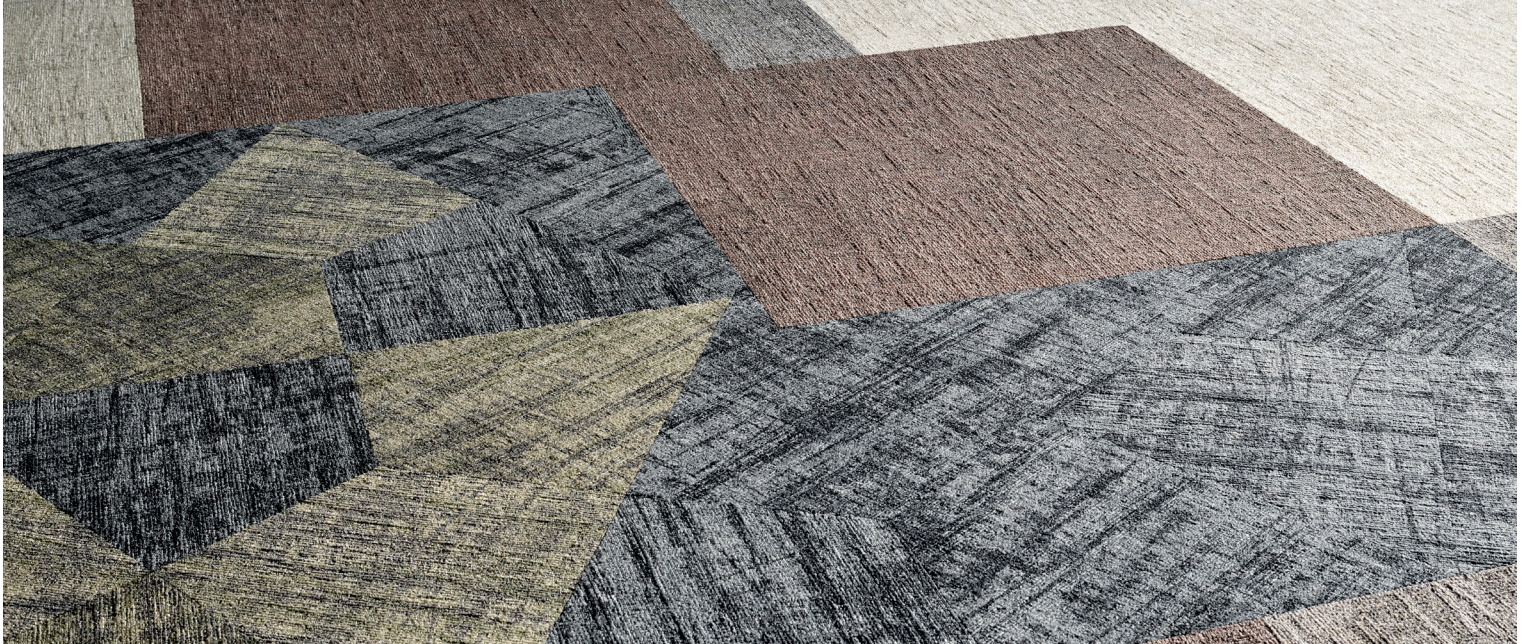# New ReForm collection: Mark of Time Ecotrust Thumbprints of the Earth's past

Combining a rough yet poetic design story with a truly sustainable product concept featuring several practical advantages such as improved acoustics and flexibility, Mark of Time Ecotrust offers a contemporary interior choice for demanding projects.

A rough look and feel

In the Mark of Time collection, the multi-level loop construction creates a sculptural texture influenced by the collision of the Earth's layers. Tilted, chaotic and organic elements come together to define the two co-ordinating patterns, Bedrock and Landslide, that can be used alone or combined to give a soft or dramatic expression to the floorscape. Minerals including jet, lapis and serpentine have inspired the colour palette of tone-on-tone neutrals complemented by darker shades that create either a subtle or powerful yet refined look. Each design comes in 15 contemporary colours carefully chosen for their ability to combine into unique compositions.

Sustainable all the way through

Cradle to Cradle Certified™, crafted from regenerated and regenerable yarn and fitted with the patented recycled Ecotrust backing, the collection perfectly suits any sustainable flooring project. Mark of Time is available as carpet tiles, planks, wall-to-wall carpet and the innovative Figura shapes.

Ege Carpets

Founded in 1938 and consistently using the most advanced technology in the industry, Ege Carpets have developed into one of Europe's leading carpet companies. Guided by the strategy; "We design beautiful carpets for a sustainable future", Ege Carpets craft unique, sustainable textile flooring by turning waste into resources while striving to keep components in closed circles to become CO_2 positive. Through nine sales offices and more than 50 partners around the world, Ege carpets supply Cradle to Cradle Certified™ carpets to architects and interior designers specialising in hospitality, office and marine projects, among others. Visit egecarpets.com to learn more.

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The Mark of Time designs

Rocks, carved by ancient forces, are a thumbprint of the Earth's past. Bearing centuries of weight and meaning, each stone has travelled through time and landscapes so infinite that we can't comprehend. Through their immortal existence, they're the subject of many myths and legends and their scale confirms that we're but a small event in their seismic history. Always changing, the rockface resists and yet eventually gives way to the elements. Sliding, folding and tumbling into chaos, the fractures build a new structure and the seas wash the minerals into weeping colours. During the landslide, the Earth buries its face and then reveals a new beauty.

Bedrock
Bedrock has a soft stone texture and is the foundation for the collection. The layers created by elemental forces tilt and tumble into shapes locked in time. Available in 15 tone-on-tone colours.

