A New Wave

by Séché Studio



ReForm Designer Collection by

ege®

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

Séché Studio







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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, Séché Studio 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.



Séché Studio,
Laura Bilde and Linnea Ek Blæhr



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





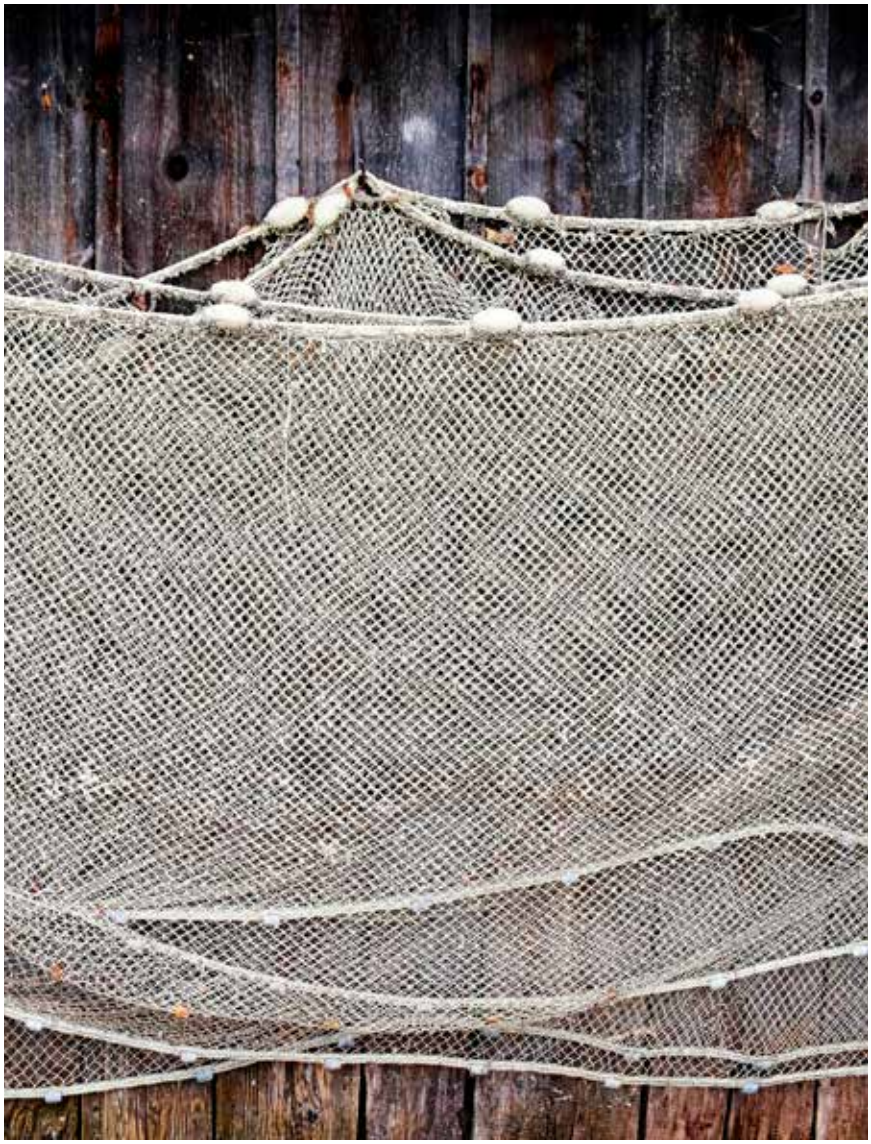
The three designs Sand, Grass and Ocean come in seven natural and dusty tones inspired by the colour scheme of the seaside dunes and coastline.

All designs are available in broadloom and as rugs. The Grass design is also suited to 48x48 cm and 96x96 cm carpet tiles that you can use in a monolithic style to mimic the look of broadloom, 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.

Design like there is a tomorrow

We trade bad for good. In the right hands, fishing nets and plastic waste are excellent resources for doing good. Ege Carpets want to contribute to a more sustainable world, which is why we developed the concept of our ReForm collections.



