



**2023 - 2030**

# **FRASTER'S STRATEGY FOR RESPONSIBILITY**

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# DURABLE TEXTILE SOLUTIONS

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We have a mission at Fraster to make aesthetic and durable textile solutions that contribute to calm and tranquillity. From our customised design, quality materials and bespoke workmanship to our maintenance guides, repair and redesign services, we have always worked to ensure our products have the longest possible life. All around, we do what we can to ensure that Fraster's products create pleasure for as long as possible.

Fraster's core value is respect for people, society and the environment. Therefore, we strive to be considerate of the world around us and act responsibly in all aspects of our business, and we expect the same from our partners. Therefore, we ask all partners to sign and comply with our Code of Conduct so that our textiles are made in accordance with international standards for human and labour rights, the environment, anti-corruption and animal welfare throughout the supply chain.

This is how we work to be a responsible company - whether we are a partner, manufacturer or supplier.



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# A CIRCULAR FUTURE

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Fraster's story began in 1993 when Peter Kruse acquired a bankrupt carpet company. Rather than letting the carpet scraps go to waste, Peter saw the value in using them to make new carpets, and so, with equal parts of creativity and resourcefulness, the first Fraster rugs saw the light of day in the tailor's shop.

This remains a cornerstone when Fraster makes aesthetic and durable textile solutions that create calm and tranquillity. Fraster has always worked with circular business models and sustainability. Just not in those words. Here at Fraster, it's simply called propriety and common sense.




**We can and will do even better**

Although from the start, Fraster has done away with the linear buy-use-and-throw-away business model and instead opted for a circular approach, we are not at the end of the green transition. We can and will do even better.

The textiles sector is among the world's most climate and environmentally damaging, and there is a need for the way we manufacture, consume and handle textiles to become more circular.

This means creating durable, quality products using the fewest resources possible, which can be repaired, recycled or biodegraded when the time comes and so given a new lease of life.

As a responsible company, we will do our part to work towards a more circular future.





# OUR VISION

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Fraster wants to contribute positively to the world and its sustainable development.

We are working towards a future where only quality products are put into the world that are circularly designed and made under responsible conditions that respect people, society and the environment.

Our goal is to create durable textile solutions for years of enjoyment that, with simple means, can have an extended life or enter new circular cycles.





# FROM VISION TO ACTION

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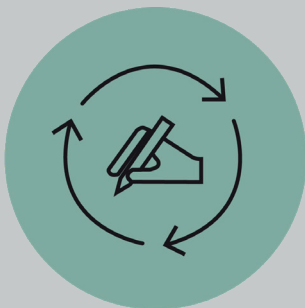
To work towards our vision, we have analysed our entire value chain and come up with three strategic focus areas: Circular Design, Environment and Social Responsibility.

By taking Fraster's entire value chain as a starting point, we will optimise our efforts all around because a more circular production and consumption of textiles requires a holistic approach that considers the products' aesthetic, social and environmental aspects.

Each focus area has a 2030 ambition, which we have set a number of goals to achieve. The specific goals set the direction for our work and efforts towards 2030 and are followed up with action plans in the organisation.

## FOCUS AREAS

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Cirkular design



Enviroment



Social responsibility





# GOALS

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## CICULAR DESIGN



Fraster considers circularity already from the design phase. Our goal is to create aesthetic quality products with minimal resource consumption, which, with simple means, can have an extended life or enter new cycles.

- Goal 2023: Further develop the offer of repair and redesign services.
- Goal 2025: Product information on life extension and the possibility of new life.
- Goal 2030: All Fraster wool felt products are designed so that they can be recycled or biodegraded.

## ENVIRONMENT



Fraster loves nature and wants to leave as small a footprint on the environment as possible. Therefore, we continuously work to prevent and minimise negative environmental impacts related to our activities.

- Goal 2023: 80% of Fraster's product range is eco-labelled with the EU Flower. This target has not been reached in 2023, due to a lack of participation from raw material suppliers.
- Goal 2028: Fraster uses only renewable, eco-labelled or recycled materials.
- Goal 2030: All Fraster's products are environmentally certified.

## CORPORATE SOCIAL RESPONSIBILITY



Fraster will be a safe and inclusive workplace, promoting diversity, inclusion and equality - including in our supply chains and partnerships. We select only partners who share our values and want to have good collaboration based on close dialogue, mutual trust and transparency.

- Goal 2023: Develop policies for diversity, inclusion and equality. Fraster must employ one trainee and one person on special terms at all times.
- Goal 2024: Fraster only works with suppliers who have signed and comply with our Code of Conduct.
- Goal 2027: Fraster carries out systematic supplier mapping, risk assessment and follow-up with a focus on the impact on people, society and the environment in the value chain.





# NEXT STEP

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It is essential for Fraster that the strategy has a life beyond this document, and that is why we have set up a working group responsible for the ongoing follow-up of the action plans and their KPIs to ensure that words are backed up by action.

We will continuously work on Fraster's Responsibility Strategy and action plans to develop and improve them because it takes work to create change, and it's a learning process where we also get smarter and better every year. We are getting closer to a greener future, one step at a time.



**Our door is  
open if you want to  
know more about  
our work  
with responsibility**

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