



## **THE EUROPEAN FLAX CHARTER**

### **The Premium Quality European Flax Trademark**

EUROPEAN FLAX® is the registered trademark of the *Confédération Européenne du Lin & du Chanvre* [CELC – European Flax and Hemp Confederation] and its promotion platform, CELC MASTERS OF LINEN, with headquarters at 15, rue du Louvre, 75001 Paris, France. By signing this Charter, defined for a renewable period of three years, each member agrees to share the environmental, ethical, innovative and creative values of the Flax industry, and that they commit to promoting the identity of European Flax “for all markets” and, in so doing, commit to respecting it.

By signing this Charter, each member confirms that they belong to the industry by being a recognised member of a flax association and a member of a section.

Failure to comply with the terms of the Charter will result in exclusion from the “collective”.

#### **CONDITIONS**

##### **| EUROPEAN FLAX\_ DEFINING VALUES: the people, the agriculture and the fibre**

#### **EUROPEAN FLAX**

A seal of quality for European flax, that anticipates and supports the opening of new markets in fashion, lifestyle, and interiors, opening up technical opportunities for versatile and innovative flax.

#### **EUROPEAN FLAX**

The brand certifies each stage of the production process – from the seed to the fibre –, a guarantee of transparency, traceability and security. It fits perfectly into the virtuous circle of environmental best practice advocated by the Cradle-to-Cradle label, which seeks to ensure recyclability from the design stage (for us, cultivation) to the end of the product’s life.

## EUROPEAN FLAX: A PLANT, A LAND... AND MAN

- A regional identity
  - ✓ EUROPEAN FLAX identifies flax as the only textile plant fibre cultivated and processed in Europe
  - ✓ Europe is the cradle of flax cultivation and the global leader, with 85% of the world's flax fibre production, covering a geographical area of 90,000ha, from Caen to Amsterdam, as well as parts of Poland and the Czech Republic.
  - ✓ Requires a suitable, loamy soil.
  - ✓ Requires a temperate and humid oceanic climate.
- A sustainable agriculture, ethical and environmentally friendly
  - ✓ Certified Textile Flax seed (*Linum Usitatissimum*) ①
  - ✓ Certified GMO-free seeds
  - ✓ No artificial irrigation, generating biodiversity through a lengthy crop-rotation
  - ✓ Flax protects the soil, water and ecosystems
  - ✓ A fertilising crop, and an excellent break crop
  - ✓ A natural carbon sink (3.7 tons/hectare)
  - ✓ A waste-free crop, the whole plant is used
  - ✓ Produced by a large, skilled and stable workforce
  - ✓ Working practices that conform to International Labour Office regulations acknowledging know-how passed down from generation to generation.
- A natural fibre, a mechanical extraction, a local economy
  - ✓ Natural retting on the ground: dew, wind and sun
  - ✓ Scutching: mechanical extraction by local companies
  - ✓ A 100% biodegradable fibre.

## EUROPEAN FLAX: A NATURAL, HEALTHY & INNOVATIVE FIBRE

- An exemplary eco-profile ②
- A hypoallergenic, anti-allergenic, anti-bacterial, anti-stress fibre
- A hollow fibre that boosts natural thermoregulation, insulation and breathability
- A fibre that can absorb up to 20% of its own weight in water without feeling damp [source ARVALIS, Institut du Végétal]
- An ecological niche, promoting good sleep
- Flax is the toughest natural fibre, its mechanical properties gives it high tensile strength
- A high performance fibre, “a natural polymer”
  - ✓ Greater shock-absorption than glass-fibre
  - ✓ Stiffness similar to that of glass fibre and one-third that of carbon-fibre
  - ✓ Requires 20 times less energy than carbon-fibre
  - ✓ Lightweight
  - ✓ Sound and thermal insulation properties.

## EUROPEAN FLAX: A-EUROPEAN INDUSTRY OF EXCELLENCE

- A sustainable agro-industry
- A vector for innovation and creativity: sustained R&D
- A fibre for all markets: textiles, high performance products [composites], eco-construction
- Able to expand its applications and- provide solutions for the economies of the future

## | EUROPEAN FLAX COMMITMENTS

The signatories recognise the value of EUROPEAN FLAX and all its above-mentioned characteristics.

To anticipate risks and co-construct solutions, signatories commit to:

- Promote the origin and identity of European flax, recognising that flax is a plant produced and processed in Europe according to European legislation. Only European traceability guarantees the unique quality of the textile plant fibre.
- Ensure the fibre's excellence by supporting the transfer of knowledge and knowhow throughout the production and use of certified Textile Flax (*Linum Usitatissimum*) <sup>1</sup> <sup>2</sup> and GMO-free seeds, irrigation-free farming, natural retting on the ground, and the practice of mechanical scutching in Europe.
- Develop collaborations by sharing intelligence within the industry to reinforce its ability ~~for~~ to anticipate and innovate in a global and competitive world.
- Work together to raise the profile and the value of the industry by using membership of CELC for collaborative promotional material.
- Support R&D with continuous innovation of high performance fibre for new textile and technological uses (bio-composites, etc.)
- Invest in the environmental qualities and ethical values of the fibre, as a major competitive advantage
- Encourage regular sharing of information via internal and external communication.

The signatories of the EUROPEAN FLAX Charter certify the fibre's traceability, guaranteeing transparency and security, through a proactive approach that promotes the biodiversity of the soil and ecosystems.

<sup>1</sup> <sup>2</sup> (99,99% by the European Flax and Hemp Confederation)

<sup>2</sup> SOURCE ANALYSE DE CYCLE DE VIE D'1 CHEMISE EN LIN\_ BIO INTELLIGENCE SERVICE 2007