

A New Wave

by Laura Bilde & Linnea Ek Blæhr



ReForm Designer Collection by

ege[®]

“Nature treats us well so we
have to take care of it”







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A reflection of nature

Inspired by the rough and untouched landscape of the Danish West Coast, A New Wave reflects natural textures, shapes and captivating scenery. The collection strives towards tactility on a functional and sensual level where you feel the patterns of the sand, the strict lines of the grass dunes and the rhythm of the waves washing in. Contrasting impressions unite in a feeling of harmony with a soothing effect.

With their education and background in interior design, Laura Bilde and Linnea Ek Blæhr have found inspiration in their childhood memories of the coastline and created a collection of organic and textured carpets. With A New Wave, the tactile landscape is brought to the floor with three sensuous designs; Sand, Grass and Ocean. Multi levels in the construction form the sculptural patterns while the colour palette reflects the dry and delicate tones of the seaside.



Laura Bilde
and Linnea Ek Blæhr



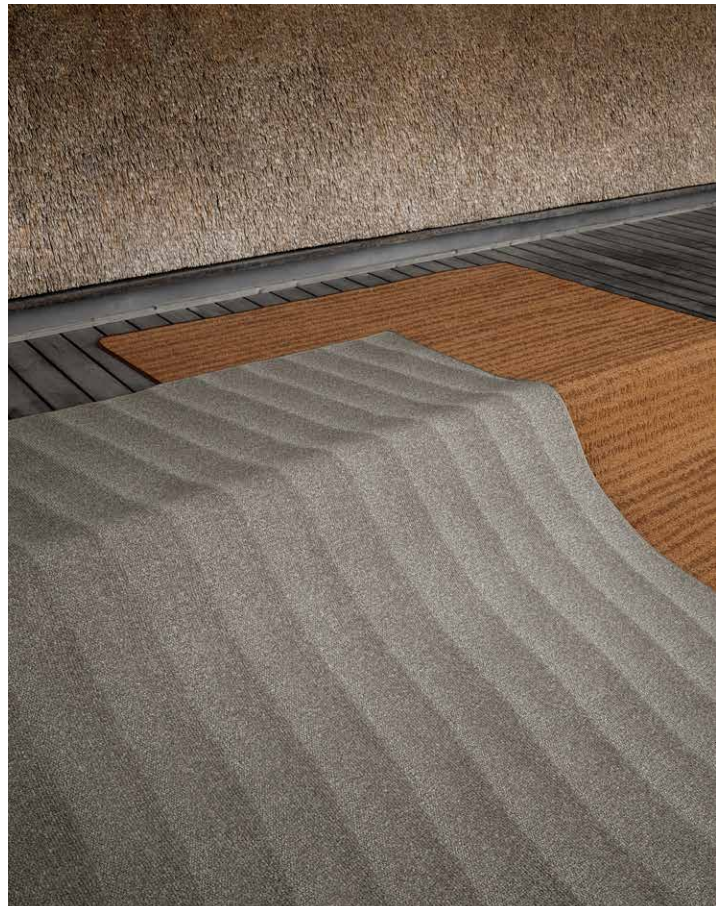
LEFT: **0871014** SAND
TOP RIGHT: **087202296** GRASS 96x96 CM TILES
BOTTOM RIGHT: **0873024** GRASS / **0875033** OCEAN



The three designs Sand, Grass and Ocean come in seven natural and dusty tones inspired by the colour scheme of the seaside dunes and coastline.

All designs are available as wall-to-wall carpet and rugs. The Grass design also suits 48x48 cm and 96x96 cm carpet tiles that you can use in a monolithic style to mimic the look of wall-to-wall carpet, while a quarter turn installation will result in a very different and interesting expression with great effect.

With the love and respect of nature, A New Wave is crafted from recycled and recyclable materials providing you with a sustainable choice for your next floor design. Inspired by the goodness that nature brings us, we want to take responsibility for the well-being of the environment so we can continue to reload and find peace in nature.



