

NEOO is the first carpet to be made solely from polyester. Polyester is a family of materials that can easily be recycled without impacting the quality. This makes it the most frequently recycled synthetic material in the world, as it retains its original characteristics and can therefore be used for the same purpose at a high level of quality throughout multiple lifecycles. The end product will always possess at least the same degree of quality as the initial one.

“A common problem with carpets is the fact that they contain a lot of different materials permanently connected together,” Engelke says. “You’re never going to be able to separate them from one another, so your only option is thermal treatment, i.e. an incinerator. And that just can’t be allowed to be an option for the future! We want the raw materials that we use to have lasting value – and for future generations too! This is why we developed a high-quality textile floor covering that is made of just one material and that can be completely recycled as a single piece in a resource-friendly way. It works because our pioneering reverse backing technology uses a binding agent for the fibres that’s made of 100% polyester.”

The hot-melt technique obviates the need for pre-coating and joins the upper surface to the supporting material through application of the Niaga® polyester adhesive. This enables the carpet to be fully recycled in an energy-efficient process when it reaches the end of its useful life. There is also no (solution-)dyeing, no use of water or gas and no CO₂ emissions produced during the coating process, in turn reducing the amount of energy required by 90% compared to conventional production methods. This makes **NEOO** a durable, robust and modern carpet for generations to come.

As well as its **NEOO** preview, **OBJECT CARPET** will also be presenting a hand-picked selection of other carpets on the stand that it will be sharing with EasternGraphics:

- AT CRYPTIVE 1892 – a multitalented tiled carpet for offices: high-impact, vibrant and natural, with striking structural effects
- MEET & BEAT 1020 – an expressive loop design with a natural, graphic look from the exciting OBJECT CARPET x Ippolito Fleitz Group collection.
- SMOOZY 1606 – an exceptionally luxurious shag whose ultra-velvety feel entices you to reach out and grasp it. It surprises with its ability to suit any interior or contact area as well as the sheer diversity of colours available, not only as tiles and broadlooms but also as a custom-cut carpet – RUGX – a highly popular option
- SOFIA 0802 from the INDIVIDUAL DESIGN collection – a luxurious, expansive statement product with a striking floral pattern and high recognition value.

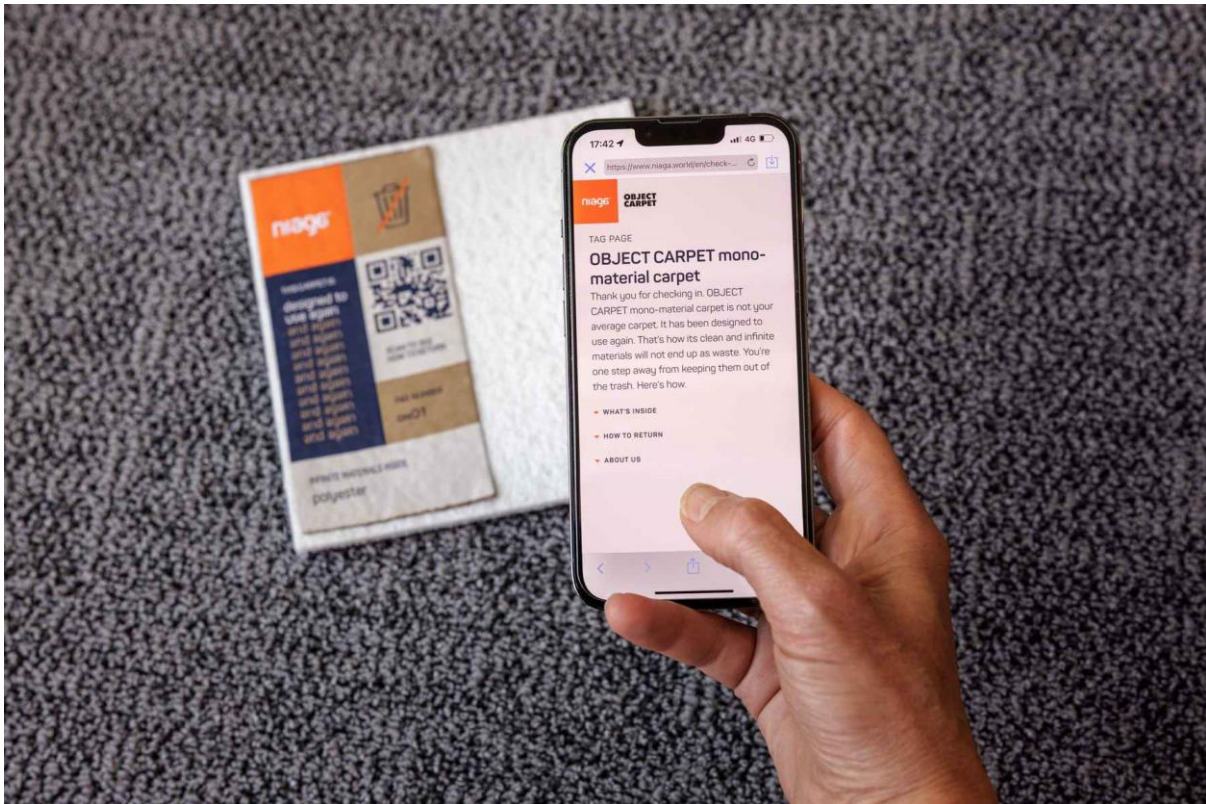
Visitors will find **OBJECT CARPET** at Stand E048 in Hall 8.1. It will be sharing this stand with its highly valued and longstanding partner EasternGraphics – a software company for interior planning and creator of the pCon 3D room planner.



