



**SUPPLIER
SUSTAINABILITY
AWARD
2025**

NowyStyl

camira

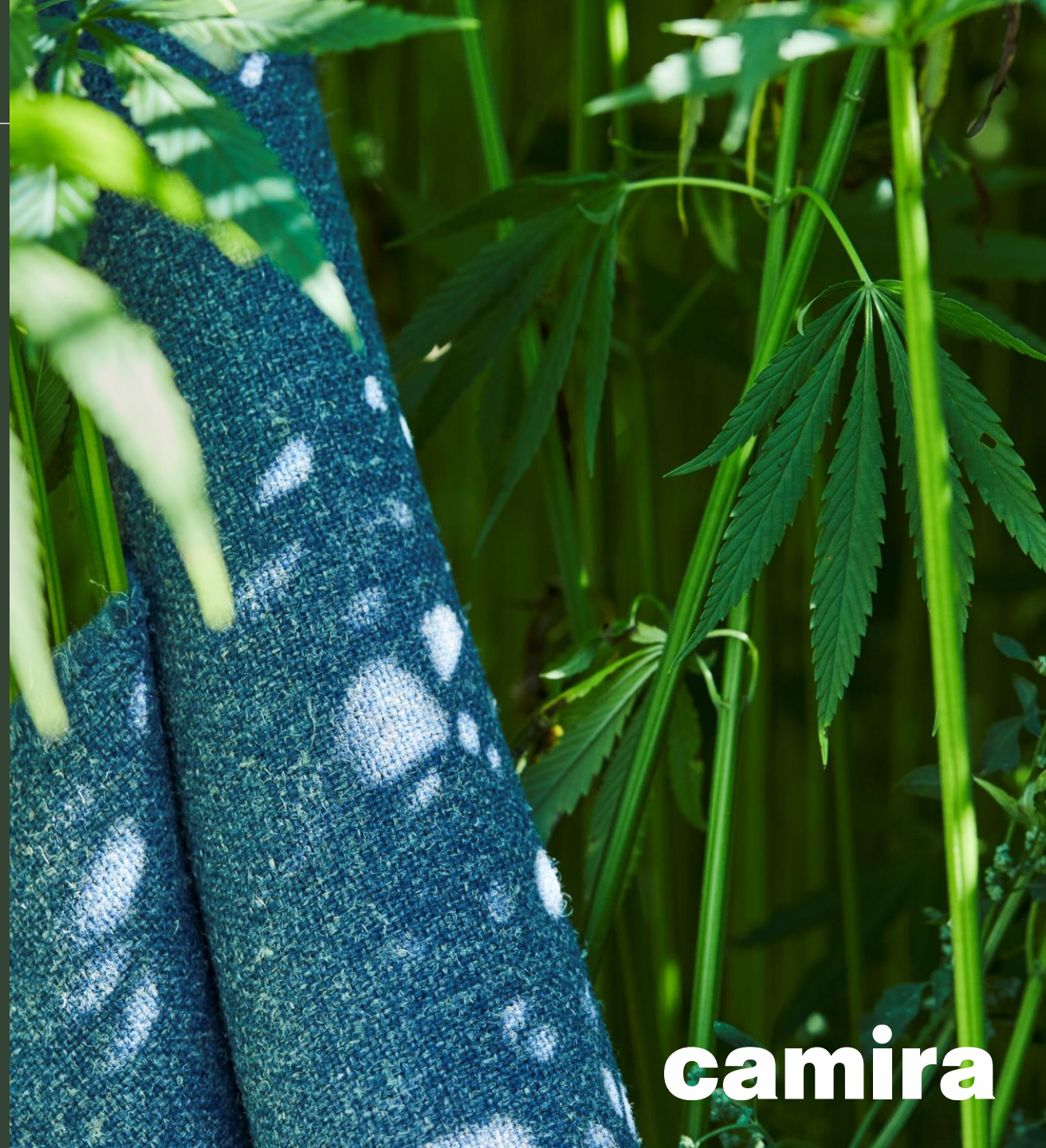
Introducing Camira

We were founded in 1974 as Camborne Fabrics, so we celebrated our 50th anniversary in 2024. We became Camira in 2006 following a management buy-out.

We have been a textile partner to Nowy Styl since the 1990s, growing and innovating together and advancing sustainability in the office and contract furniture markets.

We design and manufacture our own fabrics, going from farm to yarn to finished fabric, and handling all the textile production processes in between.

We have built an unrivalled reputation for sustainability and innovation in product design and development, being first to market in multiple product categories: introducing recycled wool and polyester in the 1990s; innovating plant based fabrics in the 2000s; closed loop content in the 2010s; marine plastic in the 2020s; and most recently advancing textile to textile recycling from our own production waste, as well as waste from fashion and the wider textile and furniture industries.



