



# Reborn

*The Alma product family certified Cradle to Cradle® bronze, Version 4.1*

A responsible choice for a sustainable future in events

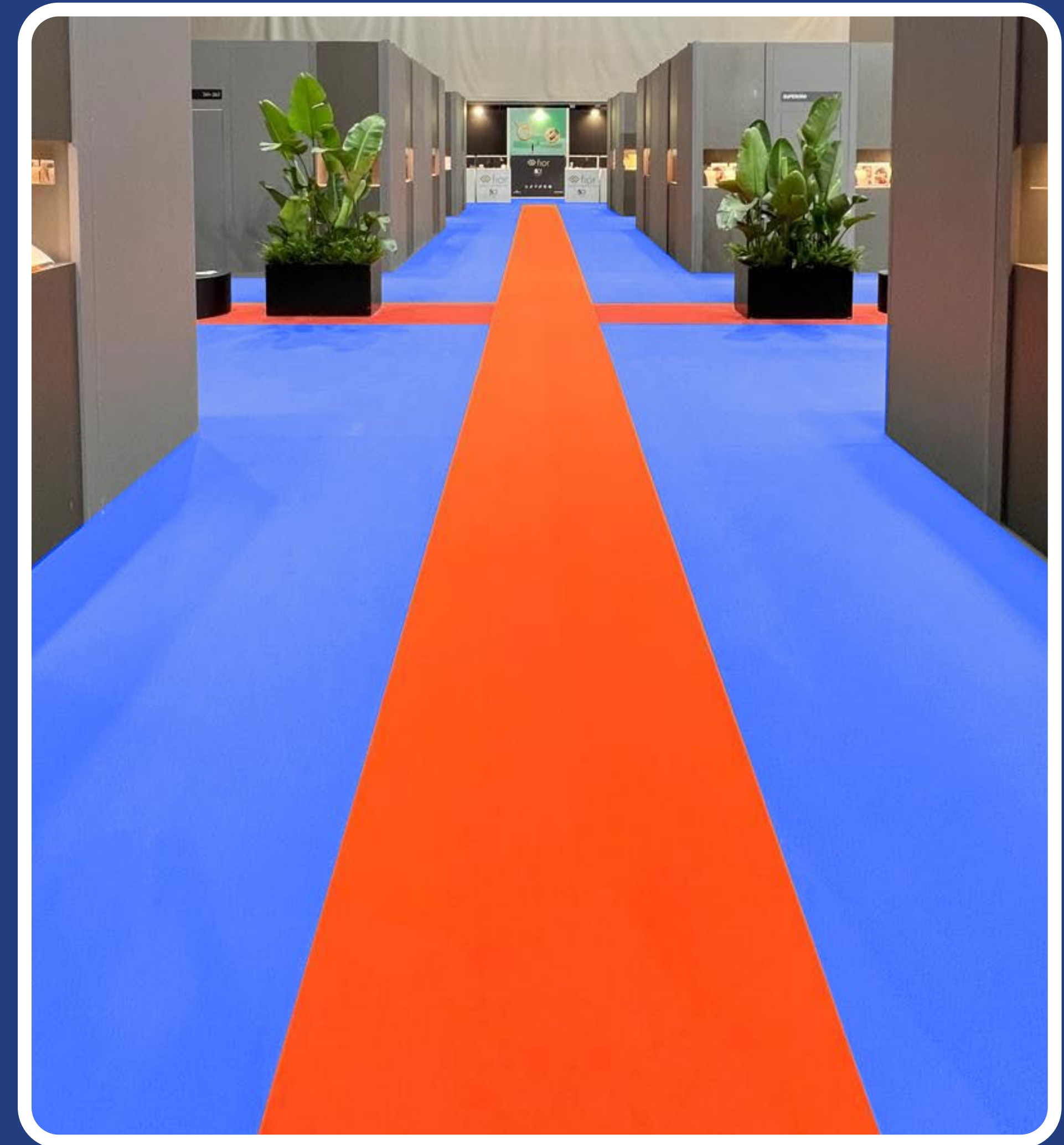


# ALMA Reborn

**Reborn is the first family of event carpets to achieve the Cradle to Cradle certification® Bronze under the rigorous 4.1 version**, which enforce strict ESG controls on both the manufacturing processes and the raw materials supply chain.