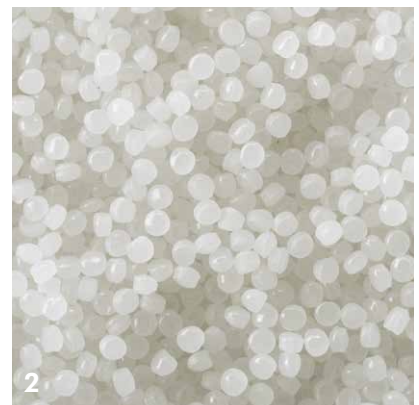
Waste isn't waste until it's wasted

We believe in circular thinking and in keeping as many resources as possible in a closed loop. Waste is one of the world's major environmental challenges, but to us waste is also a resource.

With Ege Carpets, you can select from a wide range of collections featuring regenerated and regenerable yarn made from industrial nylon waste such as used carpets, textiles and discarded fishing nets.

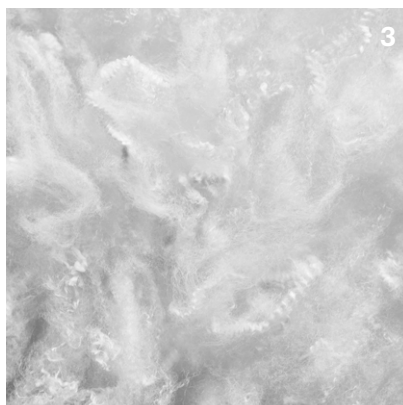
We turn used plastic bottles into our Ecotrust tile backing. Bottles are transformed into a soft, yet strong PET felt material that's long lasting and has great acoustic performance. All our carpet tiles come with this unique, patented backing and some even with a 100% recycled adhesive made from used or broken car windows that also makes it easier to recycle the carpet at end-of-life.

Many of our carpets are part of our revolutionary take-back concept Ege CircleBack where 98-100% of the used carpet's components can be recycled.



From industrial waste – to chips
– to yarns – to textile floorings

From plastic bottles – to flakes
– to fibres – to Ecotrust felt backings



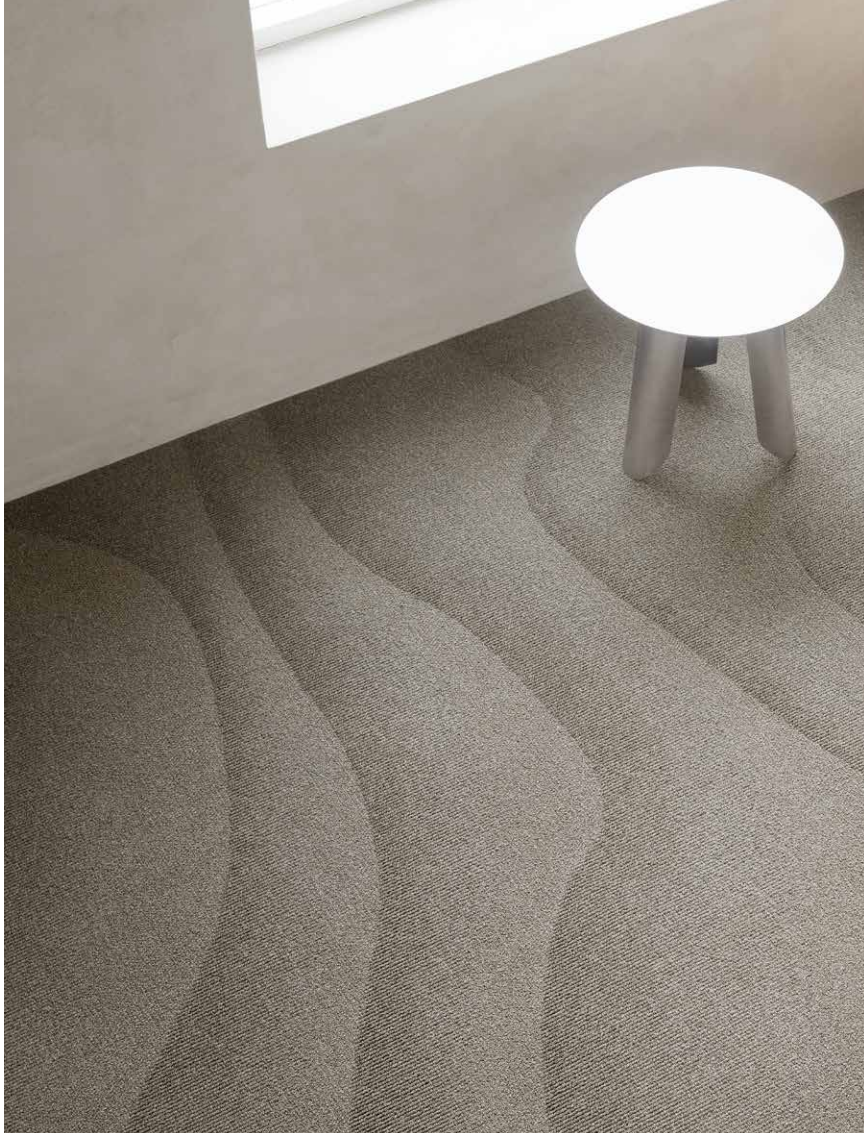
From broken windshields – to laminate
fractions – to flakes – to adhesive