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Our Vision:
**To be the natural choice for fabric
and textile solutions globally.**

Our Mission:

To inspire our customers with fabric and textile solutions which set the standard for design, manufacturing and sustainability, and to provide a brilliant customer service through people and technology.



Project description

Category 2

Origin, recycling content and recyclability of the product in the context of circular economy support.

Advancing the circular economy through innovation in wool and polyester recycling, accelerating the introduction of Textile to Textile (T2T) fabrics in a proactive attempt to tackle and mitigate the global textile waste problem.

This application will present the introduction of our Camira Circular product label, with a major focus on our T2T initiatives. These will address:

- **Transition to a circular economy**
- **Pollution prevention and control**
- **Protection of water resources**
- **Protection of biodiversity and eco-systems**

We will hear directly from the Camira team through a series of video clips which will support the narrative of our application.



Our response

We have responded in three ways, taking inspiration from Ellen MacArthur's model of the circular economy:

1. Textile to Textile fabrics – using pre- and post-consumer textile waste, which is recycled and given a second life for furniture.
2. Recycled polyester fabrics – we have been a pioneer in post-consumer recycled fabrics for over 25 years and more recently have introduced fabrics made from ocean waste.
3. Renewable fabrics – based on the biological cycle, grown and not man-made, annually renewable from plants and animals.

We have undertaken LCAs and EPDs to understand the benefits of our approach, to help in the comparison of material types.



Our response in numbers

We have undertaken LCA and issued EPDs to understand the benefits of our approach, to help in the comparison of material types. The reduction in Global Warming Potential is shown below:

1. Textile to Textile fabrics (wool based):

- Up to 50% reduction in GWP when recycled wool is introduced compared to a 100% wool product
- Up to 70% reduction in GWP when recycled wool and flax are introduced compared to a 100% wool product

2. Recycled polyester fabrics::

- Up to 47% reduction in GWP when recycled polyester is introduced compared to 100% virgin polyester

3. Renewable fabrics :

- Up to 30% reduction in GWP when 25% flax is introduced compared to a 100% wool product
- Up to 35% reduction in GWP when 30% flax is introduced compared to a 100% wool product

* Cut-off method allocation approach has been used to address the impact of the recycling material. The cut-off approach (sometimes referred to as the recycled content approach or the 100:0 approach) accounts for no impacts or avoided impacts beyond the boundary of the product life cycle.



The problem we are faced with.



**“92 million tonnes of
textile waste created
every year.”**



Our response (1)

The first category of Camira Circular is Textile to Textile, also referred to as T2T.

So we're making new yarn and fabrics from both synthetic and natural materials.

From polyester clothing from the fashion industry – both pre-consumer offcut waste and post-consumer worn garments.

From waste wool yarn from our own manufacturing waste, as well as from the textile and furniture industries.

Using both mechanical and chemical recycling technologies.



Textile to textile recycling explained (1)



What is Textile to Textile recycling?

“Recycling a fabric into another fabric, or recycling a yarn into another yarn.”

