



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

We 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 defined¹⁾ materials that are safe for their intended use and can be biologically or technically recycled at the end of their useful life.

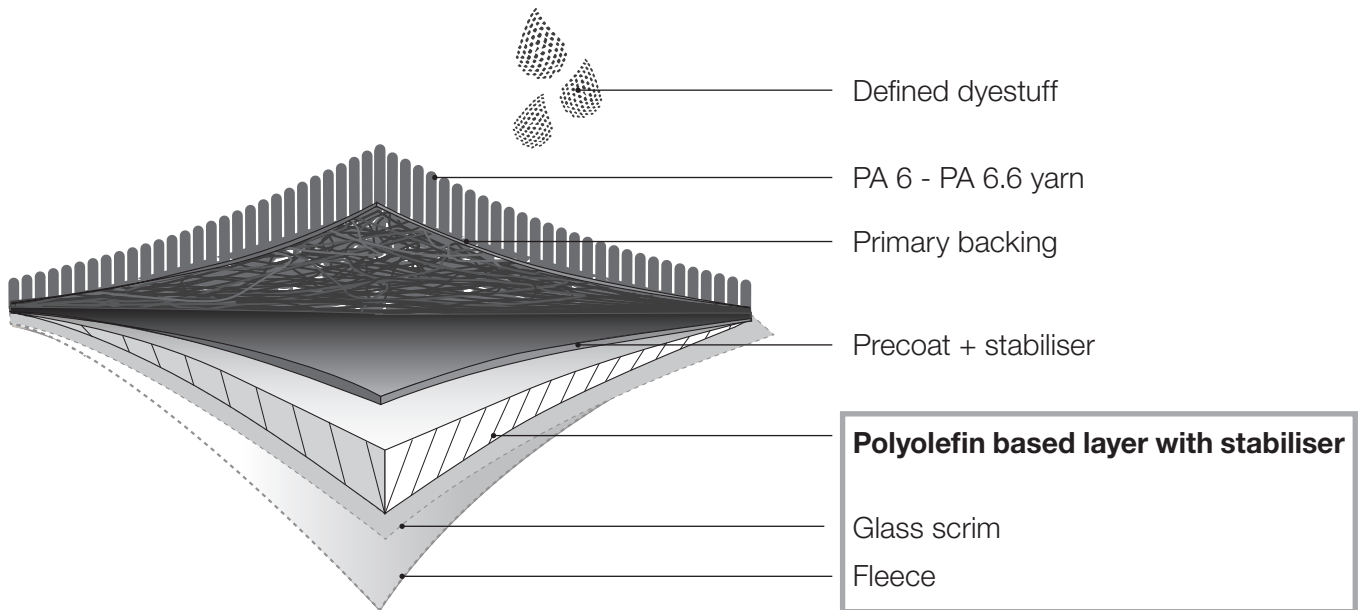
We call this eco-effectiveness.

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).



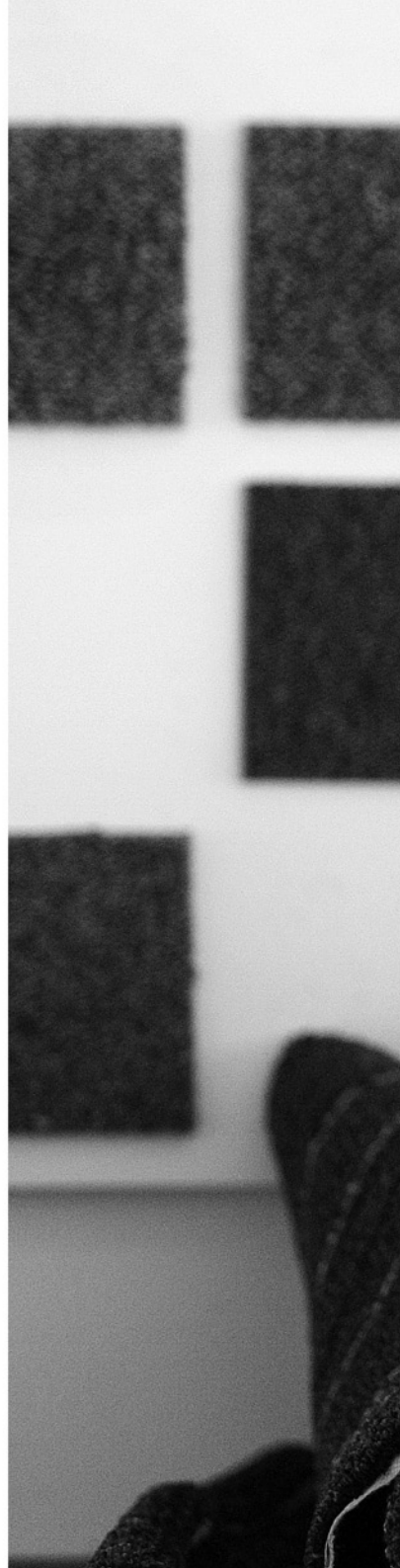
At Desso we have learned that if we allow ourselves to be inspired by the example of nature, our products will offer rewards for us all.

