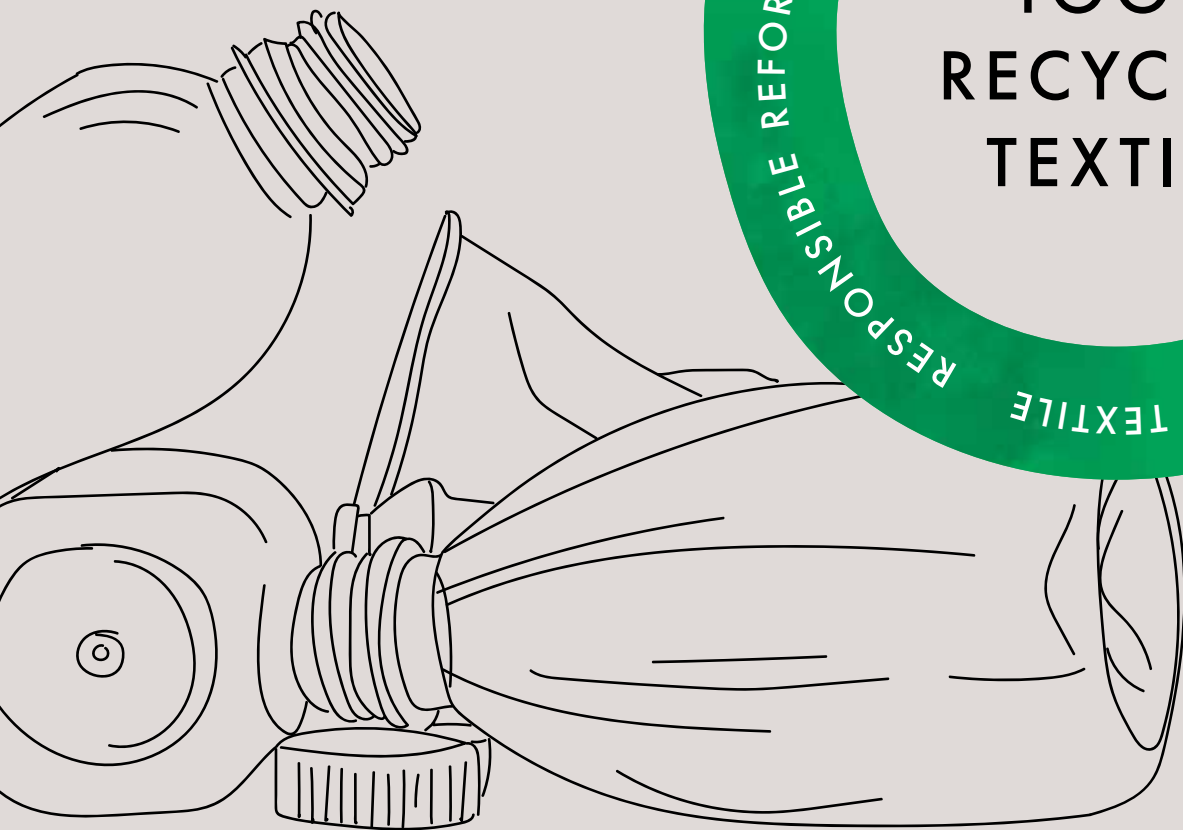




UMAGE



100%  
RECYCLED  
TEXTILE

RESPONSIBLE REFORESTATION

REDUCE PLASTIC

REUSE PLASTIC WASTE

RECYCLED TEXTILE



### PLASTIC FLAKES

The collected plastic is diminished into plastic flakes



### FINE YARN

Plastic flakes are transformed into polyester yarn



### RECYCLED TEXTILE

Yarn is used to make beautiful, recycled textiles

### REUSE PLASTIC WASTE

Plastic is collected and reused, to reduce plastic waste



## UMAGE DESIGNS

Recycled textiles are used to create UIMAGE designs



## RESPONSIBLE SHOPPING

You will be shopping sustainable and long lasting UIMAGE designs with care for the environment



## PLANTING TREES

When you shop a wooden product from the collection, UIMAGE is planting a tree



## CIRCULAR LIFE

Trees will grow, plastic will be collected and the cycle repeats






## ABOUT UIMAGE

UIMAGE is a Danish word meaning 'making an effort', and that's what we want to do every day. UIMAGE is where beautiful Danish design meets affordability, high-quality materials and a genuine care for the environment.

At UIMAGE, we combine aesthetics, simplicity and functionality, and infuse it with thoughtful craftsmanship and environmental care. The result is exquisite designs with a sustainable edge. Our designs are flat-packed in stylish boxes, to optimise global logistics and make our designs more accessible and affordable. In the process, we minimise the carbon footprint on our planet and maximise our ethical commitment to environmental responsibility.



