

LIFE Textiles® + EthEco® Wool



INSTYLE

Inspiration

When INSTYLE began researching into sustainable textiles in 2002, the only environmental textiles available were made from recycled polyester, otherwise known as PET (polyethylene terephthalate).

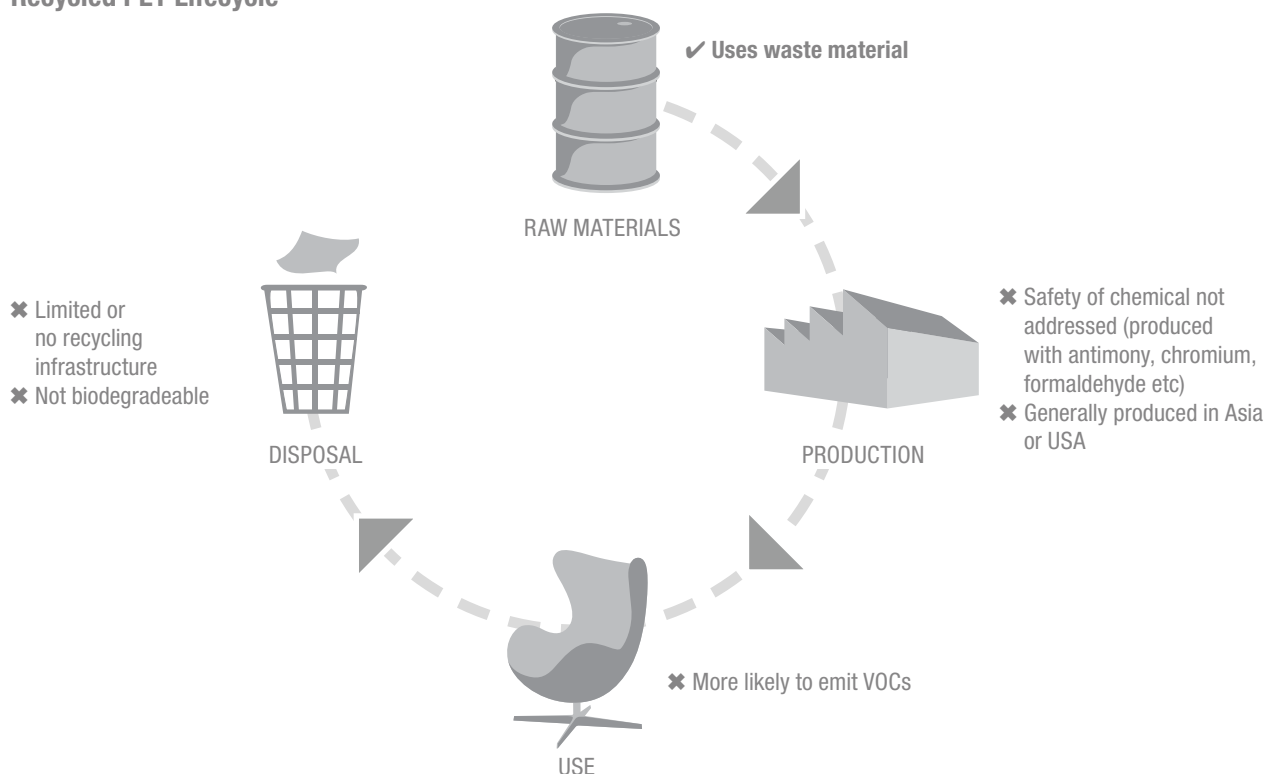
Recycled PET textiles were considered to be environmentally preferable, because they are made from waste instead of virgin polyester. However from a lifecycle perspective, recycled PET only addressed one part of the lifecycle ie. raw materials, and did not address other lifecycle stages such as production, use and disposal.

INSTYLE rejected recycled PET as these textiles:

- typically contained hazardous substances such as antimony, chromium and arsenic;
- are more likely to emit volatile organic compounds (VOCs) in the indoor environment;
- are not recyclable as PET textiles are not commonly recycled; and
- are not biodegradable therefore recycled PET textiles will remain in landfill for hundreds of years.

INSTYLE decided to design a benchmark sustainable textile collection that could address the entire lifecycle, from Cradle to Cradle.

Recycled PET Lifecycle





LIFE (Low Impact For the Environment) Textiles®

LIFE Textiles® is an innovation in sustainable textiles. Launched in 2004, LIFE Textiles® was the first Australian textile collection to address the entire lifecycle, from raw material sourcing through to product recyclability.