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 defined²⁾ 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®

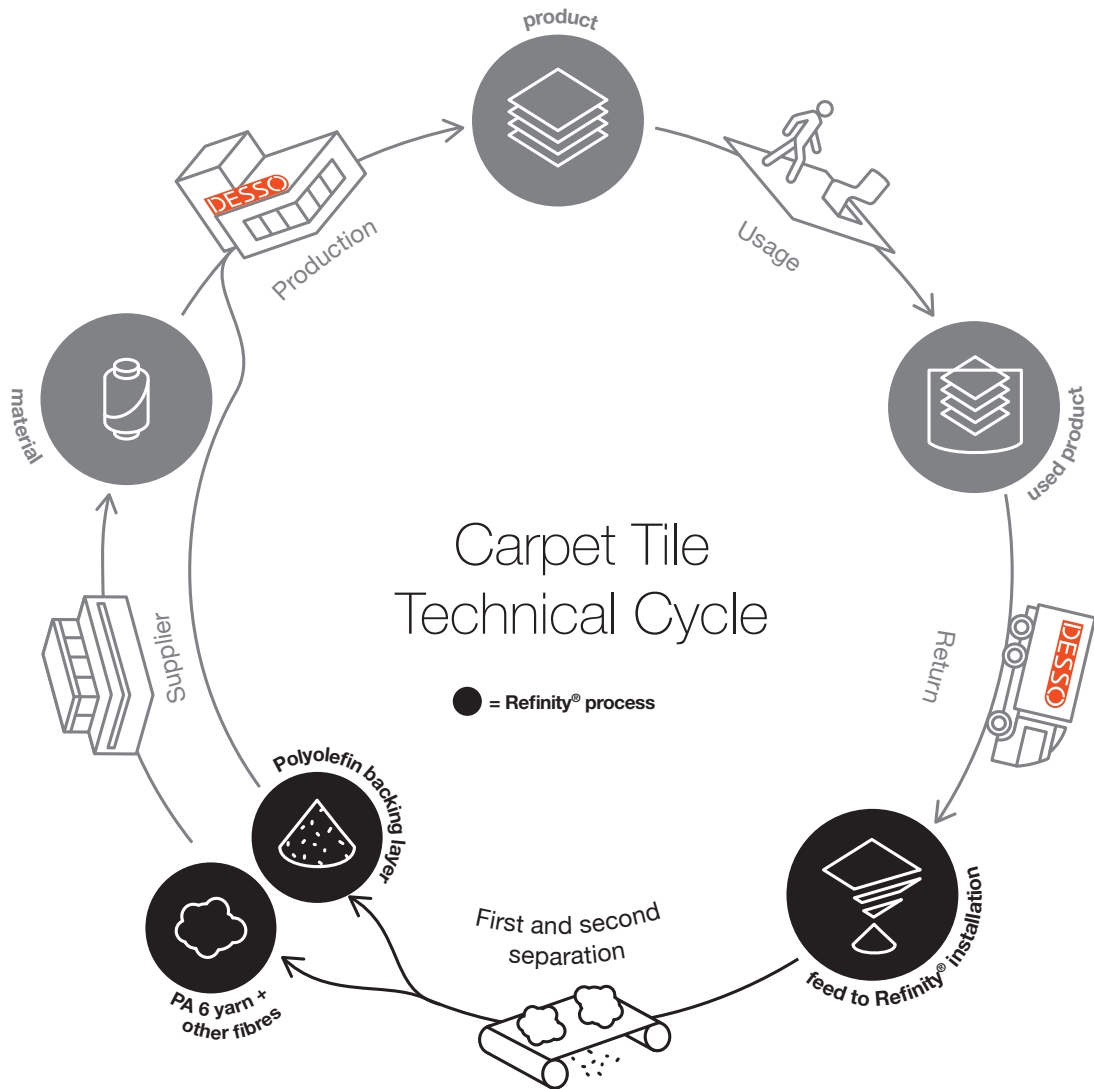
At the heart of our pioneering EcoBase™ design is the desire to create a product which can be dismantled for easier re-use of its components and materials. That is why, as part of our latest multi-million euro investment project, we have developed Refinity®, an innovative separation technique enabling 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.

