

Press release from Jan de Beer, cell 082 456 3677:360 words

Sustainable ‘New Wave’ Flooring Mimics Nature

Danish flooring producer, Ege Carpets, has launched its “ReForm - A New Wave” collection – a dramatic new range that brings natural textures, and the shifting shapes and stunning scenery of the rough coastline, to flooring.

Ege’s “Re-Form - A New Wave” collection – with its delicate largescale patterns – stylishly depicts nature with patterns of the sand, the strict lines of grass dunes, and the rhythm of the waves washing in on the shore. The collection is the brainchild of up-and-coming Danish designers, Laura Bilde and Linnea Ek Blæhr, from Séché Studio, who drew on childhood memories of the Scandinavian coastline to create the range of organic and textured carpets.

The new range, in line with Ege’s ReForm environmental policy, has a sustainable source. Abandoned fishing nets are collected and cleaned to be reused as the hardwearing ECONYL yarn that makes up the multi-dimensional carpet construction. In this way, the collection actively protects sea life by finding meaningful purposes for the drifting nets that account for 10% of the waste in the ocean.

Moreover, used PET bottles are recycled into Ege’s patented Ecotrust backing that comes as a standard feature with all carpet tiles from the producer. An innovative production technique turns the bottles into a soft, yet strong, felt material with exceptional acoustic performance.

The SA distributor of Ege products is Johannesburg- and Cape Town-based KBAC Flooring which has more than 50 years’ experience in the local flooring industry.

www.kbacflooring.co.za

Ends

Caption:

The “Sand” version of the Ege’s “ReForm - A New Wave” shows how graphically tactile landscape is brought to flooring.

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