



@Stefan Pletscher

## OBJECT CARPET: The first red carpet with no recycling problems – curtain up for the secret star of the Berlinale Film Festival.

*February 13 was the day: the first fully recyclable red carpet at the Berlinale – made by **OBJECT CARPET** – was rolled out in front of Berlin’s “Theater am Potsdamer Platz.” Just a few days before the start of the 74th Berlin International Film Festival, preparations for Germany’s largest film extravaganza are in full swing. Before the eyes of the world turn once again to the capital city between February 15 and 25, 2024, invited journalists had the opportunity to get an exclusive look behind the scenes and witness live how the most sustainable red carpet Made in Germany took its deserved place in the spotlight.*

**OBJECT CARPET** and the Berlinale – a perfect match. Just like the Berlinale itself, the family-owned company from Stuttgart has been committed to significantly reducing its ecological footprint for quite some time – and continually impresses with its innovative and sustainable solutions. In the past, it was the remarkable resilience of **OBJECT CARPET**’s red carpet that sparked enthusiasm. Now a spectacular new feature has been added: the traffic red NYLTECC, which has already set the scene for numerous movie stars, now consists of just two materials and, thanks to spectacular DUO technology, is now recyclable – again and again. Unlike conventional carpets, which consist of over 30 materials, both components can be fully reintegrated into the material cycle at the end

of their service life – without producing any waste or losing any material. The innovation, which **OBJECT CARPET** began developing 10 years ago, enables the two layers of material to be completely separated from each other through heat at the end of the carpet's service life before being fully recycled. The owner of the family business, Daniel Butz, is happy with this process: "We are proud that our innovative DUO technology is making an important and tangible contribution to a sustainable future without waste and material excess."

Each and every detail has also been carefully considered at the Berlinale: Great care is taken not to waste valuable material, even when laying the carpet. All materials leftover from laying the carpet are collected in big bags and taken away for further recycling. Attentive observers were even able to catch a glimpse of the R2R label on the back of the carpet during the professional installation, which guarantees that DUO carpets from **OBJECT CARPET** are recognized as recyclable once they have been used and are returned to the supplier Aquafil.

This year, the stars of the film industry will be strolling down a red carpet that is not only impressively resilient, but also an essential part of the recycling economy.



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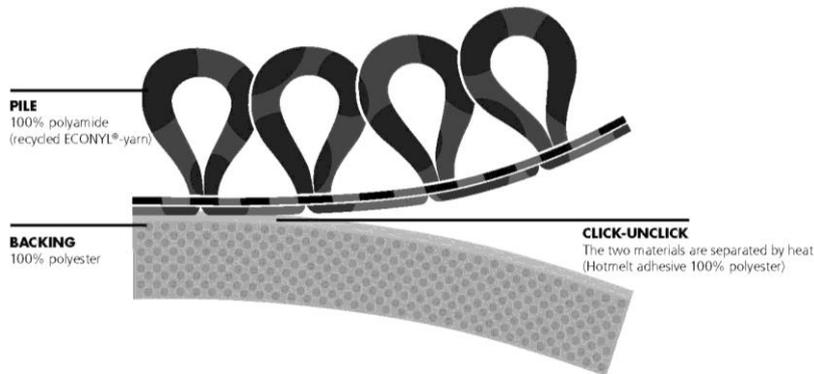
# OBJECT CARPET



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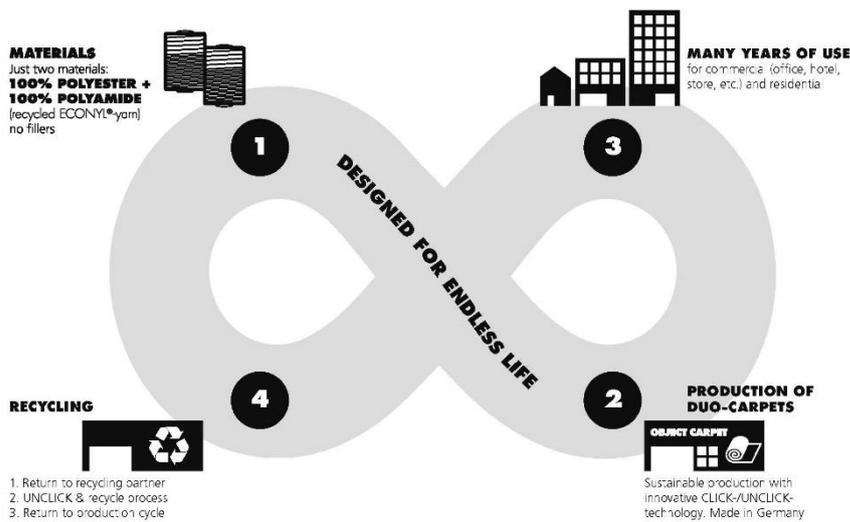


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The simple separation of polyamide and polyester using heat is a game changer for efficient carpet recycling.



@ OBJECT CARPET

Circular cycle of DUO-Carpets



@ Jan Windszus



@ Andreas Teich

## 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 also 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."

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 fully recyclable and even circulable commercial property carpet, NEOO. After eight years of development work with NIAGA<sup>®</sup>, **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.

## OBJECT CARPET



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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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