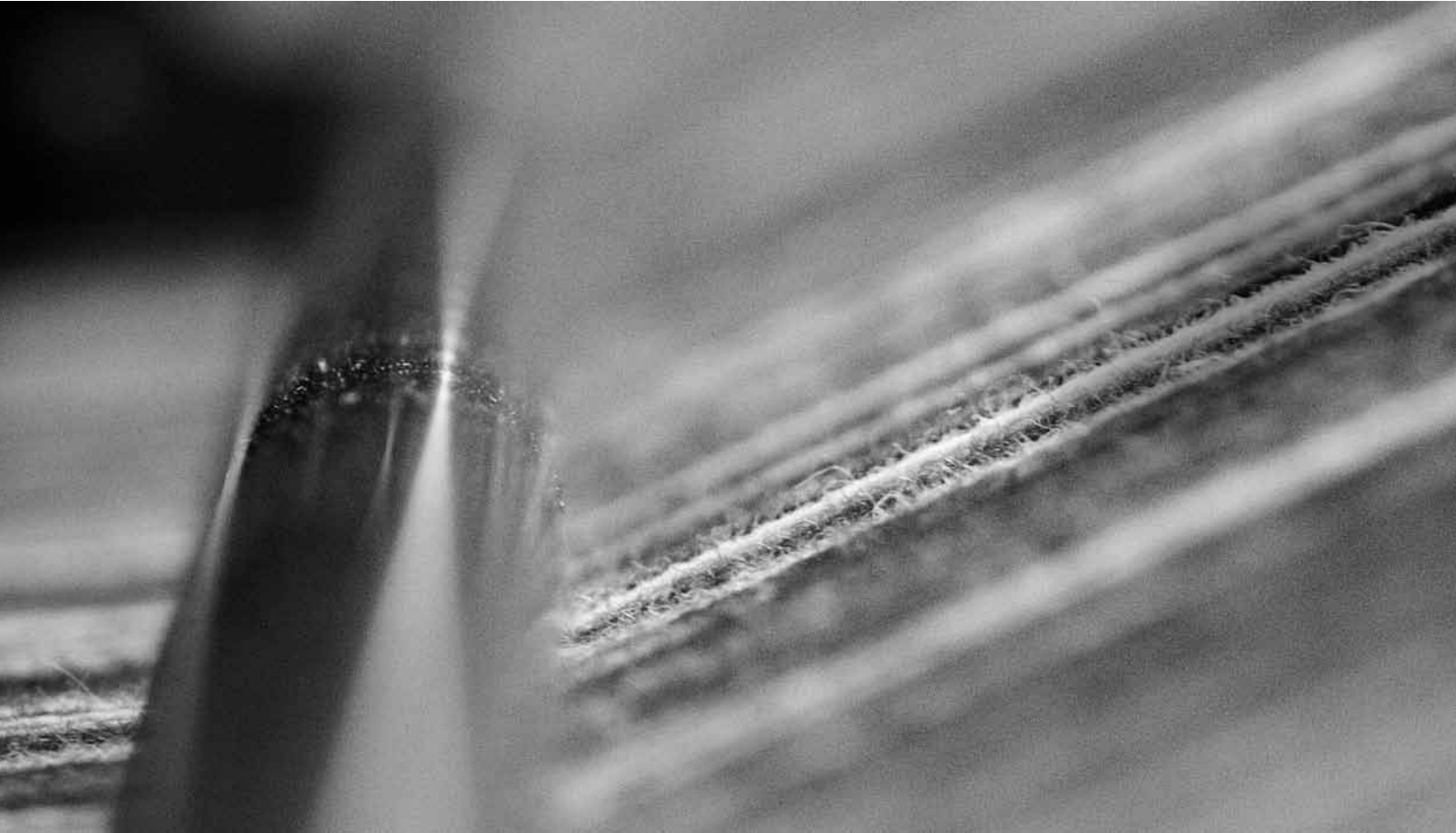
## A Silver Milestone

**A**t Desso we see a Cradle to Cradle® certificate as a significant milestone along the road we are travelling. The certification provides us with a tangible means to measure our achievements. It reaffirms that our products are environmentally safe, are designed for re-utilisation, use renewable energy and that we have a responsible attitude towards water usage. In addition, we aim to build a reputation as an honest and ethical trading partner, great employer and responsible neighbour by striving for a Social Accountability (SA) 8000 certification in 2012.

Carpet tiles with DESSO EcoBase® have achieved Cradle to Cradle® Silver Certification reaching a level where **up to 97% of the materials are positively defined.**<sup>4)</sup>

**Desso is proud to have achieved a Cradle to Cradle® silver certificate for an entire carpet tile product.**

4) Positively defined = all ingredients have been assessed as either Green (optimal) or Yellow (tolerable) according to the Cradle to Cradle® assessment criteria.  
(See also page 21)




## Continual Excellence & Innovation

**D**esso carpet solutions continue to offer many advantages compared to other floor coverings. We continue along our route to excellence and innovation. Design, comfort, insulation, noise reduction and improved indoor air quality are key elements for our products.

The indoor experience is an increasingly important factor in the planning of interior space. Therefore we want to ensure that our products contribute to people's health, wellness and wellbeing.

Desso diligently considers the experience of the client and the effect on the environment.





"Two roads diverged in a wood,  
and I,  
I took the one less traveled by,  
And that has made all the difference."

Robert Frost, 1874 – 1963



**You can return this brochure by contacting your local sales representative or by returning it to your nearest Desso office.**

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**About DESSO®**

Desso is a global carpets, carpet tiles and sport pitches company, active in more than 100 countries. Desso products are supplied to corporate offices, education, healthcare, government, homes and also hotels, cruise liners and airlines.

It also produces world leading sports surfaces such as the DESSO GrassMaster®, which has been installed at the home grounds of premier football sides and at the football 'temple' Wembley.

Today, most people spend on average 90% of their time indoors which has led to the company's vision: **'How to make the floor work for our health and wellbeing'**.

Our mission is to ensure that we develop unique products that deliver a much improved indoor environment that maximises people's health and wellbeing and ultimately their performance. This is driven by our innovation programme based on the three pillars of **Creativity, Functionality and Cradle to Cradle® design**.

For more information please visit: [www.desso.com](http://www.desso.com)