WE TURN A BOTTLE INTO A TILE BACKING

A water bottle contains a vital resource for our well-being. But did you know that the bottle itself has lots of applications and that we have managed to utilise one of them by recycling used water bottles into a patented Ecotrust felt backing for carpet tiles?

An innovative production technique turns bottles into a soft yet strong PET felt material that is long lasting and has great acoustic performance. PET felt is both recycled and regenerable.









FROM REGENERATED FISHING NETS TO TILE FACES

Fishing nets account for one tenth of the waste in the ocean. Abandoned fishing nets can drift for months or years and be a threat to sea life. At Ege Carpets we use ECONYL® yarn produced from used fishing nets. Once the fishing nets are collected and cleaned, they are physically and chemically broken down and reborn as strong and hardwearing yarns for carpets. The yarns are both regenerated and regenerable.









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



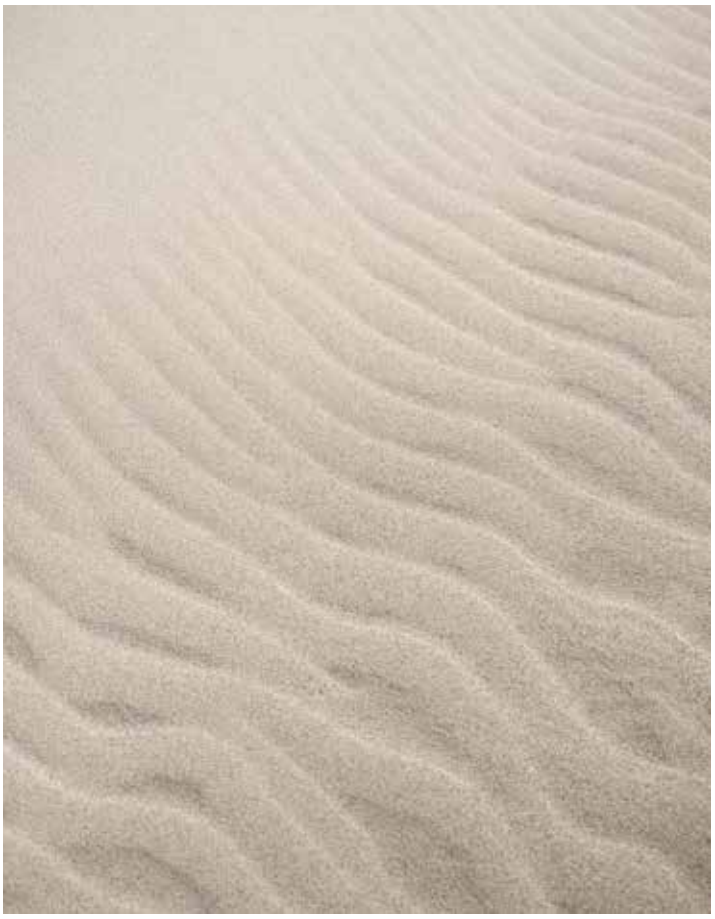







SETTING THE STAGE





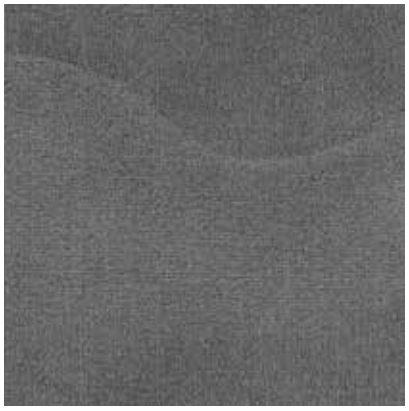
Sand comes in seven natural and subtle tones inspired by the colours of the coast. Available in broadloom and as rugs.



