



Mitchell Laminates

# Echo<sup>TM</sup> Panel

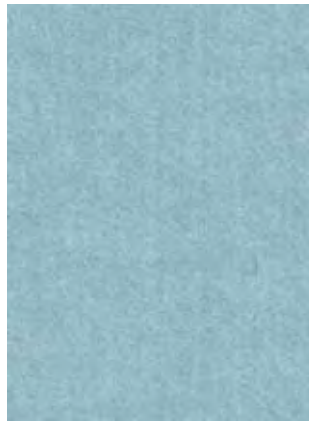
Woven Image<sup>®</sup>



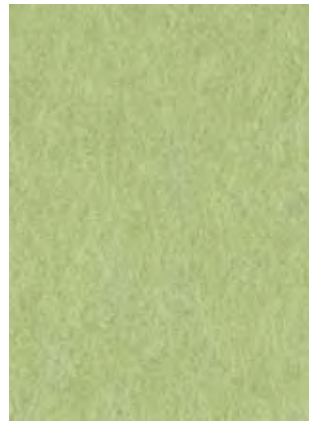
# Echo™ Panel



295



551



579



909



294



612



361



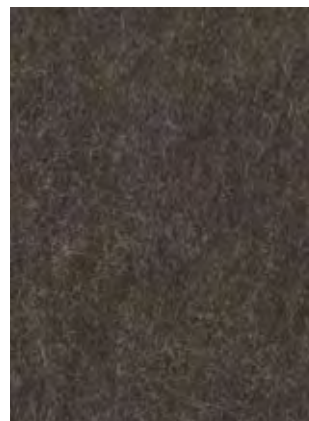
300



442



542

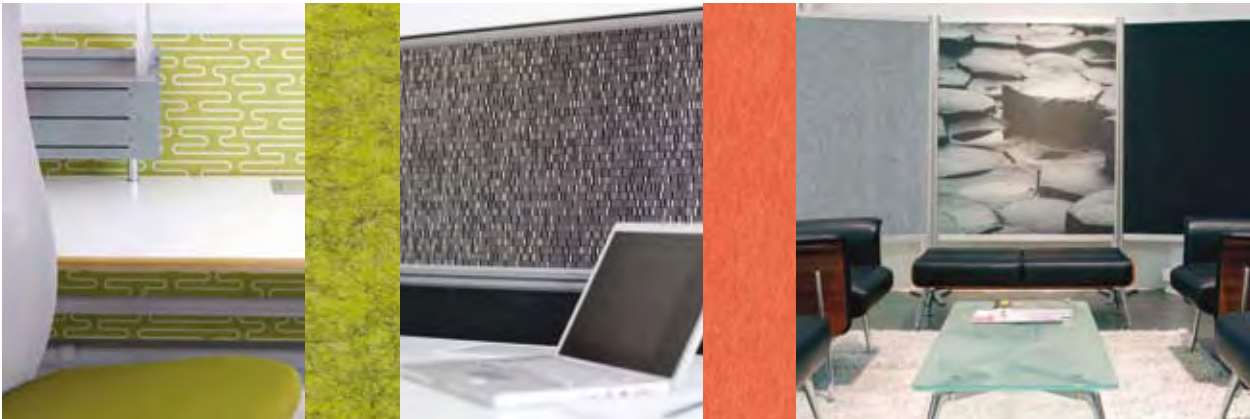


560



500

# Echo™ Panel Print



544 Echo™ Panel Frequency



101 Echo™ Panel Frequency



611 Echo™ Panel Frequency



641 Echo™ Panel Frequency

## PRINTING

Echo™ Panel is an ideal base to print on. Utilising the latest in inkjet and screen printing technology. Ideal for signage and full colour images, Echo™ Panel can be used both as individually printed panels and for multi-panel displays.

**THE WIDESPREAD SPECIFICATION AND UPTAKE OF ECHO™ PANEL CAN DIRECTLY CONTRIBUTE TOWARDS REDUCING GREENHOUSE GAS EMISSIONS, AND REDUCING ENERGY AND WATER CONSUMPTION.**

# Echo™ Panel

## DESIGNED FOR DEMATERIALISATION

Echo™ Panel is a landmark product from Woven Image that demonstrates our commitment to environmental performance and sustainable interiors.

Echo™ Panel reflects eco-innovation in the truest sense. It is highly recyclable and also features approximately 60% post consumer waste source from recycled PET bottles.

Not only is it certified by Good Environmental Choice Australia, Echo™ Panel can also secure maximum credits as an 'Eco Preferred Content' material under the Green Star rating tool administered by the Green Building Council of Australia.

Echo™ Panel has been under development in a number of product categories for many years. An effective application is as a replacement for textile covered tiles in workstation systems and as lighter, more flexible and highly recyclable wall panelling and partitioning system.