Designed specifically for temporary installations, Reborn reflects circular economy principles with its safe and recyclable materials, carefully selected to reduce environmental impact and facilitate reuse.

**Ideal for exhibitions, trade shows, and conferences, Reborn combines quality, sustainability, and aesthetic appeal**, while prioritizing the wellbeing of both people and the planet.



The Reborn family reflects a comprehensive approach to product lifecycle management, from sustainable sourcing to end-of-life reuse.

### Key features of Reborn products:

- **Carefully selected raw materials**

Every material used is free from harmful substances, ensuring safety for the environment and users alike.

- **Circular design**

Reborn products are crafted for full recyclability or reuse, aiming to minimize waste output.

- **Powered by renewable energy**

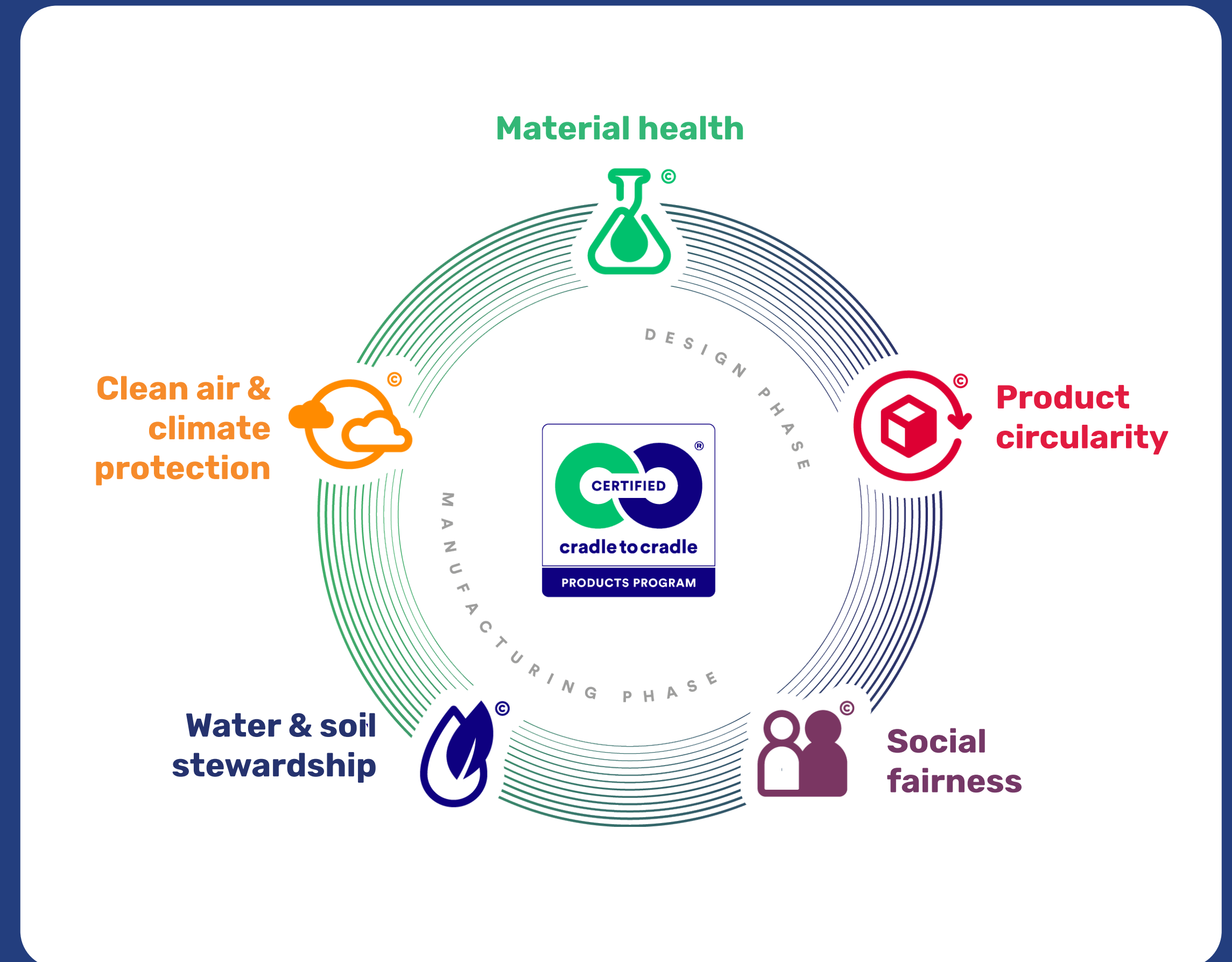
Reborn production primarily relies on renewable energy sources, actively reducing the environmental footprint.

