

JOINT PRESS RELEASE
Object Carpet, Healthy Seas

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OBJECT CARPET's sustainability objectives lead to new partnership with the Healthy Seas initiative

[OBJECT CARPET](#) is a pioneering enterprise that enables design visions to become reality, using innovative production techniques, healthy low-emission materials and sustainable manufacturing methods. The company recently became a partner of the Healthy Seas initiative. Healthy Seas recovers discarded fishing nets from the seas which are then regenerated by Aquafil into the high-quality ECONYL® yarn used for the production of brand-new products.

Many plans are in store to promote this new cooperation between OBJECT CARPET and Healthy Seas aiming at raising awareness among architects and interior designers about sustainable material solutions.

Sustainability and health being among OBJECT CARPET's most important concerns, already 60% of the company's products are made from ECONYL® regenerated nylon. *"Producing long-lasting and sustainable carpets with a very good life-cycle balance is a continuous, natural process for us. Sustainability has always been anchored in our corporate DNA. With Healthy Seas, we aim to promote the transition to a sustainable society and close the material cycle."* ~ OBJECT CARPET Managing Director, Daniel Butz.

Healthy Seas was founded by a non-profit organization ([Ghost Fishing](#)) and two sustainable enterprises ([Aquafil](#) and [Star Sock](#)). Today, many other companies have joined the initiative.

Since its launch in 2013, Healthy Seas has collected 453 tons of waste nets from the seas and from land, in cooperation with divers and fishermen. That is the equivalent in weight of 3 blue whales! The nets recovered from the seas, sometimes called "ghost nets", would otherwise remain in the marine ecosystem for hundreds of years entangling and killing many marine animals including whales, turtles and birds.

Thanks to the ECONYL® Regeneration System, the nylon in the fishing nets is regenerated into high-quality yarn which is then turned into brand new sustainable products. According to a joint report by the FAO (United Nations Food and Agriculture Organisation) and UNEP (United Nations Environment Programme), an estimated 640,000 tons of fishing gear are left in our oceans each year, accounting for one-tenth of all marine litter.

Healthy Seas is an open initiative and welcomes new partners on board who are committed to circular economy, sustainability and marine protection.

END OF MESSAGE

Healthy Seas Promo Video

<https://www.youtube.com/watch?v=9JvQgSTEpzk&t>

Photos available here:

<https://www.dropbox.com/sh/yyhpnw17e5rfxhz/AADJNwrr5zFySqFpOTfdpXUJa?dl=0>

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Notes to Editors:

About OBJECT CARPET

Since 1972, OBJECT CARPET has stood for quality, design and innovation in the commercial property sector. At OBJECT CARPET, beauty and practicality always go hand in hand. The carpets are durable and robust, with an exciting colour palette. A sense of aesthetics, colour and architecture, in combination with advanced production techniques, results in elegant and unusual designs in the form of rugs, carpet tiles and custom-cut carpets. With over 1,200 styles and colours as well as individually-customised products, the OBJECT CARPET collection offers a unique diversity for modern interior design, manufactured from carefully selected, 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 Federal Environmental Agency's Blue Angel ecolabel. They have been tested by TÜV and are suitable for people with allergies. Thanks to invisible OC Protect dirt-and-stain protection, this carpet style effectively repels dirt, dust and liquids. Customers all over the world appreciate these qualities, from Google and Microsoft, Adidas and Marc Cain, to Porsche and Kempinski.

Numerous design and corporate prizes, such as the widely respected Red Dot Award, have demonstrated OBJECT CARPET's outstanding design competence and corporate achievement. Most recently, OBJECT CARPET was again nominated by Ernst & Young for their "Top 50 German luxury brands" and was selected by Langenscheidt as one of their "brands of the century".

With innovative production techniques and sustainable manufacturing methods, OBJECT CARPET is a pioneering enterprise that enables design visions to become reality. So it was no surprise that the company was selected to provide the "VIP carpet" for the German Sustainability Award ceremony. OBJECT CARPET's tiles, wall-to-wall and custom-cut carpets – under the name RUGX – received an evidence-based recommendation by the TÜV (German Technical Inspection Association) for allergy sufferers, and reduced dust content and particulate matter (DAAB – German Allergy - and Asthma Association). Experience OBJECT CARPET's world of colour and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

<https://www.object-carpet.com>

About Healthy Seas

OBJECT CARPET



The mission of 'Healthy Seas, a Journey from Waste to Wear' initiative, is to remove waste from the seas, in particular fishing nets, for the purpose of creating healthier seas and recycling marine litter into textile products. The recovered nylon fishing nets will be transformed and regenerated by Aquafil into ECONYL® yarn, a high-quality raw material used to create new products, such as socks, swimwear or carpets.

<http://healthyseas.org/>

About ECONYL®

ECONYL® is a nylon fiber produced by Aquafil using waste otherwise destined to landfill such as old carpets and nylon products left in the sea such as fishing nets. ECONYL® is a regenerated nylon that performs exactly the same as virgin nylon but it has a very different story in terms of where it has come from and where it is going.

ECONYL® regenerated nylon can be recycled infinitely and gives you endless possibilities.

<https://www.econyl.com>