

# SEDNA®

Super soft carpet saving sea life

TAILOR-MADE RUGS



**ECONYL®**  
REGENERATED NYLON

[www.sedna-carpet.com](http://www.sedna-carpet.com)







**IT IS ESTIMATED THAT 640.000 TONS OF FISHING GEAR IS LOST OR ABANDONED IN OUR OCEANS EACH YEAR, ACCOUNTING FOR ONE-TENTH OF ALL MARINE LITTER. EACH YEAR, MORE THAN 100.000 SEA ANIMALS ARE TRAPPED & KILLED IN THOSE NETS.**



# SUPER SOFT CARPET SAVING SEA LIFE

As carpet manufacturer, Associated Weavers is aware of the important role it can play in the journey towards a more sustainable use of plastics. Along with Healthy Seas & ECONYL® we are on a mission to clean the seas of marine litter. AND WE'RE ACTING NOW!

**ECONYL®**  
REGENERATED NYLON



HEALTHY  SEAS®  
a journey from waste to wear

Sedna® carpet is **soft, luxurious** and **durable**. It is made with ECONYL® **regenerated nylon**, a yarn made from **recycled waste** material such as old carpets and **abandoned fishing nets** collected from the bottom of the sea. Sedna® thus helps to **save thousands of beautiful sea creatures** like sea turtles, dolphins and seals that will no longer get stuck in this life-threatening waste.



By collaborating with the fishing industry and farms and with the help of volunteer divers from Healthy Seas, ghost fishing nets are being collected worldwide. Then, along with other waste, including old carpets that otherwise end up in landfill, they're regenerated into virgin nylon yarn through the ECONYL® process. This yarn can be reused time and time again while maintaining its excellent quality.

*From this sustainable yarn, the Sedna carpet brand was born. Named after the legendary Inuit goddess of the sea, this super soft luxury carpet brand is inspired by the mysterious depths of the seas.*







# From fishing net to super soft carpet

TRUSTED BY BRANDS SUCH AS BMW, BURBERRY, GUCCI, PRADA, ...



Recovery of  
fishing nets



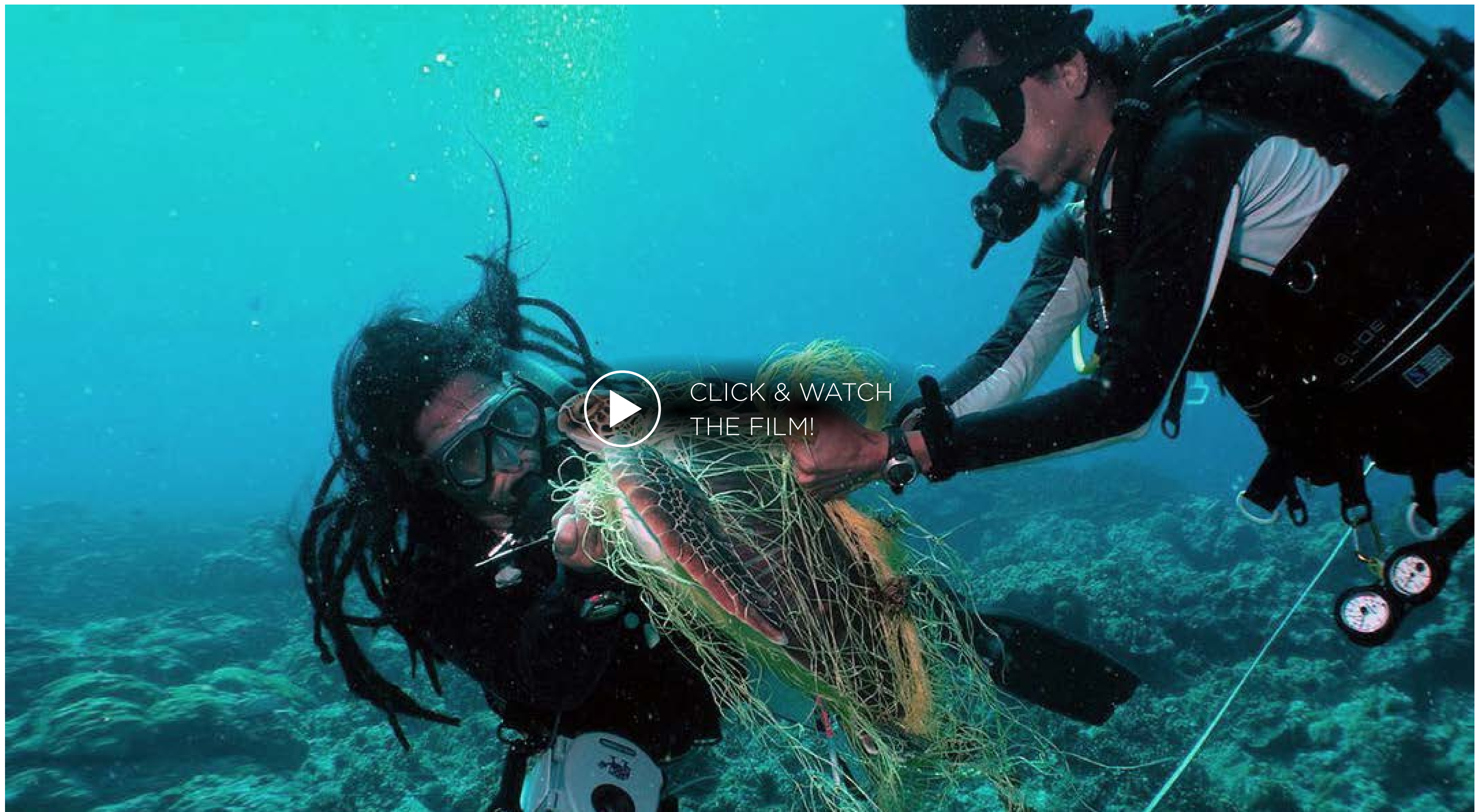
Transformation of  
fishing nets into ECONYL®  
regenerated nylon



