



# Sustainability as a driving force in product development

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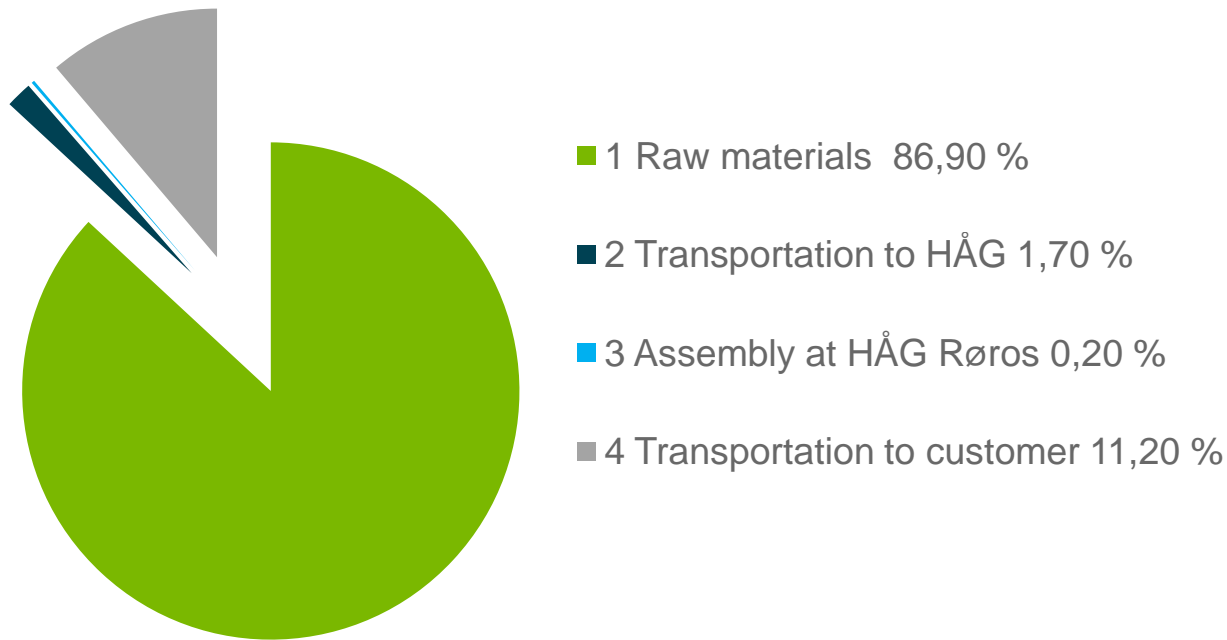
LOVE AT FIRST SIGHT.

SUPPORT THROUGH A LIFETIME.



# Greenwashing vs real ambitions

Total Annual Accumulated Product Life Cycle Emissions for HÅG is 9158 tonnes CO<sub>2</sub>eq



- **Other company emissions account for only 512 tonnes or 6% of total company emissions**

**Being serious about the environment must imply impacting the products.**

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# ...And we have been on to the product for some time. Milestones.

**2008: Carbon Footprint Analysis**

**2006: GREENGUARD**

**2005: Green electricity certificates**

**2004: EPD, ISO 14025**

**2000: Factor 10, P2005**

**1999: ISO 14001**

**1995: EMAS**

**1995: Introduction of recycled materials**

**1993: Eco design Criteria**

**1990: First environmental manager**

We practice full transparency on these issues. As such, we invite our customers, competitors and NGO's to examine our performance. This can only make us better.