From left to right: Chris Reutelingsperger (founder of Niaga®) and Lars Engelke (Managing Director, Product Development at OBJECT CARPET) Photo: OBJECT CARPET

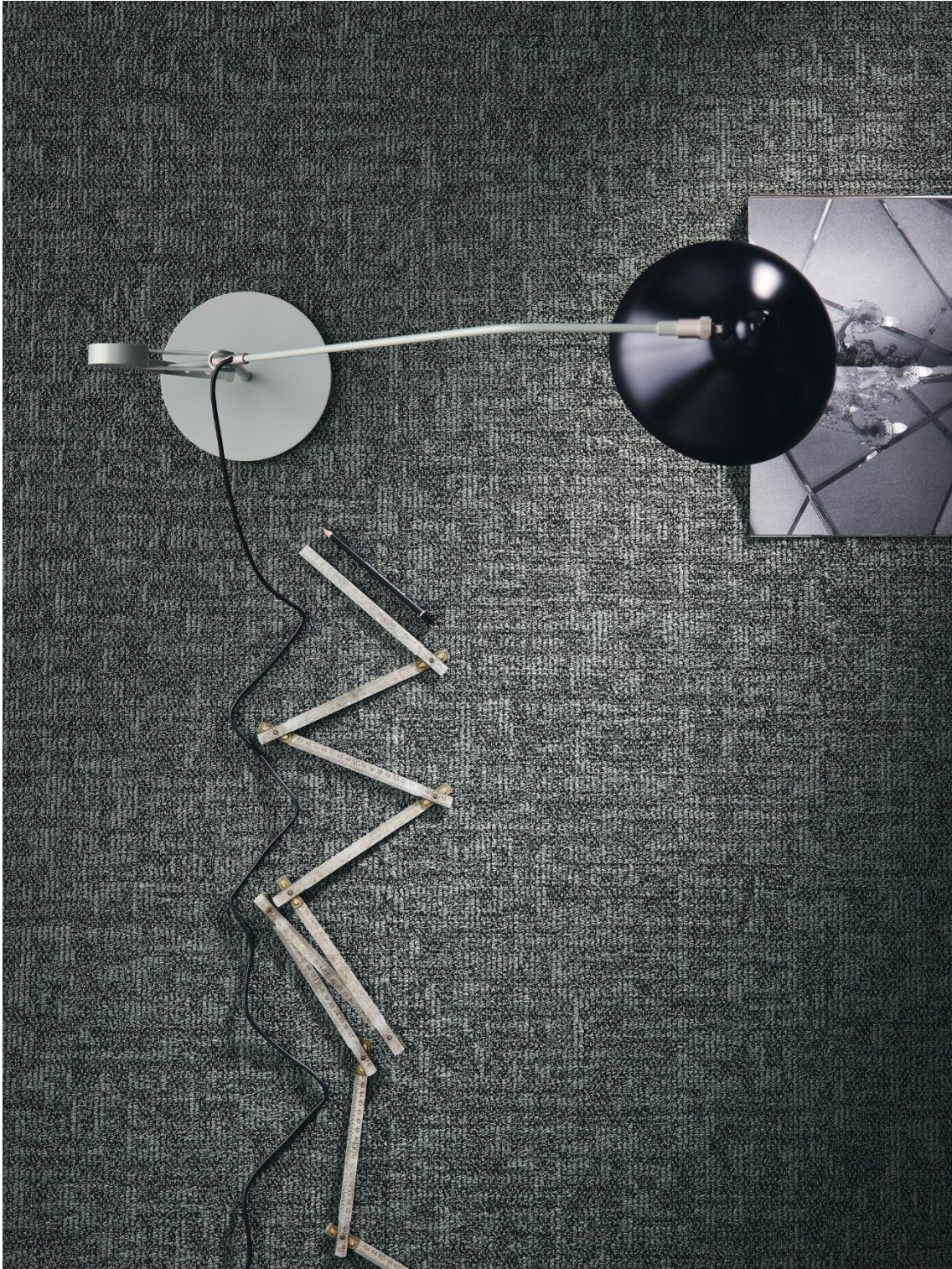


NEOO – the first-ever circular carpet made from a mono-material; photo: OBJECT CARPET



