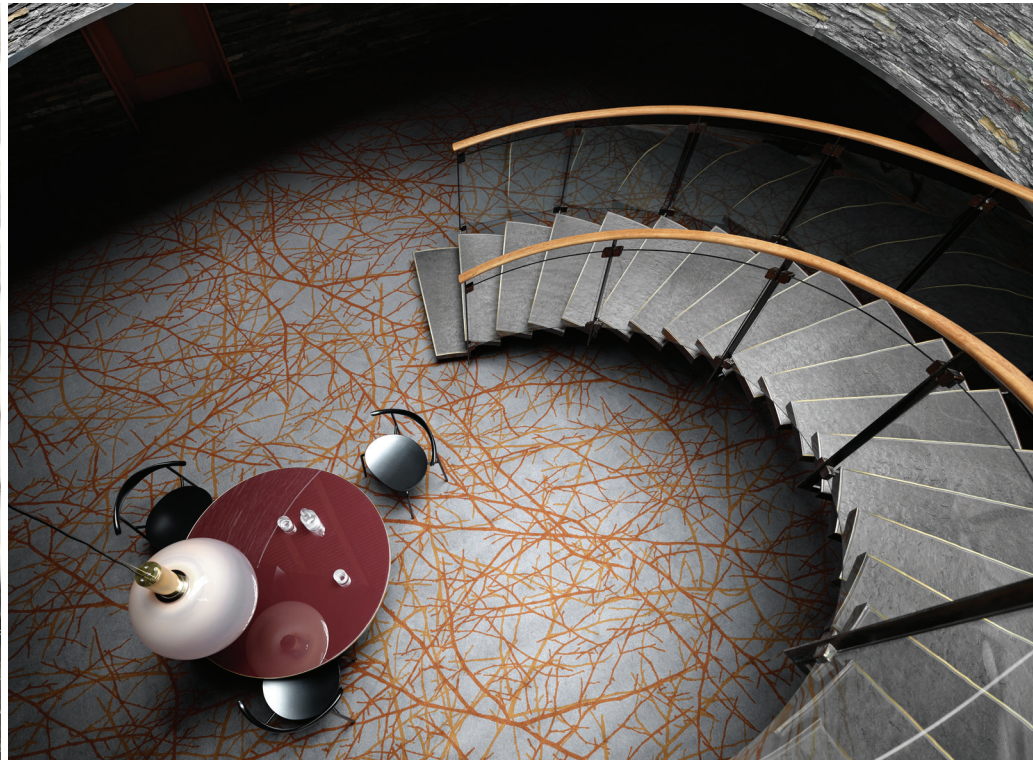


# Ege Carpets launch another carpet quality in 100% wool



Rune Stephansen, CEO, Ege Carpets

**The Danish carpet manufacturer has developed a new carpet quality, where the plush surface consists of 100% wool. Wool is a renewable material and therefore an important step in the effort to increase the proportion of renewable materials in the company's production.**

Ege Carpets continuously introduce sustainable initiatives in the production to make it as gentle on the environment as possible.

The latest initiative is carpet in 100% wool, which contrasts with the normal industry standard consisting of a mixed yarn in 80% wool and 20% nylon.

Rune Stephansen, CEO of Ege Carpets, is proud that the range is now expanded with yet another product in pure wool.

"We're constantly trying to develop our business. Therefore, we're of course proud to be able to offer our customers several different carpet solutions in 100% wool, which is a renewable natural material. In this way, we reduce the consumption of virgin plastics. In addition, carpet made of 100% wool has a higher insulation value than comparable carpet of other fiber types, and therefore affects the room temperature so that it's perceived higher than it is, thereby reducing energy costs," says Rune Stephansen.

The new carpet quality is part of Ege Carpets' Highline concept, where customers can design their carpet exactly as they wish. It can be in the form of a design that incorporates a company logo, geographical location or something completely different.

At Ege Carpets, they notice that the interest in 100% wool carpet is great among their customers.

"There's such a demand for innovative material solutions today. We sell carpet to customers in the hospitality, office and marine industry, who're increasingly measured by their performance in relation to sustainable efforts. The new carpet quality meets this demand without compromising on quality or design. On the contrary," says Rune Stephansen.

### **About 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 textile flooring by turning waste into resources while striving to keep components in closed circles. Through nine sales offices and more than 50 partners around the world, Ege Carpets supply Cradle to Cradle Certified® carpet to architects and interior designers specialising in hospitality, office and marine projects, among others. Visit [egecarpets.com](https://egecarpets.com) to learn more.

### **Link to press releases and photos**

[Ege Carpets press releases and photos](#)

### **For more information, please contact**

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