

Memory Ecotrust

ReForm by

ege[®]

THE URGE TO EXPLORE SPACE

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pure respect

SUSTAINABLE CARPET DESIGN BY EGE



Rethink the essential

GREEN ALL THE WAY THROUGH

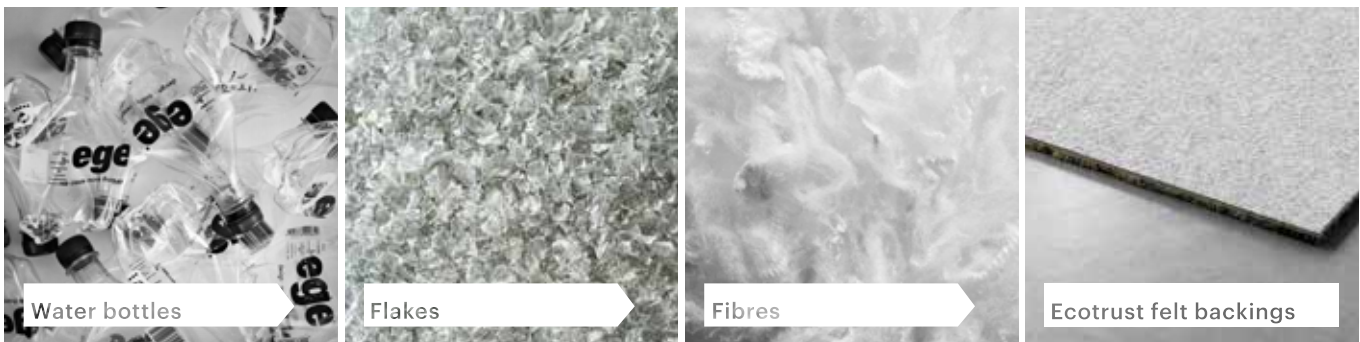
Memory is Cradle to Cradle Certified™



We turn a bottle into a tile backing

A water bottle contains a vital resource for our wellbeing. But did you know that the bottle itself has lots of applications and that we have managed to utilise one of them by recycling used water bottles into a patented Ecotrust felt backing for carpet tiles?

An innovative production technique turns bottles into a soft yet strong PET felt material that is long lasting and has great acoustic performance. PET felt is both recycled and regenerable.



From regenerated fishing nets to tile faces

Fishing nets account for one tenth of the waste in the ocean. Abandoned fishing nets can drift for months or years and be a threat to sea life. At ege carpets we use Aquafil's ECONYL® yarns produced from industrial waste such as fishing nets, fabric scraps and used carpets. The nylon

waste is sorted and cleaned, then brought back to its original purity and reborn as strong and hardwearing yarns. The yarns are both regenerated and regenerable.



Read more about our carbon footprint in our CSR report at egecarpets.com

#SUSTAINABLESTORIES

All products Cradle to Cradle Certified™ by 2019

Cradle to Cradle is one of the most difficult product certifications to achieve and thus it requires compliance to strict requirements within five categories: material health, material reutilisation, renewable energy, water stewardship and social fairness. Already counting in by far most carpet products, with the entire ReForm family included, ege possesses more Cradle to Cradle certifications than any other carpet manufacturer in the world. With the high CSR ambitions that are making the spine of our entire business strategy, this does not satisfy us.

Therefore, we want all ege products to be Cradle to Cradle Certified™ by 2019.

We believe in openness, transparency and trust. We love to hear your stories – and to tell our own! We share our successes and the challenges we face. With the sustainable stories hashtag, we encourage others to share their stories too, e.g. customers, competitors, suppliers and anyone else feeling as strongly about sustainability as we do. Take a moment to read our large and small-scale Cradle to Cradle stories.

