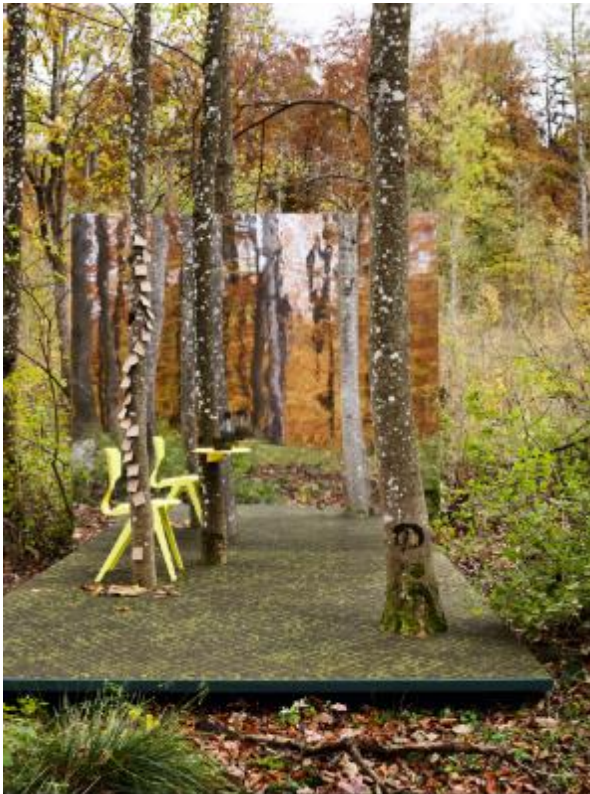


## Circularity and first-class design combined: OBJECT CARPET presents PLACES OF ORIGIN with WELTEX Circular® acoustic backing at Orgatec 2024

The PLACES OF ORIGIN collection, now available as a DUO carpet with the new WELTEX Circular® acoustic backing, expands the manufacturer's recyclable product range



CANYON 724



Foto: OBJECT CARPET

*OBJECT CARPET is once again setting new standards in combining design and sustainability: At Orgatec 2024, the company introduced the PLACES OF ORIGIN collection, another popular carpet collection that is gradually being converted to the innovative DUO technology. Following FORUM FOR GREAT IDEAS, this is the second collection that is now fully recyclable, further advancing OBJECT CARPET's vision of a completely circular product portfolio by the end of 2026. All DUO tiles come with the new recyclable WELTEX Circular® acoustic backing, which combines outstanding acoustic performance, high comfort, recyclability and easy installation.*

## PLACES OF ORIGIN – A statement for design and sustainability

The PLACES OF ORIGIN collection celebrates the diverse beauty of nature and captivates with its expressive design language inspired by pristine landscapes. The vibrant patchwork look playfully showcases all the technical production possibilities, while the large-scale patterns of the carpet tiles allow for surprisingly coordinated formations when laying. Textured three-dimensional patterns using tufted cut-loop technology create a balanced look, giving the space a natural feel and creating a comfortable, harmonious living or working atmosphere. Made from 100% recycled ECONYL® yarn and equipped with the innovative WELTEX Circular® acoustic carpet tile backing, the popular collection styles are recyclable thanks to the advanced DUO technology – bringing us one step closer to the future.

## WELTEX Circular® backing – Superior acoustics and comfort

As part of the switch to the DUO technology, **OBJECT CARPET** has further optimized the WELTEX tile backing that now comes with a double layer and an acoustic membrane to provide even better stability and acoustic properties. It noticeably reduces reverberation time and significantly lowers impact noise, considerably enhancing the comfort and architectural quality of a space. At the same time, the back construction – made from recycled polyester and bonded to the upper material using the environmentally friendly HOTMELT process – remains fully recyclable. This means: no binders, no fillers, no waste. The backing is also particularly light, which makes installation much easier. **OBJECT CARPET** thereby enables carpets to be returned to the material cycle without compromising on functionality or design. The NIAGA® hotmelt adhesive is also OEKO-TEX® 100 certified, ensuring it meets the highest standards for sustainability and is free from hazardous substances. WELTEX Circular® with acoustic membrane – a real game changer that combines sustainability, recyclability and maximum comfort without compromising on functionality, design or environmental compatibility.

## Sustainability is part of **OBJECT CARPET**'s DNA

With the continuous development of sustainable technologies like the DUO technology with the WELTEX Circular® acoustic backing, **OBJECT CARPET** stays true to its vision of combining design, functionality and environmental responsibility. The recyclability of the products and the reduction of the material diversity are key components on this path. By making PLACES OF ORIGIN a DUO carpet, **OBJECT CARPET** demonstrates that carpets can not only stand out in design but also make a significant contribution to the circular economy and resource conservation.



-  **DUO-Carpet Toplayer**  
aus 100 % Polyamid: z.B. recyceltes Econyl® Garn
-  **Grundgewebe** polyesterbasierter Träger
-  **Faser- und Filamenteinbindung**
  - durch Thermobonding (Anschmelzen) anstelle von Precoats (Vorbeschichtung)
  - ohne schädliche Füllstoffe und Bindemittel
-  **NIAGA Hotmelt aus 100 % Polyester**  
(Okotex 100 zertifiziert – ohne Schadstoffe)
-  **WELLTEX Circular Double Layer mit Akustikmembran**  
Recyceltes Polyester

Breakdown of DUO tile with WELLTEX Circular® Acoustic

Photo: OBJECT CARPET



CANYON 724



Photos: OBJECT CARPET



XPOSIVE 1843

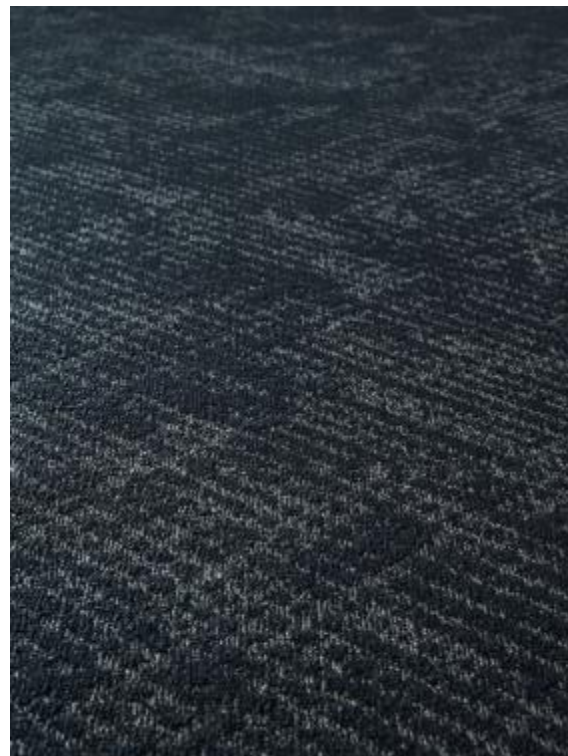


FUSION 5122

Photos: OBJECT CARPET



ARCTIC 700



Photos: OBJECT CARPET



DUNE 718



Photos: OBJECT CARPET



NEWCON 1852

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 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.

### Contact:

Yvonne Schumacher  
Yvonne.Schumacher@object-carpet.com  
Tel.: +49 711 3402 191

### Contact for editorial offices:

GeSK | Ziegelstr. 29 | 10117 Berlin  
Tel.: +49 (0) 30/217 50 460  
Fax: +49 (0) 30/217 50 461  
E-Mail: pr@gesk.berlin  
www.gesk.berlin