

# &Tradition®



## BUILT TO LAST

For over a decade, &Tradition has worked in collaboration with Scandinavian and international designers reissuing past icons and creating future classics. In building a wide-ranging collection of products dating from the 1920s to present, &Tradition strives to put out pieces that are built to last and hold timeless appeal. A strong commitment to lasting design means consistent dedication to sustainability: relying on long-lasting materials from sustainable sources, minimising packaging waste, and designing pieces that maintain a classic and sophisticated look for years to come. And these are just a few examples. Day in day out, we strive to turn linear into circular, by constructively designing waste and excess out of our production.

Here's how:

### Our Challenges

Each decision we take has a direct impact on the planet: from a product's early sketches, to the materials used to build them, and eventually the packaging each item is wrapped in. We need to assess every step we make and ensure each is taken sustainably.

But how do we go about it? Here, we'd like to outline what sustainability means for a business like ours, whether we are reissuing decades-old furniture or collaborating with contemporary designers. We'd like to show how we are, step by step, slowly going circular: from enriching our catalogue with pieces our customers never tire of, to building each piece with materials of the highest-quality, and finally minimising packaging. Yet we also must emphasise how setting ambitious goals for months to come is key in our commitment to improving our sustainably-led work as we tirelessly research and assess our use of materials, from wood sourcing to fabric coating. Because while there is much we can pride ourselves on, we recognise we aren't there yet.

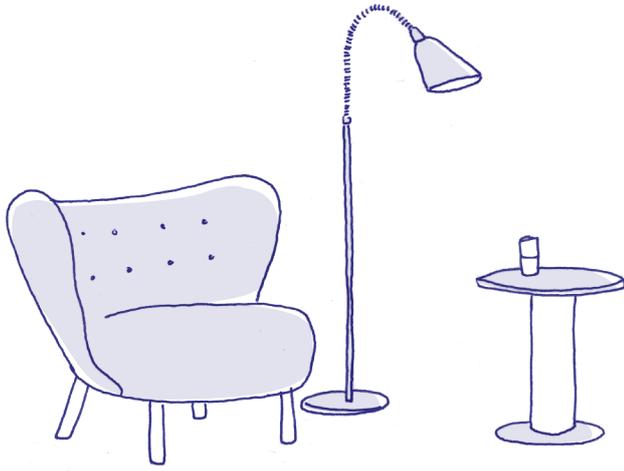
Let us give you a breakdown.

### Lasting Looks

In designing and developing each piece of furniture and lighting - be it sofas, lounge chairs, pendants or any other product in our wide-ranging collection - we pay extreme attention in creating items with a lasting appeal. Because if we strive to lead a sustainable design firm, each product's success should not rely on fleeting trends, but on a look that appeals to current and future generations alike.

We do so by working and collaborating with designers who share our same ethos. By prioritising simple lines and practical elements over superfluous details, each designer we work with ensures each piece is built to live long and be enjoyed for years.

A substantial chunk of our work at &Tradition involves reissuing furniture and lighting, retrieved through designers' original hand-drawn sketches often buried in archives. This means that by re-releasing pieces from the 1920s, 30s and 50s, some of which have never entered production before, we inherit top-tier levels of craftsmanship through some of Scandinavia's most influential designers and architects.



Examples include Viggo Boesen's Little Petra lounge chair, an &Tradition icon, first designed in the 1930s and representative of Denmark's Funkis style, yet only produced for a handful of clients at the time. &Tradition then retrieved Boesen's original sketches and produced the item strictly adhering to the designers' craftsmanship and extreme attention to detail, turning a decades-old design into an exceptional hard-wearing piece of furniture available to all.

This approach is deeply rooted in our Scandinavian heritage, but extends to our collaborations with designers from all over the world. Everyday, we strive for our tables, lamps, sofas and home objects to become an integral part of people's homes for years to come.

### Materials that matter

Designs that endure in time cannot however only rely on timeless looks, but must be built out of materials that last: both go hand in hand. Because, rather straightforwardly, material choice defines durability.

That's why, at &Tradition, we devote much of our time and resources in finding the right material for the right product, ensuring all of our pieces are strong and sturdy enough to last for generations. We work with walnut, which comes in a range of strong and rich hues and can easily be shaped into elaborate forms and polished to a smooth finishing; as well as marble or travertine, both highly resistant and durable; and organic textiles for our home objects that are sustainably sourced and last in time.

However quality and sturdiness alone won't do the job. That's why we are allocating much of our resources in supporting a circular use of our materials, by ensuring we eliminate all toxic chemicals, step up recycling, and rely ever-more on sustainably sourced wood (or, technically speaking, FSC certified).

And as we still have much to improve, we set a number of concrete and achievable commitments involving our choice of materials we strive to accomplish in the nearest future. Our priorities involve using FSC certified wood in all of our furniture (explained in detail below); ensuring all of our upholstery padding materials (e.g. foam) are either Eco Label or Oeko-tex certified; eliminating all flame retardants from our furniture (excluding the UK, the great majority of our products already come free from flame retardants, including 90% of our upholstered furniture); making sure we use at least 30% recycled plastic in all-plastic furniture and components; switching to water-based lacquer on all our lacquered furniture; and finally increasing the amount of recycled aluminium in all cast and extruded aluminium furniture components.

### FSC Certified Wood

Out of all materials we employ, wood is by far one the most common across the &Tradition collection: spanning from 1930s Arne Jacobsen and mid-century Hvidt & Mølgaard reissues, to sofas and chairs by contemporary designers.

And while sourcing wood means cutting down trees, we strictly ensure the material originates from sustainably managed forests. In this way we make sure our sources of wood have as little an impact as possible on the environment. In fact, 70 percent of our furniture families is built out of FSC certified wood - this means that the material is exclusively sourced from forests that are responsibly managed, environmentally conscious and socially viable. And while we are almost there, we strive to ensure that all our wood is FSC certified as soon as possible.

### Packaging

While the fight for waste reduction implies the strict use of materials that last and designs that endure in time, choices in packaging also play a part. First, we ensure the product is protected: weak packaging increases the likelihood of damage, resulting in higher levels of waste. Second, we minimise packaging avoiding unnecessary plastic components and strive for flat-packaging where possible without compromising the risk of damaging the product.

### Looking Ahead

As we increasingly strive to promptly meet our goals, new challenges emerge. Committed to building and expanding our brand sustainably, we take on responsibilities as they come. This means that, as we outline our current commitments, we continue to set new goals for the future and collaborate with designers and artists who share the same ethos.