Echo™ Panel is the outcome of long-term research and development, which commenced in 1997 between Woven Image and the Centre for Design at RMIT. Several opportunities for the productive use of PET and recycled PET in furnishing fabrics were identified and reviewed as part of RMIT's EcoReDesign™ program. Additional development work by Woven Image resulted in the successful launch of Echo™ Screen fabric in 1999.

Dematerialisation represents the latest thinking in EcoDesign and the sustainable application of products, materials and services. It is also a concept that is in harmony with Product Stewardship and waste avoidance. Echo™ Panel is centred on the concept of dematerialisation.

## WHAT IS ECHO™ PANEL?

- Echo™ Panel is produced from recycled and recyclable PET (approximately 60% post consumer waste sourced from recycled PET).
- The base fibre is certified to Oeko-tex Standard 100 for meeting human-ecological requirements. Certified by TESTex Zurich, Swiss Textile Institute
- Enables dematerialisation through the elimination of combined fabric and wood panel screens, partitions, tiles and other substrates.
- Strong focus on waste avoidance, resource recovery and Product Stewardship
- Extreme light weight allows diverse range of applications without the need for structural support and/or substrates
- Echo™ Panel is an enabling material for designers, furniture manufacturers and end-users.
- Echo™ Panel is manufactured in a way that no waste is created. Source fibre that is not transformed into useful product is collected and re-used i.e. postindustrial recycling.
- Echo™ Panel supply chain complies with relevant environmental standards and is an example of how Woven Image is "greening" the supply chain. This is further reflected in our Sustainable Procurement Policy which also addresses Design for Sustainability and EcoDesign principles.

## KEY BENEFITS

### Reduced costs in labour and materials

Workstation tile manufacturing processes that utilise Echo™ Panel are uncomplicated and utilise fewer materials compared to traditional screen systems. Instead of upholstering a metal tile or a piece of MDF board, Echo™ Panel is the finished surface removing the cost of fabric, foam and adhesive. The resulting system not only uses less material in its production but is also less labour intensive with reduced materials handling.

### Less weight

At 2400 grams per square metre, Echo™ Panel is about one third of the weight of MDF board or Plaster Board in equivalent 12mm thickness.

## Flexible design

It's a surface in itself with significant design potential to enable designers and workstation manufacturers to redefine, reinvent and reconfigure the office partition.

## Environmentally Compatible

- Echo™ Panel is produced from recycled and recyclable PET (approximately 60% post consumer waste sourced from recycled PET bottles).
- Woven Image will recover and recycle (uncontaminated) Echo™ Panel at end of life.
- Echo™ Panel is certified to carry the Good Environmental Choice Australia label.
- Echo™ Panel can secure maximum credits under the Eco Preferred Content category in Green Star rating tools as administered by the Green Building Council of Australia.
- Woven Image has an Environmental Management System in place to guide and facilitate ongoing environmental monitoring, review and improvement.
- Woven Image has implemented a Carbon Management and Reduction Plan to proactively reduce climate change impacts resulting from its products and services.

## ENVIRONMENTAL THINKING: CRADLE TO CRADLE

Echo™ Panel is made from approximately 60 % post consumer waste sourced from recycled PET bottles.

"Recycling is beneficial because it reduces the need to extract virgin raw materials, as well as the amount of energy and water used in manufacturing a product. According to a study by the NSW Department of Environment and Climate Change, the benefits of recycling can be broadly grouped into three categories of reducing greenhouse gas emissions, and conserving energy and water."

Source: NSW Department of Environment and Climate Change

"Recycling pet bottles saves 84% of the energy it takes to make pet bottles from raw materials."

Source: Victorian Department of Sustainability and Environment, and Sustainability Victoria.

There are no harmful effects in the colouration of Echo™Panel. The fibre is coloured while it is still a solution. All the dyes used stay in the solution and effectively become fibre so there is no waste. The source fibre used in Echo™Panel fulfils the requirements of existing European legislation regarding the use of Azo-dyes.

A workstation utilising Echo™Panel is much easier to disassemble and separate into the appropriate recycling streams, and therefore a significant environmental advantage compared to fabric-covered substrates which are often contaminated with adhesives and residual fabrics.

At present, a significant volume of end-of-life partitions, screens and workstations end up in landfill. This is primarily due to the difficulty of recycling reconstituted wood panel products covered with adhesives, fabrics and fasteners that are not compatible with recycling processes.

#### PRODUCER RESPONSIBILITY AND PRODUCT STEWARDSHIP

The sustainable application of products and materials is a key priority for Woven Image. We not only strive to create low impact products, we have also developed systems and services to ensure our products do not contribute to future environmental problems when they are discarded or become obsolete.

Woven Image will strive to retain responsibility for Echo™Panel wherever practical and within our scope of business activity and control. Woven Image will guarantee to coordinate the recovery, reuse or recycling of uncontaminated Echo™Panel from disassembled workstations and partitions. Woven Image will also co-ordinate the collection and recycling of factory offcuts.

