

FOR IMMEDIATE RELEASE

## BOLON: 75 YEARS OF SUSTAINABLE INNOVATION



Bolon, the Swedish family-owned design company, celebrates 75 years of pioneering sustainable practices in the design industry. Since its inception in 1949, Bolon has been at the forefront of transforming waste into premium woven flooring and rugs, revolutionising the way we perceive sustainable design.

From the outset, Bolon embarked on a mission to repurpose textile waste into stylish rag rugs, setting the stage for decades of sustainable innovation. Today, Bolon proudly announces a ground-breaking achievement – all products now contain an impressive 68% waste material, with zero climate impact per square metre.

Operating from its climate-neutral factory in Ulricehamn, Sweden, Bolon has made a bold decision to integrate sustainability into every aspect of its operations, abstaining from the concept of a separate green collection. Instead, sustainability is ingrained in every product, reflecting the company's unwavering commitment to environmental stewardship.

Bolon is one of the only climate-neutral commercial flooring brands where all collections are climate neutral without the need to offset carbon. Production is in its climate-neutral factory in Ulricehamn, Sweden.

In 2020, Bolon set an ambitious goal to halve its climate impact and ensure that all products contain at least 50% recycled material by 2028. Through strategic investments in talent and technology, Bolon is proud to announce that it has surpassed this goal, offering 68% recycled material across its entire product range.

**"Sustainability has always been embedded in the DNA of the brand. With the implementation of BIO-sourced PVC, recycled PVC, and recycled chalk from marble slab production, we have not only exceeded our goals but also achieved zero climate impact. This is a testament to our unwavering commitment to sustainable innovation."**

**Marie Eklund, CEO and owner of Bolon**

As innovators in the design industry, Bolon remains steadfast in its mission to thrill the world with brave innovation for a sustainable design experience. With 75 years of pushing recycling boundaries, Bolon continues to inspire change and set new standards for sustainable design practices.

### **About Bolon**

*Bolon is a Swedish design company specialised in innovative and sustainable flooring and rugs solutions for public spaces. Under the leadership of sisters Annica and Marie Eklund, the third-generation family business has transformed from a traditional weaving mill into an international design brand with clients such as Armani, Google, Four Seasons Hotels, Chanel, Adidas and Apple. With a strong commitment to sustainability, Bolon designs and manufactures all products in its facility using only renewable energy. The company has gained worldwide recognition for their award-winning design, superior quality, and collaborations with some of the world's most acclaimed innovators and creatives.*

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