Sand. Wavy shapes form when the wind blows over the impressive dune landscape



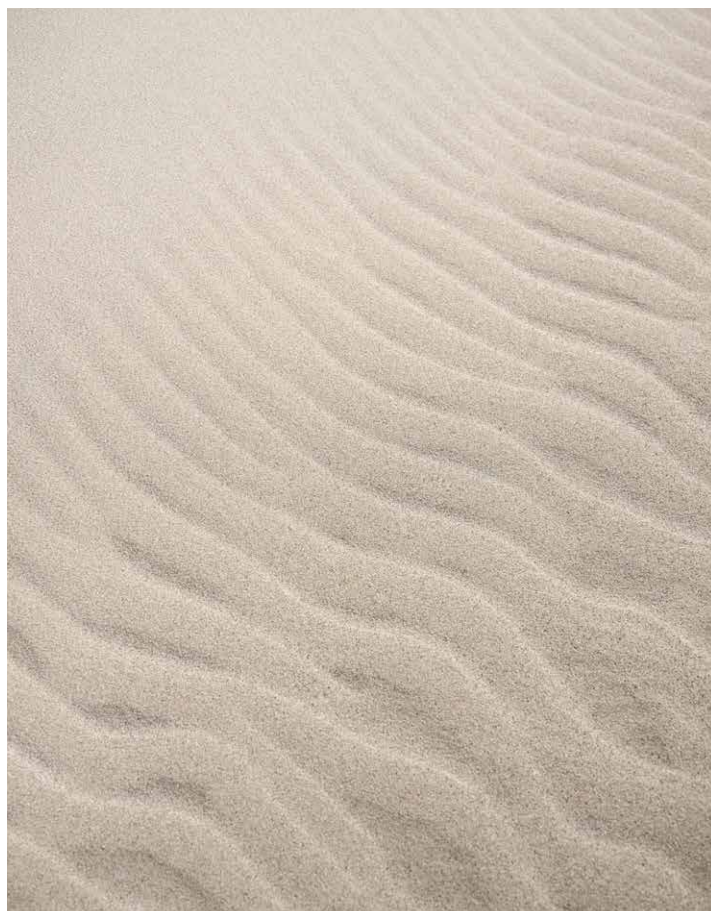








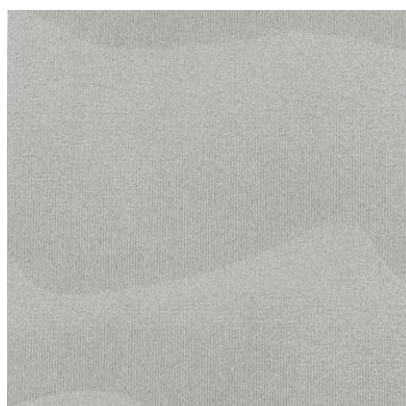




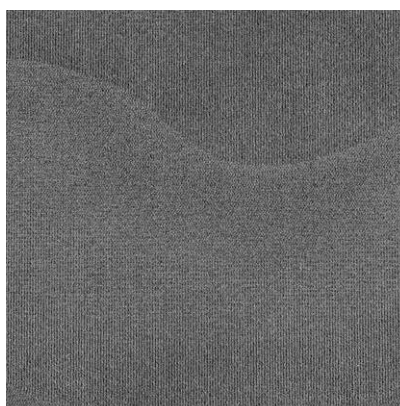
Sand comes in seven natural and subtle tones inspired by the colours of the coast. Available as wall-to-wall carpet and rugs.



0871012

