

Tailor-made, creative, recyclable.

OBJECT CARPET's lifestyle and design world, the FORUM FOR GREAT IDEAS, is now recyclable



LINUS 1101

Photo: OBJECT CARPET

*Maximum design freedom with minimal use of materials: following the groundbreaking launch of its DUO technology at the Berlinale earlier this year – which has since proven to be a roaring success – it is now time for **OBJECT CARPET** to take another exciting step. And it is once again set to cause a stir: with the popular FORUM FOR GREAT IDEAS collection, **OBJECT CARPET** is unveiling its boldest and most vibrant carpet collection yet – now offered as a completely circular DUO carpet for the very first time – available in 18 different designs on three fabric types or featuring fully customized designs. FORUM is not just a feast for the senses, it also makes a powerful statement about sustainable design and is setting new standards in this regard.*

FORUM FOR GREAT IDEAS: creative freedom and sustainable design

FORUM FOR GREAT IDEAS, designed by Katrin and Marc Patel, has always been an expression of creativity and design diversity. The collection boasts a broad selection of 18 one-of-a-kind designs, which are available in three fabric types – cut pile, glossy cut pile, and structured loop. This collection is a source of inspiration that leaves nothing to be desired and creates space for customized, contemporary ideas: whether you are looking for round, rectangular, or oval carpets, floral patterns, or art deco designs – FORUM gives you the freedom to implement any imaginable shape and individual design concept. Because the carpets are not just stylish eyecatchers – they are also extremely long-lasting and durable. With the introduction of its DUO technology, OBJECT CARPET’s customers can enjoy the innovative design of FORUM with an even clearer conscience – being kind to the environment, but without compromising on aesthetics.

DUO technology: recyclable carpets for a sustainable future

The revolutionary DUO technology makes it possible to produce designer carpets made from just two materials – polyamide and polyester. Unlike conventional carpets, which consist of up to 30 materials on average, those produced with DUO technology can be recycled time and again using very little energy. This minimalistic use of materials means that the carpets can be returned to the product cycle after their useful life, doing away with waste. This is a crucial step in OBJECT CARPET’s vision of only launching circular carpets on the market by 2026. The gradual conversion of the collections to DUO technology marks a real turning point in the carpet industry and underlines what is ingrained in OBJECT CARPET’s DNA – the inextricable link between sustainability and design.

With the introduction of DUO technology, OBJECT CARPET is setting a new standard for circular carpet solutions. After more than a decade of intensive research and development, NEOO, the first mono-material carpet made from 100% polyester, was presented back in 2022. This laid the foundation for the current DUO technology, which combines a polyamide pile with a polyester backing. Thanks to the innovative CLICK/UNCLICK technology, the two materials can be easily separated from one another and recycled after their useful life, allowing the carpet to be returned entirely to the recycling loop – without any waste whatsoever. This technology represents a major milestone in OBJECT CARPET’s journey to creating a fully recyclable product range.

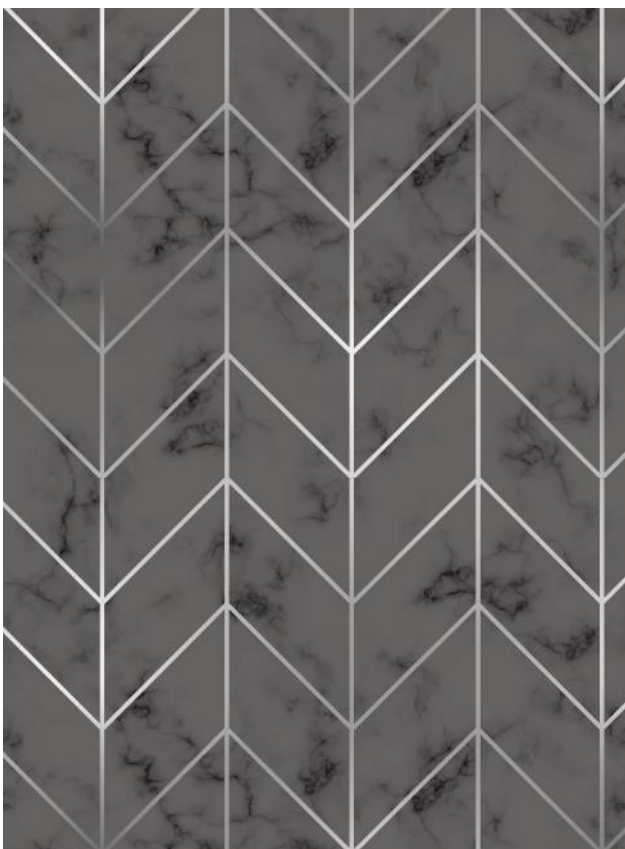
“By converting the FORUM collection to DUO technology, we have reached a new and important milestone: sustainability and expressive design are now interconnected in a way we have never seen before. This enables planners to realize creative, environmentally friendly, and individual design concepts. FORUM FOR GREAT IDEAS is a prime example of our vision of achieving a circular future in which design and sustainability go hand in hand,” emphasizes Daniel Butz, owner and Managing Director of OBJECT CARPET.