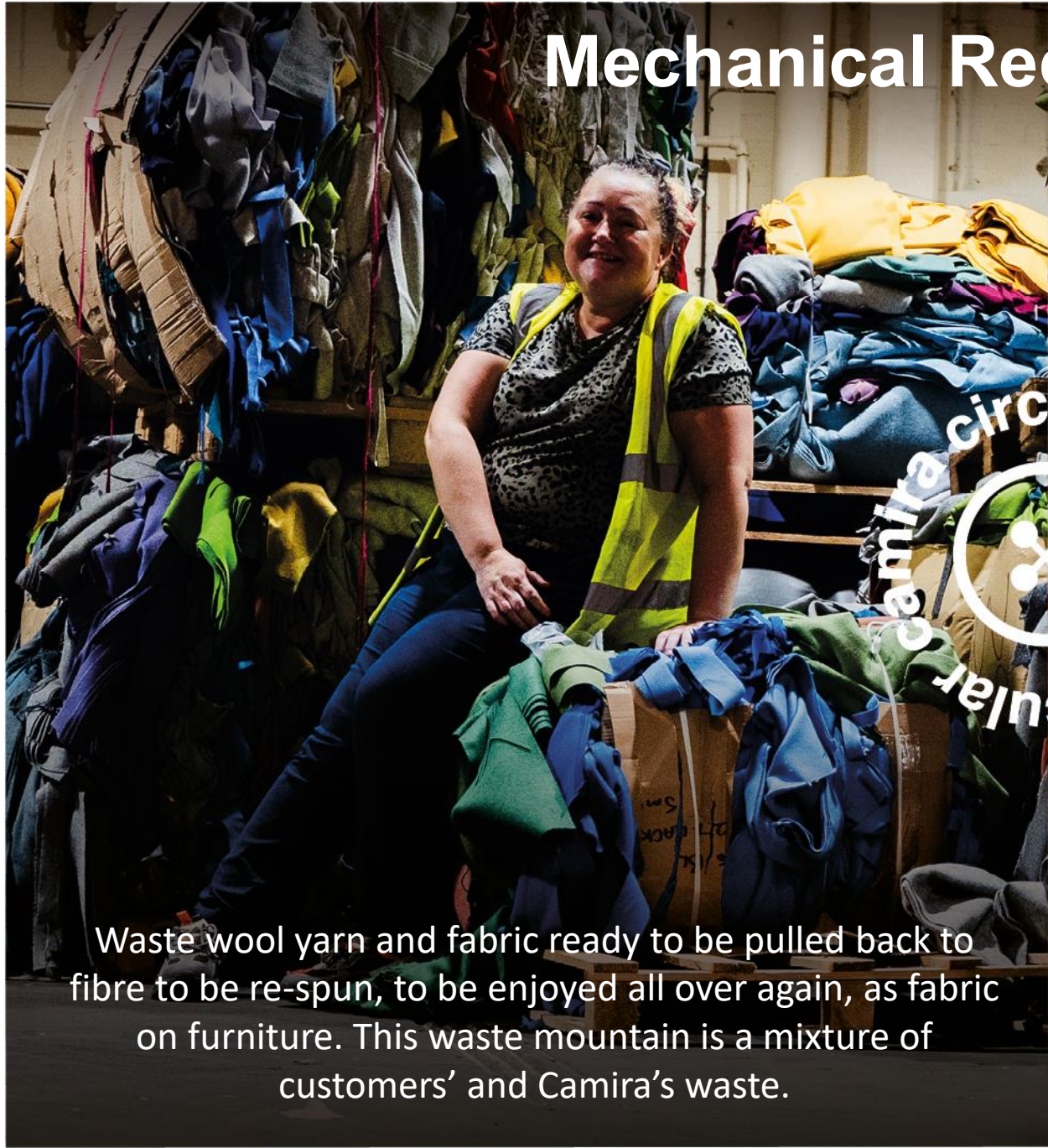
Textile to textile recycling explained (2)



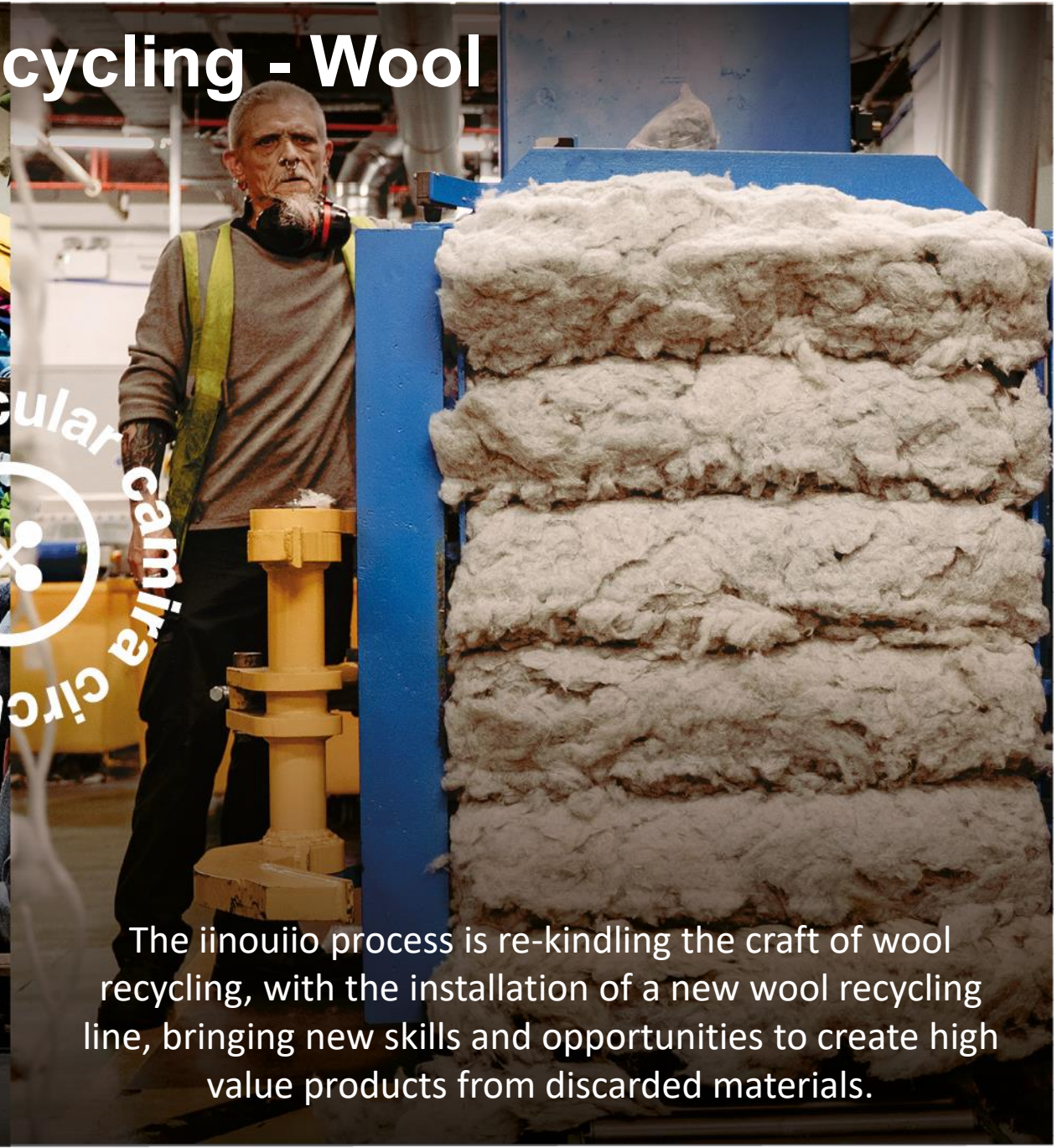
Mechanical and chemical recycling?

