

New collection: ReForm Discovery

Manmade and natural systems seen from above



When seen from above, the Earth is a perfect system. Looking down, each miracle of nature has a unique power of its own, whether it's the massive pressure of the roaring ocean or the stubbornness of the unmovable cliff always holding on to its majestic position. Individually, these forces appear incompatible, but from a bird's eye view it becomes obvious that they're interrelated and highly adaptable. Through the algorithm of the marks, we leave behind, ReForm Discovery explores the relatedness of humans too. Complex road maps, rigorous agricultural structures and neat yet somewhat chaotic city grids are examples of manmade systems so large in scale they can only be comprehended from a distance. Natural wonders or human-crafted constructions, they're all part of the same discoverable networked systems.

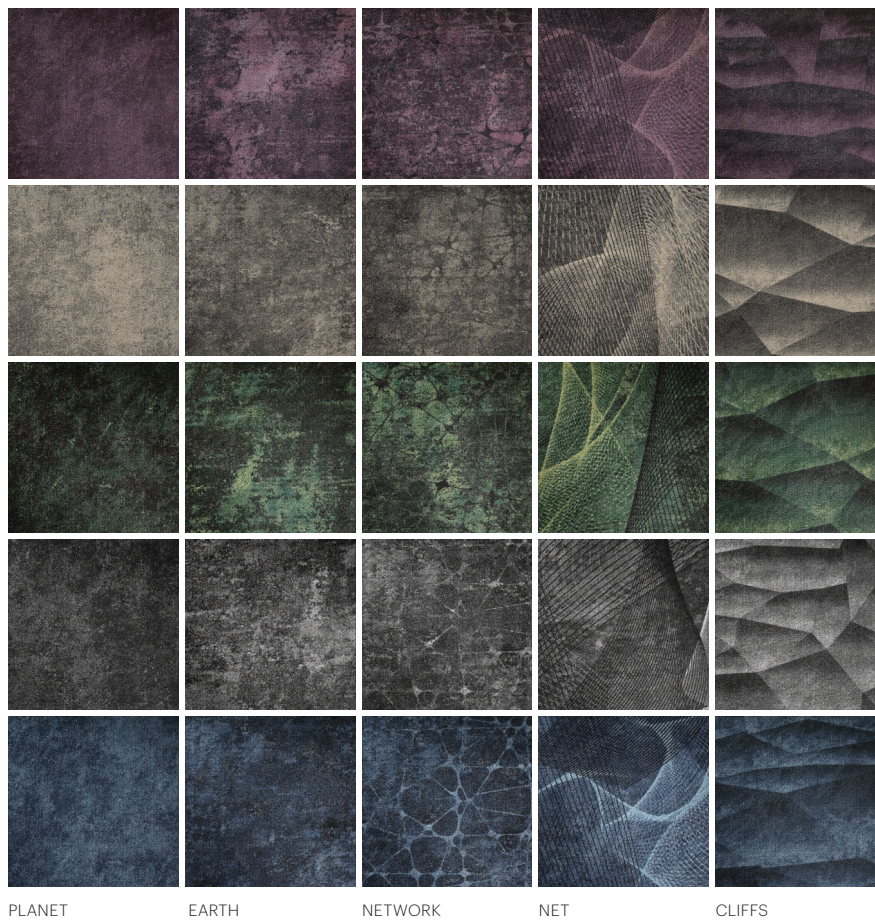
In this collection, the multi-level loop construction creates texture that's influenced by these networked systems and defines the 5 patterns: Planet, Earth, Network, Net and Cliffs. Available in sizes and shapes optimised according to the individual pattern, they can be used alone or combined to give a soft or dramatic expression to the floorscape. Discovery comes as carpet tiles, planks and wall-to-wall carpet.

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 9 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 designs & colour groups

The 5 Discovery patterns: Planet, Earth, Network, Net and Cliffs come in 5 contemporary colour groups from subtle tone-on-tone shades to more rich tones, carefully coordinated for perfect combinations. It allows you to experiment with 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.



