

staying green



robin bruce

Rowe Fine Furniture is committed to eco-friendly manufacturing. We are a Founding Member of the Sustainable Furnishings Council and we believe in responsible manufacturing for our environment and our world. We have incorporated eco-friendly elements into our Rowe and Robin Bruce collections. We also participate in recycling programs in our offices and on our factory floor. You can be assured that we take our role as a U.S. manufacturer seriously and that we plan to be around to benefit from a cleaner environment.



Rowe follows the following internal practices:

- We actively recycle the following materials:

- Cotton
- Foam
- Polyester fiber
- Cardboard boxes
- Chip board
- Paper
- Plastic
- Metal bands



- The heating system for the wood frame factory, and fuel for the wood-drying kilns, is generated by burning scrap wood and sawdust.
- We have considerably reduced our methanol emissions (HAP's and VOC's) by switching from duplicating fluid used in making our fabric cutting patterns to using plotters and recycled paper
- We switched from a solids-based foam glue to a 2-part water-based foam glue to further reduce HAP's and VOC's
- We reduced emissions (HAP's and VOC's) from our wood-finishing operations by changing from a 5-7 step process to a 4-step process
- We encourage the reading of emails and not the printing of emails, and we have introduced fax-to-email
- We switch off computers overnight
- We use natural ingredient based cleaning solutions for floors, windows, etc.

rowefurniture.com
robinbruce.com



being green



With the launch of our EcoRowe initiative, our company has made a solid commitment to eco-friendly manufacturing processes and sustainable product development. EcoRowe focuses on three crucial elements in our furniture – a selection of over **200 natural fiber fabrics** including **certified organic cottons**; the use of **wood** from replenished, domestic forests for the frames and the choice of two eco-friendly **cushion cores**.

Our **eco-cushion core** contains plant-based, renewable materials which replace significant amounts of petroleum-based materials used in standard foam cushions. This new core contains organic, halogen-free fire retardants. Our **eco-down blend** cushion core is a modern combination of high-resiliency foam with recycled fiber and a blend of duck feather and down. The cotton ticking used to encase the feather and down is no longer bleached.

Each piece of Rowe and Robin Bruce furniture will include eco-wood and eco-cushion cores. With your choice of fabrics, you can create a complete eco-friendly piece of furniture.

Eco-Friendly Materials Used in Our Production

- Arm cardboard: 100% recycled paperboard
- Corrugated cardboard: greater than 25% made from recycled corrugated containers
- Down cushions: filler made from recycled plastic bottles and ticking material is no longer bleached
- Springs: made from recycled iron ore
- Nails/Screws: Uncoated. Instead, water-based lubricant is used.
- Foam: greater than 20% of the Polyol chemicals come from plant-based renewable, raw materials. In addition, the foam making process is free of ABAs, CFCs and auxiliary CO²
- Foam Fire Retardant Materials contain organic, halogen free, and PBDE free materials
- Cotton: 97% recycled materials
- Wovens/Non-Wovens: Some bleaching process eliminated

Here are a few examples
of our range of styles



Jackson Chair
Shown in certified organic cotton



Brooke Sofa
Shown in a hemp fabric



Markham Sofa
Shown in a cotton fabric





Rowe introduces its first hemp fabric and its first bamboo/cotton blend fabric. These join our other 100% natural fiber content fabrics.



Rowe's Eco cushion core is partially plant-based, reducing the use of petroleum by 20%. It is also produced with a virtually emission-free manufacturing process.



Rowe's Eco-Down cushion uses a combination of regenerated fiber blended with duck feather and down. The 100% natural cotton, down-proof ticking fabric used for the casing has been processed without bleaching.



Rowe is a Founding Member of the Sustainable Furnishings Council. We also use lumber which is harvested from domestic forests which are replenished.