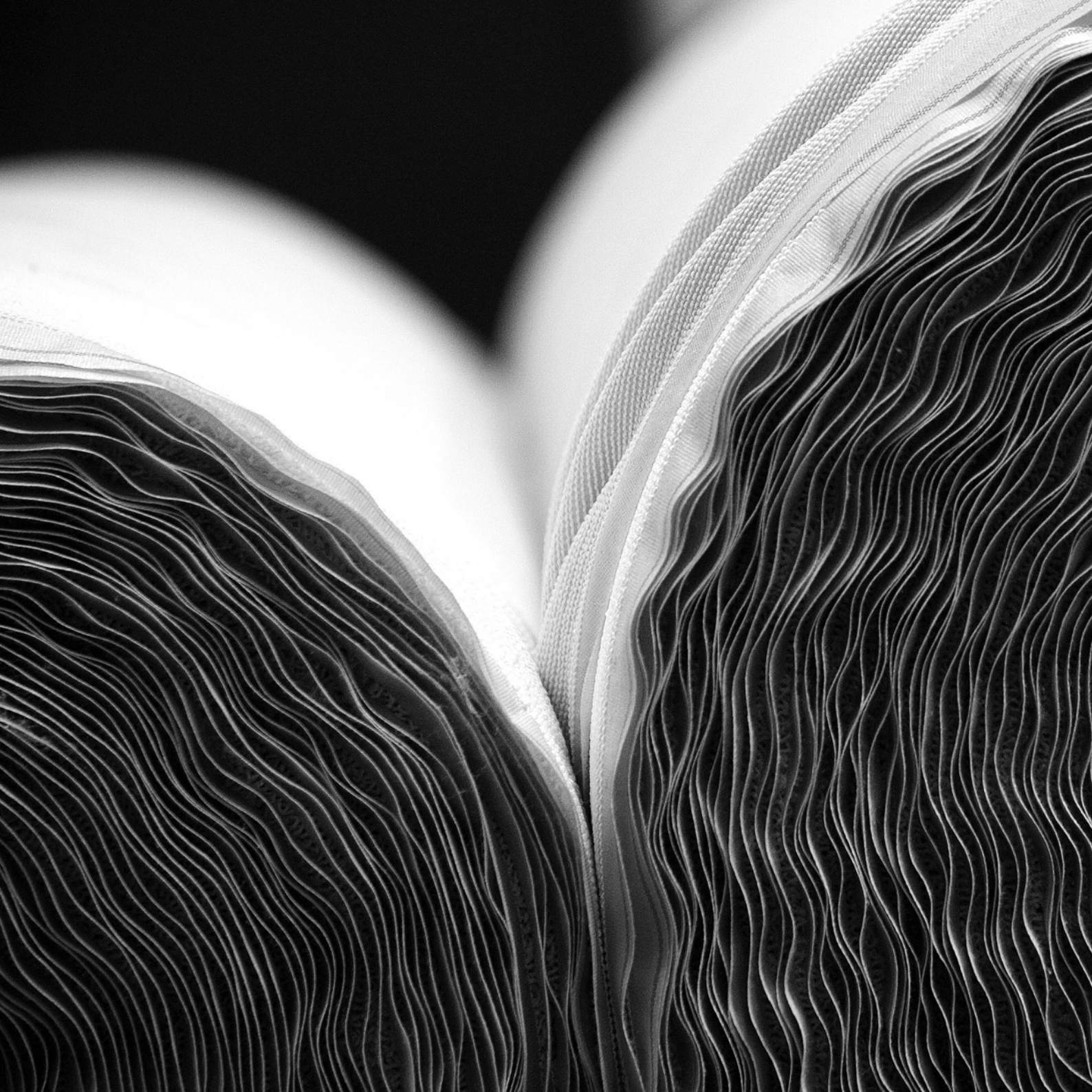
This results in a technical cycle.