The designs & colour groups



Ash black: Black and grey tones with various colour saturations and coordinated contrasts add a dramatic yet understated ambience to your floor. A classic interior colour, ash black can be a bold choice.



Sand grey: Comprising the lightest Discovery colour group, sand grey combines beige and grey colour schemes into contemporary looks with a high degree of colour contrast.



Broken green: Featuring an elegant vintage touch, broken green combines interior darlings such as bottle green, forest green and emerald into contemporary colour compositions with interesting layers.



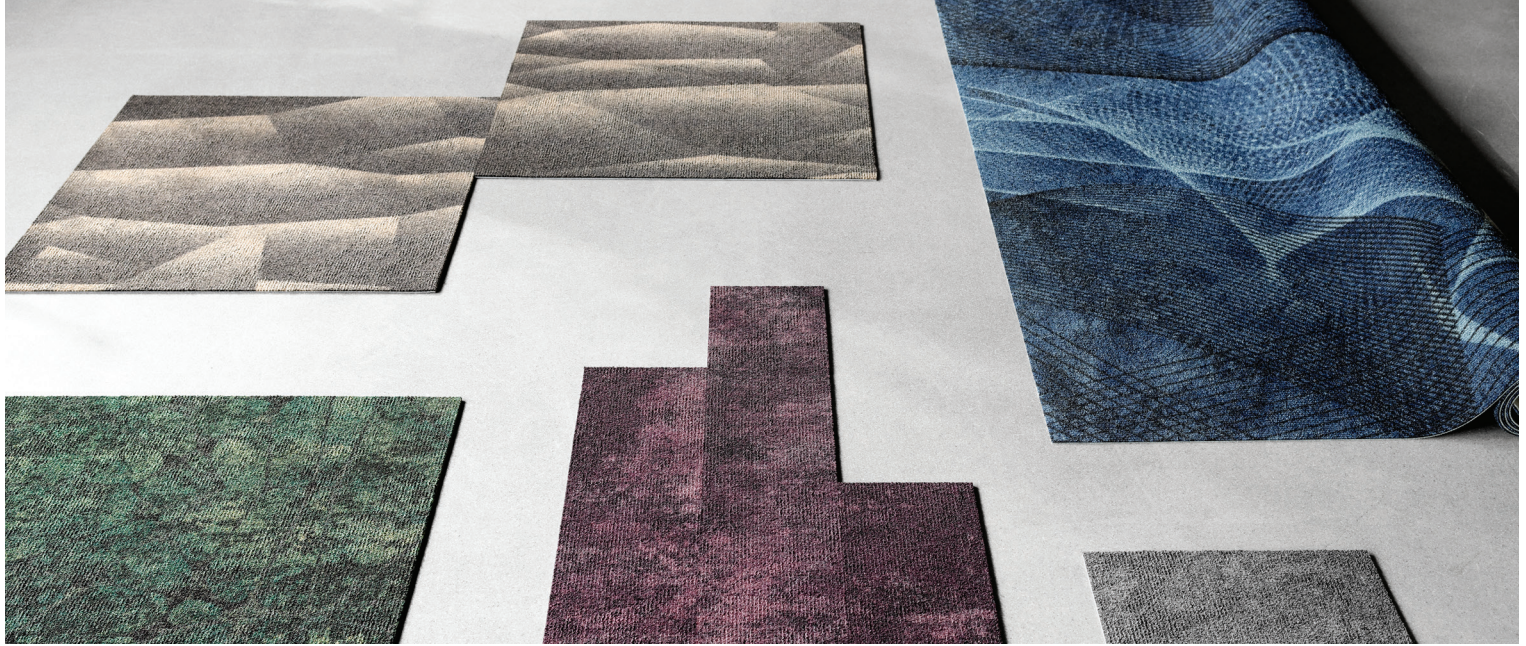
Ocean blue: Classic yet vibrant, ocean blue brings calm energy to any interior setting. Adding depth and interesting movement to the five patterns, this is a powerful and refined colour choice.



