



ORIGIN

towards a sustainable future



ORIGIN. In this Origin Story, we present carpets made with undyed wool in nature's own colour variations. The natural colour variations in wool have inspired us to create a range of beautiful heathered yarns for our new product line **ORIGIN**... wool carpets with absolutely no dye.

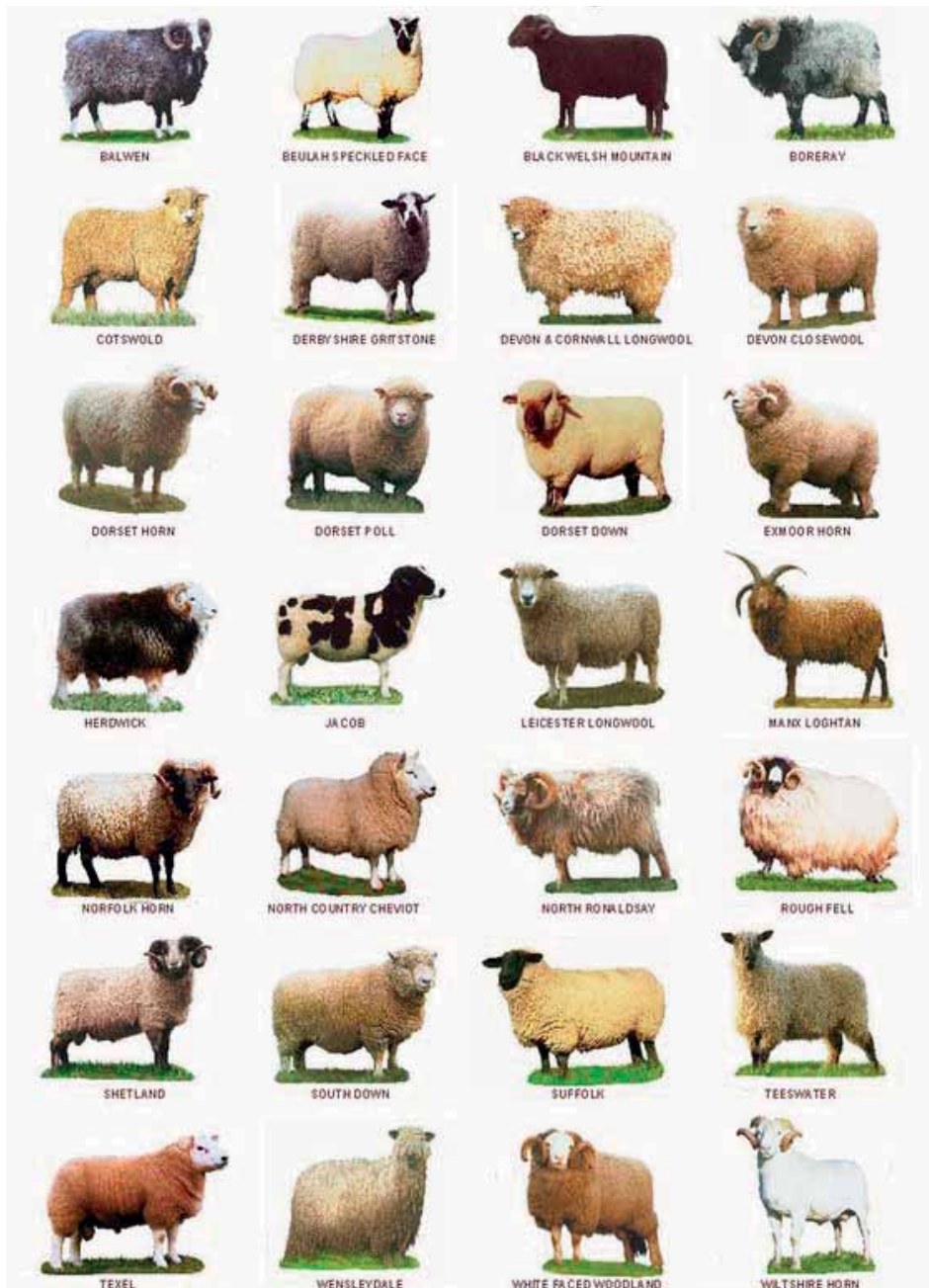
Working with sustainability and following the Cradle to Cradle principles by looking into the raw materials we use, this is an exciting result, having removed all dyes. The colour scale is naturally limited, but the possibilities are numerous and the result is very elegant and exciting carpet designs.

