




Sustaining our planet
one thread at a time



A sustainable business
is resource efficient,
respects the environment
and is a good neighbour.

– Phil Harding

The pursuit of sustainable enterprise in general, and environment-friendly production in particular, is deeply anchored in AW's business strategy.

Over the past years, AW has succeeded in **reducing its ecological footprint** considerably.

Its production processes are aimed at significantly **reducing energy consumption and waste** and also ensuring efficient (re)use of water. In addition, AW uses green energy from its **on-site solar plant**.

AW actively contributes to **raising consumer awareness** by developing products made with **responsibly sourced materials**, such as **Sedna®** carpet made with regenerated nylon and the recycled carpet backing **ECO FusionBac**.

Our care for the environment is an **ongoing process**. By continuously taking initiatives and adjusting processes, we move forward. **Sustaining our planet one thread at a time.**

01



ENERGY
EFFICIENCY

We give energy to gain energy

As early as 2003, AW committed to the wide-ranging measures of the '**Flemish Covenant Energy Benchmarking**', leading to **more energy-efficient production processes**. In 2016, AW acceded to the '**Energy Policy Agreement**' of the Flemish region where its plant is located, thus sustainably anchoring energy-efficiency as a driver of its business.

Besides continuous monitoring, **AW's energy policy** focuses on investments in energy-efficiency measures such as heat recovery, relighting and the optimisation of steam generation. This enabled AW to **reduce its energy consumption by 24% between 2015 and 2020**.

AW also participates in the **European Emissions Trading System**. The company has already **reduced its CO₂ emissions by 25% in 5 years** and will continue the process in the coming years.

24%
reduction of energy
consumption



Life is not only for
consumption but for
contribution.

– Dr. Debasish Mridha

02



RENEWABLE
ENERGY

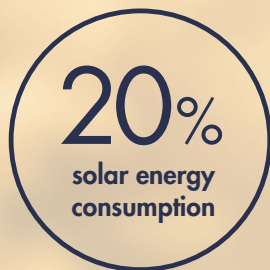
The future is green energy,
sustainability, renewable energy.

– Arnold Schwarzenegger

We embrace solar power

AW has installed **12,000 photovoltaic solar panels** on the 5.5-hectare roof area of its production plant in Ronse in Belgium. Some **75% of the panels' production is used on-site**, representing 20% of the company's total electricity consumption.

Thanks to these solar panels, **18,000 tonnes less CO₂** will enter the atmosphere over a period of 20 years.





03 WASTE PREVENTION

No waste to waste

AW pursues a far-reaching waste prevention policy and is constantly looking for efficient solutions for the **reuse and recycling of waste**. Within the space of 5 years (2015-2020), AW succeeded in **reducing the amount of waste it produced by 27%**.

Most of the waste that cannot be avoided is treated by specialised waste processors and **recycled into fibres, textiles and construction materials**. Only a small amount of residual waste is turned into fuel for cement ovens and power stations.



Waste isn't waste until we waste it.

– WILL.I.AM

04



RECYCLED
CONTENT

The greatest threat
to our planet is the
belief that someone
else will save it.

– Robert Swan

Reduce, reuse, recycle

Sustainability is at the heart of AW's product development. The company is increasingly opting for **recycled materials** for its products, thus helping to raise awareness by encouraging consumers to make **eco-conscious choices**.

With its Sedna® brand, AW was the first to put super soft carpet made with **Econyl®** yarn on the market. Econyl® is a **regenerated nylon** yarn made from waste materials such as **discarded fishing nets**, old carpets and production waste.

Sedna® and **Gaia®** brand carpets are fitted with an **ECO FusionBac** textile backing made from **100% recycled PET plastic bottles**.

70%

average recycled
materials in Sedna®
carpet



SEDNA®
Super soft carpet saving sea life



05



RESEARCH

Innovating for a better today and tomorrow

Innovation is a core feature of AW's strategy. The company takes part in various **research projects**, with the objective of making products and processes even more sustainable.

AW is also a member of **ECRA** (European Carpet and Rug Association) and actively contributes to the steps taken by the association to lead the carpet industry towards a **circular economy**.

**Innovation is
the ability to
see change as
an opportunity –
not a threat.**

– Steve Jobs

06



NEIGHBOURHOOD
CARE

We look out for you

Caring for the environment also means caring for you. As a production company located in the vicinity of a residential area, AW is conscious of the impact it has on its surroundings. There are ongoing consultations both with people living in the **neighbourhood** and with the **local authorities**, in a constant search for the best ways to limit possible nuisances.

For example, sound levels in the neighbourhood are measured regularly to check the performance of the sound-insulation installations. AW also installed **a biofilter**, which purifies the air emitted by the latex unit used to make carpet backing. **The biofilter removes more than 80% of the odour from the treated air.**

80%
odour
reduction

You really can change the
world if you care enough.

– Marian Wright Edelman



07



**REDUCING WATER
CONSUMPTION**

Every drop counts


Water is an essential raw material at AW, particularly for carpet printing. The company makes **targeted investments and optimises production processes** to reduce its water consumption sustainably. **Raising awareness** among AW's teams also contributes greatly to reducing the amount of water used. These efforts have been successful: in 2020, **the amount of water needed per square metre of carpet was already 21% lower than in 2015.**

AW's own biological water purification installation purifies the company's waste water. As a result, **95% of the contaminants in the water are removed.** Furthermore, **25% of this purified waste water is not discharged** but is reused for processing after undergoing additional physicochemical purification. This rates as top performance in the sector. With pilot testing of additional innovative technologies ongoing, AW aims to increase **water reuse by another 30% within 5 years.**

No water, no life. No blue, no green.

– Sylvia Earle

21%
water
reduction



The future of
humanity, and
indeed all life
on Earth, now
depends on us.

– Sir David Attenborough

We all have a social responsibility. Everybody is playing their part. So are we. Moving forward one thread at a time. Looking for opportunities to do better every day. Making our world of carpeting more sustainable. Contributing towards a better world to live in.

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