



ENiTO®

The world is at your feet

Sustainability Report



Sustainable Message

The ENiTo Difference

Since its inception, ENiTo has been committed to provide the flooring and building industry with high quality flooring. Not only do we produce the highest quality Coconut Palm Wood flooring and decking available, we also revalue and reduce waste through innovative product development. We recycle and re-use materials during the production which result in tremendous reductions in both raw material usage and also in associated environmental impacts, as well as the cost to the private sector and local governments of disposing of these materials.

At ENiTo we are committed to protecting our natural resources through a focus on environmental stewardship. We provide technical, social and managerial solutions to the challenges of supplying sustainable products in forest-dependent economies and environmental benefits to local communities.

We make the difference!



Is there an alternative...

Our Reason for Existence

Living in a World Gone Wrong

We all know that we have to preserve the world for generations to come. The world wonders will wonder why they are gradually fading away. Should we blame technology or the nonchalance of us, humans? Every little bit of fascination is slowly fading away; while we stand and watch. An inconvenient truth, it certainly is.

One of the major causes to the death of the world is the increasing depletion of the world's lush forests. Our advancements in technology have not elevated the stress from the trees; in fact, the demand for timber is at one of its highs. And here's where we come in.



Innovative & Sustainable Alternative

World's Largest Producer of Coconut Palm Wood

Our rainforest is fastly depleting due to deforestation and illegal logging. ENiTo is here to provide a sustainable alternative to exotic hardwood flooring while reducing CO² emissions. We believed that, by creating a commodity for coconut palm wood timber we can lessen the dependencies on our exotic timber thus saving our rainforest.

ENiTo is committed to sourcing Coconut Palm Wood responsibly and has one of the most progressive coconut palm wood procurement policies in the industry. This is reflected in ENiTo's ongoing effort to pursue sustainable business practices that protects environment, conserve natural resources and serve the needs of its distributors, consumers and communities.



ENiTo is by far the only manufacturer that produces genuinely sustainable and high quality hardwood from recycled coconut palm trees. We are proud to be the first Coconut Palm Wood producer in Singapore to achieve the **Green Label** for 100% recycled material.

We also believe in constant innovation in our products. This is the guarantee that we give to our customers. We are driven and motivated by our customers and the satisfaction they get with their ENiTo flooring. We continuously add on to our unique collections that have distinguished us right from the start.



The “Tree of Life”

Our Solution to Deforestation

ENiTo introduced coconut palm wood as a great alternative to the depleting exotic hardwoods for its sustainability and durability. ENiTo coconut palm wood is harvested from cultivated plantation-grown retired palm trees.

Through recycling the plantation grown, retired trees, ENiTo is able to do its part to preserve the earth by reducing wastage and ensuring source renewal. As of today, ENiTo is the only wood manufacturing company that concentrate solely on the production of coconut palm timber while offering a diverse collection.

Coconut palm trees have been around for generations. It is considered as one of the most important crops in the tropics where they are abundantly grown. Because of its various uses such as food and shelter, coconut palm tree is often referred to as the “Tree of Life”. Practically all parts of the coconut palm tree can be used commercially or industrially. However, it is not very well known that the coconut stem is equally useful as its fruits and leaves. Though the villagers has been using coconut timber to build their houses and to create other woodworks, utilization of coconut palm wood on a commercial scale was only recognized in the last decade or so.

Coconut palm trees rejuvenate quickly within 5 to 6 years for the production of fruits which makes it a sustainable resource. The density of coconut palm wood increases as the tree matures. As it reach maturity around 60 to 80 years of age, coconut palm trees will no longer bear fruits. The senile coconut palm trees will eventually die and get infested by insects so it has to be felled or burned down to plant new crops.

Converting coconut palm wood in to a commercial product is the most effective way of disposing felled trunks. Not only it will prevent the extinction of exotic hardwoods but will also generate employment and provide extra source of income for farmers by selling the stem. As per statistics, senile coconut palm trees from Asia-Pacific region can produce about 111.4 million cubic meters of sawn coconut palm wood. Such volume would be enough to build 7.4 million housing units.



100% Recycled & Biodegradable

The ENiTo Solution

Coconut palm wood is just as suitable as other hardwoods, if not better. The hardest part of the coconut timber is comparable to mahogany, teak, tigerwood, chengal and other exotic woods. Instead of letting senile coconut palm trees rot, throw to landfill or burned by the farmers, our solution is to transform felled coconut trunks into durable architectural structures and surfaces.

ENiTo converts high density part of the coconut palm wood into decking and flooring. We also manufacture coconut palm wood timber which are use for benches, fences, doors, furniture, trellis, veneers and window frames.

In addition to our sustainable production cycle, medium density part of the wood are converted into pallets. While low density coconut timber are use as environmentally friendly renewable energy resource (combustible bio-fuel) for kiln chambers to dry our coconut palm woods. So nothing goes to waste.

Unlike engineered or composite wood products Coconut Palm Wood's are reusable and 100% biodegradable. ENiTo Coconut Palm Wood Decking are grooved with hidden decking clips that eliminate unsightly nails and screws that may damage the boards. This will let you easily dismantle the boards with no cracks so it can be reuse or recycled at the end of their useful life.



Waste Reduction

Deco Panels

Every year, a coconut tree can produce an average of 50-100 coconut fruits which is the main reason why they are planted. Coconut fruit is a source of wide variety of products such as beverages, coconut milk for cooking, alcoholic drinks, and coirs from coconut husks that are used to make ropes, mats and strings.

