

# Memory Ecotrust

ReForm Modular by

**ege**<sup>®</sup>

THE URGE TO EXPLORE SPACE

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# pure respect

SUSTAINABLE CARPET DESIGN BY EGE

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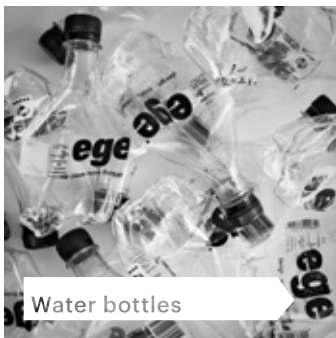
# GREEN ALL THE WAY THROUGH

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## 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.

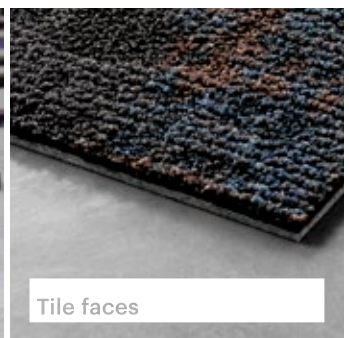
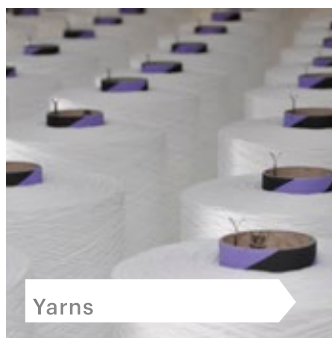
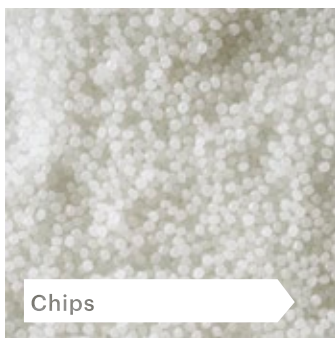


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## From regenerated fishing nets to tile faces

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 used fishing

nets. Once the fishing nets are collected and cleaned, they are physically and chemically broken down and reborn as strong and hardwearing yarns for carpets. The yarns are both regenerated and regenerable.



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Read more about our carbon footprint in our CSR report at [www.egecarpets.com](http://www.egecarpets.com)

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## INVESTING IN INNOVATION AND SUSTAINABLE PROCESSES

Environmental responsibility lies deep in our hearts. We are environmentally conscious all the way through. That is why both the face and the backing of our carpet tiles are produced from regenerated materials. However, we are not only green in the product itself – but also in our production processes.

When a company wishes to make a difference in the environmental sphere, it is important to take the lead and do things that other companies do not. We are still the only EMAS-certified carpet manufacturer in the world. EMAS certification sets higher requirements every single year ensuring that our environmental initiatives continuously improve. Since 2007, thanks to EMAS, we have, for example, reduced our:



- CO<sub>2</sub> emission by 23% – and aim at reducing it by 50% by 2020
- water consumption by 25% – and aim at reducing it by 40% by 2020
- energy consumption by 21% – and aim at buying all our electricity exclusively from renewable sources by 2020



## WE LOVE PEOPLE

**Carpets are our products, but people are our primary raw material.** We have a clear, value-driven focus on CSR. ege carpets is a workplace at which health and safety are always prioritised. We are opposed to discrimination and we work to create equal opportunities for everyone, both inside our company and externally. We are engaged in the local communities, where we manufacture our products – we seek to be a responsible company, which provides jobs and growth. Our work with CSR covers a wide range of areas. First and foremost, however, CSR is about respect and responsibility. Respect is something you give. Responsibility is something you take.

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## OUR STORY

**Environmental issues are not just about things looking good on paper.** We are also concerned about tomorrow and the Earth's resources. It involves people and ethics, as well as the big – and the small – questions. When every company starts to think this way, things will really begin to change.

As a responsible manufacturer, we are of course subject to business management regulations. However, we regard certification as an opportunity to go beyond legal requirements, regulations and obligations and achieve a higher level. We do our utmost to meet our own ambitions to improve sustainability within the company. By also qualifying for a large number of certifications, we wish to be a role model – and thus ensure that we are always at the leading edge of the carpet industry. CSR standard DS 49001 is an excellent example. We are the only carpet manufacturer in the world to have been awarded this certificate. When it comes to CSR, we are striving to become the world's leading carpet manufacturer.







