



## **SPECIFYING FOR SHOW: Universal Fibers® Utilizes Sustainable Design Concepts for this year's Clerkenwell Design Week in London**

Universal Fibers is all set to make an impact at this year's Clerkenwell Design Week.

Building upon the success of previous installations, the company unveils its latest brand activation, 'ReFigure' to illustrate their commitment to harnessing innovation to drive positive change.

Drawing inspiration from their dedication to sustainability, 'ReFigure' transforms elements from the 2023 installation, 'Promenade' into a series of colourful and creative resting spaces, inviting visitors to engage with the space in a new way. Located in Clerkenwell Close, this innovative outdoor space breathes new life into materials and concepts, symbolising Universal Fibers' journey towards carbon-negative fiber production.

In addition to the physical brand activation, Universal Fibers incorporates interactive elements and sustainable products into their exhibit in Design Fields (booth DF9). Jennifer Roundtree, Universal Fibers' global brand and marketing director, explains, "Our booth is designed to radiate positivity and inspiration, reflecting our commitment to making a difference in our industry and beyond." Visitors can explore the latest products while taking an 'impact quiz' to discover their unique ability to enact positive change.

Universal Fibers has built a reputation for making a positive impact through its people, products, and partnerships. By fostering a culture of collaboration, creativity, and responsibility, they empower

individuals to drive positive change both within the organization and beyond. Innovations like Thrive® matter, the world's first carbon-negative fibre demonstrates their dedication to redefining what's possible.

Collaboration is key to achieving meaningful impact at scale, and Universal Fibers has amplified its efforts through strategic partnerships with suppliers, customers, and industry organizations. Their new 'impact quiz' is designed to ignite the same passion in visitors and partners alike.

Anna Plumb, VP of Sales and Marketing for Europe, adds " We love the vibrant atmosphere of Clerkenwell Design Week. Our 'impact quiz' is a fun and engaging way to discover how we can all make a difference - just like the redesign of our outdoor installation Refigure, which represents our journey of creativity and sustainability".

Join Universal Fibers® in celebrating their journey and discovering how you can make a positive impact for a sustainable future at Clerkenwell Design Week, May 21-23, 2024. Visit Design Fields, Booth DF9, to explore their latest innovations and experience the redesigned outdoor installation on Clerkenwell Close. For more information, visit [www.universalfibers.com](http://www.universalfibers.com).

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