

SEDNA[®]

Super soft carpet saving sea life





SEDNA®

SUPER SOFT CARPET SAVING SEA LIFE

Sedna® carpet is **soft, luxurious and durable**. It is made with ECONYL® **regenerated nylon**, a yarn made from **recycled waste** material such as old carpets and **abandoned fishing nets** collected from the bottom of the sea. Sedna® thus helps to **save thousands of beautiful sea creatures** like sea turtles, dolphins & seals that will no longer get stuck in this life-threatening waste.

Moreover, Sedna® carpet has an ECO FusionBac textile back, made from **100% recycled PET plastic bottles**.

The legendary Sedna lived in the snow-covered plains of Greenland. One day, Sedna's father, angered by his daughter's refusal to marry any suitor, took her out on the open seas and threw her overboard. When she tried to climb back on board, he cut off her fingers. Sedna forever disappeared under the waves. Out of her fingers were born the first seals, walruses, and whales. From that moment on, Sedna ruled the seas and commanded all marine creatures.

RANGES

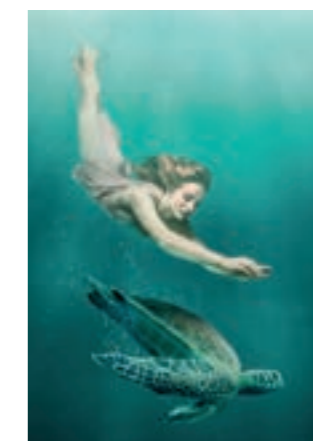
Sedna® carpet comes in three alluring ranges, inspired by the mysterious depths of the seas. All over the world, the seas and oceans are worshipped through deities that personify their grandeur. By naming the carpet ranges after some of them, we pay tribute to the aquatic gods and goddesses.



VARUNA



KAI



OSHUN



A UK brand
since 1964

sedna-carpet.co.uk

Ghost fishing nets are killing thousands of marine animals

Abandoned fishing nets account for one-tenth of the massive amount of marine litter worldwide and are extremely harmful to sea life. Each year, more than 100,000 sea animals are trapped and killed in those nets.



From fishing net to super soft carpet



Recovery of fishing nets



Transformation of fishing nets into ECONYL® regenerated nylon



Super soft carpet made of recycled nylon yarn

Help us protect the lives of thousands of marine animals!

ECONYL®
REGENERATED NYLON



HEALTHY SEAS
A journey from waste to wear



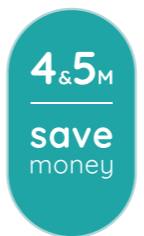
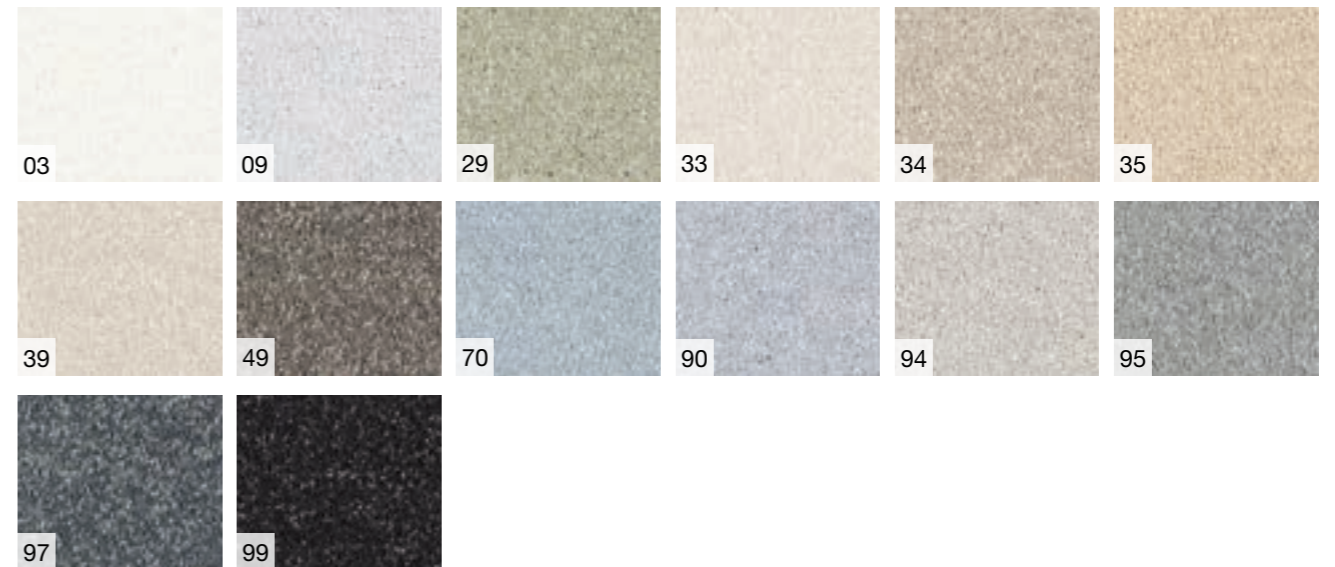


VARUNA

In Indian mythology, VARUNA reigns over the heavens, and makes the beneficent rain fall from them. He rules the seas of the world and lives in the depths of the ocean.