#### **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 modular 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, way-finding etc.

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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## 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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076702348 田 / 0768023 〇



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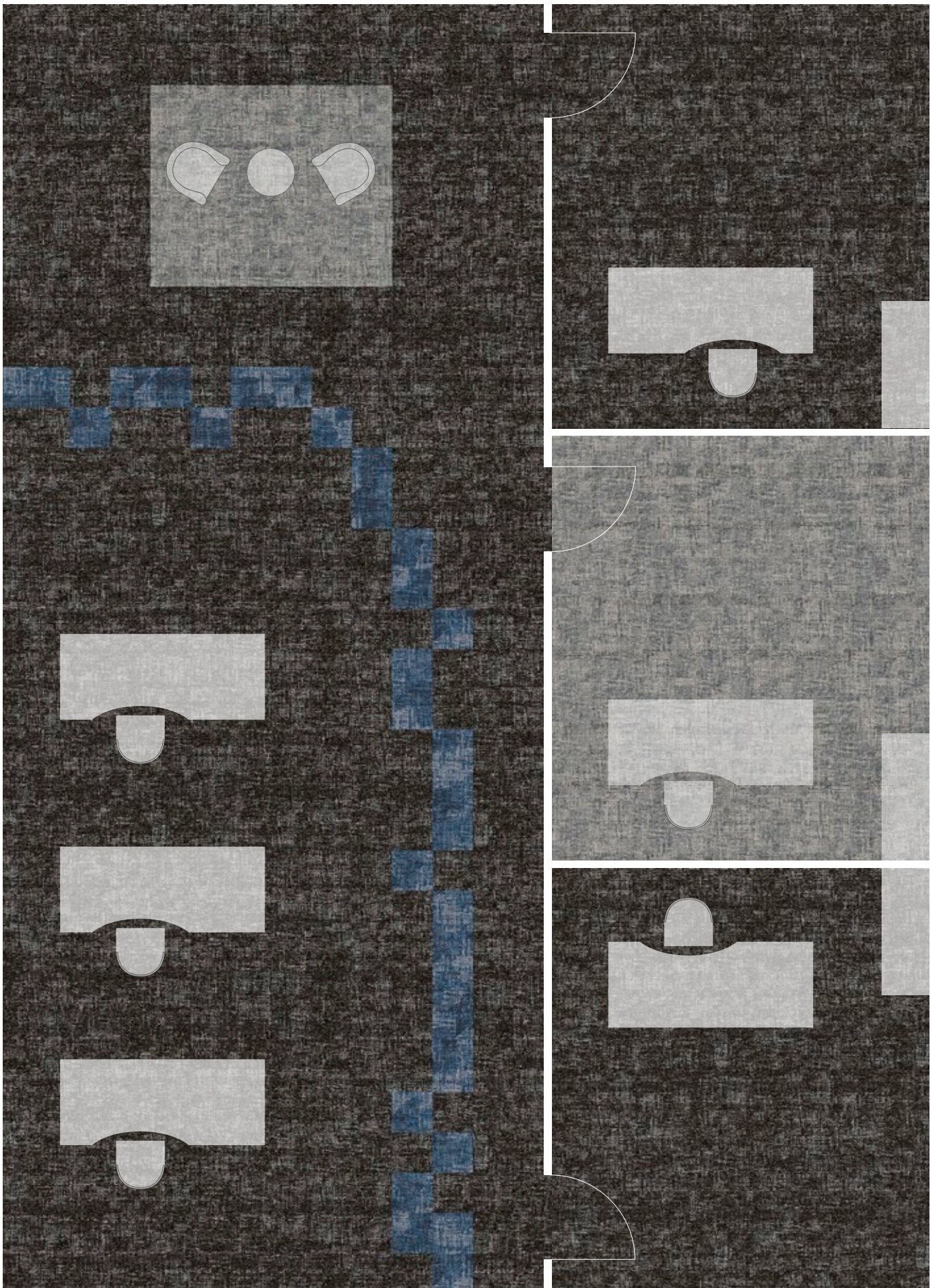


