

PURe Natural
Natural materials
to substitute
PU foam.

PURe Natural – natural materials to substitute PU foam.

Plastic pollution

In Europe alone, around 40 million mattresses are discarded each year, with the majority ending up in incinerators or as landfill, creating the equivalent of 600 kilotons of waste – of which more than half - over 300 kilotons constitute of PU foam.

CO2 levels

Plants, animals, and humans emit CO2 but levels of CO2 emissions that have increased most dramatically over the last 50 years are those caused by human activity, especially by burning fossil fuels. This rising level of CO2 in the atmosphere fuels the greenhouse effect that leads to global warming. We witness consequences of this everyday with heatwaves and droughts, extreme rainfall, rising sea levels.

Regulations

Ever stricter and new regulations on CO2 emissions stress business to report and reduce their negative impact. Seems like we are already failing to achieve the goals set by the IPCC report and the European Green Deal. As offsetting is just a temporary solution and not the answer, change must be undertaken within the businesses.

Future generations

The future customer is concerned about sustainability and the environment. A quarter of Millennials and Gen Zs (1.225 billion people) state that businesses' impact on the environment influences their buying decisions. Sustainability is the most solid future business opportunity.

PURe Natural

ENKEV believes that the secret lies in cutting the problem at the root – eliminating virgin polyurethane production. But how can this be achieved?

We believe that the most direct, meaningful, natural way is to substitute synthetic materials with natural ones. Nature is constantly replenishing these materials itself and they are 100% biodegradable at the end of their lifecycle.

Additionally, many of these have an impressively low CO2 footprint due to carbon absorption during the growth cycle. With ENKEV's PURe Natural-polyurethane replacement with natural and renewable materials you have found the most natural and Planet-friendly solution.

PURe Natural. Produced using either renewable plant-based fibres or end of natural like animal-based fibres. These fibers are skillfully turned into flexible fibers and bonded using natural Latex resulting in a product that is 100% plastic-free. Our PURe PU Replacement material allows you to cut down your CO2 footprint 6 to 20 times when compared to PU foam. The choice of our natural products varies between:

- PURe (C) Plant fibre + Latex
- PURe (H) Animal fibre + Latex
- PURe (T) Animal fibre + Latex
- PURe (H C) Blend of both animal and plant fibres + Latex

All options are available in both FR to meet UK FR Safety standards BS 5852 or non-FR eliminating the use of FR chemicals.

We now also offer a range of PURe using a higher latex content that offers even more rebound and resilience.

Beyond a PU Replacement material our wider PURe Naturals range offers a wide range of materials that can be used as comfort layers such as:

- GOTS Cotton
- GOTS Flax
- Cashmere
- Merino
- UK Alpaca
- Pashmina
- Camel Wool
- Mohair
- Havibond PURe Wool

...and many more

Why PRe Natural?

PU foam Replacement by Enkev is the cleanest solution for wasteful and polluting PU foam with immediate effect. Now is the time to substitute synthetics with natural, renewable and biodegradable materials.

- Purely Natural materials given to us by Nature.
- Many sourced from waste and by-products of other industries
- Up to 20 times lower CO₂ footprint compared to PU foam.
- Cleaned, washed, spun, sterilised, twisted and turned into flexible fibers. All processes undertaken in-house by ENKEV to fit your and your industry's needs.
- Providing natural Comfort, superior Ventilation, and Durability

- Fully assessed on durability by TÜV laboratory according LGA DIN EN 1957
- Address the future Gen Z customers.
- Renewed by Nature

ENKEV invites you to think a step ahead for your business. Using PRe Natural materials will allow you to reach EU Green Deal goals of cutting down CO₂ emissions by 60% by 2030. Using these materials will contribute immediately to a more climate neutral Europe by 2050, by substituting PU foam with natural and/or circular ENKEV materials today. The future is ours so let's act now!



*Impulse International BV

**Stockholm Environment Institute

***European Federation of Flax and Hemp

****Textile Exchange

