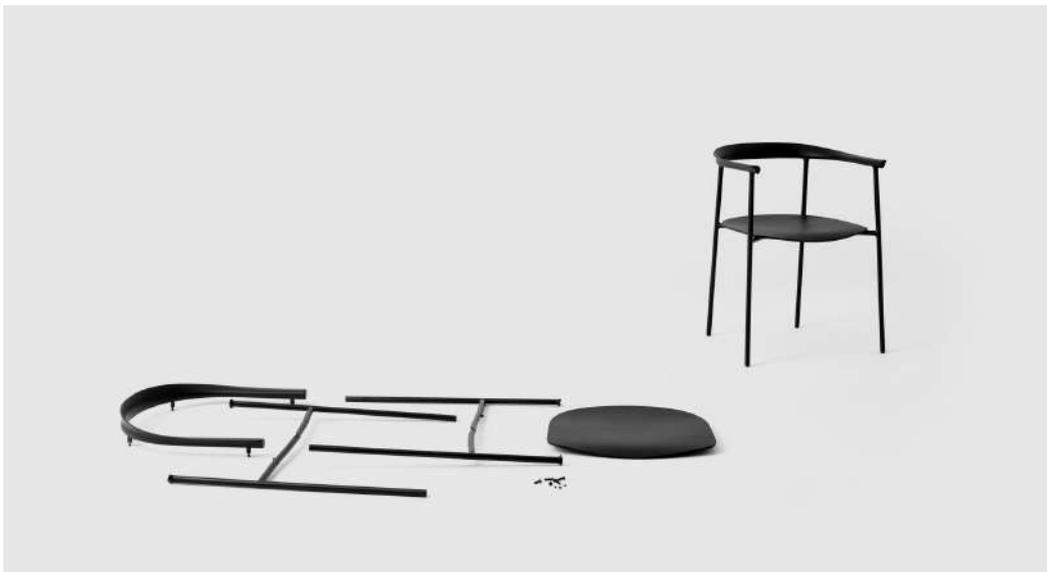


B-Corp eco brand TAKT pioneers radical transparency in furniture market Danish furniture brand reveals lifetime carbon footprints for its entire product range

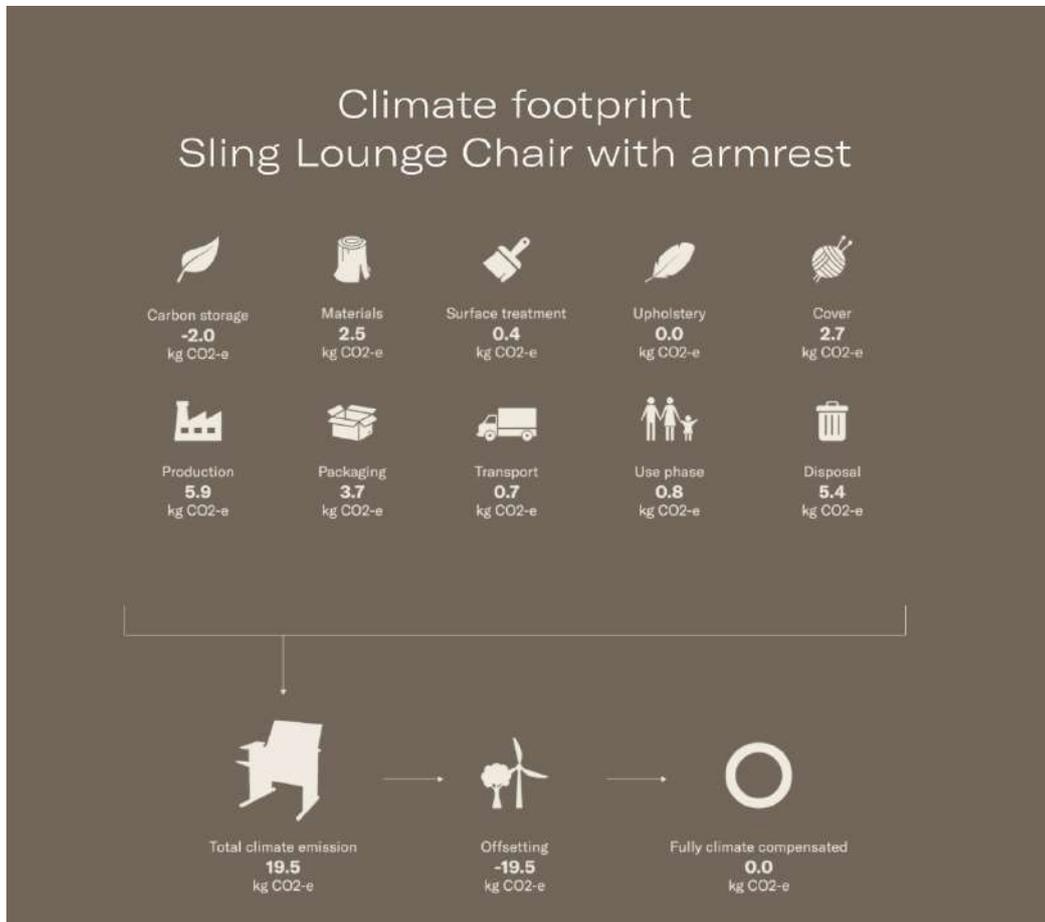


T12 Arc Chair by design duo Depping & Jørgensen. A Danish archetype with contemporary values.