Coconut meats are removed from the coconut shells and then dried to make copra. Copra is highly imported because of the oil extracted from it. The residues, coconut-oil cake, are used mostly as fertilizers or livestock feeds while waste coconut shell's are used to make household products, handicrafts and charcoal.

As part of our commitment in reducing waste, ENiTo innovatively transform waste coconut shells into stylish Decorative Panels: another recycled material that suits gives depth, character and unique profile to an interior.



Preserve the Past to Enrich the Future

Corporate Social Responsibility

Backed by our mission as *"A leader in the flooring industry that supports the conservation of forests to meet the social, economic, and ecological needs of the present and future generation"*, ENiTo is committed to support the flooring and building industry with affordable green products. We are dedicated to taking a leadership role as Coconut Palm Wood producer and help provide families with a sustainable forest-based income.

Coconut is a major tree crop in the Asia Pacific region and showed large areas with senile palms which are no longer productive. With Indonesia estimated of about 50% to 60% over-aged coconut trees, the country has a coconut wood resource of approximately 185.6 million senile trees which could be cut down and replaced. Based on our calculated recovery, around 56 million cubic meters of sawn wood is available for economic utilization. But as of today these senile trees are slashed and burned.



Slash and burn agriculture is often practiced in less developed countries and also one of the major contributors in air pollution. Some coconut plantations are transformed into oil plantations for greater revenue or sold for redevelopment of factories. ENiTo offers a solution to this problem by encouraging the farmers to sell the senile coconut trees. This provides extra income to the farmers and at the same time gives them another reason to plant coconut trees instead of selling their lands to large corporations.



Global Brand

Rapidly Expanding Global Brand that Produces Premium Building Materials

Established as producer for coconut palm wood flooring in 1994, ENiTo has transitioned to a global brand known for producing the best and high quality coconut palm wood products throughout Asia and Europe. Headquartered in Singapore, ENiTo has grown continually over the last years by developing unique, high quality and sustainable product line which appeals to Green Building market.

Coconut Palm wood flooring / decking are the main product line of ENiTo. The ENiTo Palm Decking line was introduced, to successfully develop and produce Palm decking with 100% recycle accreditation. For recent years, ENiTo acquires excellent achievement on product development and market expansion.

ENiTo now operates with 20 distributors internationally and has attracted and maintained a long list of satisfied residential and commercial clients all over the world including well-known building contractors, architects, designers, wood traders and importers. Aside from our Singapore warehouse, ENiTo have also put up a stock in Europe to cater the increasing demands for coconut palm wood in the region.

The ENiTo brand aims to have an integrated brand existence globally with our partners.



Sustainable Business Growth

Sustainable Measures and Practices

ENiTo understands the importance of making a product that's not only ecological but also a product that helps build the economy, both locally and internationally. ENiTo started as a family owned and operated business before partnering with our current investors. Our employee base consists of family members, friends and members of the local community in which we operate comprise. Many of whom have worked for us for more than 10 years. We help sustain the people in our factory by providing regular supply of raw materials necessary for them to develop our end products. To produce high quality product, ENiTo only use matured coconut trees that no longer bears fruit because only then the woods density is high which we need for our raw materials.

Employees of ENiTo are expected to adhere in safety rules and regulations especially in our operations site to provide the best possible work environment and orderly operations. Our quality control officer not only inspects our product but also monitor and evaluate the sites safety measures.

ENiTo upholds an open-door policy in business, and values the ideas contributed by each employees from management to operations. ENiTo encourages teamwork and recognizes the skills and knowledge of each employee that plays a vital role in the quality of production and service that we provide to our clients.

The success of ENiTo's business operation relies on the high standards that we exert not only on our products but also in the ethical conducts and personal integrity for all the employees. We are also dedicated in selecting only the best and trusted distributors in the market to represent ENiTo Brand to maintain trust and confidence from the end-users.



Sustainable and Safe Building



Unique to the hardwood flooring industry, ENiTo has become the most recognizable and respected name in Coconut Palm Wood flooring. ENiTo certifies that our Coconut Palm Wood flooring has met EU health, safety and environmental requirements, which ensures consumer safety and to provide a safe work environment for all our employees.

Infused with only what is good for you and the environment, ENiTo is also pleased to report that we fulfil the criteria recommended by the “eco-INSTITUT-Label” Painting and Coatings materials. Our coating system is free of Formaldehyde, which can be toxic, allergenic, and carcinogenic. (Formaldehyde resins are used in many flooring pre-finishes and are one of the more common indoor air pollutants).

ENiTo Coconut Palm Woods are natural hardwood and don’t have to undergo any chemical treatment to harden the wood so it’s free from any hazards. Our prefinished flooring has NO emissions of Volatile Organic Compounds (VOC’s) which promoted healthy Indoor Air Quality (IAQ). ENiTo products also maximize resource and energy efficiency while reducing chemical emissions. ENiTo products require only simple, non-toxic methods of cleaning.

ENiTo manufactures Coconut Palm Wood products with resource-efficient process which includes reducing energy consumption, minimizing waste (recycled, recyclable and or source reduced product packaging), and reducing greenhouse gases.

As part of our commitment, ENiTo is honored to represent the following accreditations:



ENiTo®

Be Part of the Solution.

