

Memory

ReForm by

ege[®]

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The designer

Carol Appleton. Holds a degree in Textile Design and Design Management from the University of Manchester. Experienced Textile Designer and Creative Director.

The collection

There's a natural beauty in timeworn textiles. They carry strong memories of time and place. Vintage linen and velvet show their original craft; their imperfections and nuanced colour have sentimental value. The expressive texture and colour in fabrics found in a neglected old theatre or a keepsake from an earlier age, are a rich source of authentic detail. The Memory collection acknowledges the importance of looking back, recalling past skills and crafts; re-interpreting them using digital manufacturing techniques.

The marriage of a complex structured multi-level loop and digital colouration gives the Memory collection a unique expression. The three coordinated patterns develop the rawness of the inspiration

into a more refined collection appropriate for commercial use. The collection is coordinated through pattern layering and colour families, for a harmonised look. Play with tonal range and accent colour to create neighborhoods, wayfindings and social zones.

Memory is available as carpet tiles, planks, wall-to-wall carpet and the innovative Figura shapes. All designs come in nine contemporary colours carefully chosen for their ability to combine into unique compositions. Cradle to Cradle Certified®, crafted from regenerated and regenerable yarn and fitted with our patented Ecotrust backing, the collection perfectly suits your sustainable flooring project. Follow The Green Thread on page 23 to learn more.






time







Time

Time is timeless. A pared-down design, Time takes inspiration from simple woven utility fabrics such as linen, hessian and sackcloth and mimics how their threads become broken and distorted through their lifetime. Time is available in nine light and soft colours.





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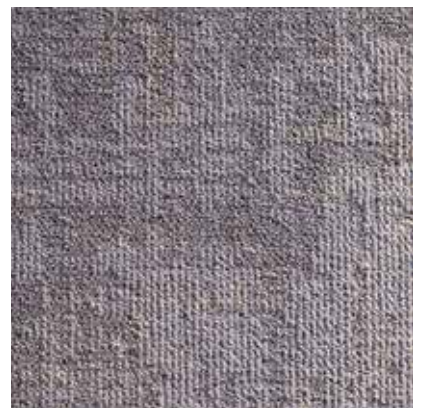
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










Moment

Moment takes its inspiration from the repaired, mended and cherished. It appreciates the aesthetics of time, natural blemishes and the character of human contact. Moment is inspired by a tapestry of organic overlaid shapes in light and dark tones and comes in nine beautiful medium toned colours.




