

ENVIRONMENTAL PROFILE

Furniture

ENVIRONMENTAL PROFILE

HAY was founded in 2002 with the ambition of creating quality products with an eye for modern living, based on technological advances and sophisticated industrial manufacturing. From our founding, we have worked with the world's leading designers in a sustainable and democratic context, always seeking to ensure that our products are sustainable and that we contribute to a greener future.

Today, we remain just as committed to the design and production of durable and long-lasting products. Through our in-house product development team and committed partnerships with carefully selected suppliers, we produce quality products in hard-wearing and sustainable materials.

The majority of our furniture is tested by independent institutes to ensure they comply with the relevant standards for consumer safety and quality.



A SUSTAINABLE APPROACH TO PRODUCTION

We recognise that our actions have an environmental impact, and we take our responsibility to contribute to a greener environment seriously. With all of our products, we focus on finding the balance between creating a healthy working environment, striving to uphold social responsibility, and pursuing environmentally friendly production methods. Above all, we seek to ensure sustainability in every step of our production processes, and are dedicated to complying with legal and social demands, ethical standards, and international norms.

QUALITY

HAY's environmental and social commitments are an integral part of our corporate values, and we make a concerted effort to develop long-lasting products that use environmentally friendly materials. Our ongoing goal is to reduce our environmental footprint, so we are constantly conducting research into the field of materials in hopes of creating sustainable products with a strong environmental profile. That's why every new design takes the well-being of the environment into consideration at every stage of a product's life, from the methods and materials used to produce it, to distribution, to disassembly and recycling at the end of its life.

REGULATION

At HAY, we set strict requirements for and limits on chemicals used during production, as well as limiting emissions from finished products. This benefits the environment, the health of the consumer, and the people who manufacture our products. We demand our suppliers meet the same high standards that we represent ourselves, in order to ensure all production is carried out by people under decent working conditions. To safeguard these principles, we aim to work with ISO-certified companies. The majority of our production of furniture is located in Europe. We aim to produce 2/3 of our products in the regions where they are sold.

We strive to maintain a close and solid relationship with our suppliers, many who have worked with us since the beginning. We frequently visit our suppliers' factories, guiding them to comply with our rules and to make sure they undergo constant development. We expect suppliers and partners to show transparency and honesty in all aspects of our collaboration.

TESTS

We also ensure our products are tested on a large scale, with continuous adjustments and improvements being made to our products. Many of our products are tested in accordance with international standards, and HAY works continuously and actively to improve product- and process quality/safety, whenever it is economically and technically possible.

SUSTAINABLE DEVELOPMENT GOALS

HAY's environmental and social commitments are an integral part of our corporate values. By conscientiously aiming to develop and create products and solutions that last, we show that we take our responsibility seriously. Our ongoing goal is to reduce our environmental footprint even further, and to sharpen our strategy for a more sustainable future. We aim to evaluate all areas of our supply chain to identify how we can minimise our environmental and social impact.





ECOLABELS

The Nordic Swan Ecolabel is the official ecolabel in the Nordics and the EU Ecolabel is the official ecolabel in Europe. They work to reduce the overall environmental impact from production and consumption. To ensure maximum environmental impact, the Nordic Swan Ecolabel and the EU Ecolabel take an entire life cycle approach and look at the full product journey. This means that the ecolabels evaluate the environmental impact of the specific product type and set requirements in all relevant stages of the product life cycle – from raw materials, production and use, to waste, re-use and recycling. Both the Nordic Swan Ecolabel and the EU Ecolabel promote circular economy and are powerful tools for securing a sustainable future. HAY supports this by developing sustainable, quality products that are designed to last. All constructed with the focus on the disassembly and recycling of the product at the end of its life.

EU ECOLABEL



The EU Ecolabel is the official European ecolabel of environmental excellence that is awarded to products and services meeting high environmental standards throughout their life cycle – from raw material extraction, to production, distribution and disposal – the products have a disassembly instruction. EU-Ecolabelled furniture meet criteria that guarantee that any virgin wood, cork, bamboo and rattan are sourced from legal and sustainably managed forests. The use of hazardous substances is restricted, harmful residues in any upholstery are limited, and the products have low formaldehyde emissions. All products are free from PVC, and the VOC emissions from the final coated component or entire furniture product meet defined VOC emission criteria. The EU Ecolabel offers the consumer an easy way to identify an environmentally-friendly product.

NORDIC SWAN ECOLABEL



The Nordic Swan Ecolabel is the official Nordic ecolabel – and among the world's toughest environmental certifications. The Nordic Swan Ecolabel works to reduce the overall environmental impact from production and consumption. Therefore, the Nordic Swan Ecolabel evaluates the entire product life cycle and the environmental problems that arise along the way – for the benefit of the environment, climate, humans and the earth's resources. Common to all products certified with the Nordic Swan Ecolabel is that they meet strict environmental, health and quality requirements. Furniture with the Nordic Swan Ecolabel is tested to be durable, safe and good quality. Wooden furniture and wooden furniture parts are made of traceable wood from legal forestry, and a high percentage of the wood is from certified sustainable forestry. Textiles, filling, glue and paint live up to strict chemical requirements. Neither halogenated flame retardants, phthalates, heavy metals nor fluorinated substances may be added. All relevant materials meet the requirements for evaporation of harmful substances. The design makes it possible to remove and reuse or recycle metal parts when the furniture is worn out.