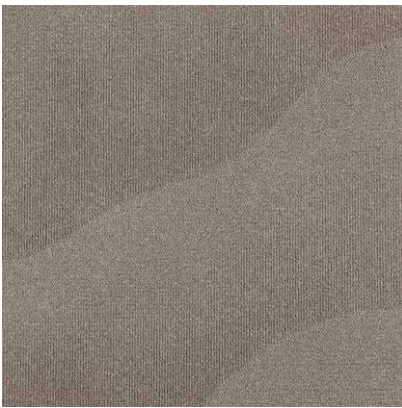


0871010

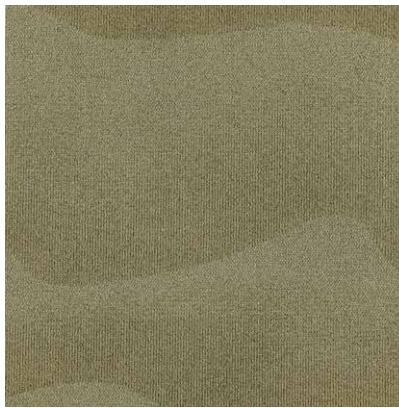


0871011

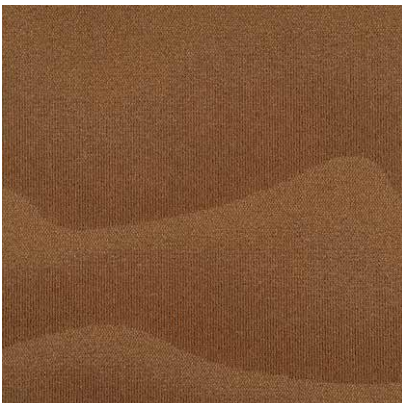
0871013 SAND
w: 395.6 cm x l: 263.0 cm



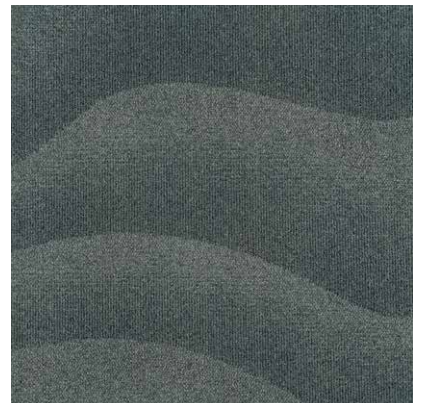
0871013 ●



0871015 ●



0871014 ●



0871016 ●

Grass. Lines of fascinating movement combined with different heights and tonal shades







