

OBJECT CARPET and Niaga, an innovation venture from Covestro, intensify their strategic cooperation for the production of recyclable carpets



Photo: OBJECT CARPET

*For **OBJECT CARPET**, the “green mission” and a consistent commitment to the environment have always been part of the company’s DNA. This is why the premium carpet manufacturer from Denkendorf has been focusing on the development of sustainable solutions for ecological building for many years and has become an expert in environmentally friendly floor coverings with recyclable and resource-saving products. **OBJECT CARPET** also carried out real pioneering work together with partner Niaga in developing the first circular mono carpet NEOO. Now the company is investing further in the underlying technology of fiber bonding and lamination. Because this pioneering process will enable **OBJECT CARPET** to expand its range of recyclable carpets on the international market and to support industry partners in the transition to circular solutions. To this end, **OBJECT CARPET** will take over all patents for coating technology and processes for carpets and become Niaga’s main distribution partner for its carpet PES hotmelt adhesive in this application.*

All the skills needed to produce recyclable carpets are concentrated at the **OBJECT CARPET** production site in Krefeld: from the design and product development to the final product, everything is done here. The key to the innovation of the carpets which consist of only one or two materials is the click-unclick adhesive made of 100% polyester (PES), which is tailored to circulation-oriented design.

Moritz Winterstein, Head of Niaga: “Together, we have shown that it is possible to produce highly durable carpets from monopolyester. Now **OBJECT CARPET** is ready for the next step: continuing on the green path and supporting industrial partners as they transition to a recycling economy.”

Patented fiber bonding technology and click-unclick adhesive

The patented fiber bonding technology enables carpet manufacturers to develop and produce floor coverings for the circular economy. Fiber bonding agents are used to join the pile to the tufting fabric. The melted tufting fabric is then bonded to the secondary carrier with the PES hotmelt adhesive by lamination (“click”). At the end of the carpet’s useful life, the adhesive can be deactivated by applying heat (“unclick”) so that both materials can be returned to their original production cycle. The acquisition will give **OBJECT CARPET** access to Niaga’s entire carpet patent portfolio, which includes patents specifically for carpet production, design and recycling.

Healthier and more energy-efficient

The unique technology, which was developed in close collaboration, focuses on the essentials and does not contain any harmful ingredients such as latex, which would make recycling more difficult. Compared to conventional carpet production – with over 30 different, often irreversibly bonded materials – this coating process is extremely energy-efficient and requires neither gas nor water.

Scaling up circular solutions for the carpet industry

OBJECT CARPET’s successful launch of the monopolyester carpet NEOO has solidified the company’s standing as a pioneer in the carpet industry. The intensified cooperation and the acquisition of the coating technology is a logical step, as **OBJECT CARPET**’s know-how and skills will help other carpet manufacturers to successfully develop carpet solutions that are suitable for closed loop recycling management. The doors of the Krefeld production facility are open to anyone who wants to see this new technology in action and understand it better.

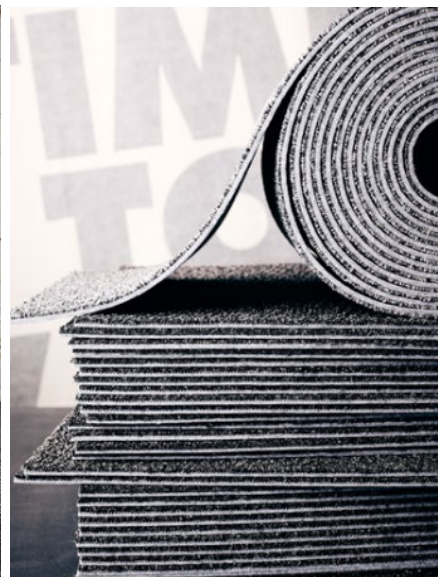
OBJECT CARPET becomes Niaga’s main distribution partner for its carpet PES hotmelt adhesive. To support new partners with small-scale testing capabilities, the testing equipment will be transferred from Niaga to **OBJECT CARPET**.

Daniel Butz, Managing Director and owner of **OBJECT CARPET** GmbH: “Now that we have demonstrated solutions and shown the value of circular carpet solutions for the industry, we are looking forward to expanding our partnerships with industry peers and supply chain players. The exchange of experience and knowledge is crucial in order to achieve the goals of the circular economy together – in line with the motto “Join the future”.



Photo: OBJECT CARPET

Daniel Butz at the presentation of the plans to convert the entire product range to circularity by 2026.





Photos: OBJECT CARPET NEOO laid the foundation for recyclable carpet production: the mono carpet can be fully recycled several times - a first in the carpet industry.

About OBJECT CARPET

Since 1972, **OBJECT CARPET** has stood for quality, design and innovation in the commercial property sector. 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 also received the evidence-based recommendation from the TÜV (German Technical Inspection Association) for safe use by allergy sufferers and 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 utilization of recycled materials in production as well as a second life cycle for carpets after their use is now a matter of course for **OBJECT CARPET**: for example, together with UNStudio, **OBJECT CARPET** is committed in the "Future Perfect" project to breathe new life into old carpets and thus create unique designs. **OBJECT CARPET** is making a real change in the industry with the first completely recyclable and even circular commercial property carpet, NEOO. After eight years of development work with NIAGA®, **OBJECT CARPET** presents the mono-material Carpet NEOO, which takes the circular cycle to a new level.

Numerous design and business awards, such as the widely respected Good Design and red dot Awards, have demonstrated **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.

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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Covestro is one of the world's leading manufacturers of high-quality polymer materials and their components. With its innovative products, processes and methods, the company contributes to greater sustainability and quality of life in many areas. **Covestro** supplies customers around the world in key industries such as mobility, construction and housing as well as in the electrical and electronics industries. Polymers from **Covestro** are also used in areas such as sport and leisure, cosmetics and health, as well as in the chemical industry itself.

The company has committed to becoming fully circular and aims to become carbon neutral by 2035 (Scope 1 and 2). In the 2022 financial year, **Covestro** generated sales of EUR 18 billion. At the end of 2022, the company had 50 production sites worldwide and employed around 18,000 people (calculated as full-time equivalents).