

# Montana

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MAKING ROOM FOR PERSONALITY

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**Press Release**

May 2019

## **The EU Ecolabel**

***Montana Furniture is awarded important ecolabel***



Ever since the company's first environmental project with the Danish Environmental Protection Agency in 1992, Montana has focused on enhancing its green practices, both in production and product development. Achieving the recognised EU Ecolabel for its core products Montana System and Montana System CO16 as well as the Montana Free product range marks an important milestone in the company's history.

Montana is thereby among the very first Danish furniture manufacturers to achieve the official EU Ecolabel. When developing EU Ecolabel criteria for products, the focus is on the product's entire lifecycle, from raw material extraction to production, distribution and disposal.

"Achieving this certification has been very important to us, and it's something we've worked towards for a long time," says CEO at Montana Joakim Lassen of the certification. "I'm delighted that Montana is one of the first furniture manufacturers in Europe to achieve it because I consider sustainability a key part of our responsibilities as a manufacturer in Denmark." He continues: "Companies are no longer judged solely based on profit or international rankings. Instead, they're judged by the footprint they leave, and that is why we always work with high-quality standards to ensure that our furniture will survive for generations and can be moved from room to room as the needs of a house change over time," concludes Joakim Lassen.

The road to certification has entailed a thorough review of all components from subsuppliers. By far the majority of components already fulfilled the requirements of the EU Ecolabel while a few were undergoing substitution processes. Only a single lacquer surface from a subsupplier could not meet the requirements and it has now been replaced. Thus far, the certification applies to Montana's core product Montana System, which covers both the private and wholesale market, as well as the Montana Free range, which together generates approximately 80% of the company's total revenue. In addition to the most recent EU Ecolabel certification, Montana is certified to ISO 14001 (environmental) and OHSAS 18001 (occupational health and safety) standards. In addition, the company holds the Danish Indoor Climate Label and uses exclusively PEFC-certified wood in its production, which takes place in Denmark, at Montana's headquarters on the island of Funen. Since 2007 Montana has used water-based lacquers, which are both odour-free and solvent-free.

Still, more companies and private consumers are concerned about their environmental footprint when furnishing their offices or homes. The EU Ecolabel enhances the sustainability of Montana's products, ensures transparency and provides consumers and retailers with a recognisable marker when choosing products.



## Facts

The objective of the EU Ecolabel is to reduce the overall environmental impact of the production and consumption of goods. The label looks at the entire product's life cycle and the environmental problems that arise along the way – for the benefit of people, the environment and the earth's resources.

The EU Flower guarantees:

- that a high percentage of wood is from legal sustainably managed forests
- tough restrictions on the use of environmentally hazardous substances
- tough restrictions on the use of toxic substances
- that wood has low emissions of the allergenic substance formaldehyde
- a 5-year product guarantee (Montana has opted to retain its 10-year product guarantee)

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*Montana Furniture is a family-owned company established in 1982 and leading within storage and furniture for homes and modern office spaces. The Montana system is designed by Peter Lassen. The CEO of the company is the son of Peter Lassen, Joakim Lassen. Montana's flexible, modular system features an inspiring colour palette and is manufactured at Montana's own factory in Denmark. The system offers infinite possibilities and freedom to curate spaces in the ultimate personal way. Montana also offers table and chair series designed by Arne Jacobsen, Verner Panton, Stefan Wewerka, Peter Lassen, Joakim Lassen, Schmidt Hammer Lassen, Salto & Sigsgaard and Jakob Wagner. Montana is founded on sustainable values and has achieved certification to numerous standards relating to environment, working environment and workplace safety. Additionally, in 2019 the company was one of the first furniture manufacturers to be awarded the official EU Ecolabel.*