# Five key drivers for lowering environmental impacts

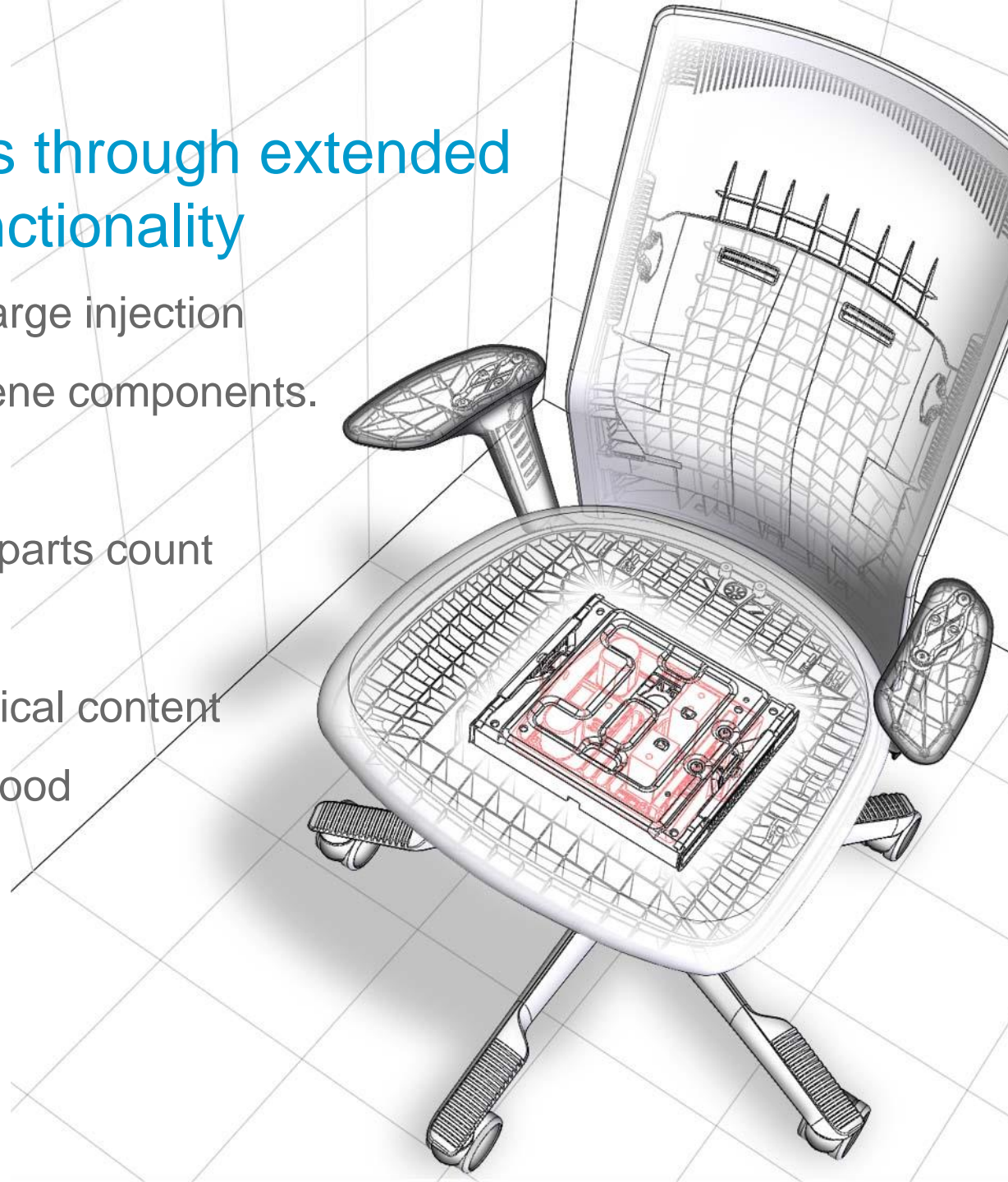
- Low weight
- Few components
- Good materials
- Long service life
- Cradle to Cradle thinking



# Few components through extended integration of functionality

Achieved eg. through large injection of moulded Polypropylene components.

- Significantly reduces parts count
- Eases disassembly
- Elegantly hides technical content
- Outperforms eg. plywood



## Good Materials

FutuKnit is uniquely developed for HÅG Futu. Perfect suspension, no seams, no waste. Tight, precise, elegant and comfortable.



Long service life:  
Do you **really** need a  
new chair?