“Mechanical shreds fibres and fabrics for re-spinning; chemical dissolves fibres into monomers for re-forming into fibre.”

Mechanical Recycling - Wool



Waste wool yarn and fabric ready to be pulled back to fibre to be re-spun, to be enjoyed all over again, as fabric on furniture. This waste mountain is a mixture of customers' and Camira's waste.



The iinouio process is re-kindling the craft of wool recycling, with the installation of a new wool recycling line, bringing new skills and opportunities to create high value products from discarded materials.

Mechanical Recycling - Wool

Revolution

The first fabric to be produced using Camira's advanced textile recycling capability, iinouio, Revolution uses waste wool yarn from our own manufacturing processes. Contains 31% recycled content.

ReSKU 2.0

We wanted to increase the amount of recycled content, so in 2024 we re-imagined an archive fabric, containing 79% recycled wool, and 21% harvested flax. Recycled, renewable and circular.



Wool recycling explained

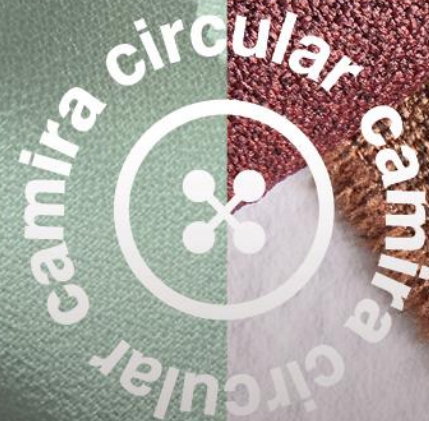


“The magic trick begins by sorting the fabrics by quality and colour. The original colour is also recycled”.

Chemical Recycling - Polyester

Lucia T2T

X2



Re-engineering our highest volume polyester for panels (Lucia), from plastic bottles to 100% Textile to Textile recycled waste. Introduced in 2025, using pre- and post-consumer clothing, making an immediate impact.

Re-engineering our first fabric to include waste yarn and selvedge, in 2024 we increased the T2T amount to 25% textile waste. This includes closed loop content from our own production, as well as fashion industry waste.

Chemical Recycling - Polyester

Re-engineering more fabrics in 2025

Gravity

From

76% polyester, 24% post-consumer

To

80% polyester, 15% post-consumer,
5% textile to textile

Cedar

From

76% polyester, 24% post-consumer

To

80% polyester, 15% post-consumer,
5% textile to textile



Aspen

From

51% polyester, 49% recycled polyester

To

51% polyester, 37% post-consumer recycled polyester,
12% textile to textile recycled polyester