FSC™ CERTIFICATE



HAY is FSC™ certified. FSC™ (Forest Stewardship Council) is an international non-profit organisation and a labelling system for wood and paper that originate from sustainable forests. HAY has received the FSC™ certificate for a large number of products. We are continually working on increasing the number of FSC™ certified products in our wooden-furniture collection.

MATERIALS

We develop products of high quality that are long lasting and have a timeless design, made to be enjoyed for generations. When we develop products, our focus is on using environmentally friendly materials to ensure optimal durability and strength. The majority of our products are tested by the third-party institutes for durability, strength, chemicals, and safety according to EU standards. Selected products are tested according to US standards. We strive to investigate, challenge and improve our knowledge about sustainability in order to make the right decisions, always considering the complete lifecycles of our products. By doing so, and by creating valuable collaborations with our suppliers and manufacturers, going beyond compliance with regulations and other requirements, we aim to continuously reduce the environmental impact of our products.

We limit our environmental impact limits and requirements for the substances contained in our product materials. Limitations include chemicals used during production, emissions from finished products, quality and safety. This benefits both the environment and the health of the end user.

REACH - CHEMICALS

In our chemical usage, we comply with the REACH regulation. We are in the process of phasing out all substances from the candidate list/SVHC substances for all materials. We will only allow SVHC substances under the limit 0.1% based on weight in each component, which is much stricter than REACH requirements. We do not use PVC in any of our products.

WOOD

HAY aims to use sustainable/traceable wood, which is certified with the FSC label. FSC is a global non-profit forest certification system promoting the responsible management of the world's forests, protecting them for future generations. The organisation works against deforestation, protects animals and plants, and ensures that foresters receive decent wages, proper training, and safety equipment. By the end of 2020, we will only purchase FSC-certified wood for our furniture.

HAY only uses European standard E1 in our composite wood materials, which ensures a low release of formaldehyde. Some of our products live up to TSCA, which is stricter than the European standard.

SURFACE TREATMENT / COATING

The coating of our products is not heavy-metals based, and we set strict limits for VOC and formaldehyde emission. In May 2020, we launched our first product with water-based lacquer. By 2022, the majority of our wood products will be made with water-based lacquer.

GLUE

From 2022, we will only use water-based glue.

POLYPROPYLENE

Polypropylene is a very strong and durable material ensuring a long life time.

In Hay's furniture collection we use 100% recycled PP, virgin PP or a mix of recycled and virgin PP. Polypropylene is free from the following 5 heavy metals: Cadmium (Cr), Chrome 6 (CrVI), Lead (Pb), Tin (Sn) and Mercury (Hg).

FOAM

All of our foam products live up to the requirements set by Oeko-tex. We have strict limits on both the content and chemical emissions that are in accordance with the relevant international environmental guidelines.

TEXTILE

Many of the HAY textiles are certified to meet the requirements of all relevant international environmental guidelines. We set strict limits on chemicals used during production, the content of substances in the end product, and the quality of fabric by setting requirements for physical testing. Our textile suppliers are leading European suppliers with whom we have a close relationship. Our goal is that all our textiles live up to Oeko-tex 100 by the end of 2021.



LEATHER

We have strict limits for chemicals used during production, the content of substances in the finished product, and emissions. We offer variants of chrome-free leather.

STEEL AND ALUMINIUM

From 2020, we will only use Chrome 3 when electroplating steel for our furniture collection.

PACKAGING

We minimise the packaging material used for our products to reduce our environmental impact and to lower the use of CO2. We mainly use cardboard as packaging material.

ECO DELIVERY

Freight transportation plays a fundamental role in global sustainable development, which is why it has become a focus area for HAY. In our efforts to minimise our carbon footprint, we sought to find the most environmentally-friendly solution for transporting our products worldwide. This has resulted in a new partnership with Maersk ECO Delivery, which replaces fossil fuels with sustainable, low-carbon fuel, ECO Delivery, and thus enables HAY to transport its cargo in a more sustainable way. ECO Delivery uses a low-carbon fuel certified by the International Sustainability and Carbon Certification (ISCC) body and manufactured from recycled sustainable biomass. Looking forward, HAY will use ECO Delivery for our Europe and APAC ocean transport, and we see this as an important step in our journey towards a more sustainable and responsible way of running our business.

CONTINUOUS PRODUCT LIFE CYCLE

In our product development process, we focus on the entire life cycle of the product, from the raw materials used to production, use, disposal, and recycling, as well as any detrimental environmental effects that may arise during that process. To ensure maximum environmental impact, we seek to participate in a circular economy, in which actions taken in one stage of a product's life have a positive environmental effect further down the line, and avoid any detrimental environmental effect even at the end of the product's life cycle, so that our use of sustainable materials enables the product to be disassembled, sorted, and recycled.

