

creative MATTERS

INSPIRED WALL & FLOOR COVERINGS

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SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

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Social Fairness

Creative Matters is a licensed Label STEP partner. A fair trade NGO headquartered in Switzerland, Label STEP inspects the handmade carpet mills that we work with in developing countries to ensure production is done by adult artisans earning a living wage under safe working conditions and using the best ecological practices possible. All of our rugs and carpets are produced according to international fair trade standards.

At Creative Matters, we pride ourselves on our reputation for honesty, integrity and excellence in all aspects of our business. We hold our principals, employees, contractors, suppliers, installers, business partners and manufacturing partners (collectively "Suppliers") to these same high ethical standards. All goods and services bearing the Creative Matters trademark, designed by, produced for, or serviced for our firm and our clients are expected to comply with our firm's supplier Code of Conduct.

To receive a copy, please contact us or visit our website.

Materials and the Environment

At Creative Matters, we are committed to using natural materials whenever possible for all of our handmade rugs and carpets, including but not limited to handtufted, handknotted, handloomed and flatwoven. We use cotton threads for the warp and use wool, silk and linen and other natural yarns for the face and/or pile. Cotton, wool, silk and other natural yarns are rapidly renewable resources and are fully biodegradable.

The dyes used in the manufacturing process are of premium quality. Dyeing methods are reviewed by our fair trade partner Label STEP, whose role includes fostering environmentally sound carpet production and advising workers on how to handle any necessary chemicals safely. We also offer completely organic production with natural dyes.

Our woven Axminster products from Asia comply with the following strict guidelines:

- *CRI Green Label Plus*
- *ISO14001 Environmental Management System (EMS)*
- *ISO9001 Quality Management System (QMS)*

For projects requiring machine made carpets using synthetic fibres, we work with manufacturers who are committed to environmental sustainability. One of our North American manufacturing partners is a founding member of the U.S.

Green Building Council and supports World Green Building Council activities. Our European partner has rigorous corporate social responsibility standards and has achieved CSR certification under the DS49001 standard, documenting that it complies with extensive international requirements in the CSR area.

More Information

Available documents, please inquire:

- Creative Matters Social & Environmental Responsibility
- Label STEP License Agreement Standard

Hand Weaving and the Environment

The hand weaving process produces little waste or carbon emissions. The equipment required to weave a rug is very simple and does not require electricity to operate.

Weaving and finishing is all done by hand with little if any mechanization. All manufacturing is done by skilled craftspeople who live in the same vicinity as the production site. This means a significantly reduced carbon footprint. Finished rugs contribute to the overall health of the environment they are used in as they emit little to no volatile organic compounds (VOCs), and do not shed any synthetic fibres into the environment.

Material Reuse and the Environment

All rugs and carpets produced by Creative Matters are washable/cleanable and long lasting. Area rugs can be used in different locations or repurposed after their initial life span is complete. We encourage all of our clients to reuse or safely recycle old floorcovering in the most environmentally way possible rather than sending them to landfill.

Rug Pads and the Environment

The rug pad we recommend for use under our area rugs and carpets is the EcoNet Rug Pad by Jade Industries. Made of natural rubber and jute, it is an earth-friendly construction. Through its partnership with Trees for the Future, Jade plants a tree for every EcoNet pad sold. LEED certified and green rated pads can also be recommended.

Our Values

CREATIVE

We use our imagination, skills and talents to realize awe-inspiring designs and luxurious, sustainable creations.

COLLABORATIVE

We work together cooperatively with our team, partners and clients to achieve the very best result.

METICULOUS

We pay attention to the smallest details and work to ensure unsurpassed product quality and service.

ETHICAL

We make decisions based on mutual respect for each other, our artisans, business partners and the environment.

INTEGRITY

We are open, honest and deliver on our promises.

Our Vision and Mission

At Creative Matters, we create exceptional, original, high quality and ethically produced floor and wall coverings using the highest principles of design, production and humanitarianism, in the spirit of excellence, professionalism and integrity.