

## Radical Reduction, Maximum Impact: OBJECT CARPET's Resource-Efficient Exhibition Stand at BAU 2025



Photo: OBJECT CARPET

*Consistently Ecological: At BAU 2025 in Munich, OBJECT CARPET will forgo an extensive exhibition in favor of making a bold sustainability statement. In Hall A6, Stand 401, the premium carpet manufacturer will present an artistic tape art installation under the theme "Moving Away from the Throwaway Society."*

Every two years, BAU, the world's leading trade fair for architecture, materials, and systems, opens its doors in Munich. In 2025, OBJECT CARPET is taking a new approach. From January 13–17, the internationally renowned premium manufacturer of ecological flooring will participate with a big tape art installation. "We are intentionally forgoing a traditional exhibition stand," explains Daniel Butz, CEO and owner of OBJECT CARPET. "This allows us to reduce waste, save CO<sub>2</sub>, and lower energy consumption – fully aligned with our commitment to resource conservation and climate protection. Through our minimalist presence, we aim to make sustainability not just a message but a tangible and visible experience. This approach reflects our philosophy: actions, not just words."

At the same time, OBJECT CARPET will offer fascinating insights into its circular DUO technology at Hall A6, Stand 401. This innovation takes carpet recyclability to a new level, emphasizing both the high quality and sustainability of its products.

Visitors are also warmly invited to experience the company's groundbreaking research and innovations at the OBJECT CARPET showroom, located at Bürkleinstraße 10, corner of Karl-Scharnagl-Ring in Munich. Daily from 5:00 to 7:00 PM, the manufacturer will host an exclusive champagne reception and guided tour of the OBJECT CARPET world. The showroom, open year-round, provides an inspiring environment for visitors to discover the values, technologies, and details behind the company's innovative products, including the NIAGA technology. The after-fair champagne reception offers the perfect opportunity to unwind after a day at BAU.

In the showroom, visitors can experience the unique blend of aesthetics, modern design, and functionality that defines OBJECT CARPET, as well as the company's dedication to sustainability and climate protection. For over a decade, OBJECT CARPET has been pioneering circular production processes. With the "Niaga® technology," it has introduced a revolutionary method for manufacturing circular flooring. Since acquiring the NIAGA brand rights in 2024, OBJECT CARPET has significantly invested in this innovative technology.

By focusing on NIAGA technology at BAU 2025, OBJECT CARPET sends a strong signal about its commitment to forward-thinking innovations and sustainable production processes. Recent expansions, including new hires in France and Dubai and the establishment of additional international offices, further drive the company's global growth.

"With our MONO and DUO carpets, we already meet the essential criteria for circular design and are well-prepared to implement the new EU 'Ecodesign for Sustainable Products Regulation' (ESPR). Our existing Digital Product Passport is currently being refined to fully meet the requirements of the new regulation," says Daniel Butz. Under the motto "Better Together," the company is also breaking new ground in research, sharing its expertise with other businesses to foster a circular future.





## 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 Environment 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. With the DUO technology, the next generation of recyclable and stylish carpets has arrived. Consisting of just two easily separable layers, they maximize design flexibility while minimizing material use.

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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