| | | | |
|---|---|---|---|
| <p>493 tonnes Ecotrust backing created from used water bottles</p> <p>All carpet tiles are fitted with our patented felt backing consisting of 100% regenerated water bottles.</p> | | <p>All products Indoor Air Comfort GOLD certified</p> <p>Holding the Indoor Air Comfort GOLD certification, our entire product portfolio shows compliance with low VOC emissions criteria set out in Europe.</p> | <p>21,691 m³ recirculated water</p> <p>On a yearly basis, we clean and reuse 21,691 m³ of water from selected production processes.</p> |
| <p>87% of the sales are Cradle to Cradle</p> <p>Overall, our Cradle to Cradle Certified™ products account for 87% of the contract sales.</p> | <p>100% renewable energy</p> <p>We reach our target of 100% renewable energy by investing in green energy sources corresponding to the electricity consumption in our Danish factories.</p> | <p>1,288 tonnes of yarn created from used fishing nets</p> <p>The main part of our product portfolio, including the ReForm family, is produced from ECONYL® yarns based on regenerated fishing nets and other nylon waste.</p> | |
| <p>100% recycled plastic carpet tubes</p> <p>On a yearly basis, we buy 372,186 kg of recycled plastic carpet tubes.</p> | <p>2 million litres of residual dye recycled</p> <p>This is equivalent to 1,600 kg of pure dye. Furthermore, we recycle 7,000 kg of chemicals.</p> | <p>1,572 MWh recirculated heat</p> <p>We recover heat from production facilities as district heating and heat to our own buildings.</p> | <p>12 marginalised people Go2Work</p> <p>In our factory, up to 12 fellow citizens with special needs clear cones from yarn leftovers for both elements to be recycled. We call this project ege Go2Work.</p> |
| <p>81% recycled cardboard</p> <p>From our yearly cardboard use counting for 226,700 kg, e.g. packaging for carpet tiles, 183,000 kg are being recycled.</p> | <p>Unique experiences for 250 sick children</p> <p>Each year sick children and their families are invited to the ege atelier to join an intimate concert sponsored by ege through KidsAid, a Danish children's charity foundation.</p> | | <p>1,000 tonnes of recycled thickener</p> <p>When cleaning the water from the washing process at the dyeing plant, we draw thickener out and reuse it.</p> |





The designer

Carol Appleton. Born in 1961. Holds a degree in Textile Design and Design Management from the University of Manchester. Experienced Textile Designer and Creative Director.

The collection

There is a natural beauty in timeworn textiles. They carry strong memories of time and place. Vintage linen and velvet show their original craft; their imperfections and nuanced colour have sentimental value. The expressive texture and colour in fabrics found in a neglected old theatre or a keepsake from an earlier age, are a rich source of authentic detail. The Memory collection acknowledges the importance of looking back, recalling past skills and crafts; re-interpreting them using digital manufacturing techniques.

The marriage of a complex structured multi-level loop and digital colouration gives the Memory collection a unique expression.

The richly textured flooring is on-trend and the tiles, planks and broadloom options offer a luxe feel with practical possibilities for co-ordination and combination.

The three coordinated patterns develop the rawness of the inspiration into a more refined collection appropriate for commercial use. The collection is coordinated through pattern layering and colour families, for a harmonised look. Play with tonal range and accent colour to create neighborhoods, wayfindings and social zones.

Enjoy exploring space.





time





Time

Time is timeless. A pared-down design, Time takes inspiration from simple woven utility fabrics such as linen, hessian and sackcloth and mimics how their threads become broken and distorted through their lifetime. Time is available in 9 light and soft colours.





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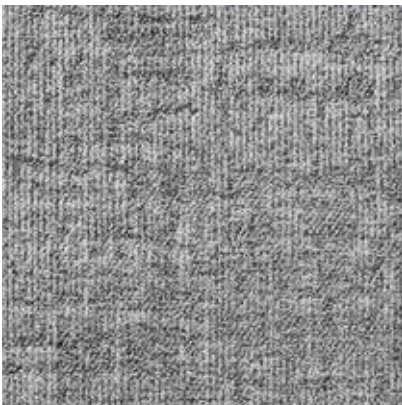
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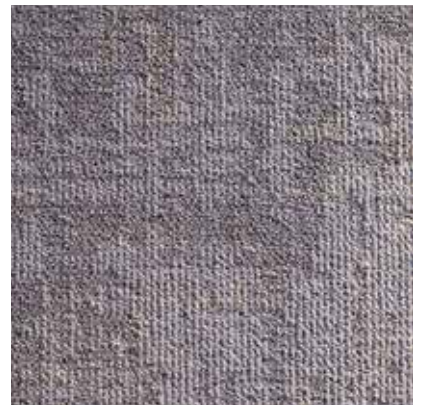
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



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A black and white photograph of an interior space. The wall is made of large, textured panels, possibly concrete or stone, with several small circular holes. The floor is covered with a large, patterned rug. The word "moment" is written in a bold, white, sans-serif font on the left side of the wall.

moment





Moment

Moment takes its inspiration from the repaired, mended and cherished. It appreciates the aesthetics of time, natural blemishes and the character of human contact. Moment is inspired by a tapestry of organic overlaid shapes in light and dark tones and comes in 9 beautiful medium toned colours.