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# Floorscape inspiration





**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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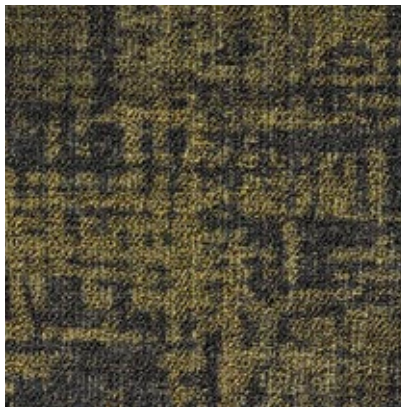
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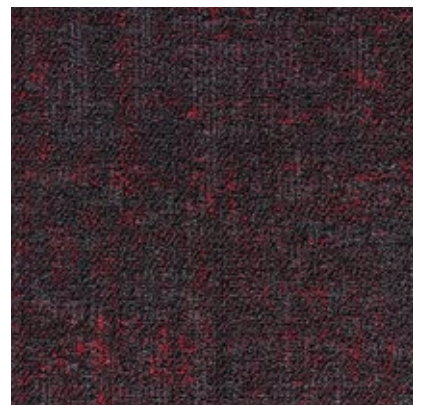
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## Technical specifications

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 and as broadloom.

All this with:

- 3 unique designs
- Minimum order from 40 m<sup>2</sup>
- 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

Identification characteristics	Standard	Product data
Construction	ISO 2424	Tufted loop pile - structured
Pile material	DIR 96/73, 96/74	100% regenerated ECONYL® polyamide
Colouration	-	Millitron
Backing	eTL	Ecotrust 350, 100% recycled
Dimensions	ISO 3018	48x48 cm / 96x96 cm*
Gauge	-	1/12
Total thickness	ISO 1765	Approx. 8.5 mm
Surface pile thickness	ISO 1766	Approx. 4.0 mm
Tufts	ISO 1763	Approx. 213,000 per m <sup>2</sup>
Total carpet weight	ISO 8543	Approx. 3,300 g/m <sup>2</sup>
Pile yarn weight	eTL	950 g/m <sup>2</sup>
Surface pile density	ISO 8543	Approx. 0.175 g/cm <sup>2</sup>
egge soil protection	eTL	Yes
<b>Performance characteristics</b>		
Performance areas	EN 1307	Class 33 – Commercial – Heavy
Castor chair suitability	EN 985	Continuous use
Suitability for use on stairs	EN 1963	Yes
Static control	eTL	Permanently antistatic
Suitability for under floor heating	ISO 8302	Yes
Colour fastness to light	ISO 105-B02	> 5
Colour fastness to rubbing – wet / dry	EN ISO 105-X12	> 3 / > 3-4
Colour fastness to water – patterned	EN ISO 105-E01	> 4
<b>Safety and environmental characteristics</b>		
Fire classifications	EN 13501-1 Euroclass	C <sub>s1</sub>
Indoor air	DIM Certificate / BASTA / Emissions dans l'air intérieur	No. 006 / Registered / A+/A+
Environmental profile	LEED	Qualified
CE Labeling	EN 14041	Certified
<b>Manufacturer characteristics</b>		
Factory certification	ISO 9001, ISO 14001, EMAS, OHSAS, DS 49001	Audited and verified by Bureau Veritas Certification
Carpet Recycling UK	Member	<a href="http://www.carpetrecyclinguk.com">www.carpetrecyclinguk.com</a>

\*Minimum order in size 48x48 cm from 40 m<sup>2</sup> / In size 96x96 cm from 200 m<sup>2</sup>.

The Memory collection is also available as broadloom. Please look at [www.eggecarpets.com](http://www.eggecarpets.com) for product data.

eTL = internal result from the egge Test Laboratory (ISO 9001 certified).

Due to continuous development of products and testing procedures any above declaration is subject to change without prior notification.



**ege**<sup>®</sup>

THE URGE TO EXPLORE SPACE

[www.egecarpets.com](http://www.egecarpets.com)

ege inhouse 0415 - 8052069 - 2<sup>nd</sup> edition - Colours are approximations only