

Launching now: ReForm Construction

Inspired by iron and concrete aged over time



With the two designs, Iron and concrete, taking the hard, industrial and somewhat cold materials to a more refined level, the ReForm Construction collection adds a new sense of personal wellbeing, comfort and improved acoustics to the fundamentally rough expressions. With these substantial user add-ons, the materials are subject to an immense upgrade that makes up for some of the natural shortcomings, while staying true to the fascinating expressions of iron and concrete when aged over time. An extra detail with great visual impact, the collection offers several 96x96 cm Mix carpet tiles to create fluid transitions between two predefined colours. Construction is available in carpet tiles, planks, wall-to-wall carpet and the innovative Figura shapes.

A tactile and more sustainable carpet choice

In Construction, the multi-level loop structure creates texture that's influenced by the original surfaces and the natural patina that evolves through years of wear and tear. Inspired by the natural hues of genuine materials, Iron and Concrete are structured around ten colour groups, five for each design. Reflecting a high level of detail and finesse in both patterns and colour combinations, the designs beautifully blend into modern spaces. The collection is Cradle to Cradle Certified™, crafted from regenerated and regenerable yarn and fitted with our patented recycled Ecotrust backing. Therefore, Construction perfectly suits your more sustainable flooring project.

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", we craft unique and more sustainable textile flooring by turning waste into resources while striving to keep components in closed circles to become CO₂ positive. Through nine sales offices and more than 50 partners around the world, we 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.

The two designs: Iron & Concrete

With their diverse compositions, looks and purposes, construction materials comprise the backdrops to many of the situations that frame our lives. All-pervading in both private and professional settings, they act as modular yet solid bricks that build up architectural structures to define our small and large-scale paths and equally important, the organisation of our daily activities within these predefined systems. Once positioned, construction materials stubbornly hold on to their locations through a sometimes overwhelming physical superiority and therefore, they have an enormous impact on all of us.



Iron is a shiny greyish metal that reacts to oxygen and moisture in the air. Depending on the connected ions and molecules in the surrounding environment, this hard yet formable material can take on new and very different colours. The Iron design comes in five colour groups.



Composed of cement, sand, stone and water, the heavy concrete masses seemingly float to create quite different looks. Colour detail and surface roughness depend on the specific component mix while air bubbles add a random touch to this mouldable material. The Concrete design comes in five colour groups.

[Link to images and press releases](#)

[Ege Carpets press releases and photos](#)

Mix tiles: An additional design feature




With the 96x96 cm Mix tiles, you get an extra design tool to create fluid and stunning flows between two predefined colours. Each Mix tile is a two-colour combination that blends into a smooth, effortless colour variation. There are several design options with Mix tiles. For instance, you can place a colour mix in the middle of your room while transitioning from a light tone to a dark tone throughout the floorscape or vice versa. Or you can create several colour transitions across the floor by blending from light to dark to light again or the other way around. With this design flexibility, you can use Mix tiles to define paths in big open rooms or create workspace or communal zoning.

Waste isn't waste until it's wasted



The Construction collection is made from eco-responsible materials and bearing the Cradle to Cradle and Indoor Air Comfort Gold certifications, it's a more green choice for any flooring project. We 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.

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

A high-angle, close-up photograph of a dark, textured carpet. In the upper right corner, a portion of a circular wooden table is visible, with a black, reflective, irregularly shaped object resting on its surface. The carpet has a fine, woven texture with subtle variations in grey and black tones.

Let's stay in touch!

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