0871012

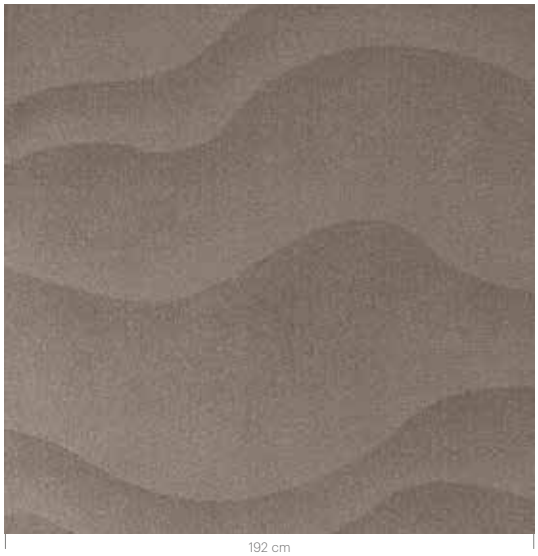


0871010



0871011

0871013 SAND
w: 395.6 cm x l: 263.0 cm



All our carpets are green.
No matter their colour.

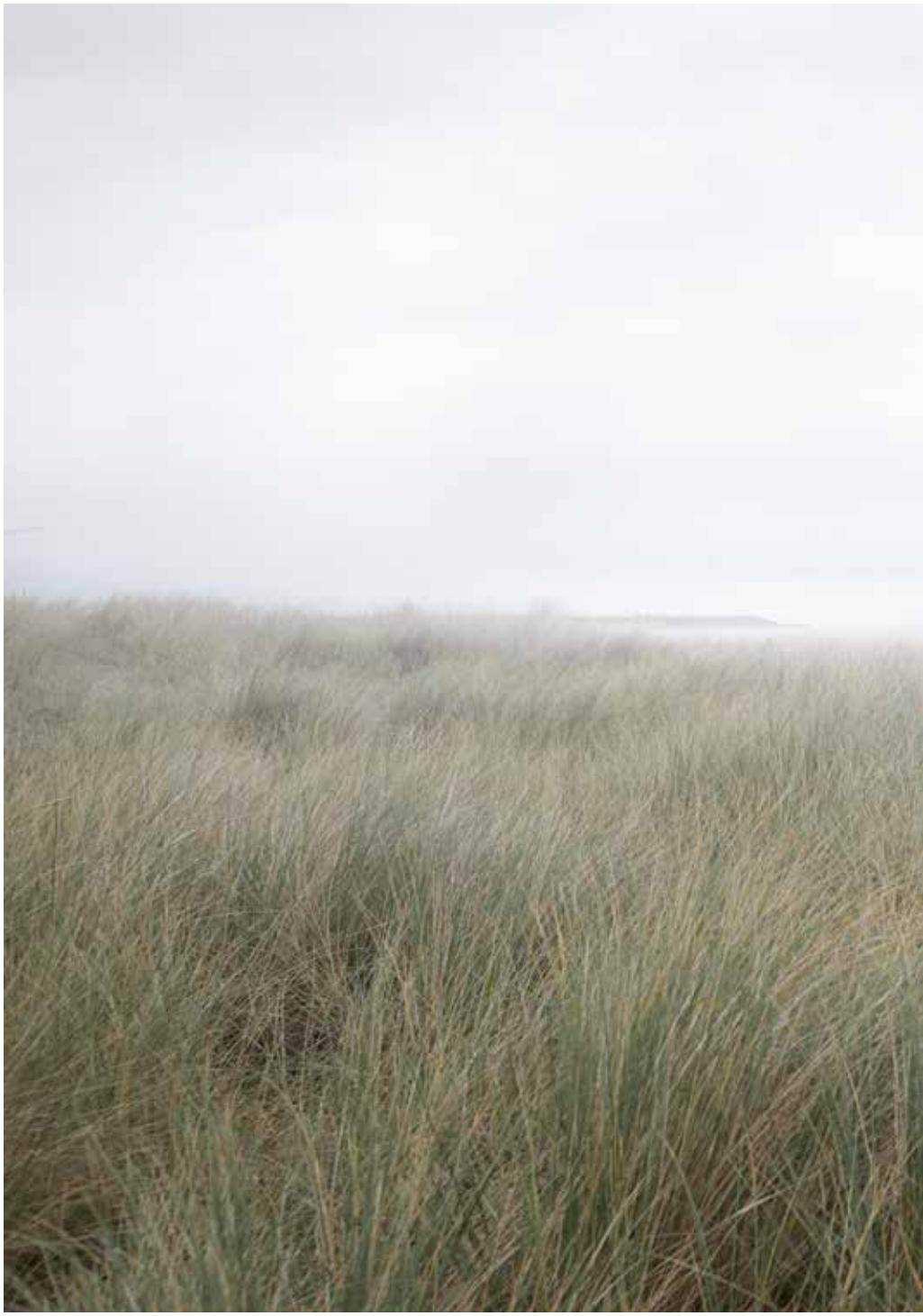

0871013


0871015


0871014


0871016

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







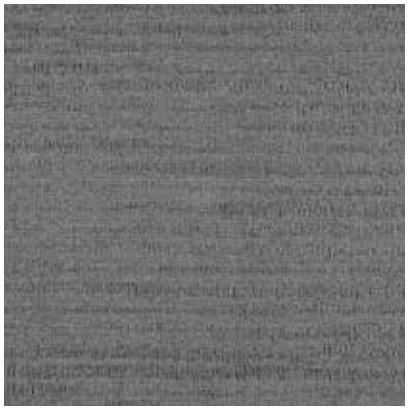








Grass comes in seven natural and subtle tones inspired by the colours of the coast. Available in broadloom, 48x48 cm and 96x96 cm tiles as well as rugs.



0873021 ◎ / 087202148 ⊞ / 087202196 ☐



0873022 ◎ / 087202248 ⊞ / 087202296 ☐



0873020 ◎ / 087202048 ⊞ / 087202096 ☐

0873023 GRASS
w: 395.6 cm x l: 149.5 cm



192 cm

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



192 cm

Sustainability is not an option.
It is weaved into everything we do.