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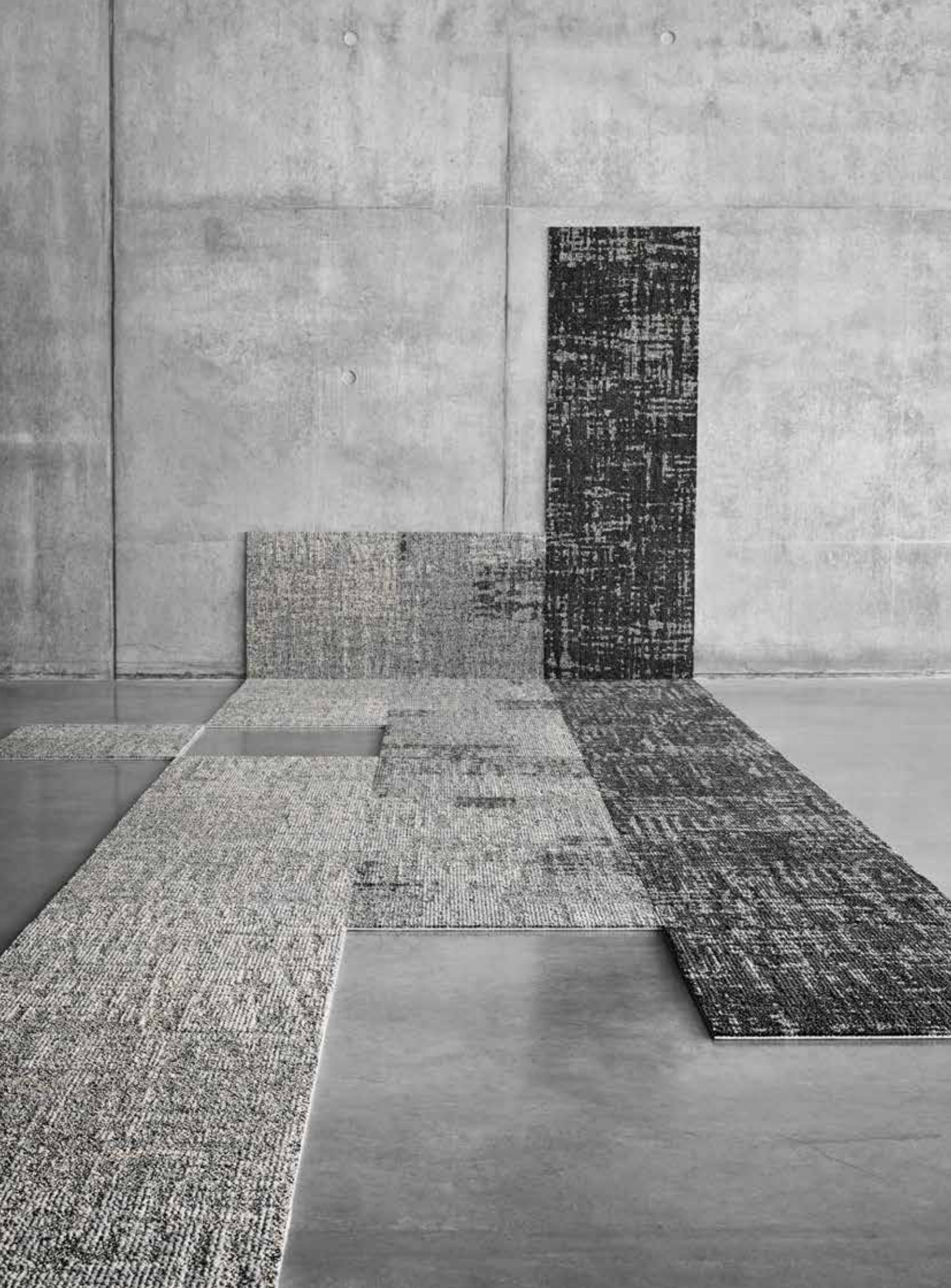
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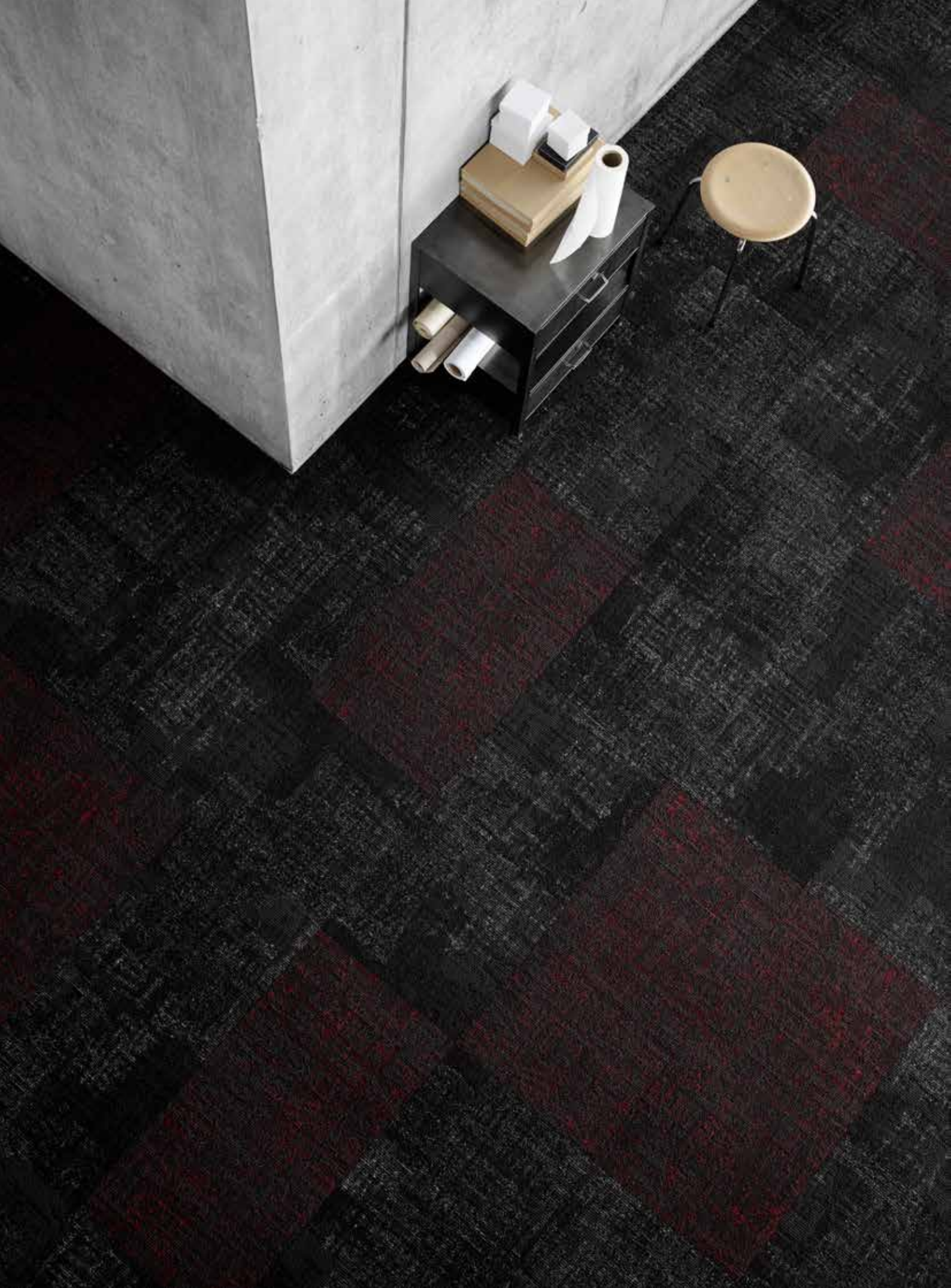






