



APPOINTMENT NOTICE

FOR IMMEDIATE RELEASE

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Label STEP Appoints Creative Matters President Carol Sebert as Honorary Ambassador



*Carol Sebert, President,
Creative Matters, and
STEP Ambassador*

Bern, Switzerland – April 4, 2017: Reto Aschwanden, Managing Director of Label STEP, this week announced the appointment of Carol Sebert, President of Toronto-based Creative Matters, to the honorary position of Ambassador. The appointment was the first of its kind by the non-governmental organization which has been working for the betterment of carpet industry artisans and the environment since 1995.

“This appointment reflects our appreciation of Carol’s longstanding support for STEP and her firm’s ongoing commitment to fair trade practices within the carpet industry. It also formalizes the important voluntary role she will continue to play with STEP as we seek to increase international awareness of our work in Southeast Asia, Afghanistan and Turkey,” said Aschwanden.

Creative Matters became the first North American STEP licensee in 2011. Since that time, Sebert and her team of 10 designers have whole-heartedly supported the charity – both financially and through public awareness efforts, site visits, educational programs and fundraising initiatives. As a STEP Ambassador, Sebert will draw on her industry knowledge, professional network and enthusiasm for ethical production to further STEP’s mission and raise awareness among North American designers, architects and consumers.

“I am honoured to have been appointed a STEP Ambassador and feel fortunate to have the full support of my talented team,” said Sebert. “The work STEP does to ensure ethical practices in the carpet industry is critically important. A growing number of consumers want assurances that goods are produced under socially responsible, fair trade conditions. For businesses wanting to meet this demand (and do the right thing), supporting an organization like STEP makes tremendous sense.”

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...2

ABOUT LABEL STEP

Fair trade with handmade carpets

Label STEP represents good working and living conditions, fair wages, eco-friendly production and the prohibition of child labour. The STEP label distinguishes dealers who commit to fair trade standards throughout their entire line of handmade carpets. Independent inspectors verify both the compliance to fair trade standards and the initiation of improvements. This is overseen by local staff STEP offices operated in all major carpet producing countries. STEP was founded in Switzerland in 1995. As a charitable organization STEP has no commercial goals, rather it campaigns for the wellbeing of weavers and workers and the continued development of a sustainable carpet industry. www.label-step.org/en/step and www.label-step.org

ABOUT CREATIVE MATTERS

Creators of contemporary floor and wallcoverings for close to 30 years

Established in 1988 in Toronto, Creative Matters designs and creates custom fair trade floor and wallcoverings. With rugs and carpets in more than 40 countries, the firm's international clientele range from such luxury retailers as Gucci, Tom Ford and Louis Vuitton to hotels, corporate offices, private homes, and diplomatic residences and embassies worldwide. Creative Matters proudly supports STEP, an international organization committed to fighting abusive child labour, improving the working and living conditions of carpet weavers and promoting environmentally friendly production methods. www.creativemattersinc.com

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NOTE TO EDITORS

Reto Aschwanden, Managing Director, Label STEP, available for interview.

Carol Sebert, President, Creative Matters, available for interview.

High resolution images available.

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