Designed using Cradle to Cradle principles, LIFE Textiles® is:

- made from 100% EthEco® wool or low-pesticide eco wool, both sustainable, rapidly-renewable resources. EthEco® wool is sourced from non-mulesed sheep raised on holistically-managed farms, improving animal welfare, human health and environmental care;
- produced with low-impact chemicals such as biodegradable detergents and heavy-metal-free dyes from fibre to fabric. The LIFE Textiles® specification builds on best available practices from the EU Flower Eco Label and the US EPA;

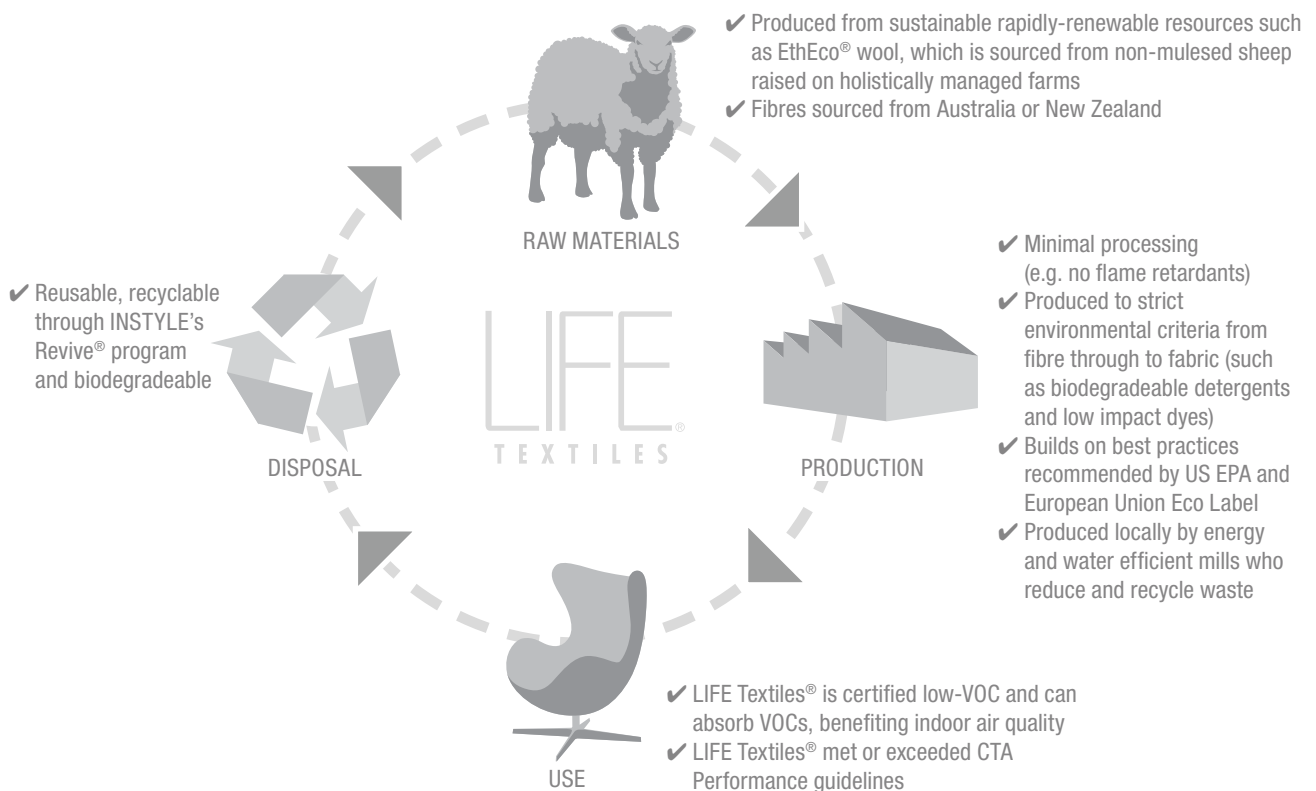
Manufactured in Australia and New Zealand;

- Designed for Durability: LIFE Textiles® has met or exceeded the performance standards for Australia and New Zealand (CTA) and North America (ACT);
- low-VOC and beneficial to indoor air quality as wool absorbs and does not re-emit prevalent indoor air contaminants such as sulphur dioxide, nitrogen dioxide and formaldehyde; and
- biodegradable or recyclable through INSTYLE's Revive® recycling program.

LIFE Textiles® is certified to the European Union's EU Flower Ecolabel.



LIFE Textiles Lifecycle





EthEco® Wool

EthEco® wool is used exclusively in LIFE Textiles® and is sourced from non-mulesed sheep raised on holistically-managed farms, improving animal welfare, human health and environmental care. The benefits of EthEco® wool include:

Improved Animal Welfare

No Mulesing and Reduced Pesticide Use: EthEco® wool is sourced from farms that have ceased mulesing, which is the practice of removing skin from a sheep's hindquarters. Most Merino sheep in Australia are mulesed and without it, these sheep are highly susceptible to flystrike. INSTYLE sources from specialised Merino sheep that, unlike traditional merinos, are free of skin wrinkling and naturally resistant to flystrike, therefore mulesing and insecticidal treatments are generally not required. The absence of skin wrinkles means that the sheep can be easily shorn without inflicting shearing wounds.