Blossom

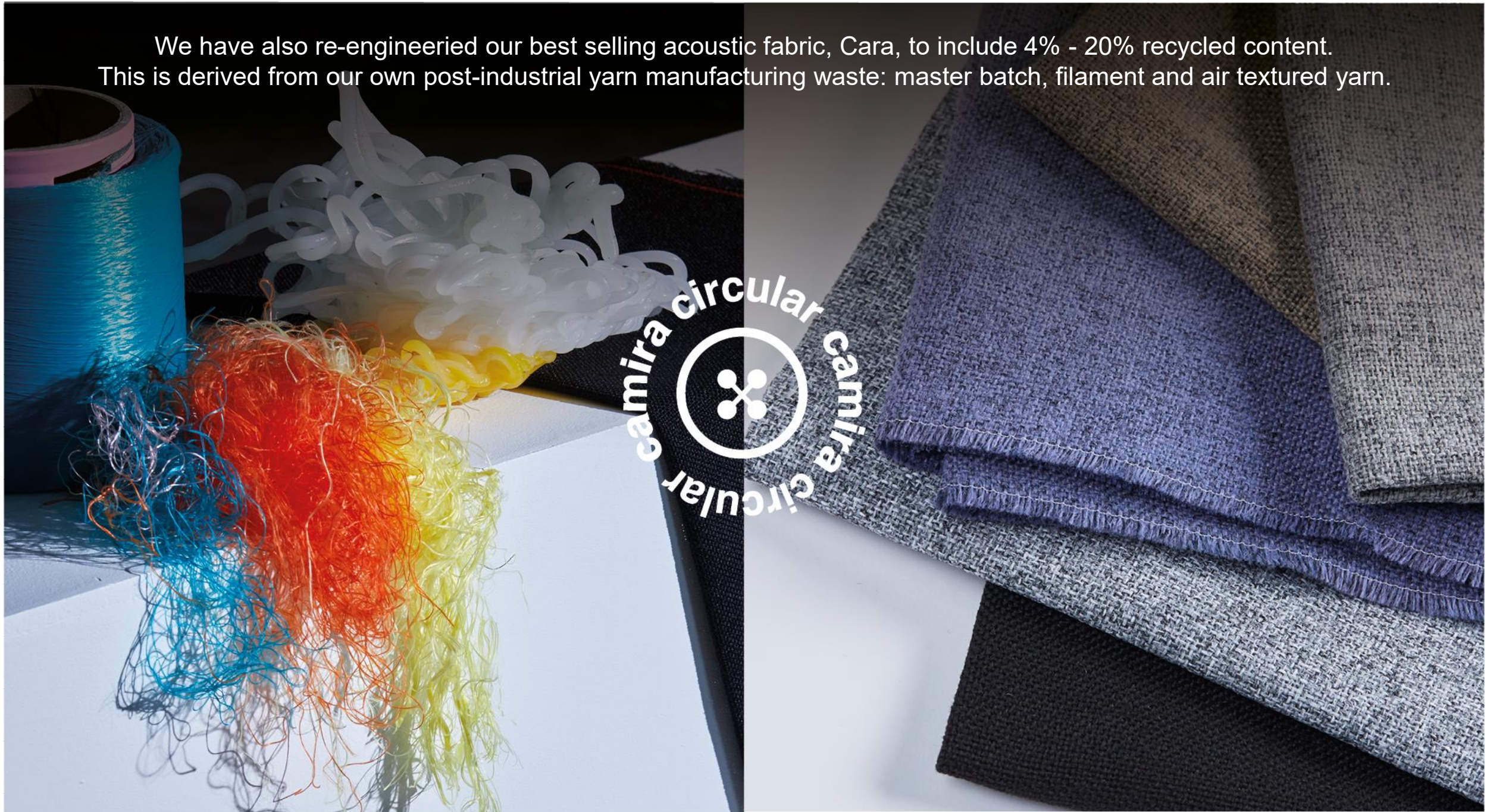
From

51% polyester, 49% recycled polyester

To

51% polyester, 37% post-consumer recycled polyester,
12% textile to textile recycled polyester

We have also re-engineered our best selling acoustic fabric, Cara, to include 4% - 20% recycled content. This is derived from our own post-industrial yarn manufacturing waste: master batch, filament and air textured yarn.



The benefits of Textile to Textile recycling



“Avoiding waste textiles going into landfill or incineration”.

Our response (2)

The second category of Camira Circular is Recycled Polyester.

We began using post-consumer recycled plastic bottles in the 1990s. We calculate we have used around 35 million plastic bottles since then.

We were also first to market with SEAQUAL ocean waste fabrics. These are made from “ocean found” marine litter, collected from the sea, coastlines and rivers, rather than “ocean bound” which can originate up to 50km away from the sea.

We are introducing SEAQUAL to the public transport sector in 2025, as well as launching new colours in our first SEAQUAL range called Oceanic.



Quest



100% post-consumer recycled polyester including 75% SEAQUAL® YARN, made from plastic bottles collected from the ocean, to combat marine plastic pollution.

Oceanic

100% post-consumer recycled polyester, including 50% SEAQUAL® YARN, becoming a firm favourite, with new colours due to be introduced in September 2025.

From Coast to Coach



SEAQUAL for public transport, features an innovative, patent-pending flammability backcoat called Eco-FR. This is halogen free, meeting Regulation 118 for bus and coach.

From Sea to Seat

Launching on World Environment Day, June 5th 2025.



Rivet

Designed to blend the aesthetic qualities of luxury woollen apparel, it's a 100% post-consumer recycled polyester created from used plastic bottles.

RePlay



A knitted appearance in a woven fabric, RePlay is made from 100% post-consumer recycled polyester and TCPP free.

Xtreme

Xtreme is a modern crepe weave fabric made from 100% post-consumer recycled polyester, ideal for task seating.

Our response (3)

The third category of Camira Circular is Renewable, made from annually renewable natural materials.

