



THE GREEN TAG
zielenzio

I

THE GREEN TAG

An intelligent program for sustainability

AT ZILENZIO, SUSTAINABILITY INFORMS EVERYTHING WE DO.

We always strive to realise ambitious designs and champion smart processes – offering products that create a bold impression without leaving a heavy footprint on our planet. As part of our ongoing commitment to sustainable practices, we're introducing **THE GREEN TAG**, our latest initiative to interrogate and transform our environmental credentials right across our product range.



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A symbol of our ongoing commitment to sustainability. It's a daily reminder for us to interrogate every design and production decision we make. It's our promise to tread lightly on the earth.

We're challenging the integrity and longevity of our brand from the inside out. And we're inviting our customers and partners to join us on this exciting and essential mission.

Currently we're exploring the possibility of a physical tagging system to identify products that have fulfilled certain green criteria: eg. products that are made with recycled stone wool and removable fabric.



II

THE GREEN TAG MANIFESTO

A forward-thinking ethos for sustainability and social responsibility.

OUR SUSTAINABILITY GOALS

Responding to the UN's 17 goals for sustainable development (Agenda 2030), TMF has developed a vision for the long-term sustainability of the wood and furniture industry – and the goals to achieve it. Out of these goals, Zilenzio has selected three key areas to focus on:

- . Responsible purchasing
- . Sustainable innovations
- . Sustainable and responsible forestry

OUR SUSTAINABILITY GOALS

Within 3 years, **20%** of our floor and table screens will feature **removable fabric**.

By 2030, **20%** of the stone wool in our floor and table screens will be sourced from **recycled material**.

AT ZILENZIO WE ARE COMMITTING TO

- . Use our **innovative mindset** to develop more **sustainable products** and ensure our business model positively impacts the environment.
 - . Follow the guidelines set out by **Möbelfakta** to ensure we provide **excellent quality** with strong **environmental awareness** and **social responsibility**.
 - . Only use **FSC certified wood**, sourced from responsibly managed forests.
- . Offer **removable fabric** that can be easily switched, cleaned, or replaced when necessary.

- . Champion the use of **stone wool**, a remarkable material made from natural stone. Containing no plastic or other dangerous substances, stone wool is also firesafe and brilliantly sound absorbing.
- . **Partner responsibly**. We're building long-term relationships with partners who take sustainability seriously and promote transparency throughout the supply chain.
- . Launch our programme with a **new collaboration with Ragn-Sells and Rockwool** in the Nordic region. Our aim is to lead the charge towards authoritative yet lighter-impact products.

III

THE GREEN TAG PROJECT #1

ZILENZIO x RAGN-SELLS x ROCKWOOL

We're kicking off **THE GREEN TAG** programme with an exclusive collaboration between Zilenzio, waste management group Ragn-Sells Recycling AB, and stone wool producer Rockwool.



We're the **first brand of our kind** to offer our customers a **comprehensive return system** in which old products made from stone wool are recycled and transformed into brand new products. Crucially, our products made from recycled material retain the same exceptional quality as before.





TACK
THANK YOU

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