Super soft carpet  
made of recycled  
nylon yarn









In addition to the use of sustainable yarn,  
Sedna® Tailor-Made rugs also have a unique

# R-PET TEXTILE BACK

MADE FROM 100% RECYCLED PET PLASTIC BOTTLES



sewed ECONYL® & SEDNA® brand-tags





# SEDNA® TAILOR-MADE RUGS

ANY SIZE & SHAPE UP TO 5M X 10M

DELIVERED TO YOUR HOME WITHIN 14 DAYS

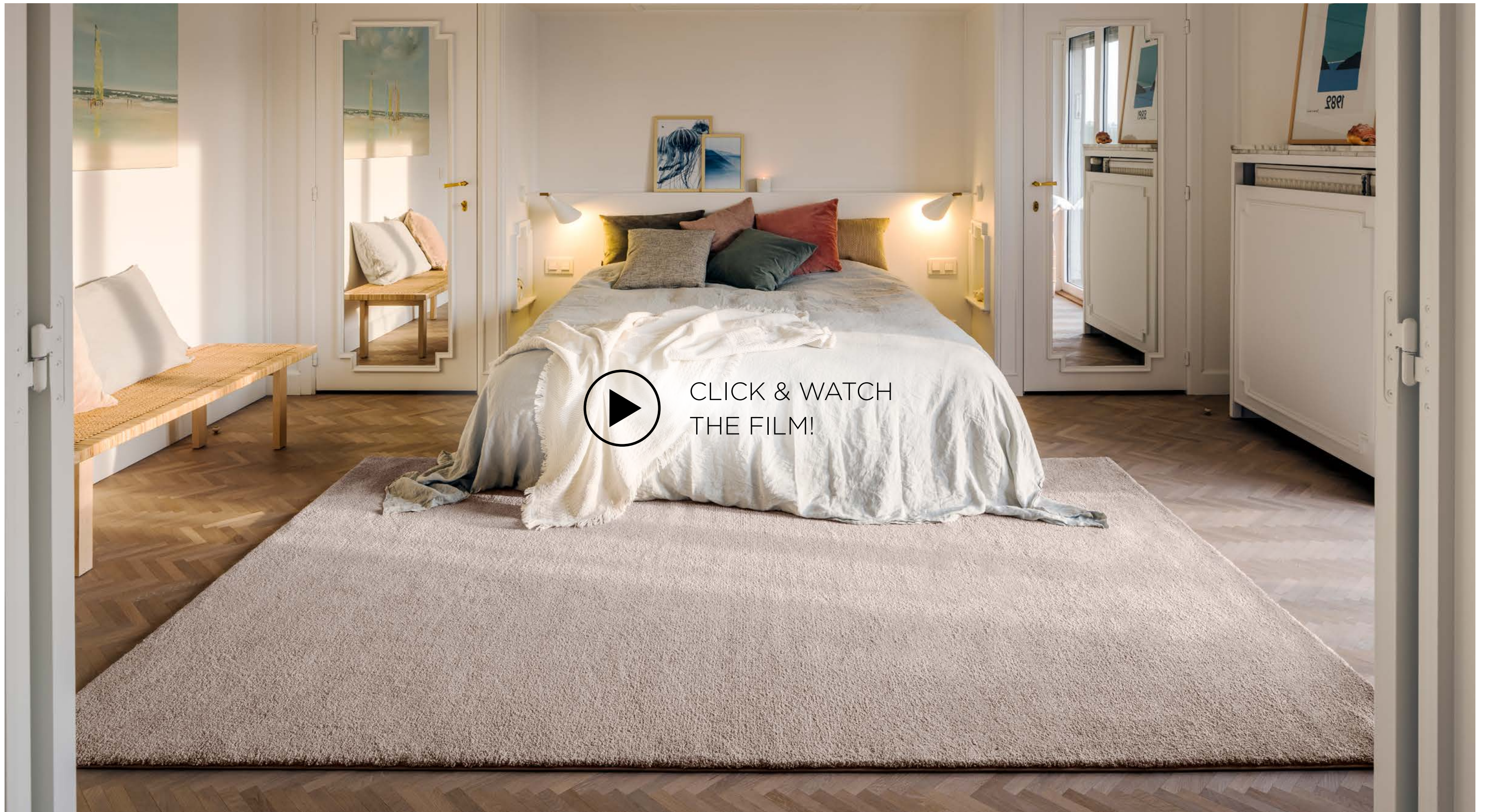
FREE SAMPLE SERVICE

FREE SEDNA® STARTERSET



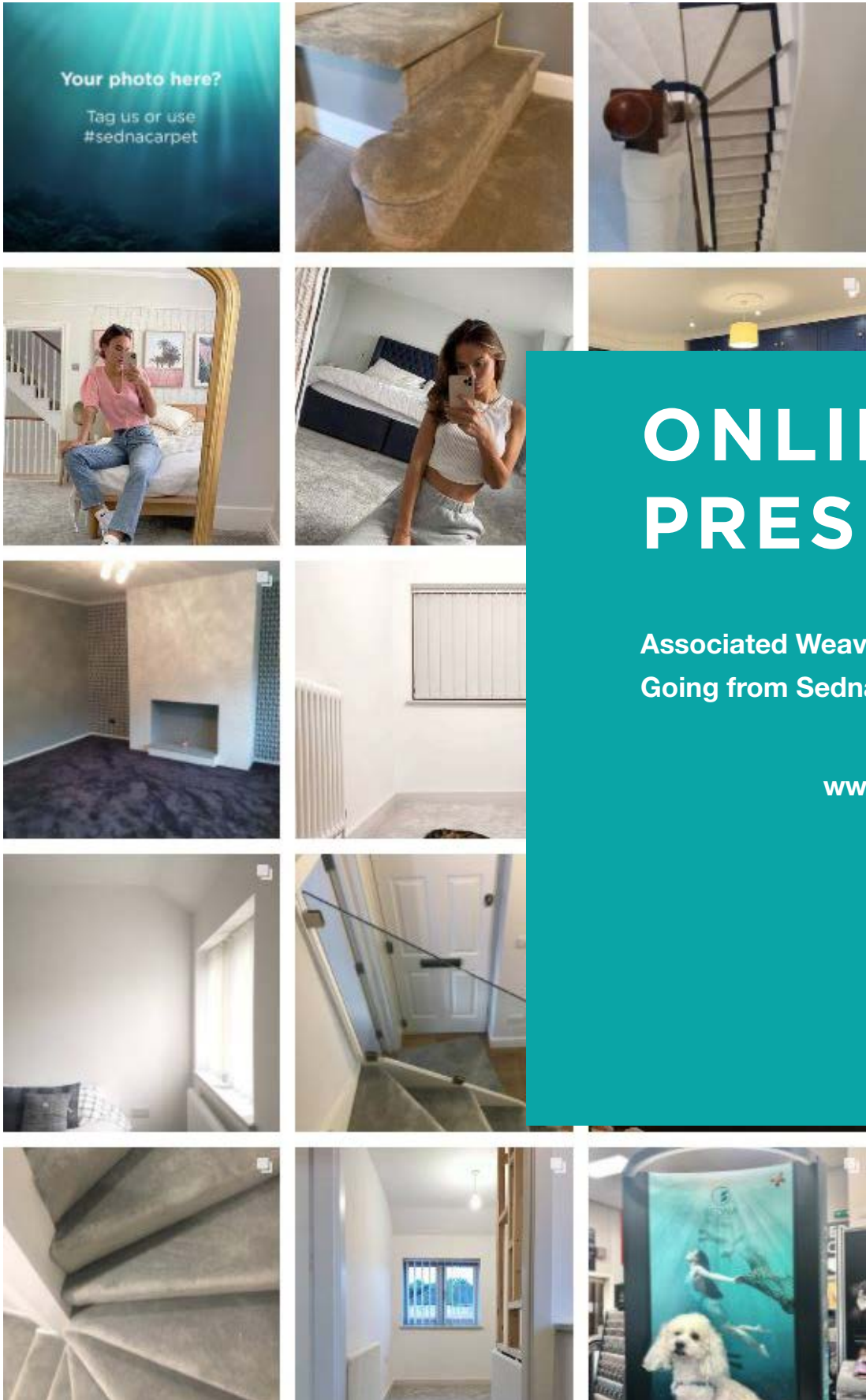












Your photo here?  
Tag us or use  
#sednacarpet

# ONLINE PRESENCE

Associated Weavers actively supports the online presence of SEDNA® on multiple angles.  
Going from Sedna's own brand website, to social media & even online communities.

