

# Ege Carpets wins award for most sustainable product for the construction industry



Dorthe Aaboe Kallestrup, CSR Manager & Henrik Schmidt Hansen, Group CSR Director

With the recently presented Circularity City Product Award, Ege Carpets cements its position as one of the world's most sustainable carpet manufacturers. At the German construction industry trade fair NordBAU in Neumünster, CSR Manager Dorthe Aaboe Kallestrup demonstrated how one of the company's best-selling products, the carpet tile collection ReForm Memory Ecotrust, is a completely sustainable material choice for new construction as well as for renovations. EIT Climate-KIC and Circularity City were behind the competition aimed at German and Nordic companies. The finale took place on 12 September 2019, where the 6 finalists delivered well-prepared presentations for their own sustainable products.

The jury particularly expressed enthusiasm for the fact that Ege Carpets has succeeded in reducing CO<sub>2</sub> emissions by 53% since 2007, and also highlighted the major commercial potential of the winning product. In addition, the jury was impressed with the circular resource approach in production and the after-use phase of ReForm Memory Ecotrust.

## ReForm Memory Ecotrust – the sustainable carpet tile

ReForm Memory Ecotrust consists of a tile face and a backing. The tile face is crafted from ECONYL® yarn, which is both regenerated and regenerable. The fact that the yarn is regenerated means that it is manufactured from industrial waste such as fishing nets that are collected from the oceans and transformed into new nylon products, such as carpet yarn. The fact that the yarn is regenerable means that in the last phase of the product lifecycle, the tile face can be collected and transformed into new nylon products. This will result in a closed circle in which the nylon can be incorporated into new products over and over again.

ReForm Memory Ecotrust is equipped with Ege Carpets' patented Ecotrust backing, made from used water bottles, which are transformed into a soft but highly durable felt material. In addition to its sustainable properties, the backing also contributes effective sound absorption and increased walking comfort.

***Our company is built around the Sustainable Carpet Design strategy, so it is quite natural for us that sustainability is integrated into everything we say and do. We use the ambitious and globally renowned product standard Cradle to Cradle as a framework for achieving a circular economy in our products and in the company as a whole.***

- Svend Aage Færch Nielsen, CCO, Ege Carpets

#### Admission ticket to the C40 World Mayors Summit

In addition to the great honour, the prestigious Circularity City Product Award also includes a contribution of EUR 4,000 to the trade show of the company's choice and a product presentation at the C40 World Mayors Summit in Copenhagen to be held on 9 October 2019. The C40 is a global summit for the mayors of the world's 40 largest cities committed to achieving the goal of the Paris Agreement to limit global average temperature rise to no more than 1.5 degrees.

#### About Ege Carpets

Ege Carpets was founded in 1938 and is one of Europe's leading companies in the design, development and manufacture of sustainable design carpets. The company's declared objective is to make the world more sustainable by continually improving how it handles environmental, social and financial challenges for the benefit of future generations.

#### Would you like to find out more?

If you require further information, please feel free to contact:

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