



20 YEARS OF INNOVATION

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Flexiteek partner with World Land Trust (WLT) in support of its Plant a Tree programme

As part of their 20 years of innovation celebrations, Flexiteek, the worldwide market leader in synthetic teak, announces their pledge to fund the planting of one tree for every 10m² of Flexiteek 2G synthetic teak sold worldwide. With a network of over 100 distributors across 48 countries, the company anticipates 2020 sales will provide funding for 8,000 trees.

Flexiteek has announced their partnership with World Land Trust (WLT) and its Plant a Tree programme.

The partnership which was announced at boot Düsseldorf as part of Flexiteek's 20th-anniversary celebrations will fund tree planting in areas including Borneo and Ecuador.

The announcement comes as Flexiteek continues to build upon their environmental commitments and work towards best practise within the industry.

Flexiteek has signed an agreement with WLT committing to donate £5 for every 10m² of Flexiteek 2G synthetic teak sold worldwide. Every £5 donation will go towards the nurturing, planting and protecting of one tree in an area lost to deforestation.

WLT is an international conservation charity that protects the world's most biologically significant and threatened habitats acre by acre. WLT works with in-country conservation partners to protect and restore forest habitats for wildlife.

Throughout 2020, Flexiteek project they will sell 80,000m² of Flexiteek 2G synthetic teak worldwide through their network of over 100 distributors across 48 countries. This projection would see the company donate £40,000 to WLT, funding the planting of 8,000 trees.

Tomas Gustafsson, CEO of Flexiteek International, commented "As part of the global marine industry, we need to be aware of our impact on the environment. We are extremely proud to be partnering with WLT to raise awareness of deforestation."

Flexiteek introduced their market-leading Flexiteek synthetic teak to the market in 2000 as an alternative to traditional teak. In 2014 they launched their ground-breaking 2G product. This innovative alternative is manufactured using a REACH compliant phthalate-free plasticiser which is fully recyclable, and UV stabilised.

Flexiteek acquired Wilks in 2019, providing them with high-quality manufacturing and R&D facilities. Wilks has an active green policy in place and is committed to reducing its environmental impact where possible through the Flexiteek manufacturing process.

To find out more information about World Land Trust visit: www.worldlandtrust.org

