

PURe Circular

Circular solutions
engineered for sustainability



PURe Circular – Circular solutions engineered for sustainability

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

CO2 is emitted by plants, animals, and humans. But the levels of CO2 emissions that have peaked dramatically over the last 50 years are those that are caused by human activity and 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 done within the businesses.

Future generations

The future customer is concerned about sustainability and the environment. 1/4th of Millennials and Gen Zs (1.225 billion of people) state that businesses' impact on the environment influences their buying decisions. Sustainability is the most solid future business opportunity.

PURe Circular

Circular economy is a model of consumption and production that aims to keep existing materials and products in the loop for as long as feasible. To support and comply with circular principles, ENKEV has developed its groundbreaking fully circular product Labyrinth.

ENKEV believes that circularity is the only way for synthetic materials to exist. We are critical and realistic in first place with ourselves. If we don't assure that the synthetic material stays in the loop, we'd rather not produce it at all. Only and exclusively by keeping already existing synthetic fibers in the loop, without producing virgin ones, can we assure that plastic pollution is being tackled. Join us in building a system, where at the end-of-life cycle you return Labyrinth to us and we will make sure it doesn't leave the loop, but get's a new life. Help ENKEV close the loop.

PURe Circular is ENKEV's circular solution for PU foam replacement, matched by density to a wide range of synthetic foams in use today. It offers a simple way to reduce the reliance upon PU foams, taking strategic steps to move them towards a more sustainable product build.

- Purely Circular synthetic materials engineered for sustainability
- Enabling your business to move from linear to circular system
- Collection system in place ready to recycle product after consumer use
- Drastically reducing your products CO2 footprint with every recycling cycle
- Superior ventilation with 92-95% free air space
- Inspired by Nature
- Comfort matching industry's standard
- Fully tested on durability by TÜV laboratory according LGA DIN EN 1957

Comply to EU Green Deal of cutting down CO2 emissions by 60% by 2030, and contribute to climate-neutral Europe by 2050, by substituting PU foam with ENKEV's circular materials today. Let's take action together for a better and circular future!

PURe Circular. Carefully chosen fully circular fibres for the most comfort and lowest environmental impact.

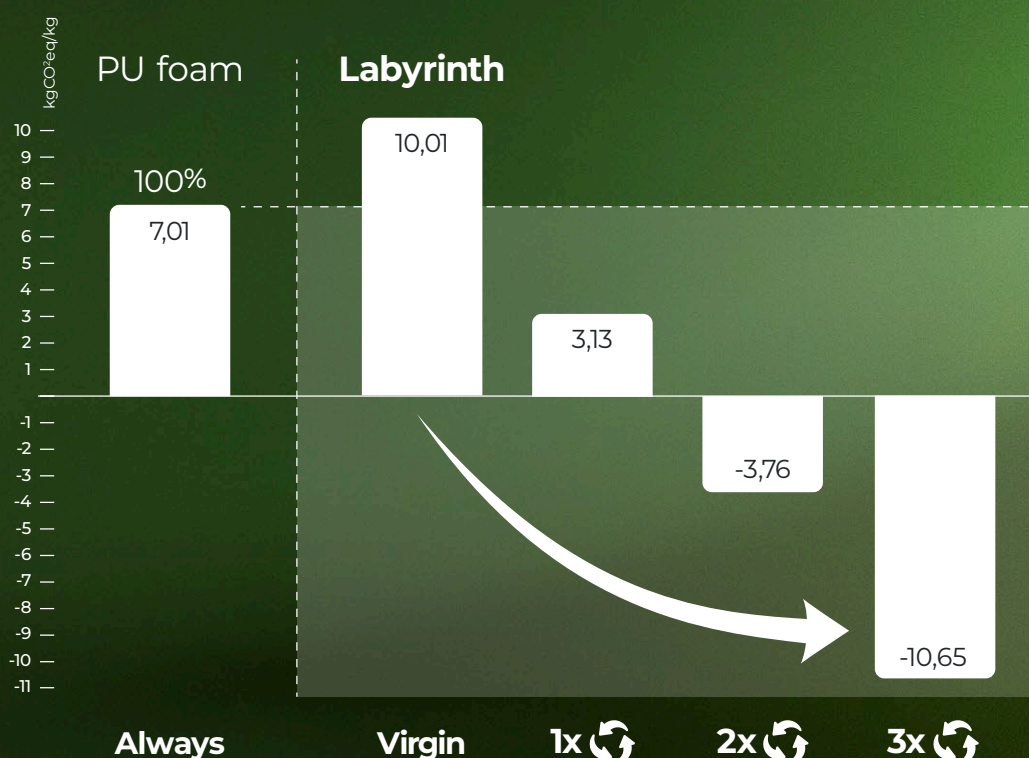
It is proven that Enkev's circular solution Labyrinth by far outruns PU foam due to its circularity compared to PU foam which is to this day not being recycled. When Labyrinth is recycled once, its footprint is 1,37 times lower than PU foam; recycled twice - 2,02 times; recycled three times – 4,66 times lower. Moreover, no virgin materials are used in this process, helping you not only to reduce your CO2 footprint, but also to cut down dependence on virgin material, this way contributing to transition to circular economy.

ENKEV's circular product list:

Labyrinth100

Labyrinth200

Vertifill



*compared to PU foam. Source: Impulse International BV