Soren Ravn Christensen, Chief Creative Developer and co-owner



**“ If we treat every living creature with kindness and respect, nature will prevail – as will UIMAGE!**

**We are constantly improving our designs and trying to do even better for the environment, which is why we are now introducing Horizons, a textile collection for our UIMAGE designs, that is 100% recycled.**

**”**







**“ The new textile is called Horizons  
– reminding us that a brighter future is  
in sight, if we are all making that extra  
effort for the planet. ”**



## UMAGE CHANGES ALL EXISTING TEXTILES TO 100% RECYCLED TEXTILES

In efforts to walk towards a more sustainable future, UIMAGE is now exchanging all existing textiles in our collection for a new 100% recycled and certified textile.

The Horizons fabrics are recycled from plastic waste and reused for a new purpose in the design of comfortable chairs and cute cabinets at UIMAGE. The textiles are certified with Global Recycled Standard and STANDARD 100 by OEKO-TEX®. The new recycled textile is available for The Reader, A Conversation Piece, Time Flies, Treasures and the Audacious collections from UIMAGE.

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**COMPOSITION**

100% Recycled polyester

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**FLAME RETARDANT**

EU: EN 1021/1 and EN 1021/2

UK: BS 5852

US: Ca Tb 117-2013

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**COLOUR FASTNESS**

4\* (to light ISO 105-B02:2014)

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**COLOUR FASTNESS**

4-5\* (to rubbing DIN EN ISO 105-X12:2016-11)

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**RESISTANCE TO SEAM SLIPPAGE**

Warp (mm) 3, Weft (mm) 3

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**ABRASION RESISTANCE**

67.000 rubs (EN ISO 12947-2:2016)

Martindale wear & abrasion tester 12kPa

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**PILLING RESISTANCE**

4-5\* (EN ISO 12945-2:2000 Martindale tester)

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**ENVIRONMENT**

Global Recycled Standard

OEKO-Tex Standard 100

REACH Compliance

Formaldehyde Free (EN ISO 14184-1:2011)

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**WASHABILITY**

Machine wash at 30°C. Vacuum clean frequently using a furniture nozzle. Remove stains as soon as they occur. Do not use any strong cleaning or bleaching agents.

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\* Scale: 1 is bad and 5 is good

“ We are introducing four colours  
inspired by Nordic nature to surround  
you with a feeling of tranquillity in  
your home.  
”

Søren Ravn Christensen, Chief Creative Developer and co-owner

## THE COLOURS

SUGAR BROWN



WHITE SANDS



STERLING



SHADOW



# Global Recycled Standard



## ALL HORIZONS TEXTILES ARE CERTIFIED WITH GRS, ENSURING THAT:

- The textiles are verified to meet the ISO definition of recycled. Both pre-consumer and post-consumer material is accepted.
- The textile are required to meet strict social and environmental requirements. Chemicals with potential for harm are not permitted to be used on GRS products.
- The identity of the recycled material is maintained: from the recycler to the final product.
- A professional, third party certification body audits each stage in the supply chain.

# STANDARD 100 by OEKO-TEX®



## ALL HORIZONS TEXTILES ARE CERTIFIED WITH STANDARD 100 BY OEKO-TEX®, ENSURING:

- That no substances harmful to health and the environment are being used.
- That all components of a labeled product have been tested for harmful substances.
- A standard that is far more comprehensive than the legislation in Denmark and the EU (REACH) and, therefore, an excellent tool, ensuring compliance with legal requirements for harmful chemicals in products.

# Responsible reforestation

UMAGE collaborates with the NGO One Tree Planted, so every time a design made from wood\* is sold, we are planting a tree.

Trees help clean the air we breathe, filter the water we drink, and provide habitat to over 80% of the world's terrestrial biodiversity.

Forests provide jobs to over 1.6 billion people, absorb harmful carbon from the atmosphere, and are key ingredients in 25% of all medicines.

Trees help cool the planet by sucking in and storing harmful greenhouse gases like carbon dioxide into their trunks, branches, and leaves by releasing oxygen back into the atmosphere. In cities, trees can reduce ambient temperatures by up to 8° Celsius. With more than 50% of the world's population living in cities, a number expected to increase to 66% by the year 2050, pollution and overheating are becoming a real threat. Fortunately, a mature tree can absorb an average of 22lbs of carbon dioxide per year, making cities a healthier, safer place to live.

UMAGE planted 20.093 trees in 2021, based on your love for UIMAGE — so THANK YOU!





\* Includes: The Reader collection, A Conversation Piece collection, Stories collection, Treasures collection, Step It Up collection, Lounge Around collection, Audacious collection, Comfort Circle collection, Hang Out collection, My Spot collection, One More Look collection, Flow collection, Clava Wood collection, Forget Me Not collection, Chimes collection, Jazz collection



## The Reader



**Materials:** Solid oak, MDF, polyester and laminated veneer

**Dimensions:**

The Reader wing chair h: 105 cm w: 78 cm d: 91 cm

The Reader wing ottoman h: 42 cm w: 60 cm d: 46 cm

**Designed by:** Tor Hadsund

The Reader wing chair has been designed as a place for letting your body sink into and relax. The chair's unique curved shell is inspired by traditional Danish crafting techniques and helps to reduce surrounding noise, offering a place of shelter and reflection.

