

Reuse rather than throw away: **OBJECT CARPET** launches AGAIN, a circular reuse model



*The most sustainable carpet tile is the one that already exists: with AGAIN, **OBJECT CARPET** is launching a pilot project that reconditions used carpet tiles for a second life. Together with committed customers, the company is testing how take-back, refurbishment and reuse work in practice – and is inviting customers, building owners and project partners to join the initiative. In this way, disposal costs can be reduced, valuable materials preserved and the carbon footprint cut by over 90 per cent compared to new products.*

Upcycling rather than disposal

Buildings in use are subject to constant change: tenants move out, brands revamp their image, and spaces are adapted to changing needs. This often leads to the disposal of components that are still in perfect condition and could be used for many more years, such as carpet tiles. With AGAIN, **OBJECT CARPET** is developing a reuse model as part

of its initial pilot projects, which aims to retain existing value throughout the product life cycle and translate the principle of the circular economy into concrete, practical processes. The initiative thus becomes a key component of the company's comprehensive circularity strategy, which – alongside the development of recyclable carpets made from DUO material and efficient take-back logistics – prioritises, above all, consistent reuse. Materials, embodied energy and high-quality designs are thereby efficiently safeguarded – and well-preserved carpet tiles are not simply disposed of, but refurbished.

The journey to a second life

OBJECT CARPET supports building owners who wish to return their tiles from the outset, making the process straightforward and easy to plan in detail. The take-back process begins with a project assessment, during which **OBJECT CARPET** first evaluates the potential of the tiles on site. For this, the tiles must be laid in a reversible manner, be clean and free from significant signs of wear and tear. Only those tiles that are in good condition and can be removed from the floor intact are eligible for reuse. To ensure the necessary logistics and make an effective contribution to the circular economy, a minimum volume of 500 m² is required. Following removal, the tiles are packed, with **OBJECT CARPET** organising collection free of charge. Our strategic partner, Anew Flooring, then takes over the professional processing: all tiles are inspected, sorted, cleaned and prepared for reuse, whilst unsuitable material residues are used for energy recovery. Every single take-back project is documented in detail and transparently. The result is a seamless end-of-use solution that focuses on preserving value rather than disposal.

Authentic designs with character

Reusing carpet products through AGAIN means customers do not have to make any compromises: neither on quality and variety nor on design freedom. There are already more than 50,000 m² of tiles available for reuse, with the stock continuing to grow. A high degree of design flexibility goes hand in hand with reliable performance: all reconditioned carpet tiles are suitable for intensive commercial use and meet the requirements of even the most demanding environments, such as open-plan offices, educational establishments and retail outlets. Because the tiles may show slight variations in colour or fibre texture, they possess an authentic character that can be deliberately integrated into vibrant, varied floor designs. The range combines products from **OBJECT CARPET** and other manufacturers, guaranteeing a wide selection of colours, textures and patterns. Second-Life tiles can also be seamlessly combined with new products: for example, the new, recyclable DUO-Material tiles from **OBJECT CARPET**, which provide an ideal addition for creating zoned areas, accent surfaces and cost-efficient interior designs.

Measurable benefits for building owners

In addition to this aesthetic aspect and the environmental benefits of reducing harmful impacts, AGAIN also offers building owners further, immediately quantifiable benefits: direct disposal costs can be reduced or avoided, and 'second-life' tiles are significantly more cost-effective than new products. From a purely environmental perspective, reuse also offers a clear advantage: compared with new carpet tiles, it reduces CO₂ emissions by over 90 per cent, as well as more than 2.5 kg/m² of material by extending the product lifespan – one of the most effective ways to reduce the environmental footprint of interior fittings. Furthermore, AGAIN can make a significant contribution to green building certifications. It supports the objectives of leading building assessment schemes such as DGNB, LEED and BREEAM, as reuse prevents waste, preserves sequestered carbon and can therefore achieve a higher rating than, for example, recycling.

From carpet manufacturer to circular flooring partner

With AGAIN, **OBJECT CARPET** is evolving from a traditional carpet manufacturer into a holistic circular flooring partner. The sustainability initiative aims to help preserve existing assets, integrate reconditioned second-life products into a wide variety of projects, and supplement DUO products where new materials are required. For the current pilot phase, **OBJECT CARPET** is now seeking committed partners, building owners and customers who wish to help put circular reuse into practice. This applies both to the removal of used carpet tiles as well as the use of 'second-life' tiles in new projects. Anyone interested is welcome to contact **OBJECT CARPET** at any time. Together with Anew Flooring, the manufacturer is continuing to test and develop this approach that combines environmental responsibility with economic efficiency – and is bringing the idea of the circular economy to life, step by step.





Photos: Anew Flooring, Robert op 't Landt

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 mono-material carpet in the company's commercial collection, developed over eight years together with NIAGA® and raising the bar for circularity. Building on this pioneering achievement, **OBJECT CARPET** has now gone one step further: DUO technology introduces the next generation of carpets designed for recyclability. It consists of just two easily separable layers, combining high design flexibility with an efficient use of materials. The vision: step by step, the range is being converted to recyclable products.

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.

Contact:

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

Contact for editorial offices:

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