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ECONYL[®]
REGENERATED NYLON

HEALTHY SEAS[®]
a journey from waste to wear

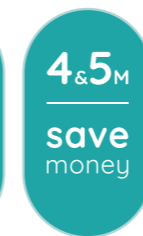
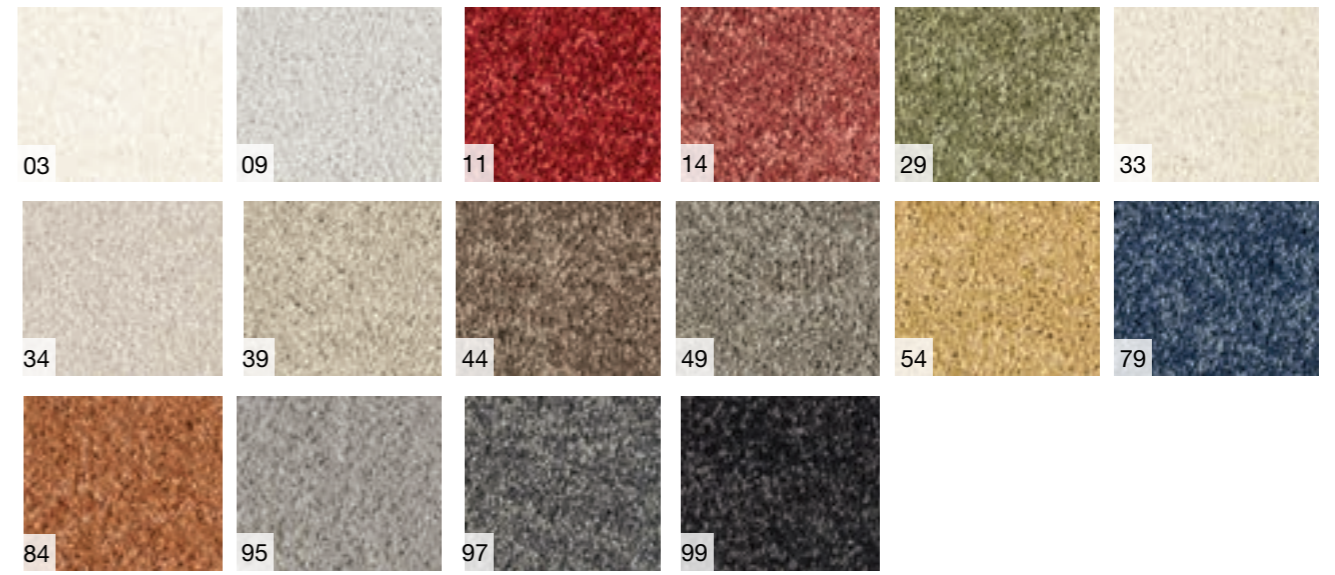


KAI

In Hawaii, KAI is a popular male name meaning 'water'. Surrounded by the immense Pacific, the Hawaiian islanders have a profound respect and admiration for the ocean.



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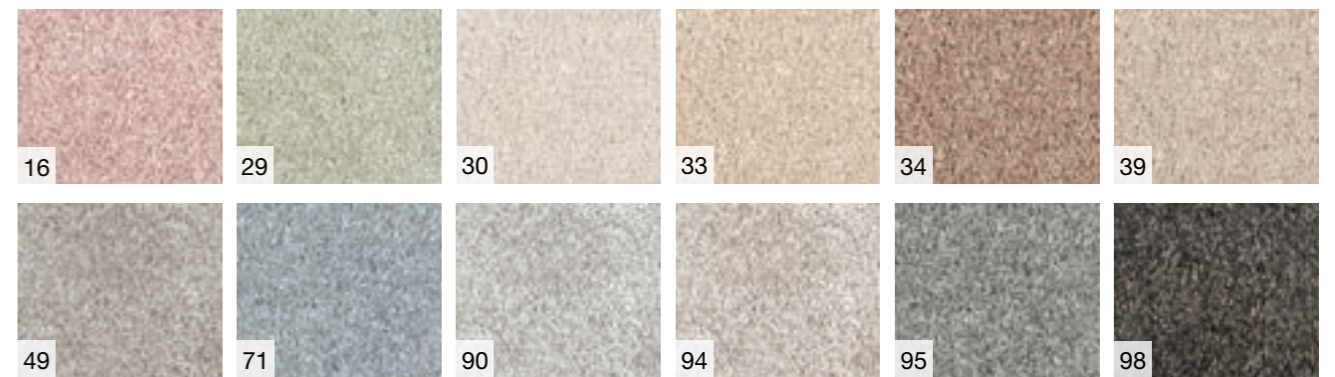


OSHUN

In Nigeria, the river deity OSHUN is worshipped as the patron saint of the Osun River, which bears her name. Her devotees call upon the powerful goddess for divinity, femininity, fertility, beauty and love.



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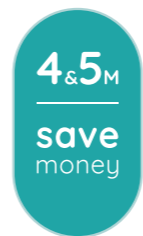
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HEALTHY SEAS[®]
a journey from waste to wear

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