EthEco® wool is sourced from sheep that are naturally resistant to pests, reducing or eliminating the need for pesticides. EthEco® wool contains zero or negligible pesticide residues and meets the EU Flower ecolabel requirements.

Improved Environmental Care

Industrialised farming methods can degrade the environment. However all EthEco® wool farms employ holistic farming methods such as cell grazing and reducing pesticides, fertilisers and herbicides to regenerate and improve the land. The soil on these farms can assist in absorbing carbon from the atmosphere and increase biodiversity.

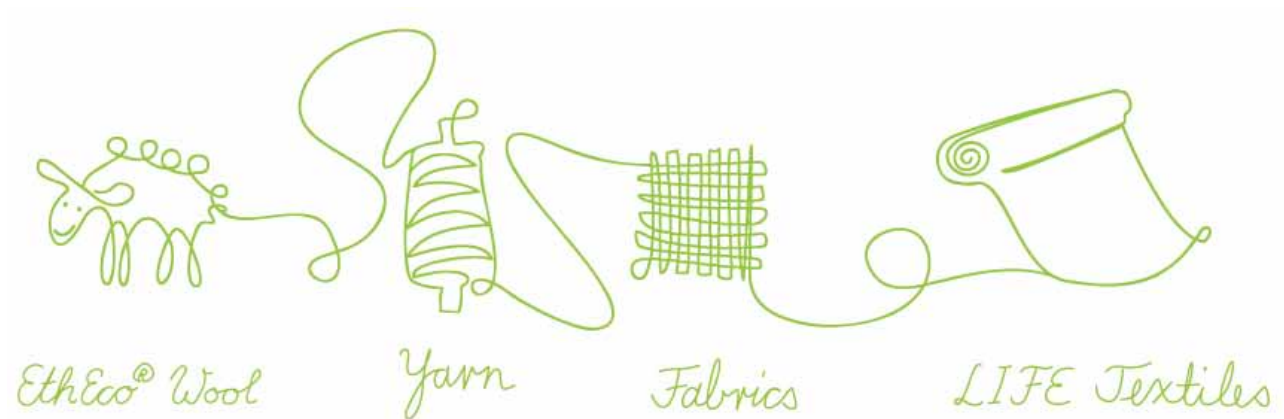
Improved Human Health

Reduced Human Health Risk and Improved Quality of Life: Eliminating or reducing fertilisers, herbicides and pesticides lowers the exposure of hazardous chemicals to the growers, their families and their workers, while holistic farming improves their quality of life.

See how EthEco® wool farms are managed with minimal environmental impact in our Farm to Fabric® Traceability Program.

INSTYLE's online traceability program Farm to Fabric® allows customers to trace their LIFE Textiles® throughout every stage of production, from the farm that grows the EthEco® wool with minimal environmental impact through to the finished fabric.

Farm to Fabric®





About INSTYLE

INSTYLE is a leading supplier of design-driven, high-quality textiles, leathers, vinyls and wall finishes for interiors, including office, hospitality, healthcare, public building, transport, public space and residential interiors.

INSTYLE is well known today for its stylish, contemporary and sophisticated textile collections, which are designed and developed to high technical standards by its inhouse design studio and produced by leading manufacturers in Australia, New Zealand, the U.S.A. and Europe.

INSTYLE is an ethical and environmentally responsible company with a 'whole of company' approach to sustainability. Since beginning its sustainability journey in 2002 INSTYLE has established itself as a leader in sustainability and has won many major sustainability awards.

2011 FINALIST Victorian Premier's Sustainability Awards – Product Award

2011 WINNER NSW Government Green Globe Awards – Small Business Sustainability Award

2010 WINNER United Nations' World Environment Day Award – Environmental Best Practice Program Award

2010 WINNER NSW Government Green Globe Awards – Small Business Sustainability Award

2009 WINNER NSW Government Green Globe Awards – Business Sustainability Award

2009 FINALIST United Nations' World Environment Day Award – Best Specific Environmental Initiative Award

2008 WINNER NSW Government Green Globe Awards – Premier's Sustainability Excellence Award

2008 WINNER NSW Government Green Globe Awards – Industry Sustainability Award

2008 WINNER NSW Government Green Globe Awards – Small Business Sustainability Award

2007 FINALIST Banksia Environmental Award – Sustainability Award

2006 FINALIST Banksia Environmental Award – Sustainability Award