

„Tackling circularity at its roots”: **OBJECT CARPET’s** NEULAND wins UKSFA Award



Ashley Fowls (right), Country Manager UK/Ireland, accepted the award from Cathie Clarke, CEO of the UK Sustainable Flooring Alliance (UKSFA), in London on 22 July.

OBJECT CARPET has received the prestigious UKSFA Award in the „Circular Economy Initiative of the Year” category for its NEULAND carpet tile collection. The award, presented by the UK Sustainable Flooring Alliance (UKSFA), recognises innovative projects, initiatives and solutions that make a measurable contribution to greater sustainability and circularity within the flooring industry.

Jury commends holistic sustainability approach

The jury was particularly impressed by the NEULAND collection, which is based on the innovative DUO technology. „A strong signal of central importance for the future. The manufacturer tackles circularity at its roots by designing products for clean disassembly from the very beginning,” the jury stated. With NEULAND, circularity is embedded through-

hout the entire product lifecycle, from the very first design decision to the end of its service life. The concept combines eco-design, clean manufacturing, validated material health, a high share of recycled content, a full-loop life cycle assessment, and initial pilot projects. The jury explicitly praised this holistic approach, highlighting **OBJECT CARPET**'s clear commitment to scaling the concept across its entire carpet tile portfolio by the end of 2027.

The jury also recognised the company's efforts to drive industry-wide transformation through licensing models promoted by **OBJECT CARPET**, as well as its consistent alignment with Extended Producer Responsibility (EPR) systems. „**OBJECT CARPET** demonstrates a profound understanding of the future framework shaped by political and legislative developments. Moreover, the company acknowledges that no single organisation can overcome these challenges alone.“ Daniel Butz, CEO of the Denkendorf-based company near Stuttgart, welcomed the award with great enthusiasm: „We are proud that our efforts have received such high recognition, including internationally. The UKSFA Award reinforces our ambition to develop sustainable innovations that combine environmental responsibility with outstanding product quality. This award is a wonderful recognition of the commitment shown by our entire team and our partners.“

A new construction principle for carpet tiles

With the launch of the NEULAND carpet tile collection, **OBJECT CARPET** addresses one of the flooring industry's most pressing challenges. Although the carpet sector is increasingly moving towards circular solutions, most products currently entering the market are still not designed for high-quality material recovery. This makes effective take-back systems difficult to establish, not only from a technical perspective but also economically, as complex material streams often lack sufficient residual value to support viable recovery models. NEULAND is the first carpet tile collection to be developed entirely according to circular principles from the ground up. It demonstrates how eco-design, material health and value retention can enable a new generation of circular systems.

A paradigm shift in material separation

At the heart of the collection is the innovative DUO construction principle: a radically simplified material design based on just two polymer families, joined together using a reversible polyester bonding technology. By eliminating complex multi-material combinations, the carpet tiles can be separated into two high-quality material streams at the end of their service life. This represents a paradigm shift. Products are no longer designed with disposal in mind but are instead created to preserve their value across multiple life cycles.

DUO is enabled by NIAGA technology, which replaces conventional coating methods with a thermoplastic bonding approach. The backing is manufactured without latex, fillers, solvents or process water. According to internal production data, this process requires up to 95 percent less energy than the production of conventional carpet tile backings. The result is a low-energy manufacturing process that reduces environmental impact from the outset while maintaining the material purity required for high-quality recycling.

Open-Loop recycling

This focus on value retention fundamentally changes the economics of circularity. Because the face layer and backing of NEULAND can be separated into distinct material streams, both materials can be reused as secondary raw materials for further applications. This creates the foundation for open-loop recycling, allowing materials to be used in a wide range of applications beyond flooring. As a result, high-value uses become possible while preserving material quality and preventing downcycling. Ultimately, circular systems can become financially attractive not only because of regulatory requirements but because of the intrinsic value of the recovered materials themselves.

A comprehensive transformation

NEULAND is not an isolated initiative but the starting point of a comprehensive transformation. **OBJECT CARPET** has set itself the ambitious goal of converting its entire carpet tile portfolio to the DUO platform. This commitment ensures that circular design, clean materials and full circularity evolve from the principles of a single collection into a company-wide standard. In turn, this enables economies of scale in recycling, logistics and material recovery. With this approach, **OBJECT CARPET** is making a significant contribution to shifting the flooring industry away from a waste-based economy towards one focused on value retention, creating systems in which materials are not discarded but continuously recovered and reused.



NEULAND

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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 broadloom, 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 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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