With its light form and bold organic curves, The Reader is a standout design piece in any setting and just right for enjoying a good book or engaging conversation.

The Reader has an interchangeable upholstery, meaning that you can change the upholstery easily yourself and add new life to the design without having to buy an entirely new furniture piece, saving the world resources.



When you buy this product  
we will plant a tree



### SUGAR BROWN



oak 5502+702-01  
dark oak 5701+702-01  
black oak 5103+702-01

### WHITE SANDS



oak 5502+702-02  
dark oak 5701+702-02  
black oak 5103+702-02

### STERLING



oak 5502+702-03  
dark oak 5701+702-03  
black oak 5103+702-03

### SHADOW



oak 5502+702-04  
dark oak 5701+702-04  
black oak 5103+702-04



oak 5583N+705-01  
dark oak 5588N+705-01  
black oak 5116N+705-01



oak 5583N+705-02  
dark oak 5588N+705-02  
black oak 5116N+705-02



oak 5583N+705-03  
dark oak 5588N+705-03  
black oak 5116N+705-03



oak 5583N+705-04  
dark oak 5588N+705-04  
black oak 5116N+705-04



## A Conversation Piece



**Materials:** Solid oak, MDF, polyester, plywood and laminated veneer

**Dimensions:**

A Conversation Piece low lounge chair h: 83 cm w: 70 cm d: 83 cm

A Conversation Piece tall lounge chair h: 106 cm w: 73 cm d: 93 cm

A Conversation Piece ottoman h: 43 cm w: 63 cm d: 50 cm

**Designed by:** Anders Klem

A Conversation Piece is a lounge chair collection that encourages relaxation and unwinding in conversation with friends. The ideal match for the living room, as a corner chair, or as part of an extra lounge area. Its comfortable shape also makes it suitable for the bedroom or as an extra chair in a nursery.

A Conversation Piece has interchangeable upholstery, meaning that you can change the upholstery easily yourself and add new life to the design without having to buy an entirely new furniture piece, saving the world resources.



When you buy this product  
we will plant a tree



**SUGAR BROWN**



oak 5501+701-01  
dark oak 5700+701-01  
black oak 5102+701-01

**WHITE SANDS**



oak 5501+701-02  
dark oak 5700+701-02  
black oak 5102+701-02

**STERLING**



oak 5501+701-03  
dark oak 5700+701-03  
black oak 5102+701-03

**SHADOW**



oak 5501+701-04  
dark oak 5700+701-04  
black oak 5102+701-04



oak 5577+704-01  
dark oak 5872+704-01  
black oak 5104+704-01



oak 5577+704-02  
dark oak 5872+704-02  
black oak 5104+704-02



oak 5577+704-03  
dark oak 5872+704-03  
black oak 5104+704-03



oak 5577+704-04  
dark oak 5872+704-04  
black oak 5104+704-04



oak 5573+703-01  
dark oak 5873+703-01  
black oak 5105+703-01



oak 5573+703-02  
dark oak 5873+703-02  
black oak 5105+703-02



oak 5573+703-03  
dark oak 5873+703-03  
black oak 5105+703-03



oak 5573+703-04  
dark oak 5873+703-04  
black oak 5105+703-04



## Time Flies



**Materials:** Steel and fabric

**Dimensions:** h: 83 cm w: 57 cm d: 59 cm

**Designed by:** Jonas Søndergaard

### Customise Time Flies

Combine various textiles, colours and legs to get the exact design you desire.

Time Flies is a chair with an artistic outline. The upholstered chair is customisable and provides the flexibility of changing the upholstery yourself, so you can change the visual style without having to buy a new chair, securing a sustainable life of the design.

Go for one colour or mix and match the colours for the seat and backrest, making the style of the chair flexible and durable over time.



