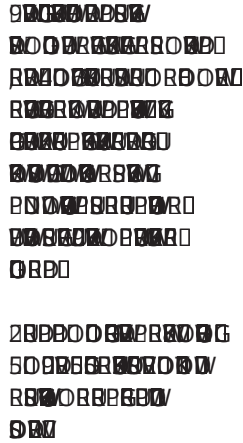


- + REVOLUTIONARY
- + EXTREMELY INNOVATIVE
- + ECO-FRIENDLY
- + A SUSTAINABLE PRODUCT
- + SMALLER CARBON FOOTPRINT

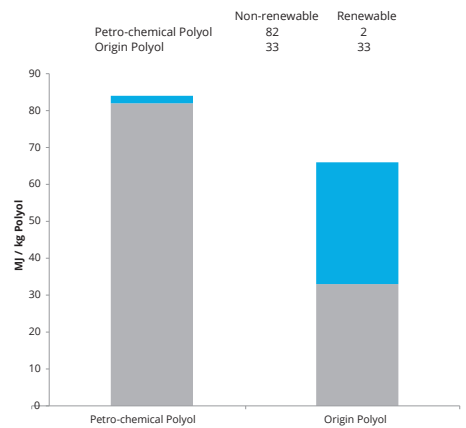


ΧΙΤΩΝΕΣ ΤΡΟΧΙΛΙΟΥΡΤΟΥ

We've always been conscious of our impact on the environment and have pioneered recycling at all of our plants, cutting waste to a minimum in order to save precious resources.

It is this experience that sparked our research into foam that reflects the growing consumer demand for more sustainable products.

This is the thinking behind Origin – the foam that uses renewable raw materials alongside traditional formulations.



□

Origin is the first step towards achieving our vision of a new generation of sustainable foams, each one using increased renewable content with less reliance on petrochemicals.

We have been working with a range of international partners to develop the potential of natural oil seeds from crops such as castor, soya bean and sunflower oil.

By harnessing the renewable resource and using it to replace the petrochemicals traditionally used to produce polyurethane foam, Origin has a much smaller carbon footprint.

That is something that has become more and more important for many of your customers.



BENEFITS: ENVIRONMENTAL RESPONSIBILITY:

Origin can help to cut the carbon cycle.

Natural seed oils are an abundant, renewable resource. Once harvested, plants like soya grow back quickly, consuming carbon dioxide – one of the key greenhouse gases – as they do so.

Fossil fuels, on the other hand, take millions of years to form, while their use and extraction can contribute to climate change.

Manufacturing foam from renewable sources also uses less energy than foams which are wholly based on petrochemicals. That means a massive reduction in the emissions produced by the manufacturing process.

Not only produced from a renewable resource, Origin also uses organic pigments to colour the foam.



TECHNICAL EXCELLENCE:

As you would expect from Vitafoam, Origin is the result of cutting edge foam engineering.

It performs to the same high standards as all of our other foams, is hypo-allergenic and naturally meets with UK Fire Safety Standards.

Its introduction means that we now offer an even wider choice of products because it has been designed to combine perfectly with other foams from within our range, to provide easy and flexible solutions.

Origin is set to become the sustainable face of foam, helping us to meet our present needs without compromising the ability of future generations to meet theirs. Origin is available in grades across the range of Combustion Modified and Visco-elastic grades. Please contact your local sales team for more information.



CUSTOMER CARE

There's now a clear competitive edge to 'working greener' and Origin is the type of product that your customers want, if not demand.

Increasingly businesses are changing the way they do things and the companies they deal with, based on their own green and ethical agenda.

Origin foam begins to address these environmental concerns and gives you the opportunity to show that your business listens to its customers and acts on their views.

Origin is a bold and exciting concept: a 21st Century product whose time has come



Sustainability through innovation

- Bedding
- Furniture

For product samples and to find out more about how you could utilize Vita's product range, contact us:

T: 0161 655 1133

E: info@thevitagroup.com

www.thevitagroup.com



Registered Office:

Oldham Road,
Middleton,
Manchester,
M24 2DB

Company Reg No: 621497