



**JOINT PRESS RELEASE**

AW, Healthy Seas

December 18, 2018

## **Super soft carpet launched to save the seas**

**Associated Weavers (AW), a European manufacturer of tufted carpet with production plants in Belgium and the Czech Republic, has joined Healthy Seas, the environmental initiative which recovers discarded fishing nets from the seas so they can be regenerated by Aquafil into the high-quality ECONYL® yarn used for the production of brand-new textiles such as AW's new Sedna® carpet. The partnership was announced on December 6<sup>th</sup> at an exclusive event organised by AW, in Belgium, where the new sustainable carpet brand Sedna® was revealed.**

Healthy Seas is a European initiative that recovers abandoned fishing nets that pollute the seas. These nets, sometimes called "ghost nets" remain in the marine ecosystem for hundreds of years entangling and killing many marine animals including whales, turtles and birds. Thanks to the ECONYL® Regeneration System, the nylon in the fishing nets is regenerated into high-quality yarn which is then turned into brand new sustainable textiles. According to a joint report by the FAO (United Nations Food and Agriculture Organisation) and UNEP (United Nations Environment Programme), an estimated 640,000 tons of fishing gear are left in our oceans each year, accounting for one-tenth of all marine litter.

*"We are extremely proud to have AW on board", said Maria Giovanna Sandrini, member of the Healthy Seas Steering Committee. "Thanks to the support of partners like AW, the Healthy Seas initiative continues to grow thereby achieving its goal to raise awareness about the problem of ghost nets and the solution offered through its circular economy model."*

At the occasion of the launch of Sedna® carpet, Erik Deporte, CEO of Associated Weavers, proudly announced the partnership with Healthy Seas: *"At AW, we aspire to be a leader in the residential carpet business. With Sedna®, we are the first to launch a collection made with super soft ECONYL® yarn made from regenerated waste. We aim to develop innovative products and raise awareness at the same time: ghost nets threatening sea life can be made into sustainable, high-quality carpets. Because we wish to take our contribution to saving marine life yet another step further, we decided to become a partner of Healthy Seas."*

**Photos available here:**

**<https://www.dropbox.com/sh/528b5dm9q9uustj/AADVgFRMfXvri0kvsVvufPD8a?dl=0>**

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#### Notes to Editors:

#### About Associated Weavers

Associated Weavers (AW) is a European manufacturer of tufted carpet with production plants in Ronse (Belgium) and Liberec (Czech Republic). In 2017, the company's annual turnover was around €170 million. Thanks to a focus on innovation and the expertise of its 650 employees, the company is one of the leading lights on the carpet market. AW maintains partnerships with its customers in over 60 countries with the United Kingdom, Germany, France, Scandinavia and Central Europe being among its main markets.

[www.carpetyourlife.com](http://www.carpetyourlife.com)

#### About Sedna® carpet by Associated Weavers

Sedna® carpet is soft, luxurious and durable. It is made with ECONYL® regenerated nylon, a yarn made from recycled waste material such as old carpets and abandoned fishing nets collected from the bottom of the sea. Sedna® thus helps to save thousands of beautiful sea creatures like sea turtles, dolphins and seals that will no longer get stuck in this life-threatening waste. Moreover, Sedna® carpet has an ECO FusionBac textile back, made from 100% recycled PET plastic bottles.

To honour the fascinating marine life, Associated Weavers dedicates its new carpet brand to Sedna, the legendary Inuit goddess of the seas who commands all marine creatures. Sedna® carpet comes in five alluring ranges, named after aquatic gods and goddesses: Kai, Moana, Varuna, Mazu and Yara.

[www.sedna-carpet.com](http://www.sedna-carpet.com)

#### About Healthy Seas

The mission of 'Healthy Seas, a Journey from Waste to Wear' initiative, is to remove waste from the seas, in particular fishing nets, for the purpose of creating healthier seas and recycling marine litter into textile products. The recovered nylon fishing nets will be transformed and regenerated by Aquafil into ECONYL® yarn, a high-quality raw material used to create new products, such as socks, swimwear or carpets.

<http://healthyseas.org/>

#### About ECONYL®

ECONYL® is a nylon fiber produced by Aquafil using items otherwise destined to landfill such as old carpets and plastic products left in the sea such as fishing nets. ECONYL® is a recycled nylon with exactly the same properties of those produced by raw material. What makes it unique is that it can be recycled, recreated and remoulded again and again

<https://www.econyl.com>