**SUGAR BROWN**



brass legs 5900-1+5901-1  
seat 717-01  
back 718-01



chrome legs 5900-1+5901-2  
seat 717-01  
back 718-01



black legs 5900-1+5901-3  
seat 717-01  
back 718-01

**WHITE SANDS**



brass legs 5900-1+5901-1  
seat 717-02  
back 718-02



chrome legs 5900-1+5901-2  
seat 717-02  
back 718-02



black legs 5900-1+5901-3  
seat 717-02  
back 718-02

**STERLING**



brass legs 5900-1+5901-1  
seat 717-03  
back 718-03



chrome legs 5900-1+5901-2  
seat 717-03  
back 718-03



black legs 5900-1+5901-3  
seat 717-03  
back 718-03

**SHADOW**



brass legs 5900-1+5901-1  
seat 717-04  
back 718-04



chrome legs 5900-1+5901-2  
seat 717-04  
back 718-04



black legs 5900-1+5901-3  
seat 717-04  
back 718-04



## Audacious



**Materials:** Solid oak, MDF, polyester, solid beech and leather (faux leather)

**Dimensions:**

Audacious cabinet h: 67 cm w: 100 cm d: 50 cm

Audacious side table ø: 38 cm h: 59.3 cm

Audacious tv bench h: 40 cm w: 140 cm d: 46 cm

**Designed by:** Jonas Søndergaard

Audacious is a collection, including a cabinet, tv bench and side table, designed as a place for displaying your favourite pieces.

Its unique tambour doors slide around the edge of the cabinet, letting you choose how much of the interior you want to put on show. Change the position of the sliding doors to create new displays and uses. As times pass and trends change, you can always exchange the sides of the cabinet for a new colour, extending the life of the design – for you and the planet!



When you buy this product  
we will plant a tree





**SUGAR BROWN**



oak 5600+706-01  
dark oak 5800+706-01  
black oak 5111+706-01

**WHITE SANDS**



oak 5600+706-02  
dark oak 5800+706-02  
black oak 5111+706-02

**STERLING**

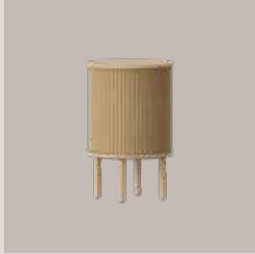


oak 5600+706-03  
dark oak 5800+706-03  
black oak 5111+706-03

**SHADOW**



oak 5600+706-04  
dark oak 5800+706-04  
black oak 5111+706-04



oak 5603+708-01  
dark oak 5803+708-01  
black oak 5113+708-01



oak 5603+708-02  
dark oak 5803+708-02  
black oak 5113+708-02



oak 5603+708-03  
dark oak 5803+708-03  
black oak 5113+708-03



oak 5603+708-04  
dark oak 5803+708-04  
black oak 5113+708-04



oak 5601+707-01  
dark oak 5801+707-01  
black oak 5112+707-01



oak 5601+707-02  
dark oak 5801+707-02  
black oak 5112+707-02



oak 5601+707-03  
dark oak 5801+707-03  
black oak 5112+707-03



oak 5601+707-04  
dark oak 5801+707-04  
black oak 5112+707-04



## Treasures



**Materials:** Steel, solid oak and article board

**Dimensions:** Treasures 2-door cabinet h: 75 cm w: 109 cm d: 43 cm

Treasures 3-door cabinet h: 75 cm w: 150 cm d: 43 cm

**Designed by:** Jonas Søndergaard

Treasures is a customisable cabinet with a Nordic expression. The cabinet is made from veneered oak wood, and the curved sides of the cabinet have a customisable covering that gives Treasures a soft tactile touch.

The sides of the cabinet open up like wings and will elegantly store your fine liqueur or books. The storage compartments in the centre of the cabinet each have a shelf, making it the perfect storage solution for your ceramics and porcelain.

As times passes and trends change, you can always exchange the sides of the cabinet for a new colour or material, extending the life of the design – for you and the planet!



When you buy this product  
we will plant a tree



**SUGAR BROWN**



oak 5622+710-01  
dark oak 5774+711-01  
black oak 5106+709-01

**WHITE SANDS**



oak 5622+710-02  
dark oak 5774+711-02  
black oak 5106+709-02

**STERLING**



oak 5622+710-03  
dark oak 5774+711-03  
black oak 5106+709-03

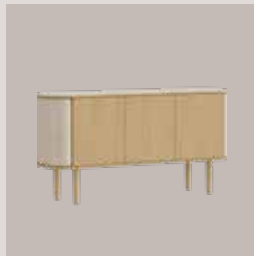
**SHADOW**



oak 5622+710-04  
dark oak 5774+711-04  
black oak 5106+709-04



oak 5623+710-01  
dark oak 5775+711-01  
black oak 5107+709-01



oak 5623+710-02  
dark oak 5775+711-02  
black oak 5107+709-02



oak 5623+710-03  
dark oak 5775+711-03  
black oak 5107+709-03



oak 5623+710-04  
dark oak 5775+711-04  
black oak 5107+709-04



NEW HOUSES





WOOD  
ARCHITECTURE NOW  
Modern House  
NEW HOUSES



Inspired by the world's need for change and reducing the impact of our activities on our planet.

The Horizons is reducing plastic pollution and transforming single-use plastic into furniture.



UMAGE

Read more about UIMAGE's efforts for the environment:  
[umage.com/sustainability](https://umage.com/sustainability)