This includes Mother Nature's smart, intelligent fibre, pure new wool. Grown on sheep, rather than man-made, we use both British and New Zealand wool, respecting the five freedoms of animal welfare and land management.

We have also innovated a new category of plant based fabrics, using bast fibre crops such as nettles, hemp and flax. Combined with wool in the correct proportions, these fabrics are inherently flame-retardant without any added chemical treatment.





Blazer

A timeless wool felt fabric made from 100% premium New Zealand lambswool.



Blazer Lite

A wide width (170cm) fabric ideal for upholstering vertical panels, acoustic applications.



Aquarius

100% natural wool, which is not only rapidly renewable but also fully biodegradeable.

Main Line Flax

A blend of 25% flax and 75% pure new wool to create a multi-tonal, inherently flame-retardant fabric.

Hemp

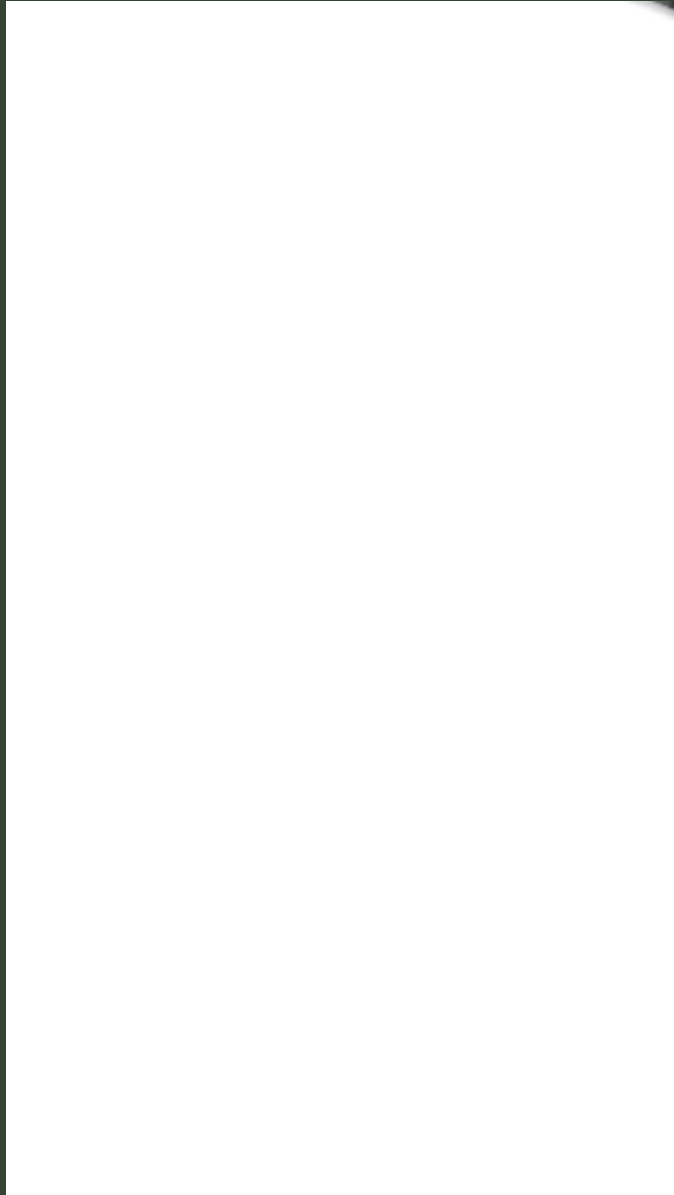


75% pure new wool and 25% hemp create a plant-based, naturally flame-retardant fabric with a classic plain weave.

Main Line Twist

A tweed effect, multi-tone textile, made to pair with Main Line Flax, Main Line Twist is also created using 25% flax and 75% pure new wool.

Summary – glossary of environmental textile terms.



Jargon buster.

**“From EPD to T2T, bast
fibres to SEAQUAL – circular
design in practice”.**

Future forward – a nod to where we are heading.



Environmental innovation.

“Investigating new fibre types, from seaweed, to pineapple leaves, to mushrooms”.

Our commitment to responsible material handling, regenerative manufacturing and collaborative re-use.

Camira Circular marks our commitment to sustainable design.