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

Cradle 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.³⁾

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 23,000m² solar panels installed at our production facility in Belgium.





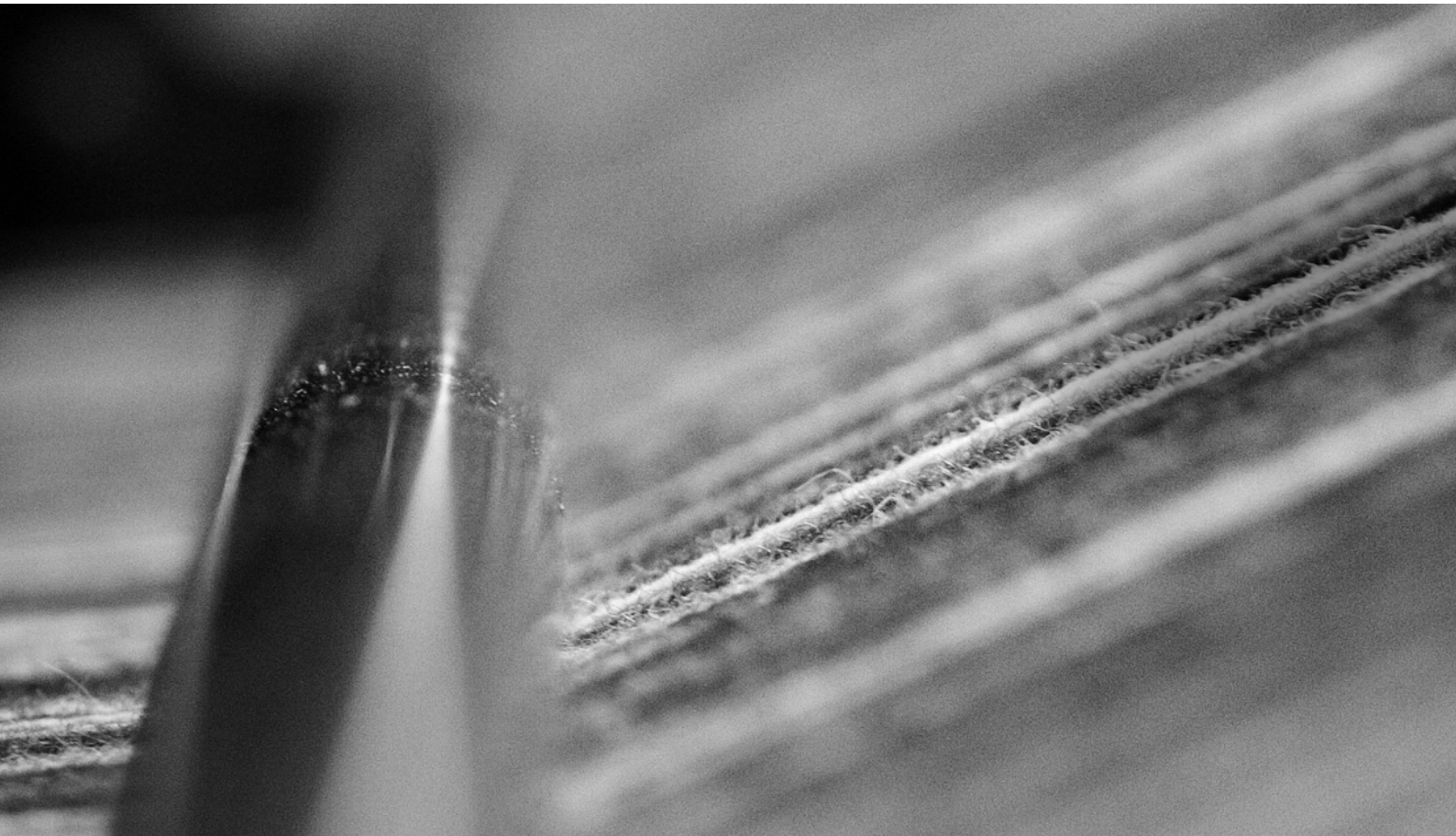
A Silver Milestone

At 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.**⁴⁾

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)



A close-up, black and white photograph of a carpet's texture. The image shows the intricate patterns and fibers of the carpet, with light rays filtering through from the top left, creating a dramatic, high-contrast effect. The overall mood is sophisticated and modern.


Continual Excellence & Innovation

Desso 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 focuses primarily on superior floor design and Cradle to Cradle®, in providing high quality carpet tiles and broadloom. Its commercial product offering, business carpets, represents more than half of total sales and can be found in offices, banks, retail units, public buildings, schools, universities and care centres. Customers include ABN AMRO, Rabobank, AkzoNobel, Dutch Ministry of Safety & Justice, KPMG, PWC, Deloitte, Allianz, Canon, EDF, HSBC, Porsche, Procter & Gamble, SNCF, Nestlé and many more.

Desso's innovation strategy is concentrated in 3 key areas: Creativity, Functionality and Cradle to Cradle®. For Desso, creativity is synonymous with CARPETECTURE®, which is a powerful example of Desso's commitment to creative carpet design and its dedication to meet the needs of architects, interior designers, building owners and end users. In the field of functionality, Desso develops pioneering solutions that make a difference for health, wellness and well-being. As a result of this innovation and creativity strategy, Desso has launched a number of patented products like DESSO AirMaster®, for 8 times lower fine-dust concentration in the air (versus hard floors), and DESSO EcoBase®, which enabled Desso to achieve a Cradle to Cradle® silver certificate for an entire carpet tile product.