In the two years since its launch, the eco furniture pioneer TAKT has won an international reputation for making cutting-edge contemporary design more accessible and affordable to the public. The Copenhagen based brand's modern, Scandi aesthetic, roster of leading international designers and intuitive self-assembly process have all played a significant part in its success, but it's the extraordinary [dedication to transparency and sustainability](#) that has set a new benchmark for the industry.

Name a more sustainable furniture company. We'll wait...

TAKT has broken new ground in the consumer furniture market by sharing a full lifetime carbon report for every product it produces. From the moment materials are sourced to the very end of the product's life, every carbon emission is quantified using the European Commission's Product Environmental Footprint (PEF) guidelines, and independently verified by the Danish climate calculator [MÅLBAR](#).



TAKT's radically transparent climate footprint for its new Sling Lounge Chair with armrest by Sam Hecht and Kim Colin.

The report for each product includes CO2e impact figures for every stage in its making, distribution, use and disposal – making TAKT the only furniture company we're aware of to track and publish emission figures for all its products after they leave the factory doors. The figures are published prominently on each product page alongside a detailed price breakdown, so TAKT customers know that, pre-offsetting, their new Cross Chair for example, will cost the planet the same carbon emission as 83 hours of boxset bingeing on Netflix.

TAKT™



The success of TAKT's Cross Chair by Pearson Lloyd is proof that environmentally friendly furniture can also be aesthetically pleasing and durable.

This not only gives customers a clear view of the environmental impact of their consumer choices (on both TAKT products and on furniture in general), it also helps TAKT maintain full visibility on the climate impact of its own design and production processes and therefore identify any priority areas to improve in the future.

Complete carbon compensation

TAKT's comprehensive emissions data means the company can confidently offset all carbon generated in the lifetime of each product, from source material to end of life. TAKT uses the Finnish carbon marketplace Puro to invest in CO2 removal certificates to support verifiable and validated carbon-removal projects.

This approach is in line with the Oxford Offsetting Principles published by Oxford University in 2020, and results in TAKT being able to guarantee net carbon compensation for every aspect of its business – rare, perhaps even unique, in the global furniture sector.

Badge of honour

EU Ecolabels awarded for every product

Since the company's inception, TAKT has consistently ensured that every product is certified with the EU Ecolabel – the 'flower mark' used to certify that all stages of the production cycle meet the highest possible environmental standards, and widely considered to be the most reliable certification system of its kind.



The new Sling Lounge Chair by Sam Hecht and Kim Colin of Industrial Facility is a mould-breaking statement eco chair that is leading the market on both sustainability and aesthetics.

Recognising TAKT's efforts in carbon transparency and offsetting, the Ecolabel confirms that every phase in the life cycle of a TAKT product minimises waste, CO₂ and off-gassing, taking into account material sourcing, production, distribution and disposal.

The Ecolabel confirms that TAKT's raw materials are sustainable, all wood is FSC®-certified and sourced from sustainable forests (where the trees are not harvested faster than the rate of organic regeneration), and each product component is engineered so that individual parts can be repaired, replaced and recycled. TAKT has set a mandate that all future products should meet this certification – as well as any equivalent that might be introduced in the UK.

For TAKT, this sort of external recognition has been integral to the business from the beginning. As a third-party badge of approval, the Ecolabel assures TAKT's customers that the company's claims live up to scrutiny and its products meet the highest international standards for sustainability.



TAKT CEO Henrik Taudorf Lorensen is available for comment and opinion.

“People want to live more consciously but often it can be challenging to assess how various sustainable initiatives make a real difference and what companies’ sustainability initiatives really mean. Authorities need to get moving on regulation around sustainable products, so consumers can trust different sustainability claims from manufacturers. Eco certification is a good starting point, but we need validated facts and transparency as the way forward.”

– Henrik Taudorf Lorensen, founder, TAKT

Model business

Yes, TAKT is a recent B-Corp as well!