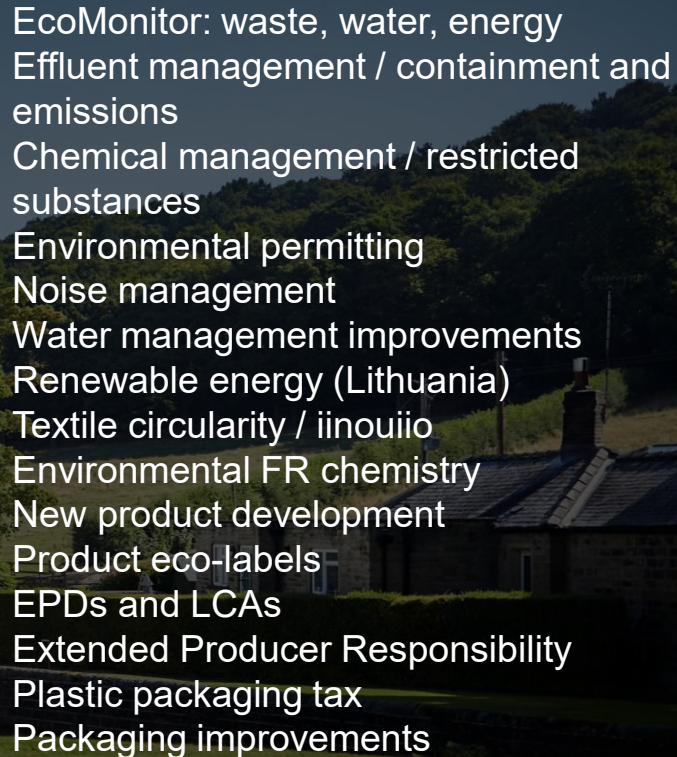
- **Textile-to-textile:**
Repurposing waste yarn, fabrics and clothing into new yarn and fabric
- **Recycled plastic:**
Giving plastic waste a second life
- **Renewable materials:**
Harnessing nature's resources like wool, flax, or hemp to create naturally low-impact textiles

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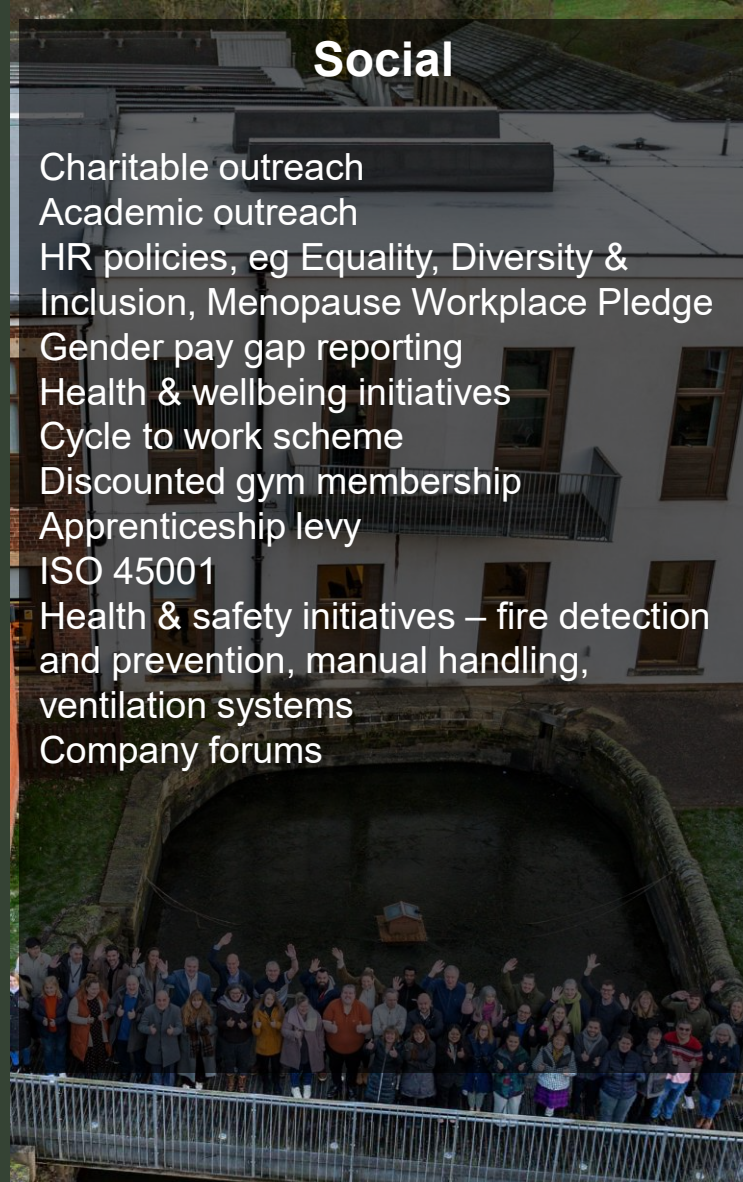
Environmental, Social & Governance

Environmental



EcoMonitor: waste, water, energy
Effluent management / containment and emissions
Chemical management / restricted substances
Environmental permitting
Noise management
Water management improvements
Renewable energy (Lithuania)
Textile circularity / iinouio
Environmental FR chemistry
New product development
Product eco-labels
EPDs and LCAs
Extended Producer Responsibility
Plastic packaging tax
Packaging improvements