Desso Consumer Carpets is represented by three strong brands: Parade, Bonaparte and Desso. All with a rich history in manufacturing high-end consumer carpets where products are available through specialist retail traders, plus selected carpet stores and home furnishing shops. Desso Consumer Carpets is the only European high end consumer carpet company with sales in Benelux, Germany, France, Switzerland and Austria.

Desso's creative carpet design and service oriented approach has enabled Desso to become a leader in developing solutions for the Hospitality, Marine and Aviation (HMA) markets. Desso's HMA division works with companies such as Hilton, Intercontinental, Maritime, KLM, Virgin, Royal Caribbean Cruise Lines and Holland America Line.

Desso Sports Systems is a leading player in the provision of artificial turf for sports fields and reinforced natural grass systems that provide the perfect surface at every level of sport. DESSO GrassMaster® is a sports field of natural grass reinforced with Desso synthetic grass fibres, which has been installed in two Euro 2012 stadiums and in 'football temple' Wembley.

Cradle to Cradle®

In signing a partnership agreement with the Hamburg-based Environmental Protection Encouragement Agency (EPEA), Desso has become the first carpet manufacturer in EMEA to adopt the Cradle to Cradle® design. It marks Desso's radical decision to move beyond 'mere' sustainability in producing its carpets and artificial grass. In the Cradle to Cradle® principles, products are made from positively defined* components that are easy to disassemble, in order to create new products in both the biological and technical cycles.

Desso is active in 110 countries and can look back on almost 80 years of proven performance, having built a reputation as a leading manufacturer of high quality carpet tiles, broadloom and artificial grass pitches.

Desso has four factories and a major distribution centre in Europe, as well as specialist customer service centres throughout Europe, in America, Asia, Latin America, Africa, the Middle East and Australia.

For more information please visit: www.desso.com

*Positively defined = all ingredients have been assessed as either Green (optimal) or Yellow (tolerable) according to the Cradle to Cradle® assessment criteria. As described in the Cradle to Cradle® Certification Program Version 2.1.1, prepared by MBDC September 2008, updated January 2010.