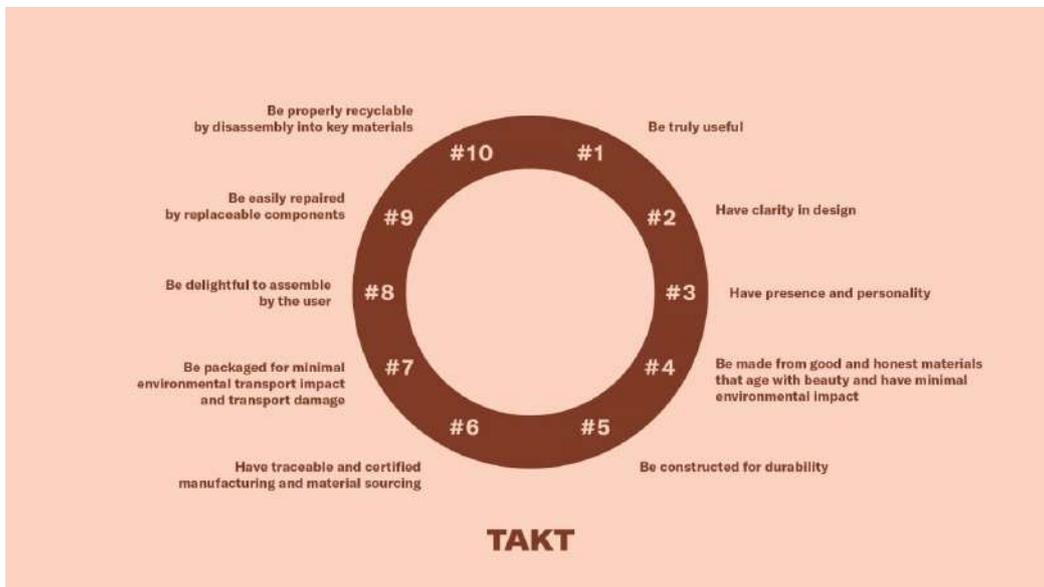
In December 2020, in recognition of its efforts in the areas of sustainability, social responsibility and progressive business practice governance, TAKT became one of very few European design brands to receive official certification as a B-Corporation.

To achieve B Corp status, a company undergoes the in-depth B Impact Assessment, which monitors and measures the positive impact of the business in five categories: governance, workers, community, customers and environment. Companies that score 80 or above in total are eligible for certification. TAKT scored 100.8.

Long-term commitment

TAKT's 10 commandments

Despite its track record, TAKT founder Henrik Taudorf Lorensen and his team recognise that the journey towards truly sustainable design is ongoing. To guide the company and the designers it works with, TAKT developed and made public 10 clear Eco Design Principles to which every product must adhere.



To make sure TAKT continues on its path towards sustainability and a circular design economy, the company has made its Eco System Design Principles publicly accessible.

Informing the aesthetics, functionality and sustainability of TAKT furniture, the principles serve as a template for good, sustainable and delightful design; a creative springboard for the designers TAKT works with; a means of keeping themselves accountable – and another steppingstone towards the circular economy.

Eco Design Principles by TAKT

1. Be truly useful
2. Have clarity in design
3. Have presence and personality
4. Be made from good and honest materials that age with beauty and have minimal environmental impact
5. Be constructed for durability
6. Have traceable and certified manufacturing and material sourcing
7. Be packaged for minimal environmental transport impact and damage
8. Be delightful to assemble by the user
9. Be easily repaired by replaceable components
10. Be properly recyclable by disassembly into key materials

Armed with these commandments, TAKT believes it will be able to continue to lead the way in exemplary, environmentally conscious furniture design as our needs and lifestyles continue to evolve. Lorensen understands that achieving sustainability is not a matter of box-ticking, perfection may never be achieved and that there is always work to do to be better.

“Everybody knows the challenges we are facing, but unfortunately there is a lot of greenwashing taking place. Furniture is a sector with limited focus on sustainability and almost no recycling. We think it is important to take this subject very seriously, and the only right thing to do is to get started. We are sure that we and others will learn in the process and become better, but that should not deter us from acting now. We don’t claim to have solved everything, but we do promise to be diligent, do our best, and be transparent about it.”

– Henrik Taudorf Lorensen, founder, TAKT



Notes to editors

For more information about TAKT, its mission, its products and its sustainability initiatives, please contact rupert@zetteler.co.uk

TAKT

TAKT is the furniture company rethinking the way to design, build and sell furniture for the mutual benefit of people and planet. Launched in Copenhagen in 2019, TAKT aims to reinvent the Scandinavian design tradition for the modern day. Sustainable materials and production methods are at the heart of its mission to provide high-quality design at accessible prices – without having a negative impact on the planet.

Reflecting its commitment to sustainability and social responsibility – not just in its individual products, but in its entire business approach – TAKT has become one of few European design brands to be designated a B-Corps, and is the only brand to consistently have every one of its products certified with the EU Ecolabel – the ‘flower mark’ used to certify that all stages of the production cycle meet the highest possible environmental standards.

Danish in character, global in scope, TAKT has developed a digital value chain that enables it to sidestep the intermediary stages of conventional furniture brands, allowing it to maintain a uniquely appealing balance of cost, craft and carbon reduction.

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