Social

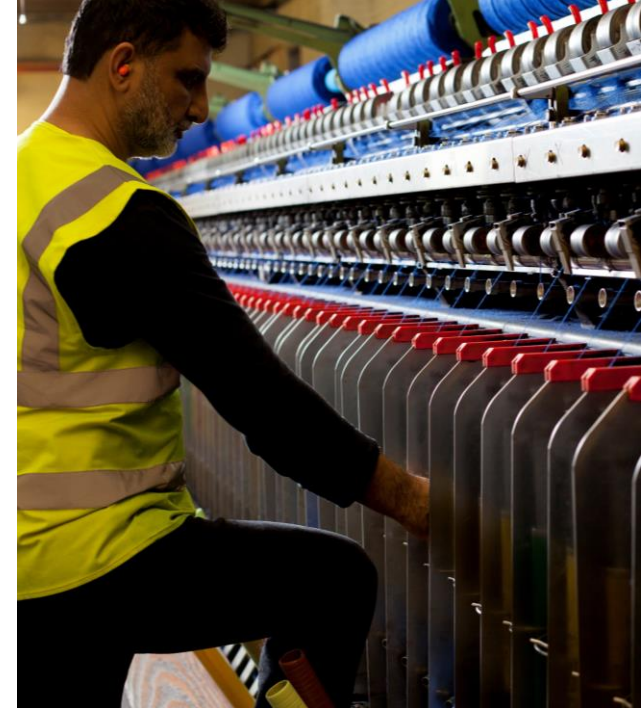
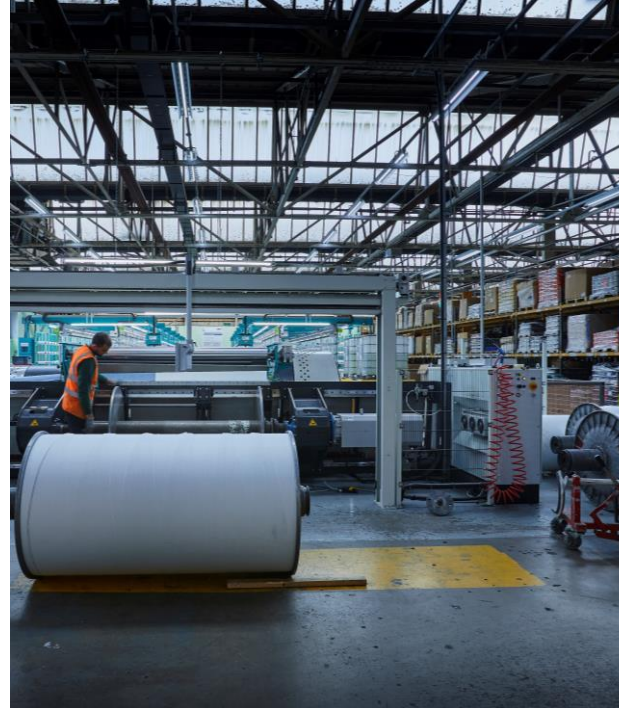


Charitable outreach
Academic outreach
HR policies, eg Equality, Diversity & Inclusion, Menopause Workplace Pledge
Gender pay gap reporting
Health & wellbeing initiatives
Cycle to work scheme
Discounted gym membership
Apprenticeship levy
ISO 45001
Health & safety initiatives – fire detection and prevention, manual handling, ventilation systems
Company forums

Governance



UN Global Compact
FISP (Furniture Industry Sustainability Programme)
ISO 9001
ISO 14001
ISO 45001
Code of Conduct
Data privacy
ESOS
SECR
Modern Slavery Policy
Digital Product Passport



2024 in summary: Process and Performance

New Dry Cleaner installation with heat recovery system

Optimisation of Production Processes

- Loom speed settings for efficiency (Meltham)
- Packaging improvements project
- Implementation of new trade effluent emissions monitoring programme (Holmfirth Dyers)

EcoVadis Bronze qualification

Environmental Permit at Holmfirth Dyers



2024 in summary: People

- Camira North America: Tree Planting Initiative and therapeutic work with horses for individuals with disabilities
- Camira Lithuania: Support local initiatives, donating fabric and sewn products to children's day care centres and schools, and sponsor local community events.
- Camira UK: Mental Health Awareness Week, fundraising events, supporting local charities and food donations.

Sustainability Awards 2025 – multiple award recognitions.



Design Guild Mark for ReSKU 2.0, including the prestigious Jonathan Hindle award for the most outstanding product design.



Clerkenwell Design Week Product Awards for ReSKU 2.0:

- Best of Clerkenwell
- Best Material Innovation
- Textile Award



Sustainable Design Collective Awards for RESKU 2.0:

- Innovation



Yorkshire Sustainability Excellence Awards:

- Innovation
- Overall winner



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2025**

**THANK YOU – WE LOOK FORWARD TO CONTINUING OUR
JOURNEY TOGETHER TOWARDS A MORE SUSTAINABLE FUTURE.**

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