

## Press release

Zaandam, August 24, 2020

# Zeitraum, Wehlers, JAPTH and Yumeko the prize winners in sustainable design competition

**What are the most beautiful and sustainable design products of this moment? Friday, August 21 the prize winners of the Sustainable Interior Design Awards were announced by the jury.**

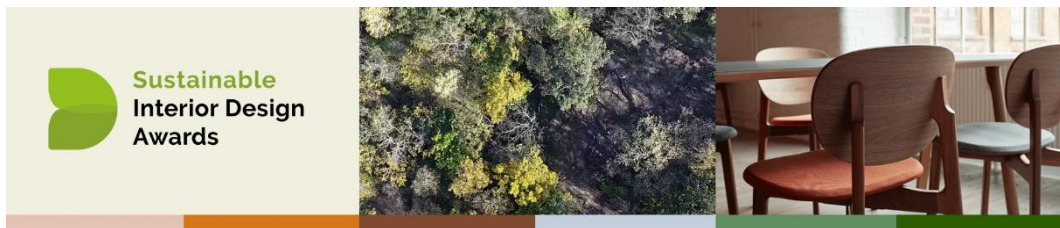
More than 30 design labels and design studios submitted 44 entries of the most sustainable brand and the most sustainable products launched in 2019 and 2020. It's possible for Dutch consumers to buy these home & living products in the store today. "The winners are all at the forefront of sustainability and pay a great deal of attention to people, environment and society", says an enthusiastic Walther Ploos van Amstel.

The applications were assessed by a professional jury on Monday August 10. The jury consists of José Molenaar (editor-in-chief Eigen Huis & Interieur), Peter van de Water (designer) and Walther Ploos van Amstel (lecturer in City Logistics). The four winners were announced during the digital Award Show on Friday, August 21. The video can be found on the Flinders YouTube channel, [https://www.youtube.com/watch?v=2mNTfCqSP\\_s](https://www.youtube.com/watch?v=2mNTfCqSP_s)

Below is the list of winners including a short report of the jury.

### Category: Brand Awards

[Zeitraum](#)

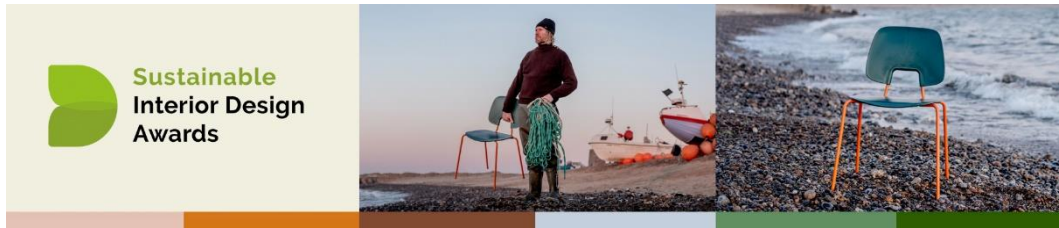


Makes artisan furniture that will last more than a lifetime.

Flinders has developed a model that can be used to determine the sustainability of a design product. The model takes into account six criteria of sustainability. Zeitraum scores convincingly on five of the six criteria of the Sustainable Product Evaluation Model. From the design, the wood that is used, the production in Germany, the production process itself (not using lacquer, but oil) and distribution (in 'flatpack' and using biodegradable materials) to the customers in Europe. Sustainability is in Zeitraum's genes. During the lifetime of the table, four new trees will grow. "The approach to the sixth criterion (end of life) is only necessary then. Who talks about end-of-life? ", Says Walther Ploos van Amstel.