I am proud to present this new **DW ORIGIN Story** created by our innovative design team.

Søren Sonne CEO



BREEDS OF SHEEP



Back to the origin and towards a sustainable future.

We seek originality and authenticity to an ever increasing extent. We seek out original, unique experiences at our destinations, but are keenly aware of the environmental impact we create. We do not want to live without the adventures, but prefer to act as responsibly as possible. We want to stay at hotels that make active, aware choices. We want our stays to be as eco-friendly and responsible as possible.

We also see the tendency to choose authentic interior design. We select genuine, straightforward materials for our living spaces, i.e. materials that are what they appear to be and embody what they are. Wood, stone, wickerwork, wool. Preferably from renewable resources. Preferably processed using such refined methods that the material looks as unprocessed and original as possible. And which are naturally produced under sustainable conditions. At Dansk Wilton we work towards sustainable carpet solutions and a sustainable future.

ORIGIN

For our new product line, **ORIGIN**, we have been on a quest back to our origin - our core material - **the WOOL**.

Different breeds of sheep have different colours. By sourcing the natural undyed wool from black, brown, grey, golden and white sheep we have created a palette of 8 beautiful yarns, all created by mixing the raw wool - in different colours and from different sheep breeds.

The colour is mixed before the spinning process. It is a very meticulous process, done by hand, to ensure the right nuance.

A characteristic of the undyed wool is the natural colour variations which gives the yarn a beautiful heathered look, much like tweed. By avoiding dyeing the wool, we let the material show it's unique original character.

**ORIGIN -
wool carpets with absolutely no dye.**



From wool to carpet – with absolutely no dyes. The natural texture and colour variation in wool has inspired us to use undyed wool for our new DW ORIGIN Story.

The result is a beautiful range of designs - all made with undyed wool and with the luxurious addition of twist yarn as an interesting design element. The colour scale is naturally limited, but the possibilities are numerous and the result is very elegant and interesting carpet designs.

In many ways you can say that by eliminating the dye and enhancing the texture of the natural wool, the carpet has become even more exclusive.

DW DesignTEAM



LICENSED MARKS:



Cradle to Cradle Certified™ Silver

THE LICENSED MARKS IDENTIFIED ABOVE MAY BE LICENSED TO:

Dansk Wilton A/S

FOR THE BELOW LISTED CERTIFIED PRODUCTS ASSOCIATED WITH THE NAME:

Colortec ORIGIN+

Peter Jempton

Cradle to Cradle Products Innovation Institute

START DATE

05 December 2019

CERTIFICATION #

4223

EXPIRATION DATE

04 December 2021

LEAD ASSESSMENT BODY:
Vugge til Vugge ApS



MATERIAL HEALTH ASSESSMENT BODY:
MBDC



Only the following products are considered Certified Product(s) within the scope of this certification and the associated Trademark License Agreement:

Colortec ORIGIN+

See Product Specification Sheet for all available product variations



SILVER

COLORTEC ORIGIN+

Dansk Wilton A/S

Version 3.1

Renewal 04 Dec 2021

BASIC

BRONZE

SILVER

GOLD

PLATINUM



MATERIAL HEALTH



MATERIAL REUTILIZATION



RENEWABLE ENERGY



WATER STEWARDSHIP



SOCIAL FAIRNESS