place













Place

Place evokes memories. Memories of events and places that are strongly linked to familiar textiles and keepsakes. Rich velvets, threadbare from use, have inspired the character and colour palette of Place, which is available in nine dark and bold colours.







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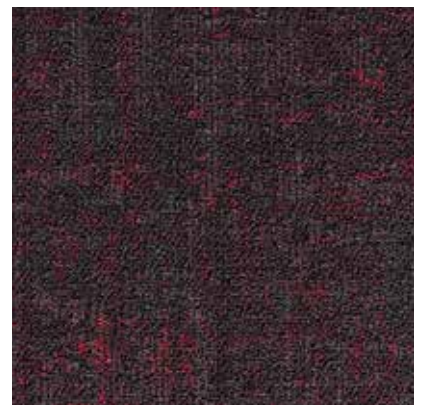
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





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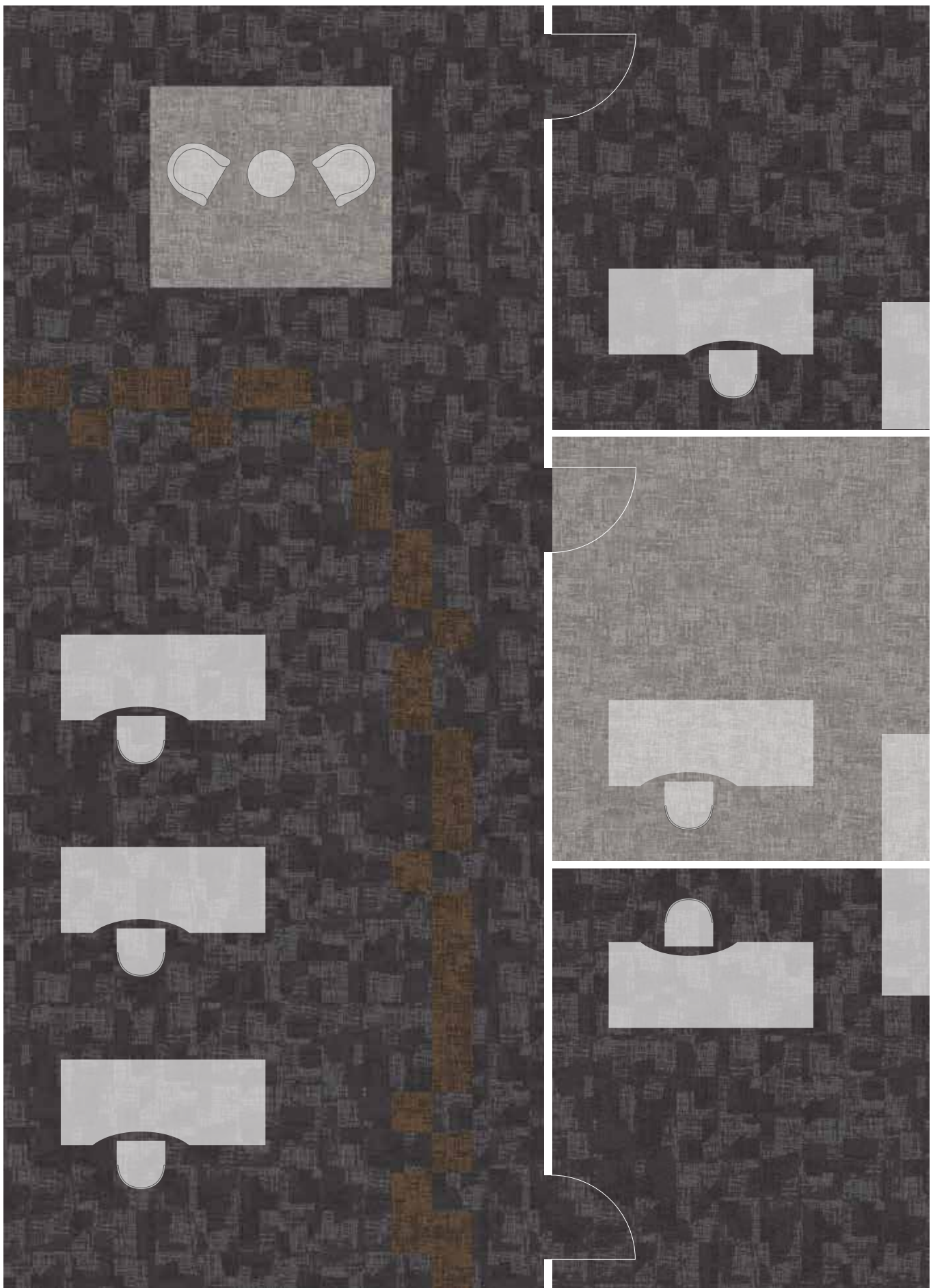