Wild berry: Edible delicacies from nature's kitchen inspired this palette of bright, dark or slightly faded berry colours. A contemporary and bold interior choice to make a powerful statement.

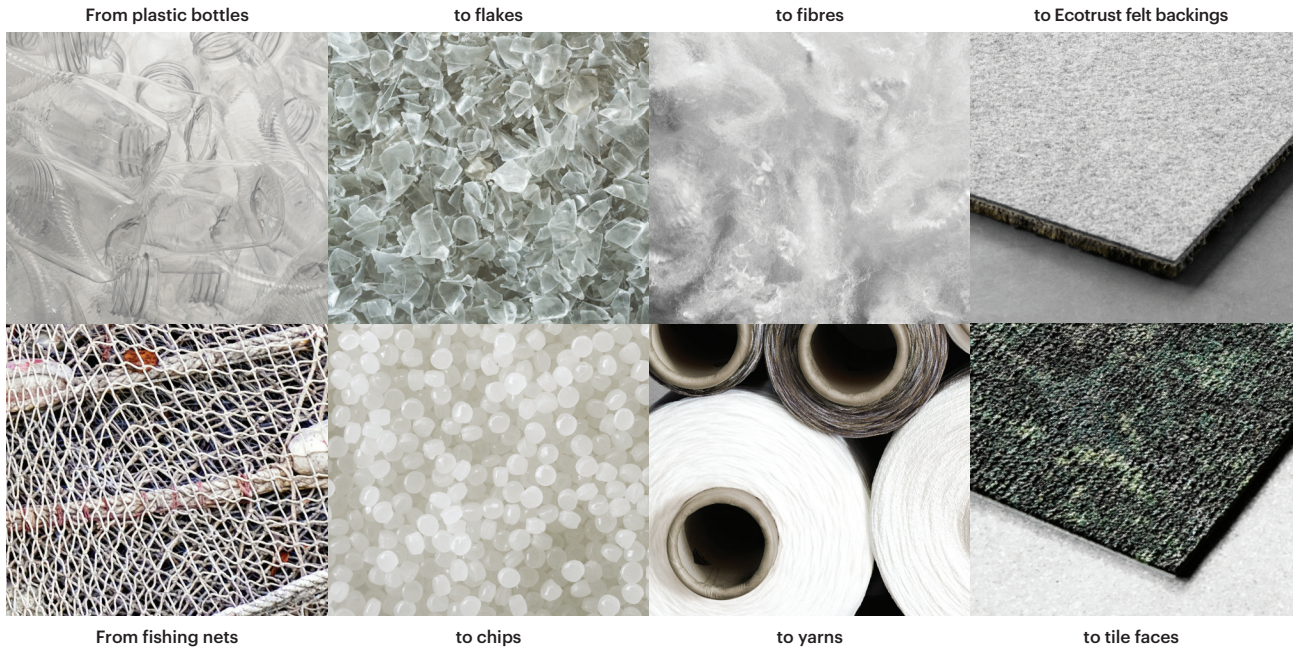
[Link to images and press releases](#)
[Ege Carpets press releases and photos](#)

Sizes and shapes



Discovery is available as carpet tiles, planks and wall-to-wall carpet offering a multitude of design options for your floorscape. With this collection, you can create distinctive and functional spaces that offer flexibility and variability in their expression. To make the most of the 5 unique patterns, Planet, Earth and Network are available in 48x48 and 96x96 cm tiles, 24x96 cm planks and wall-to-wall carpet; Net and Cliffs are available in 96x96 cm tiles and wall-to-wall carpet only. The carpet tiles can be installed monolithic style or as quarterturn, where pattern and pile direction create a different expression. This collection is a great visual toolbox where you can achieve very different looks depending on the sizes and shapes you choose.

Waste isn't waste until it's wasted



ReForm Discovery is made from eco-responsible materials and bearing the Cradle to Cradle and Indoor Air Comfort Gold certifications, it's a more sustainable choice for any flooring project. We turn used plastic bottles into our Ecotrust felt backing consisting of 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 our 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.

Let's stay in touch!

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