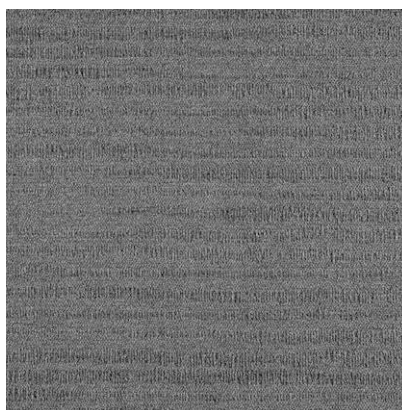












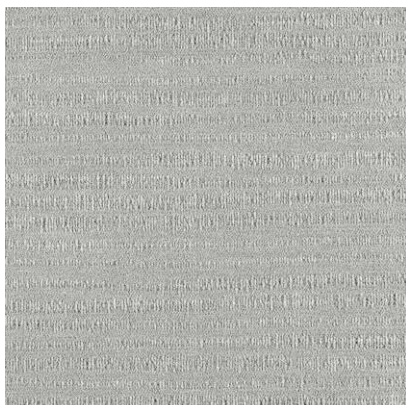
Grass comes in seven natural and subtle tones inspired by the colours of the coast. Available as wall-to-wall carpet, 48x48 cm and 96x96 cm tiles as well as rugs.






0873021  / 087202148  / 087202196 



0873022  / 087202248  / 087202296 



0873020  / 087202048  / 087202096 

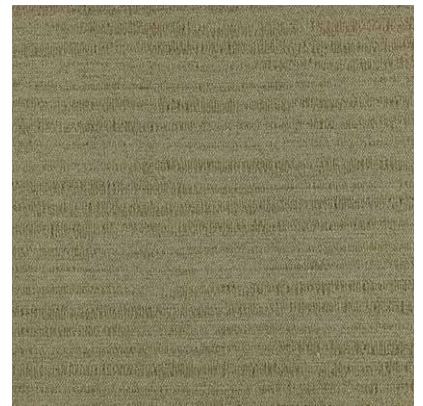
0873023 GRASS
w: 395.6 cm x l: 149.5 cm



087202396 GRASS
Installation example 2 x 2 tiles in 96x96 cm



0873023 ● / 087202348 ■ / 087202396 □



0873025 ● / 087202548 ■ / 087202596 □



0873024 ● / 087202448 ■ / 087202496 □



0873026 ● / 087202648 ■ / 087202696 □

Ocean. Harmonious and soothing curves
from the repetitive rhythm of the waves



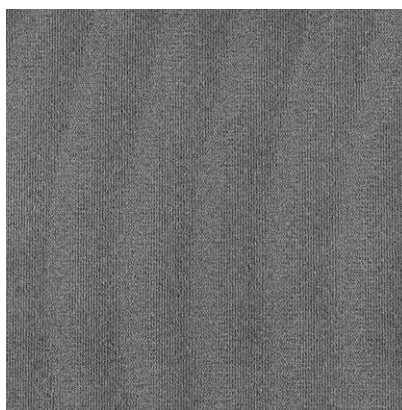








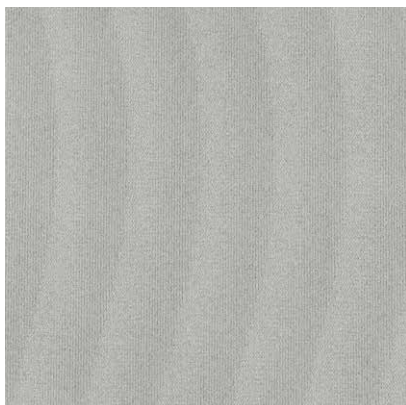
Ocean comes in seven natural and subtle tones inspired by the colours of the coast. Available as wall-to-wall carpet and rugs.