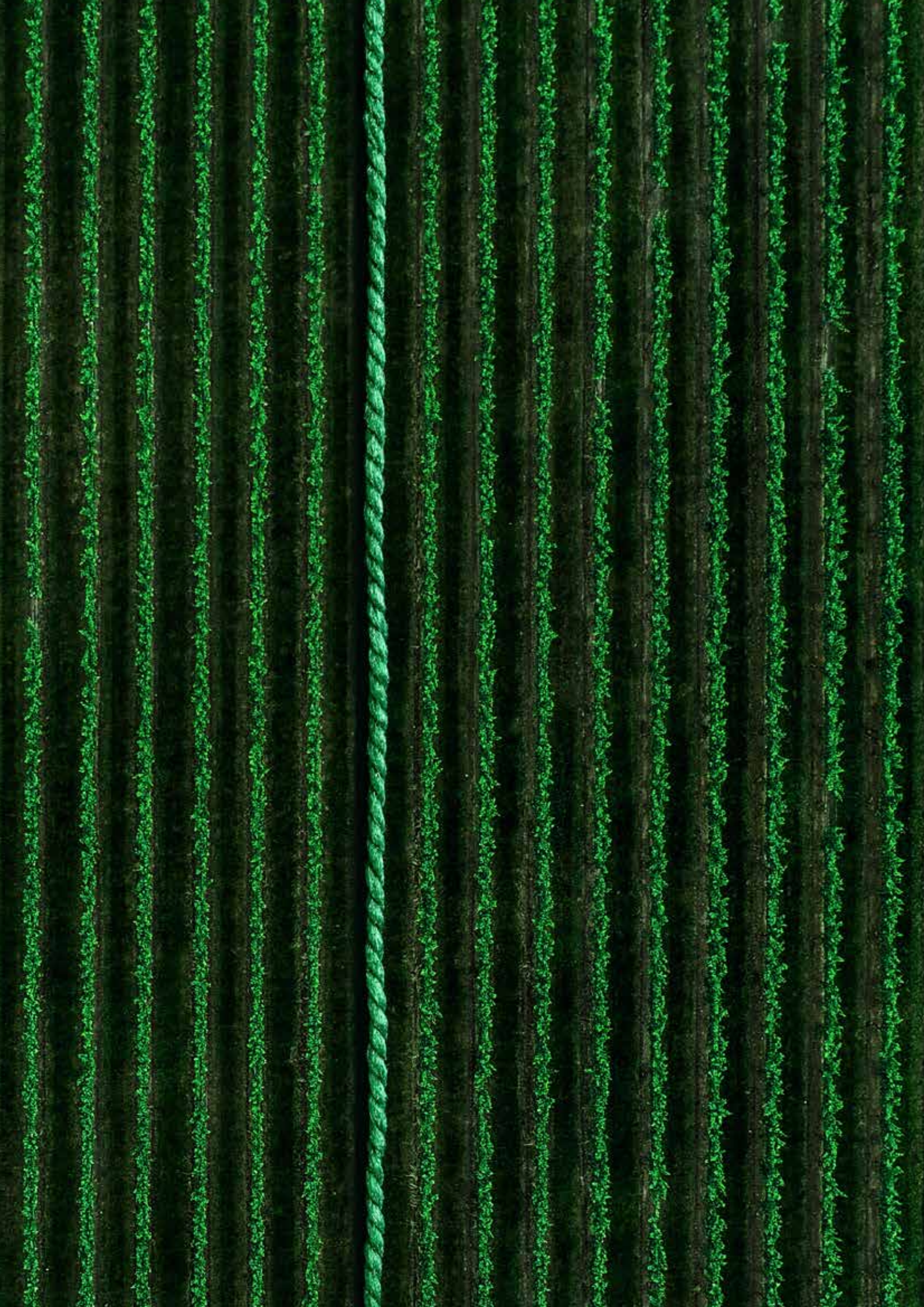
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Floorscape inspiration