A QR code provides more details about the materials and the return process

Photo: Simon Wegener



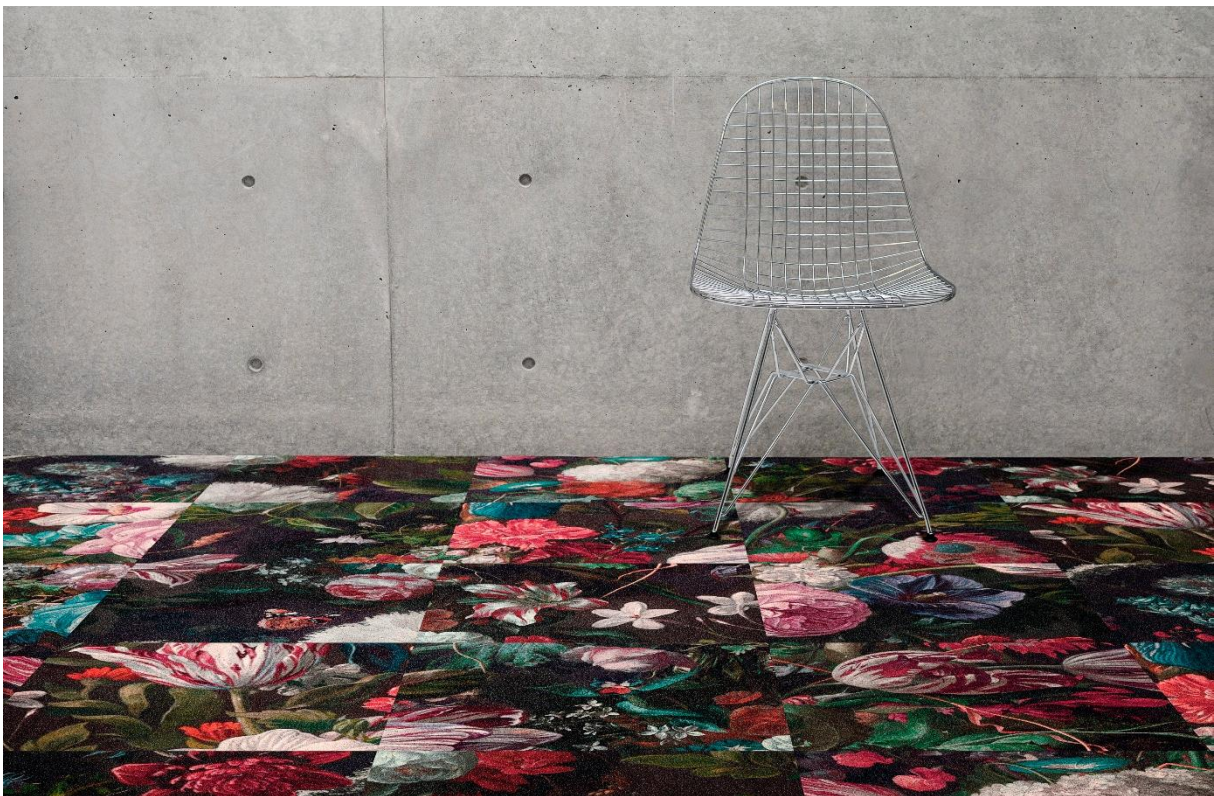
CRYPTIVE 1893

Photo: Andreas Hörnisch



MOOVE x GROOVE 770
Hörnisch

Photo: Andreas



FORUM FOR GREAT IDEAS – SOFIA 0801
Hörnisch

Photo: Andreas



SMOOZY 1600
Hörnisch

Photo: Andreas

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Über **OBJECT CARPET**

Since 1972, **OBJECT CARPET** has stood for quality, design and innovation in the commercial property sector. A sense of aesthetics and colour, 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 colours as well as individually-customised 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. Making carpets from recycled materials and giving them the chance of a second lifecycle is second nature for **OBJECT CARPET**. **OBJECT CARPET** works tirelessly on sustainable solutions and invests in new techniques in order to shrink its own environmental footprint. So it was no surprise that the company was selected to provide the "VIP carpet" for the German Sustainability Award ceremony. **OBJECT CARPET** products received the evidence-based recommendation from the TÜV (German Technical Inspection Association) for safe use by allergy sufferers and 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". Numerous design and business awards, such as the renowned 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 colour and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

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