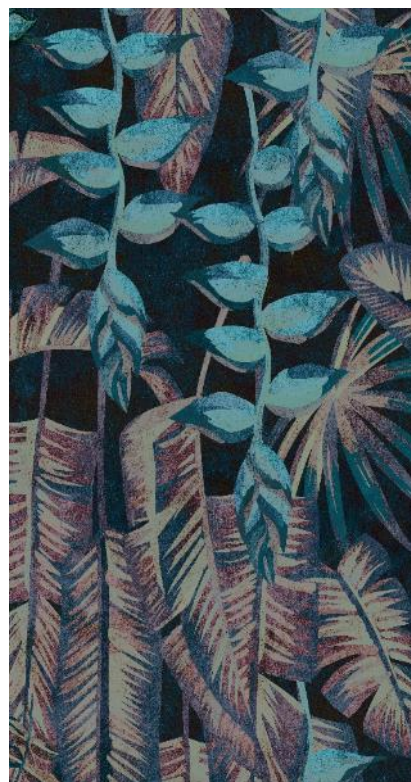


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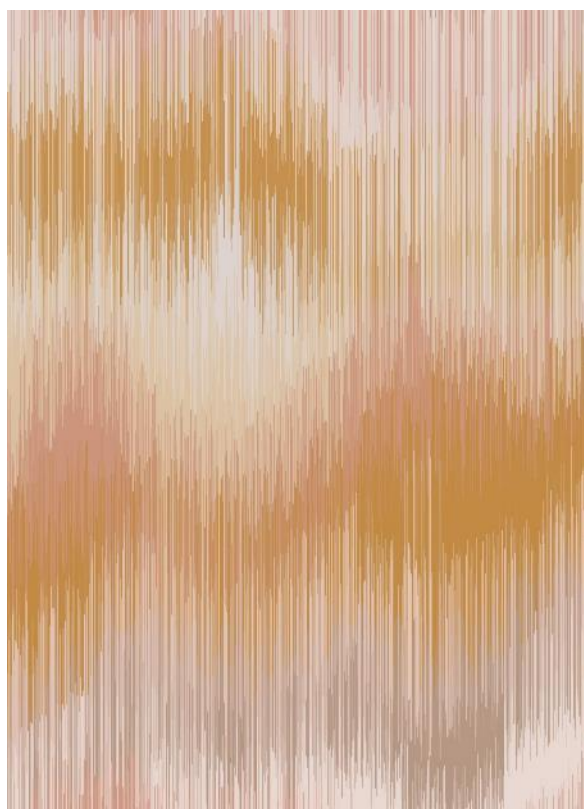


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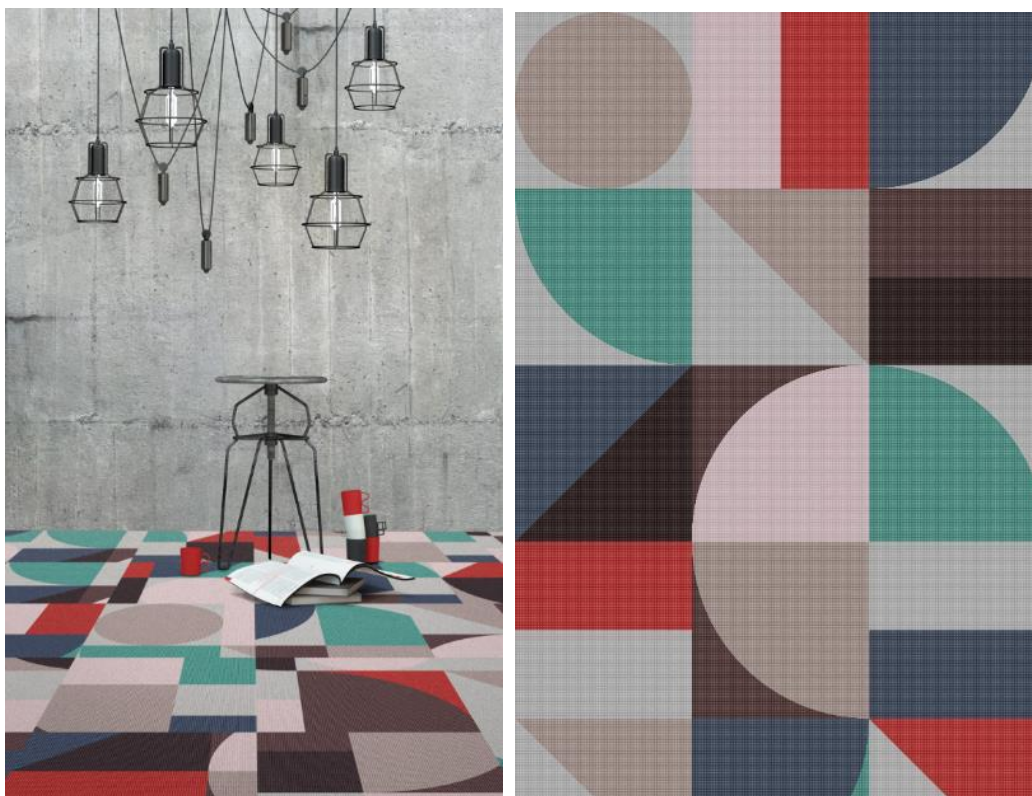




