

## OBJECT CARPET wins MIAW Innovation Award for its circular NEULAND collection and pioneering DUO technology



Karine Lauret and Jan-Willem Kok from OBJECT CARPET

*The NEULAND carpet collection, created in collaboration with the Ippolito Fleitz Group, combines an expressive, architectural style with groundbreaking material innovation. Developed according to circularity principles and made from only two materials, it offers an elegant and responsible answer to urbanity and sustainability. A combination that also convinced the editorial team of Muuuz – earning OBJECT CARPET a MIAW Innovation Award.*

### Award in Innovation category

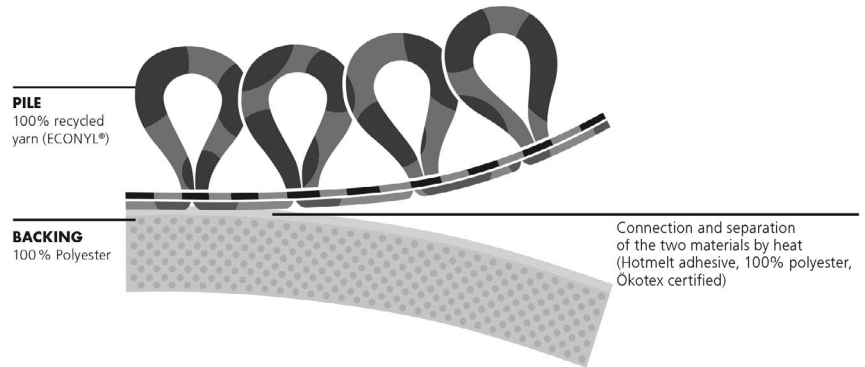
The Muuuz International Awards (MIAW) are jointly organised by the French architecture and design magazines Muuuz and d'a, honouring outstanding solutions in architecture, interior design and decoration each year. This year's MIAW Innovation Awards ceremony took place on 4th of December at the Grand Hôtel InterContinental in Paris. With its new

NEULAND collection, praised for its technical performance, functionality and eco-friendliness, OBJECT CARPET was among the winners in the category 'Interior Design, Materials and Surfaces'.

## Revolutionary technology

At the heart of NEULAND's modular system lies its innovative DUO technology, which enables carpets to be manufactured from just two materials: polyamide and polyester. After use, both materials can be easily separated

from each other through a patented heat treatment process. This CLICK/UNCLICK system guarantees full recyclability: each component can be returned to its original production cycle, with energy consumption around five times lower compared to conventional methods. Additionally, energy use during production can be reduced by up to 95%, as manufacturing requires no water or gas. The result is a sustainable, reusable and completely circular carpet solution.



## Clear, contemporary aesthetics

In addition to its sustainability, NEULAND also impressed the jury with the strong design language of the Ippolito Fleitz Group: a contemporary aesthetic that blends clarity, harmony and graphic rigour. It gives the collection a subtle yet impactful presence, bringing structure and calm to spaces. Conceived as a versatile design tool, NEULAND provides a creative foundation for interiors that meet the aesthetic and functional demands of modern project design.



Impressions from the award ceremony





NEULAND FLUXDUOO



NEULAND MATRIXDUOO



NEULAND PARADOXDUOO



NEULAND HELIXDUOO

Photos: OBJECT CARPET

## About OBJECT CARPET

Since 1972, **OBJECT CARPET** has stood for quality, design and innovation in the commercial and home sectors. 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 use of recycled materials and the systematic conversion of the product range to recyclable products have now become standard practice for **OBJECT CARPET**. The company set a milestone in 2022 with NEOO, the first completely circular carpet for the commercial sector. Eight years of development work together with NIAGA® produced a mono-material carpet that raises the bar for circularity. Building on this pioneering achievement, **OBJECT CARPET** has now gone one step further: DUO technology introduces the next generation of recyclable carpets. It consists of just two easily separable layers and combines maximal design versatility with minimal use of materials. The vision: step by step, the range is being converted to recyclable products – much of it already by the end of 2026.

Numerous design and business awards, such as the renowned Good Design and Red Dot Awards, attest to **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** has also been an official partner of the Berlinale for many years, where its carpets not only ensure that the stars make a glamorous appearance but also help reduce the environmental footprint of Germany's largest film festival.

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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