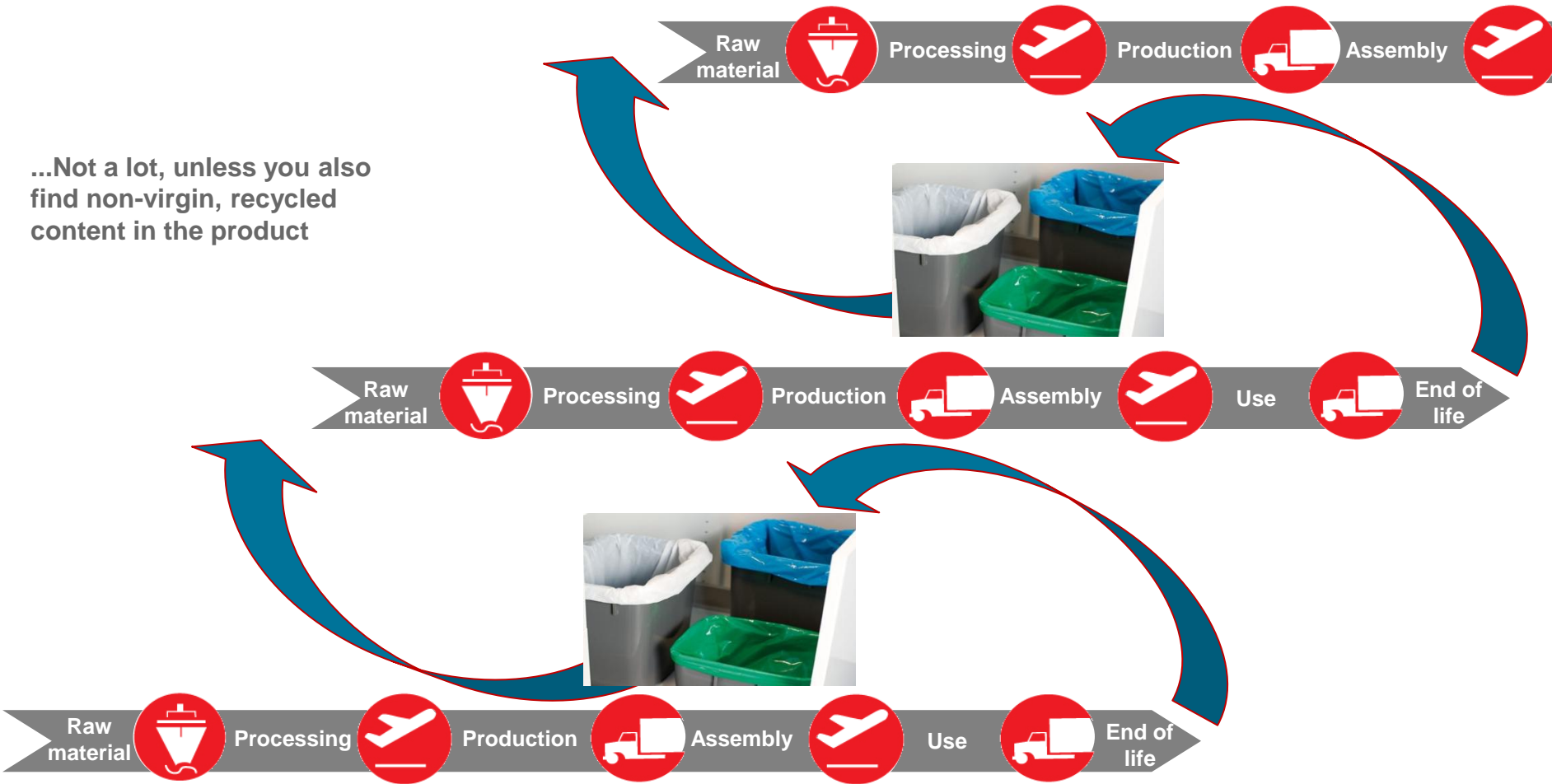
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# Cradle to Cradle: Any task chair today can boast 97% recyclable materials. What does this tell you?

...Not a lot, unless you also find non-virgin, recycled content in the product



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The result is a brand new product, with sleek design, and a Carbon Footprint @ 51 kg, unrivaled in its segment



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# Impacting the products costs nothing\*

- \* ...Nothing but a clear and strong **ambition**, the **courage** to be **different**, the power to **innovate**, first class **knowledge**, and endless **persistence** in developing new solutions and technologies.

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From all of us...



...to all of you



# HÅG Futu



Less formal. More free.