From plastic bottles



to flakes



to fibres



to Ecotrust felt backings



From fishing nets



to chips



to yarns



to textile floorings

Waste isn't waste until it's wasted

We turn used plastic bottles into our Ecotrust felt backing. Bottles are transformed into a soft yet strong PET felt material that's long lasting and has great acoustic performance. All our carpet tiles come with this unique, patented backing.

Abandoned fishing nets and other industrial waste are used for the yarn in many of our carpet constructions. Fishing nets account for one tenth of the waste in the ocean. They can drift for months and be a threat to sea life. Once collected, the fishing

nets are cleaned, broken down and reborn as strong, hardwearing yarn that's both regenerated and regenerable.

We challenge industry standards and rethink how aesthetics, quality and sustainability can be combined. Not only in terms of materials but in everything we do, and we invite you to follow The Green Thread with us. Read more about our sustainable ambitions and achievements at egecarpets.com.



Follow The Green Thread

Cradle to Cradle

All our carpets are Cradle to Cradle Certified®. The idea behind Cradle to Cradle is that the Earth's finite resources shouldn't go to waste. They should be re-used in new contexts, with no detrimental effect on people or the environment. In other words, the goal is to eliminate waste.

Indoor Air Comfort Gold

All our carpets are Indoor Air Comfort Gold certified, showing compliance of product emissions with the criteria of many of the voluntary specifications issued by the most relevant ecolabels and similar specifications in the EU. Gold certified products are best-in-class for low emissions and good for indoor air quality.

EcoVadis

Our sustainability excellence has been recognised by EcoVadis with the highest score in its class. EcoVadis is the world's leading sustainability rating agency, and they rank the CSR performance of 75,000 companies in 160 countries. The Platinum ranking puts us in the top 1% recognising Ege Carpets as one of the most advanced companies in terms of CSR practices.

The Green Thread

A green thread runs through everything we do. It has for decades and will continue into the future. We do our utmost to protect the environment and improve the wellbeing of people. Read more about The Green Thread at egecarpets.com.

Terms and conditions

The Memory collection features three patterns, each in nine beautiful colours. Available as carpet tiles, planks, Figura and wall-to-wall carpet, the collection can take on very different expressions. The multi-level loop structure made from regenerated and regenerable yarn defines the pattern, adding depth and texture to the carpet while delivering outstanding quality, great comfort and acoustic benefits.

- 3 unique designs, each available in 9 colour options
- Multi-level loop structure
- Available as 48x48 cm tiles and wall-to-wall carpet at no minimum order
- 96x96 cm tiles and 24x96 cm planks available from 40 m² per size/design/colour
- Figura available from 40 m² per shape/design/colour
- Undisputed performance standard EN 1307
- Performance classification to fit any need; heavy use
- 48-hour sample service and eco-friendly shipping option of 5-7 days (within Europe only)
- Dispatch within 2 weeks from receipt of order for 48x48 cm tiles, 24x96 cm planks and wall-to-wall carpet
- Dispatch within 3 weeks from receipt of order for 96x96 cm tiles and Figura







BY APPOINTMENT TO THE ROYAL DANISH COURT

Ege Carpets A/S



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