0873023 ◎ / 087202348 ⊞ / 087202396 ☐



0873025 ◎ / 087202548 ⊞ / 087202596 ☐



0873024 ◎ / 087202448 ⊞ / 087202496 ☐



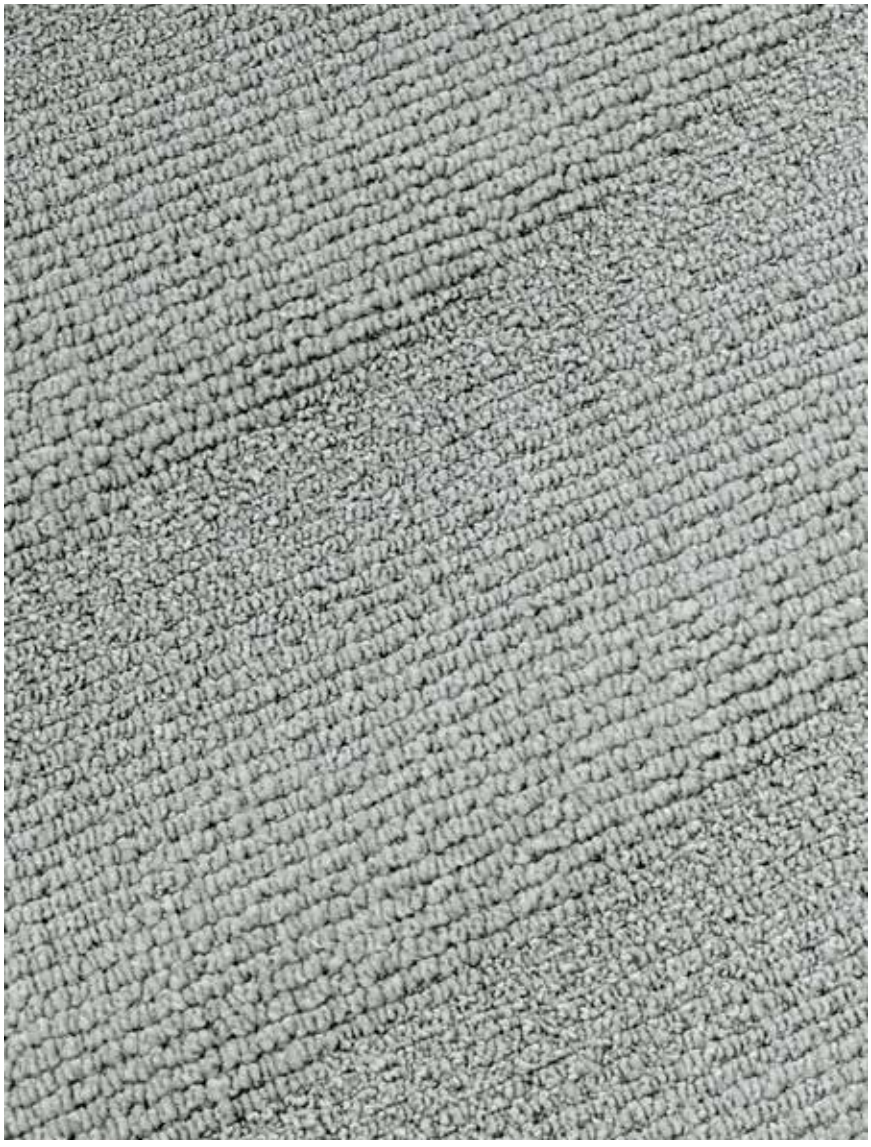
0873026 ◎ / 087202648 ⊞ / 087202696 ☐

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



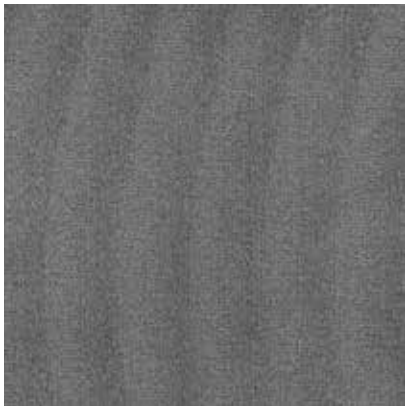








Ocean comes in seven natural and subtle tones inspired by the colours of the coast. Available in broadloom and as rugs.



0875031



0875032

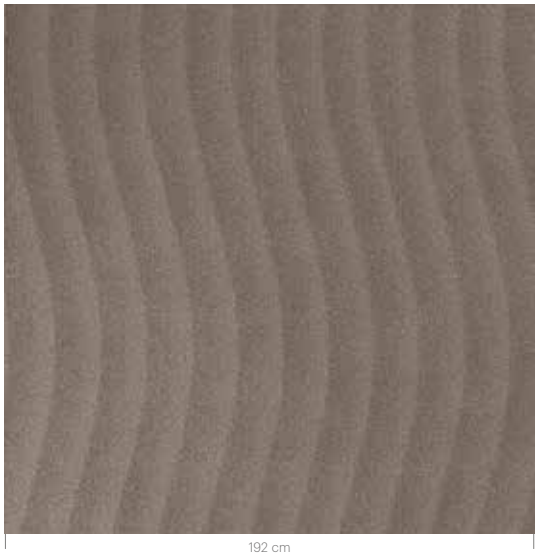


0875030



0875033

0875033 OCEAN
w: 388.7 cm x l: 230.0 cm



We walk the talk.
On recycled materials.



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 in broadloom and as 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 in broadloom and as rugs
- The Grass design is available in broadloom, tiles 48x48 cm and 96x96 cm tiles and as rugs
- Undisputed performance standard EN1307
- Performance classification to fit any need; heavy and extra heavy use
- 24-hour sample service
- Dispatch within 2-3 weeks from receipt of order



Cradle to Cradle Certified™
All our carpets are Cradle to Cradle Certified™. The idea behind Cradle to Cradle is that the Earth's finite resources should not go to waste. They must be used simply in new contexts, with no detrimental effects 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, thus good for indoor air quality.

The Green Thread
A green thread runs through everything we do. It has for decades and will continue into the future. We believe that every carpet is an opportunity to improve the sustainability of our environment and the wellbeing for people. Read more about The Green Thread at egecarpets.com.



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

ege®

egecarpets.com

Ege Carpets inhouse 0620 – 8052094 – 2nd edition – Colours are approximations only