



**GREEN JOBS**  
for a greener future  
#EUGreenWeek



## **A history of environmentally sensitive, recycled interior textiles**

**Company name:** Camira Fabrics Ltd.

**Product category:** Textiles

**Country of origin:** United Kingdom

**License holder since:** 2011

**Available in:** throughout the EU

**Website:** [www.camirafabrics.com](http://www.camirafabrics.com)

### **What convinced them to apply for the EU Ecolabel?**

"Camira have a history of innovation and producing environmentally sensitive interior textiles. We were recognised for our credentials, ISO standards and originally used our own 'Second Nature' brand to signify environmental products. We found that it was becoming increasingly important to hold an independent and third party verified certification. This is why we chose to apply for the EU Ecolabel. The EU Ecolabel provides a robust and trusted mark of approval, highly recognised by our customers, which adds value to our products."

### **How has being certified with the EU Ecolabel given them an edge over competitors?**

"Holding the EU Ecolabel on many of our products means that they are more preferable to uncertified competitor fabrics. Environmental labelling is becoming increasingly important for our customers with many interior projects or tenders requesting the EU Ecolabel as a requirement of selection. Being able to demonstrate the environmental merits of our products through the label gives them an edge."

### **Has the EU Ecolabel increased their revenue and allowed them to enter new markets?**

"The EU Ecolabel is important for many of our markets, in particular the Northern European countries and has strengthened our position in such areas. Recognised environmental certifications are important at various stages of the customer chain, including the specifiers and end-users of interior fabrics, and the EU Ecolabel provides a highly recognised symbol."

### **How do they evaluate consumers' and general demand for sustainable products?**

"We record and track the requests of our customers and look for trends in their requirements and demands. In 2015 we ran an online sustainability survey, hosted on our website and sent to our customers via email. The purpose was to look at what sustainability requirements they believed to be most important and which eco-labels and standards they recognised the most. The EU Ecolabel was the most highly recognised label for our customers, which confirmed its importance to us even more."

### **How are they contributing to the circular economy?**

"We are constantly trying to move away from the traditional linear model of 'take, make, and waste' and implement more circular principles into our business by working closely with our customers and suppliers. We have been producing recycled fabrics for 20 years and since 2013, have eliminated waste to landfill at our main UK manufacturing through a number of projects. We developed a closed-loop relationship with our polyester supplier to recycle waste selvedge and yarn remnants into brand new yarns from our own waste. We also operate a take-back scheme with a number of our UK customers to retrieve off-cut fabric scraps,



**GREEN JOBS**  
for a greener future  
#EUGreenWeek



wasted during the upholstery process. The circular economy is being increasingly important and is a focus for us."



**Should you wish to use the above photos, quote a company representative or have any other questions please contact:**

Paul Arnold / [paul.arnold@camirafabrics.com](mailto:paul.arnold@camirafabrics.com)