Landslide
Landslide is inspired by fragmented rock, weathered and streaked with colour. Each rock has a story to tell as it fractures and tumbles into the sea. Available in 15 rich tonal combinations.
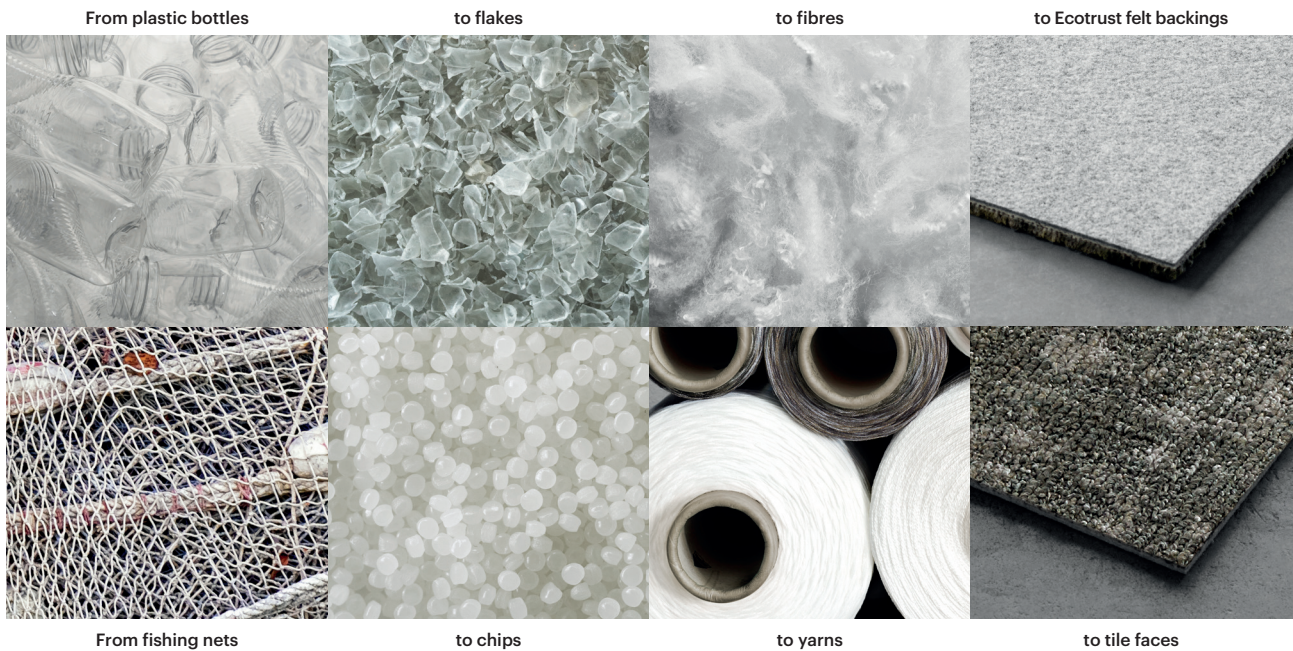
The designer
Carol Appleton is an experienced textile designer and creative director. Carol is the talent behind the ReForm Memory Ecotrust, ReForm Legend Ecotrust and ReForm Artworks Ecotrust collections as well.

Link to images and press releases
Ege Carpets press releases and photos

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Sizes and shapes

The Bedrock and Landslide patterns are available as carpet tiles, planks, Figura and wall-to-wall carpet offering a multitude of design options for the floorscape. Thus, this collection can create distinctive and functional spaces that offer flexibility and variability in their expression. Carpet tiles and planks offer a high level of flexibility, easy to install with flawless joints. The square carpet tile is available in two sizes; 48x48 cm or 96x96 cm that can be installed in the monolithic style to mimic the look of wall-to-wall carpet or as quarterturn where pattern and pile direction create a different look. The rectangular plank comes as 24x96 cm and with the Figura concept, innovative tile shapes add an extra geometric touch to the design expression. Therefore, the collection is a great visual toolbox to achieve very different looks depending on the sizes and shapes specified.

Mark of Time comes in a wide palette of contemporary colours from subtle tone-on-tone shades to more rich tones carefully coordinated for perfect combinations. It allows different spatial options that help define areas such as meeting points and quiet or communal zones, as well as catering to social distancing requirements and wayfinding. Both patterns can be unfolded onto a continuous and unbroken surface when using wall-to-wall carpet, available at a width of 4 metres.

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Waste isn't waste until it's wasted

From plastic bottles	to flakes	to fibres	to Ecotrust felt backings

From fishing nets	to chips	to yarns	to tile faces

The Mark of Time collection is made from eco-responsible materials and bearing the Cradle to Cradle and Indoor Air Comfort Gold certifications, it's a truly green choice for any flooring project. Ege Carpets turn used plastic bottles into the patented Ecotrust felt backing. Bottles are transformed into a soft yet strong PET felt material that's long lasting and has great acoustic performance. All carpet tiles and planks come with this unique, patented backing. Abandoned fishing nets and other industrial waste are used for yarn that comprises many of the carpet constructions. Fishing nets account for one tenth of waste in the ocean, drifting for months and posing a threat to sea life. Once collected, the fishing nets are cleaned, broken down and reborn as strong, hardwearing yarn that is both regenerated and regenerable.

Ege Carpets challenge industry standards and rethink how aesthetics, quality and sustainability can be combined. Follow The Green Thread and read more about Ege Carpets' sustainable ambitions and achievements at egecarpets.com.

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