0875031 ●



0875032 ●

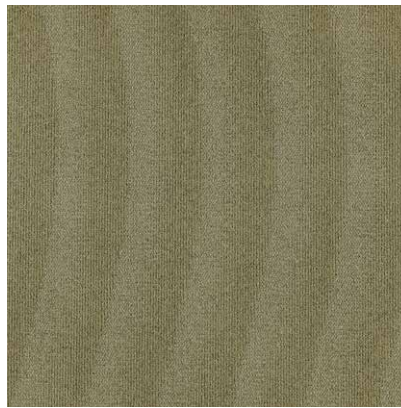
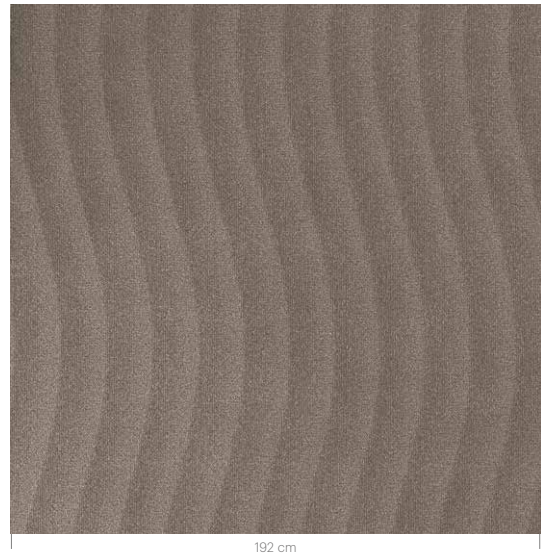


0875030 ●



0875033 ●

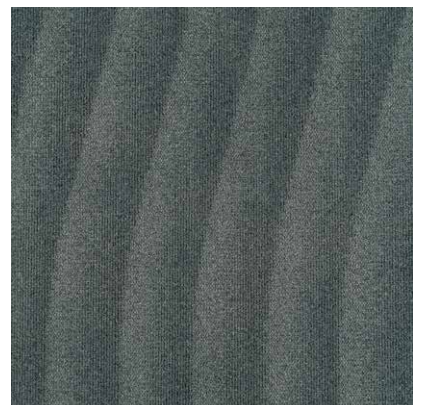
0875033 OCEAN
w: 388.7 cm x l: 230.0 cm



0875035



0875034



0875036

All the details

A New Wave features three designs; Sand, Grass and Ocean with seven colours in each range. All are available as wall-to-wall carpet and rugs in any size or shape. Grass is also available in tiles 48x48 cm and 96x96 cm. The multi-level weaving defines the patterns and adds an interesting texture and extra dimension to the floor design.

- 3 unique designs with 7 colours in each range
- Multi-level loop structure
- The Sand and Ocean designs are available as wall-to-wall carpet and rugs
- The Grass design is available as wall-to-wall carpet, tiles 48x48 cm and 96x96 cm and rugs
- Undisputed performance standard EN1307
- Performance classification to fit any need; heavy and extra heavy use
- 24-hour sample service
- Ege CircleBack available for wall-to-wall carpet with WT backing
- Dispatch within 2-3 weeks from receipt of order

Our long-term ambition

We want to create the world's most sustainable carpets. It's an ongoing process where we continuously set up new goals and initiatives within five focus areas. Read more about our ambitious 2030 goals at egecarpets.com.

Ege CircleBack

With our revolutionary take-back concept, we reduce your carpet's end-of-life CO₂ emissions by up to 60%. Ege CircleBack is available for a selection of our carpets, and we keep adding more collections to the concept.

Cradle to Cradle

Most of 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.

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 100,000 companies in 160 countries. The Platinum ranking puts us in the top 1%.





Cover: Freelife Merida White 320 g,
100% recycled, FSC®
Contents: Acquerello Bianco 120 g, FSC®
Arctic Matt, 130 g, FSC®, Nordic Swan Ecolabel
Print: Green Graphic, Denmark

FSC® is the mark of responsible forestry. www.fsc.org.
The objective of the Nordic Swan Ecolabel is to reduce
the overall environmental impact from production and
consumption of goods. www.nordic-ecolabel.org.



BY APPOINTMENT TO THE ROYAL DANISH COURT

Ege Carpets A/S



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