## Category: Product Award - Furniture

[Wehlers – R.U.M. chair](#)

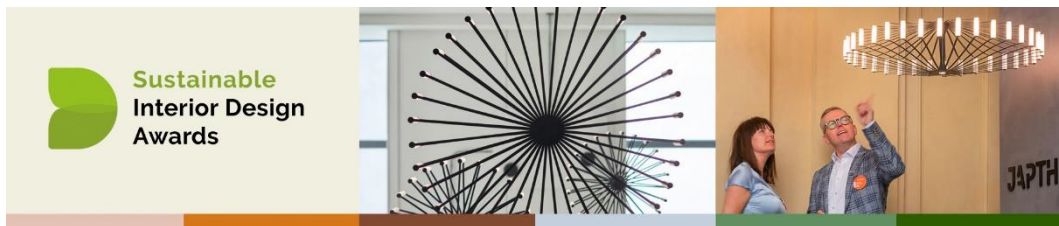


A chair made from recycled, sea-harvested plastic.

For the R.U.M. chair (ReUsed Materials) Wehlers makes use of recycled plastic from old fishing nets, among other things. The Wehlers company started because they want to make sustainable products. The R.U.M. is a good example of this. “The chair has a special and attractive design. The R.U.M. chair is sustainable throughout the chain”, says Jose Molenaar. A challenge for Wehlers is to reduce the impact of global logistics.

## Category: Product Award - Lighting

[Japth – Wheel Light](#)

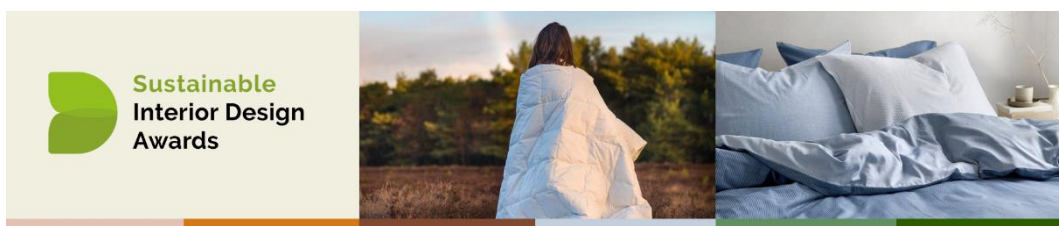


Tough design based on sustainable circular materials.

The Wheel lamp scores convincingly on five of the six criteria of the Sustainable Product Evaluation Model. The lamp is locally produced, of high quality and repairable. The materials, including the LED lights, are produced locally. Japth uses materials that are already circular in principle. The product is made of steel, aluminum and acrylic. Because there is no gluing, the lamps are easy to repair and dismantle later. The materials therefore remain valuable for subsequent generations of lamps. “The Wheel lamp fits in with the trend that sustainable can also be beautiful,” says José Molenaar.

## Categorie: Product Award - Woonaccessoires

[Winnaar: Yumeko – ReNew duvet and pillow](#)



Yumeko scores convincingly on six out of six criteria of the Sustainable Product Evaluation Model. The pillows and duvets from the ReNew collection are filled with 70% recycled down and 30% recycled feathers. “They really close the supply chain and also offer the customer return options for the product. Such a collection system is often lacking at other manufacturers. This is really an example of renew,” says Peter van de Water. The organic cotton that Yumeko uses has the GOTS quality mark.

### **Podium for sustainable design**

The Sustainable Interior Design Awards are the annual awards for the most revolutionary and sustainable design products and the most innovative and sustainable design brand. With the competition, the organization invites brands and design studios to contribute a sustainable product or brand within the home & living segment. The organization's goal is to promote the development of sustainable products that last a lifetime and have a positive impact on people, planet and profit.

The video of the jury day for the Sustainable Interior Design Awards – August 10, 2020

<https://www.youtube.com/watch?v=gchDb-oIRzI&feature=youtu.be>



## **Sustainable Interior Design Awards**

- End of press release -

Flinders is the initiator of these awards.

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All about the [Sustainable Product Evaluation Model](#) (Flinders, 2020)

De winners of one of the four Sustainable Interior Design Awards per category:

### Winnaar Product Awards – Furniture



### Winnaar Product Awards – Lighting



### Winnaar Product Awards – Accessories



### Winnaar Brand Awards



Sustainable  
Interior Design  
Awards 2020

**ZEITRAUM**

**Winner** Brand Awards  
Brand Zeitraum