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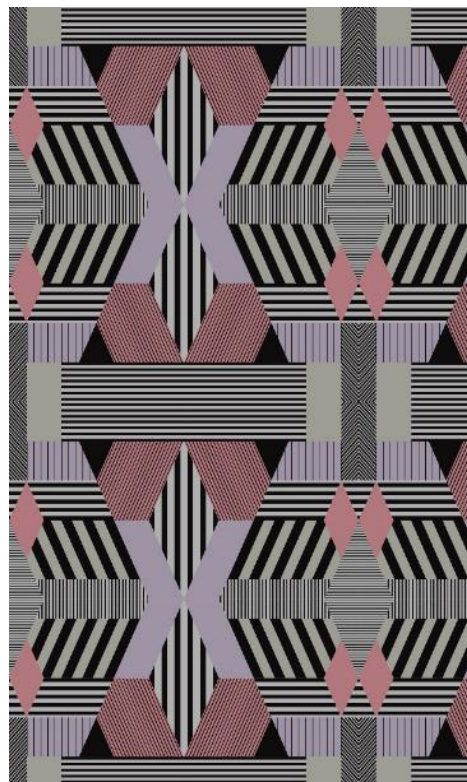
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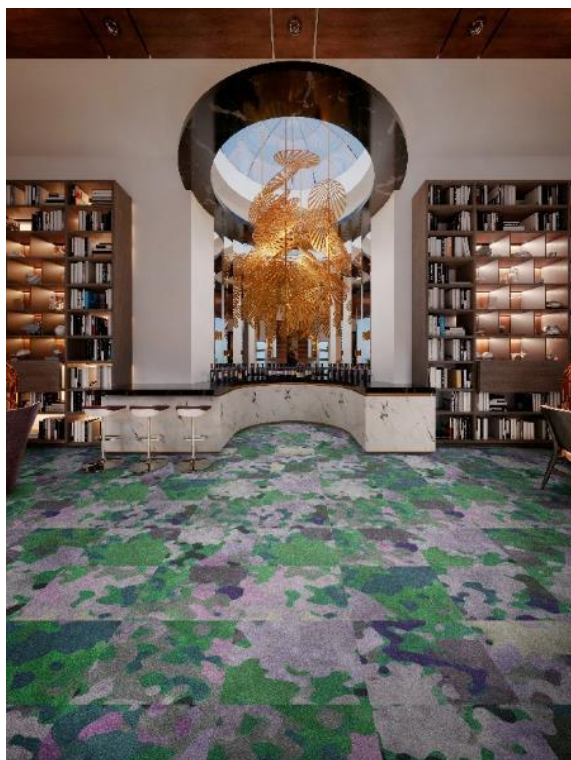
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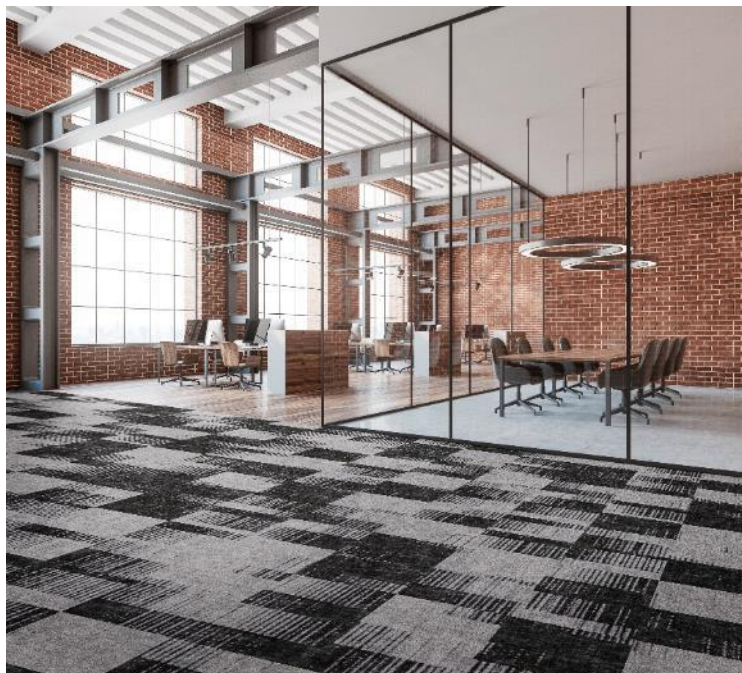
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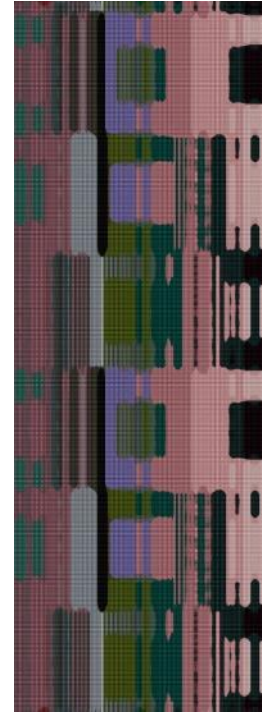
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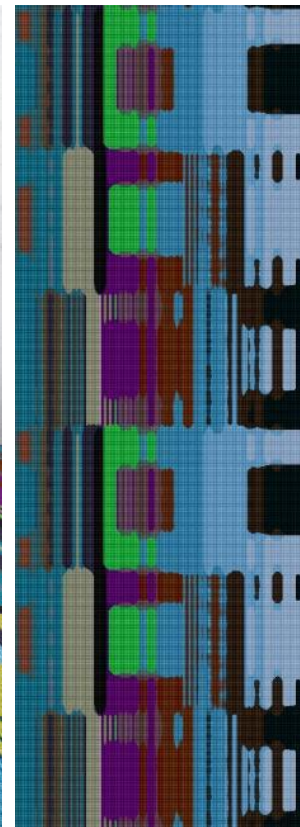
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Photos: OBJECT CARPET