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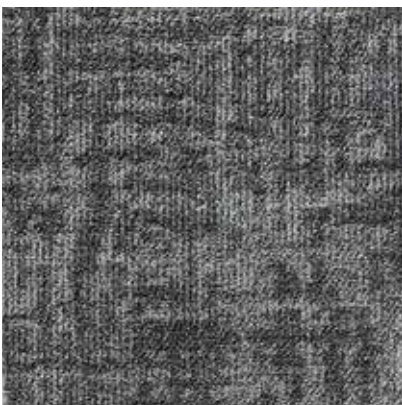
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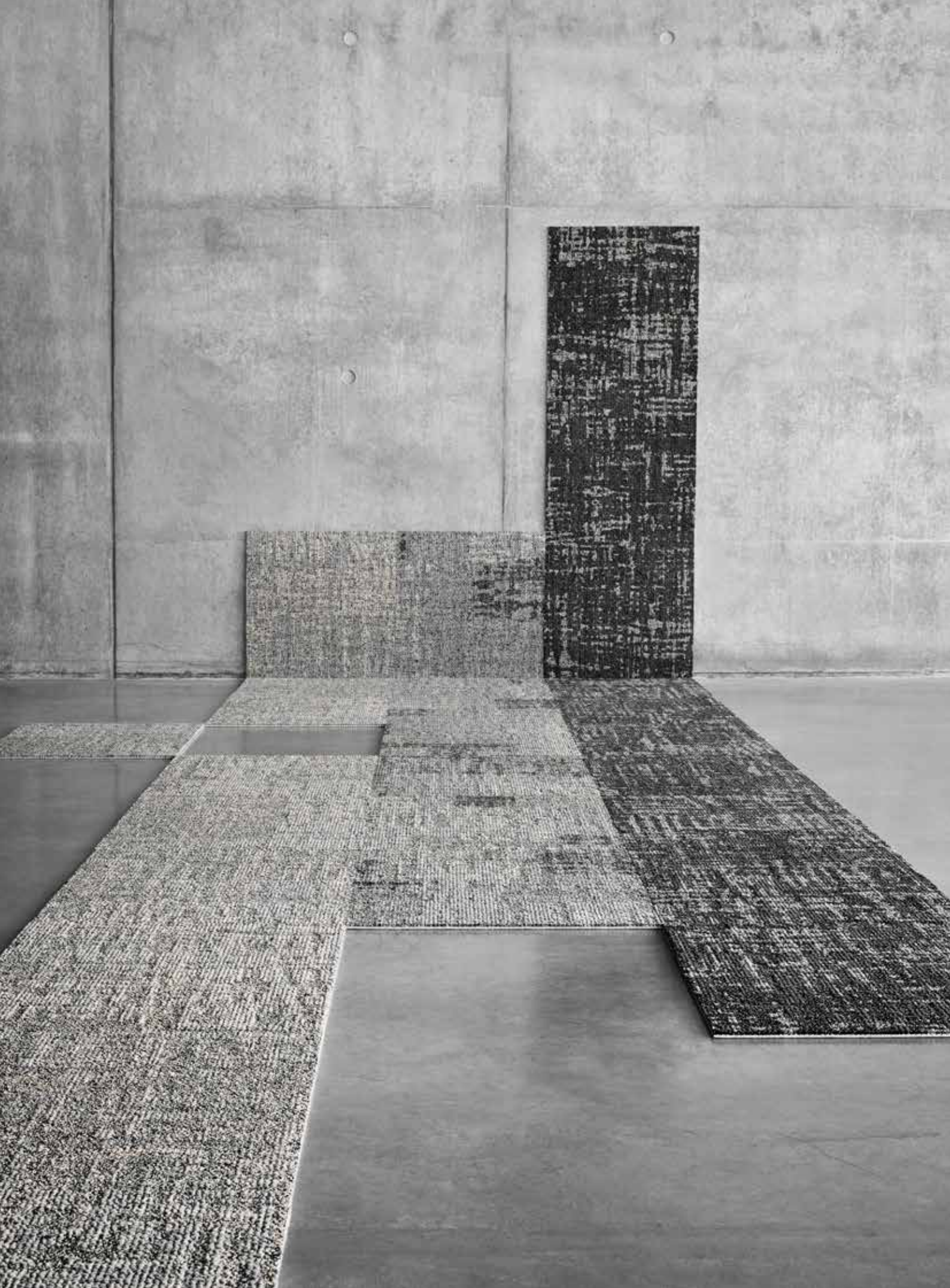
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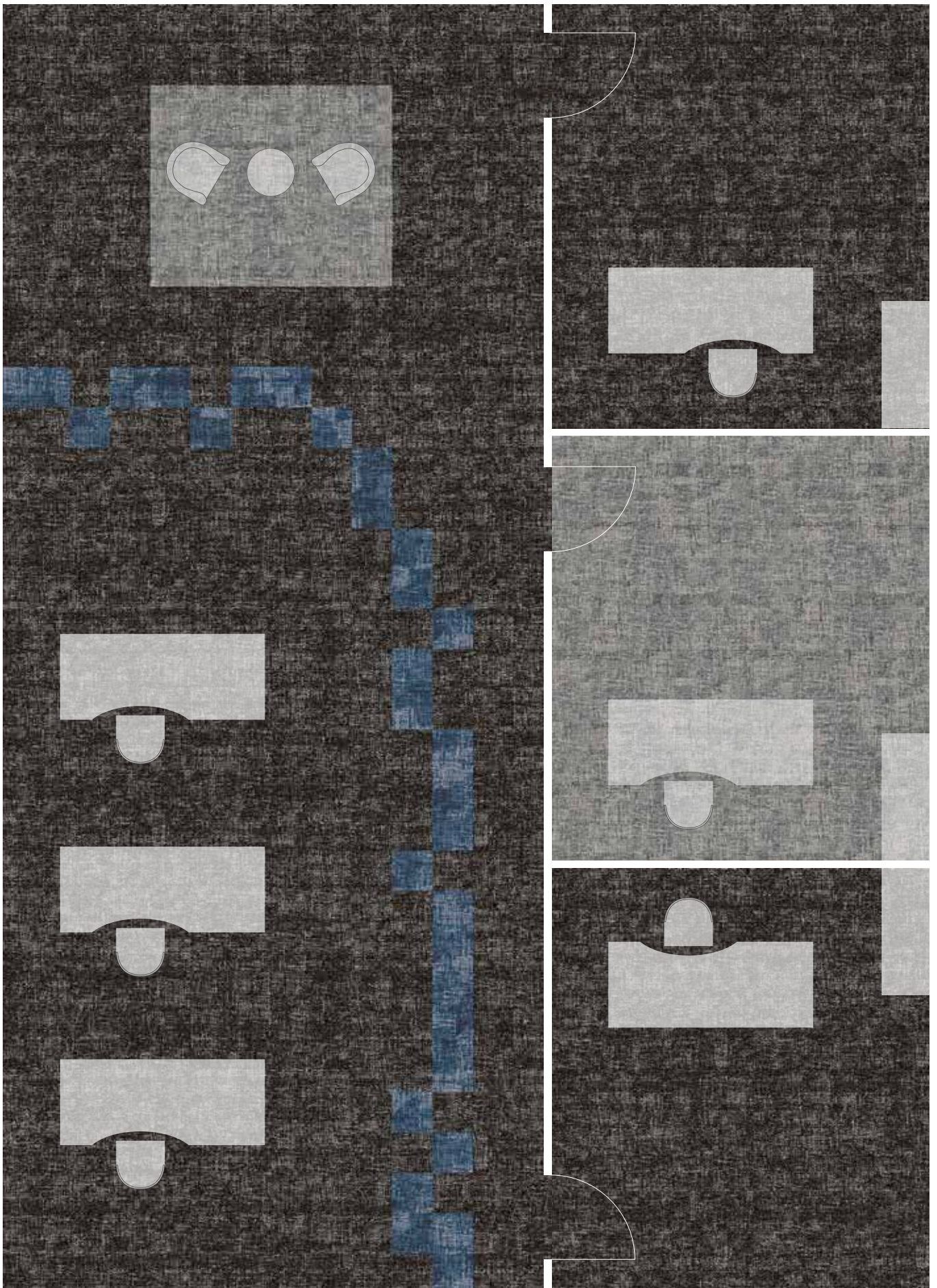
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Floorscape inspiration





place





Place

Place evokes memories. Memories of events and places that are strongly linked to familiar textiles and keepsakes. Rich velvets, threadbare from use, have inspired the character and colour palette of Place, which is available in 9 dark and bold colours.



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Technical specifications

Memory comprises three textured designs, each in 9 architectural colours. The colour palette is structured around light, medium and dark tones, which can be used in combination to reflect the social aspect of the office space.

The unique pattern, colour and size possibilities can be used alone or combined with creative freedom. Memory is available in 48x48 cm carpet tiles, 96x96 cm carpet tiles, planks, Figura and as broadloom.

All this with:

- 3 unique designs
- Minimum order from 40 m²
- Undisputed performance standard EN 1307
- Performance classification to fit any need; heavy & extra heavy use
- 24-hour sample service
- Dispatch within 2 weeks from receipt of order





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