- **Responsible water management**

Optimized water usage in production helps preserve resource quality and availability, reducing overall consumption.

- **Commitment to social responsibility**

Reborn products are made within a supply chain that follows high social and ethical standards.



## Cradle to Cradle Certified® v4.1: a new sustainability paradigm

The **Cradle to Cradle Certified® Version 4.1** represents a significant step forward from previous versions, shifting the focus from basic compliance to a fully **integrated sustainable development model**.

Reborn® has been assessed not only for its materials and production processes, but also for:

- **Integration of climate strategy** into corporate governance
- Full alignment with **circular economy** principles at every stage of the lifecycle
- Structured, up-to-date, and verifiable **environmental and social management systems**
- **Greater public transparency** in ESG data

**Choosing Reborn® means bringing to your event a forward-looking product that already meets the highest European standards.**



**PRODUCTION:** Carpet manufactured according to quality and environmental standards (ISO 9001, ISO 14001, EMAS), carbon neutral.



**EFFICIENT INSTALLATION**  
Optimized installation with no waste.



**REMOVAL**  
Carpet removed once free of any items.



**LOGISTICS**  
Carpet collected, stacked, and pressed - ready for reuse and/or recycling.



**RECYCLING**  
Transformed into polypropylene granules for new uses.



**NEW LIFE**  
Creation of furniture and design accessories.

## From temporary use to permanent reuse.

As a functional element in exhibition setups, carpet plays a crucial role even in short-term contexts. With Reborn®®, temporariness is no longer a limitation: at the end of the event, the material can be transformed into secondary raw material, avoiding waste. This enables a circular end-of-life management model that allows carpets to be recycled and used in new applications. Potential reuse includes 3D-printed or panel-based furniture components—ideal solutions to close the loop in the event industry value chain.



## Cradle to Cradle® Certification Principles

In 2002, the chemist Michael Braungart and the architect William McDonough introduced the Cradle to Cradle® certification principles in their book Cradle to Cradle. This approach encourages sustainable design that supports a balance between environmental health, social responsibility, and economic growth. Today, Cradle to Cradle® is a globally recognized standard, certified by the Cradle to Cradle Products Innovation Institute. This certification evaluates products across five key criteria, awarding various certification levels based on compliance degree. Our Reborn family is certified under the new Cradle to Cradle® Bronze version 4.1, meeting the rigorous requirements of the European Green Deal. Below is a summary of our achievements in each category:

Evaluation category	BRONZE	SILVER	GOLD	PLATINUM
Material Health	●			
Production circularity	●			
Clean air & climate protection		●		
Water & soil stewardship		●		
Social fairness		●		



Via Carlo Casini, 10  
 50013 Campi Bisenzio FI - Italia - Tel. +39 05587451  
 alma@almaspa.com - www.almaspa.com