About OBJECT CARPET

Since 1972, **OBJECT CARPET** has stood for quality, design and innovation in the commercial property sector. A sense of aesthetics and color, in combination with advanced production techniques, results in elegant and unusual designs in the form of rugs, carpet tiles and custom-cut carpets (RUGX). With over 1,000 styles and colors as well as individually-customized products, the **OBJECT CARPET** collection offers a unique diversity for modern interior design, manufactured from high-quality raw materials. All **OBJECT CARPET** styles are also free from harmful emissions and are bitumen-free, latex-free, and PVC-free. They bear the German Federal Environmental Agency's Blue Angel ecolabel. **OBJECT CARPET** products are also recommended by the TÜV (German Technical Inspection Association) for allergy sufferers and are proven to reduce dust content and particulate matter. Partners and customers around the world, such as Porsche, Daimler, Google and Adidas appreciate this, as do initiatives like "Healthy Seas."

The utilization of recycled materials in production as well as a second life cycle for carpets after their use is now a matter of course for **OBJECT CARPET**: for example, together with UNStudio, **OBJECT CARPET** is committed in the "Future Perfect" project to breathe new life into old carpets and thus create unique designs. **OBJECT CARPET** is making a real change in the industry with the first completely circular commercial property carpet, NEOO. After eight years of development work with NIAGA®, **OBJECT CARPET** presents the mono-material Carpet NEOO, which takes the circular cycle to a new level.

Numerous design and business awards, such as the widely respected Good Design and red dot Awards, have demonstrated **OBJECT CARPET**'s outstanding design competence and corporate achievements. For example, **OBJECT CARPET** was chosen as one of the "top 50 German luxury brands" by Ernst & Young and voted one of the "brands of the century" by Langenscheidt.

With innovative production techniques and sustainable manufacturing methods, **OBJECT CARPET** is a pioneering enterprise that enables design visions to become reality. Experience **OBJECT CARPET**'s world of color and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

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