[www.sedna-carpet.com](http://www.sedna-carpet.com) 7K views/month

 @sednacarpet 6.9K followers

 @sednacarpet 1.8K views

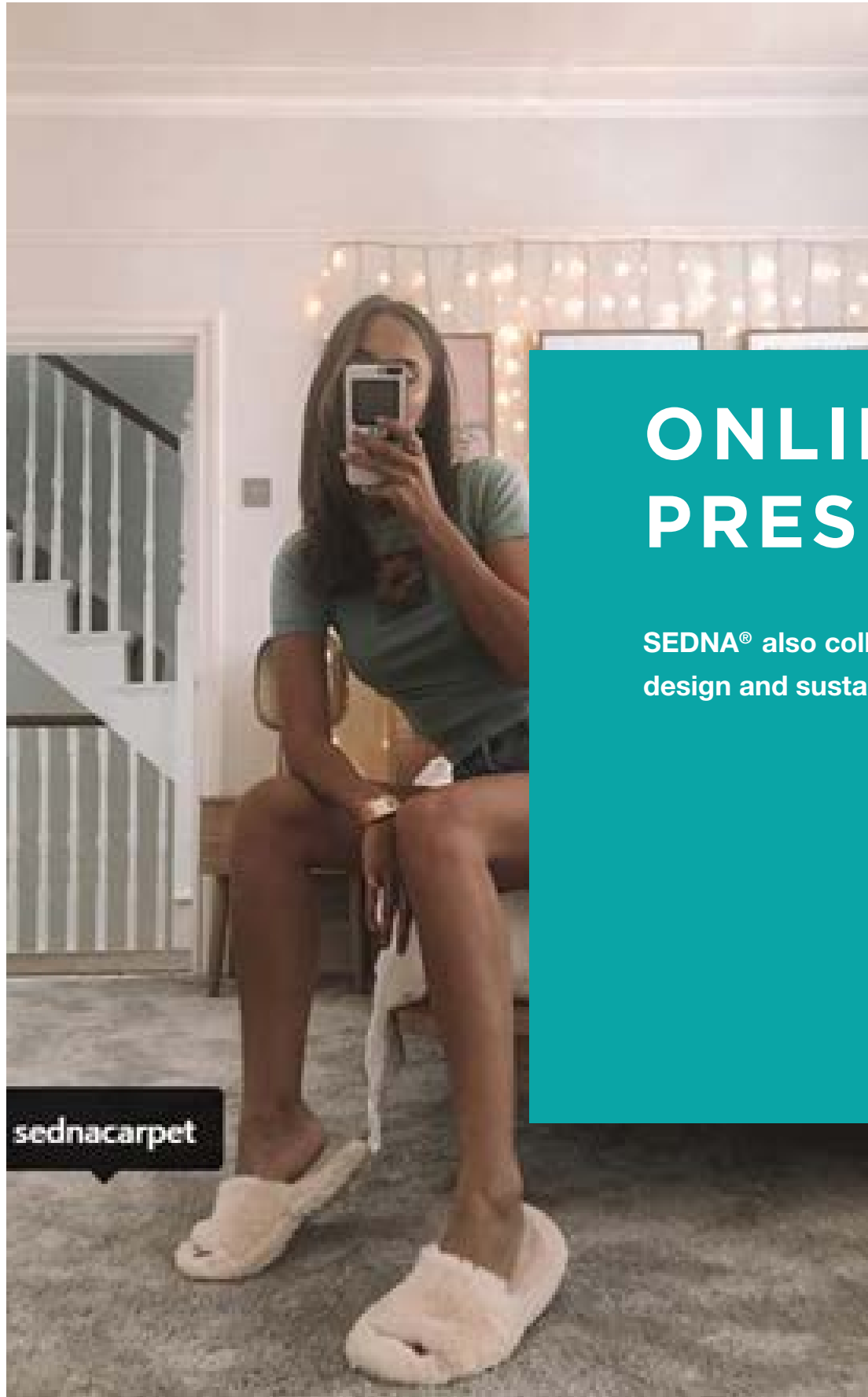
 @sednacarpet 1.8K followers

Share your Sedna

   #sednacarpet







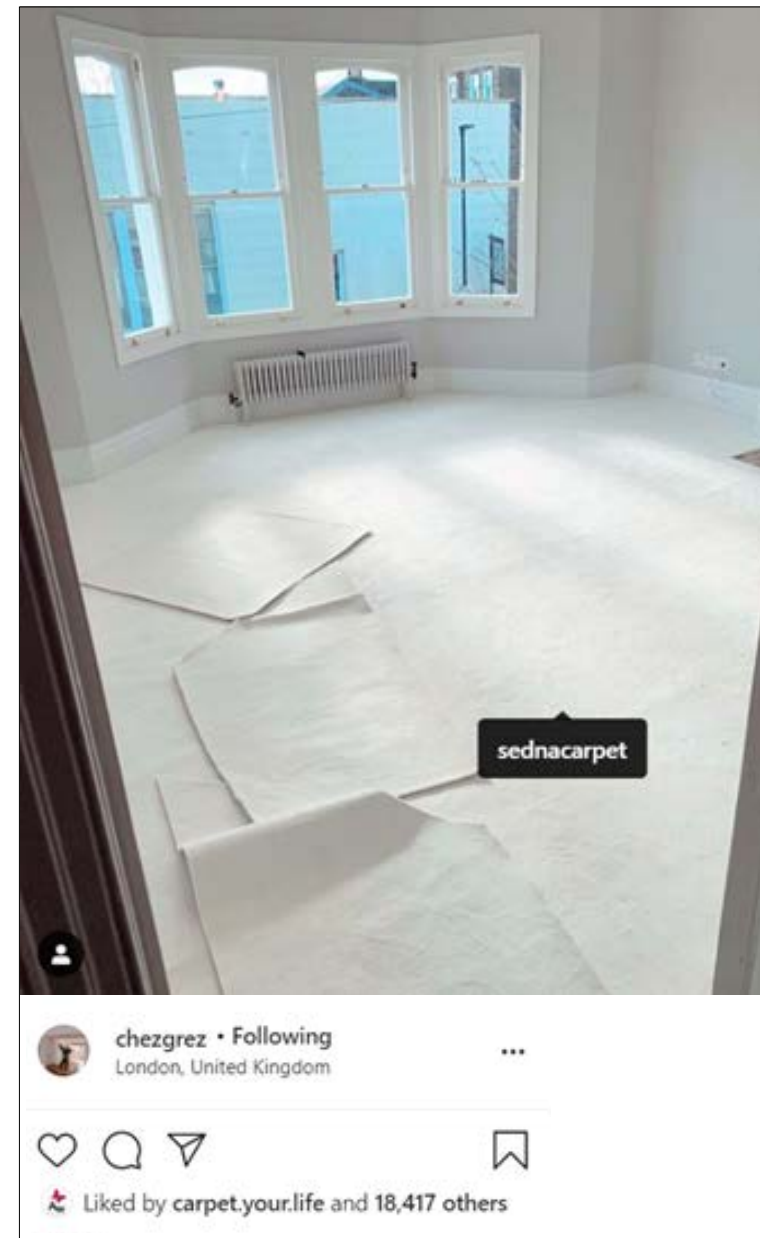
# ONLINE PRESENCE

SEDNA® also collaborates with influencers, selected on their audiences interested in interior design and sustainable living.

---

@LUCYWATSON	1.2M	followers
@GRACEBEVERLEY	1M	followers
@CHEZGREZ	138K	followers

---







# ABOUT ASSOCIATED WEAVERS

Associated Weavers (AW) is one of the biggest producers of tufted broadloom carpet in Europe. The company is headquartered in Ronse (Belgium). AW also processes rolls of wall-to-wall carpet to create a varied range of standard sized & tailor-made rugs, with a high-end finish.

Our 630 dedicated employees achieved an average production and sale of 26 million square metres of carpet, which translates into a turnover of 172 million euros.

We export to over 55 countries and have sales offices in the United Kingdom and Germany.



[www.associated-weavers.com](http://www.associated-weavers.com)

## CONTACT

**EMMANUEL LIOEN**

**Marketing Manager AW**

**+32 55 230 371**

**[emmanuel.lioen@awe.be](mailto:emmanuel.lioen@awe.be)**