Woven Image is committed to the principle of 'extended producer responsibility' which demands that as a sustainable company, we will support the customer to manage environmental impacts and issues beyond the point of sale and warranty. It is very much about effective product life cycle management that benefits the environment, tenants, facility managers, asset owners and furniture producers.

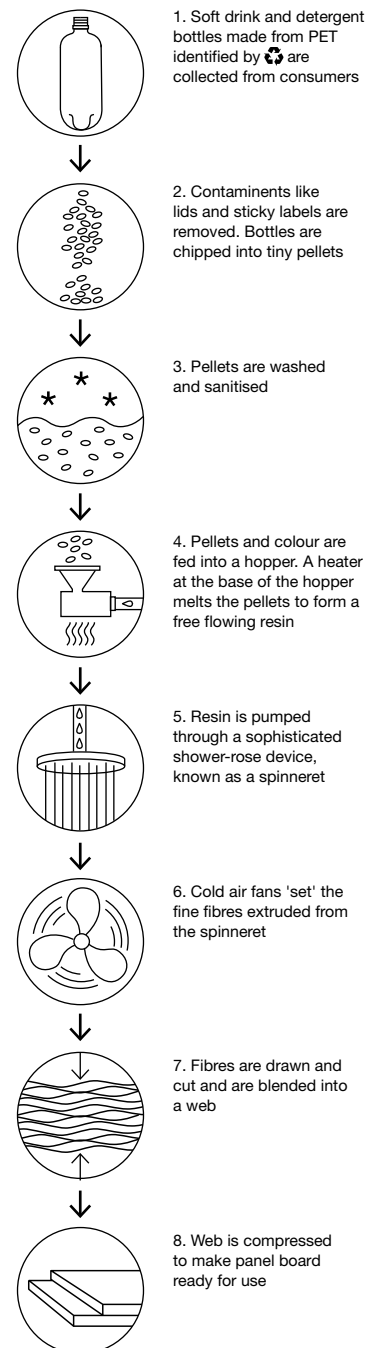
#### COLLABORATION WITH DESIGNERS AND WORKSTATION MANUFACTURERS

Echo™Panel provides opportunities for designers and furniture manufacturers to think and act laterally and responsibly.

As an uncomplicated, highly flexible product it encourages designers to explore the smart material possibilities of waste avoidance and dematerialisation.

Whether used as replacement for textile covered tiles in workstation systems, or as a lighter, more flexible and functional partitioning system, Echo™Panel allows greater flexibility to achieve environmentally improved outcomes and create productive and sustainable interiors.

**FOR EVERY 1000 SHEETS OF RECYCLED CONTENT ECHO™PANEL MANUFACTURED, APPROXIMATELY 4.2 TONNES OF POST-CONSUMER WASTE PET IS DIVERTED FROM LANDFILL. THIS CONTRIBUTES TO HIGHER LEVELS OF MATERIALS EFFICIENCY AS WELL AS ENERGY SAVINGS IN PRODUCING ECHO PANEL WHICH LEADS TO CARBON REDUCTION.**



FOR INFORMATION


[sales@mitchelllaminates.com.au](mailto:sales@mitchelllaminates.com.au)  
03 9558 0800



## SPECIFICATIONS

Product Name	Ech o™Panel
Designer	Woven Image
Origin	Australia
Colours	Ech o™Panel - 12   Ech o™Panel Frequency - 4
Composition	100% PET (60% post consumer recycled)   100% PET 295, 551, 579, 909
Panel Dimensions	2400mm x 1200mm +/- 10%
Weight	12mm: 2400g/m <sup>2</sup> +/- 10%   9mm: 1800g/m <sup>2</sup> +/- 10%
Thickness	12mm +/- 7%   9mm +/- 7%

## PERFORMANCE

Colour fastness to light	ISO 105-B02-1994 Rating: 6-7
Fire Test	AS 2001.4.21-1970 Rating: 6-7 AS 1530.3
Fabric Care	Blot excess spills from material quickly. Wipe with a damp cloth. If stain persists, apply small quantities of carpet or upholstery shampoo solution with a damp cloth. Blot well with a clean cloth after each application of the solution. Warning: avoid excessive amounts of water. Ensure adequate ventilation if the product is likely to be subject to excessive moisture.
Sound Absorption	AS 1935.1-1998 NRC Value: 0.54 (with 20mm air gap)
Recycling	 Resin identification code 1 for polyethylene terephthalate (PET)



Present stock colour may vary from this brochure due to fibre mix and lay up which is an inherent feature of this product.

Woven Image reserves the right to update and modify this brochure as new information and data become available.

Patent Protected.



[mitchelllaminates.com.au](http://mitchelllaminates.com.au)

1.09.08