

Carpet giant replaces latex glue with recycled glue from broken car windows



Rune Stephansen, CEO, Ege Carpets

The carpet giant Ege Carpets is replacing the glue in 13 carpet collections. The new sustainable binder is made from glue from broken car windows.

Glue from broken car windows is the main ingredient in Ege Carpets' latest step towards a more sustainable production. The carpet giant, which is one of Europe's largest and leading of its kind, has chosen to replace the latex-based glue in 13 carpet collections with a more sustainable alternative. The new glue is made of laminate-film from broken car windows, which would otherwise have ended up at waste dumps.

"We use glue to attach the backing to the carpet face. And this glue we've now chosen to replace in all our ReForm carpet tiles, which we produce in more than 400 variants. Thereby, our products are taking the next step in a more sustainable direction by recycling materials where it makes sense. By replacing our latex-based glue with the new recycled glue, we also significantly reduce our CO₂ footprint," says Rune Stephansen, CEO of Ege Carpets.

Ege Carpets has had a life cycle analysis carried out, which shows that the new glue can reduce the CO₂ footprint in production by between 22% and 38% per square meter. The analysis has been made in accordance with Cradle to Gate, i.e. it only calculates the reduction in the process from the glue being delivered at Ege Carpets until the finished carpet tiles are shipped to the customers.

100% recycled materials

The glue is delivered to Ege Carpets from the Danish cleantech company Shark Solutions, which annually manufactures and delivers more than 10,000 tons of recycled glue to companies worldwide. For almost 20 years, the company has worked with a zero-waste mindset of utilising the laminate from broken car windows that would otherwise go to waste.

"We manufacture glue from recycled materials, where we make full use of resources. Our binder contains no toxic chemicals and is approved as a raw material by Asthma-Allergy Denmark. So, this is a product that can replace traditional glue in for example carpets and paints 1:1, which is better for the environment and at the same time is also competitive on price. For the carpet industry, it's obvious to make this replacement because it can help make the carpets recyclable and reduce the manufacturers' CO₂ footprint up to 10 times," says Jens Holmegaard, CEO and founder of Shark Solutions.

Rune Stephansen says that the new initiative is another step in Ege Carpets' ambitions to produce the world's best and most sustainable carpets.

"To begin with, we've chosen to implement the glue on all carpet tiles in our ReForm concept, which is our most sustainable concept, developed with the intention of making full use of resources. All our ReForm carpet tiles consist of 100% regenerated yarn on top, 100% recycled polyester from used plastic bottles in the backing and now also 100% recycled binder to hold the two parts together. This is only the first step on the way to being able to replace the glue in all our carpet tiles and thus make our product assortment even more sustainable," says Rune Stephansen.

About Ege Carpets

Ege Carpets is one of Europe's largest carpet manufacturers founded in 1938 and headquartered in Herning, Denmark. The company produces and sells tufted and woven carpets for the contract and residential markets, especially for hotels, offices and marine, and is also a supplier to institutions and projects in the healthcare, transport and retail industries. Ege Carpets is the only carpet manufacturer in the world that offers a 100% Cradle to Cradle Bronze Certified® range for commercial use.

About Shark Solutions

Shark Solutions is a Danish cleantech company founded in 2005 with headquarters in Roskilde, Denmark, and factories in both the USA and Belgium. Every year, the company produces more than 10,000 tons of glue from the laminate of car windows broken by thrown-up pebbles and broken laminated glass for buildings. Shark Solutions primarily supplies the flooring and paint industries, where their product can replace traditional glue products 1:1 without compromising on quality and still maintain competitive prices.

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