

Viking Line creates hats and handbags out of old uniforms

Viking Line is launching products made out of used tablecloths and uniform jackets. The *Trashtag for Viking Line* collection, designed by Anniina Nurmi and Outi Pyy, includes handbags, headgear and wallets. The Baltic Sea ferry company is thus strengthening its image as one of the environmental pioneers in the shipping industry.

These recycled products, manufactured by the Finnish company Touchpoint, will go on sale on board the Viking Grace in May. About one thousand of the crew's old white uniform jackets and numerous tablecloths have been employed to make these products.

Combined with reindeer skins and other accessories, the materials have been successfully transformed into new, modern *trash design*. By recycling old materials to create new design products, Viking Line is honouring the green values that are especially characteristic of the Viking Grace.

“At the same time, we can offer our customers unique products developed by Finnish designers. These products are limited in number. You will have to be quick if you want a piece of Viking Line's history,” says Wilhelm Hård af Segerstad, Viking Line Hotel Manager.

More than 80 per cent of all material in the *Trashtag for Viking Line* collection are recycled. Touchpoint was a natural business partner, since the company has experience from similar projects. Touchpoint also made the work clothes for the crew on board the Viking Grace.

Wall-to-wall carpets also reborn

Early in 2014 the wall-to-wall carpets on the Viking XPRS and the M/S Cinderella were replaced. In a project in partnership with carpet supplier Desso, nearly 5,000 square metres of these old carpets were reused as raw material for new wall-to-wall carpets. Recycling and new production methods have made it possible to achieve a largely closed eco-cycle.

Both projects were natural for Viking Line. The company is working for the environment in a variety of ways, among other things by supporting and collaborating with the Baltic Sea Action Group. Meanwhile it is developing many unique and innovative environmental solutions for the Viking Grace.

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Images from the Trashtag for Viking Line collection are available in Viking Line's image bank.

