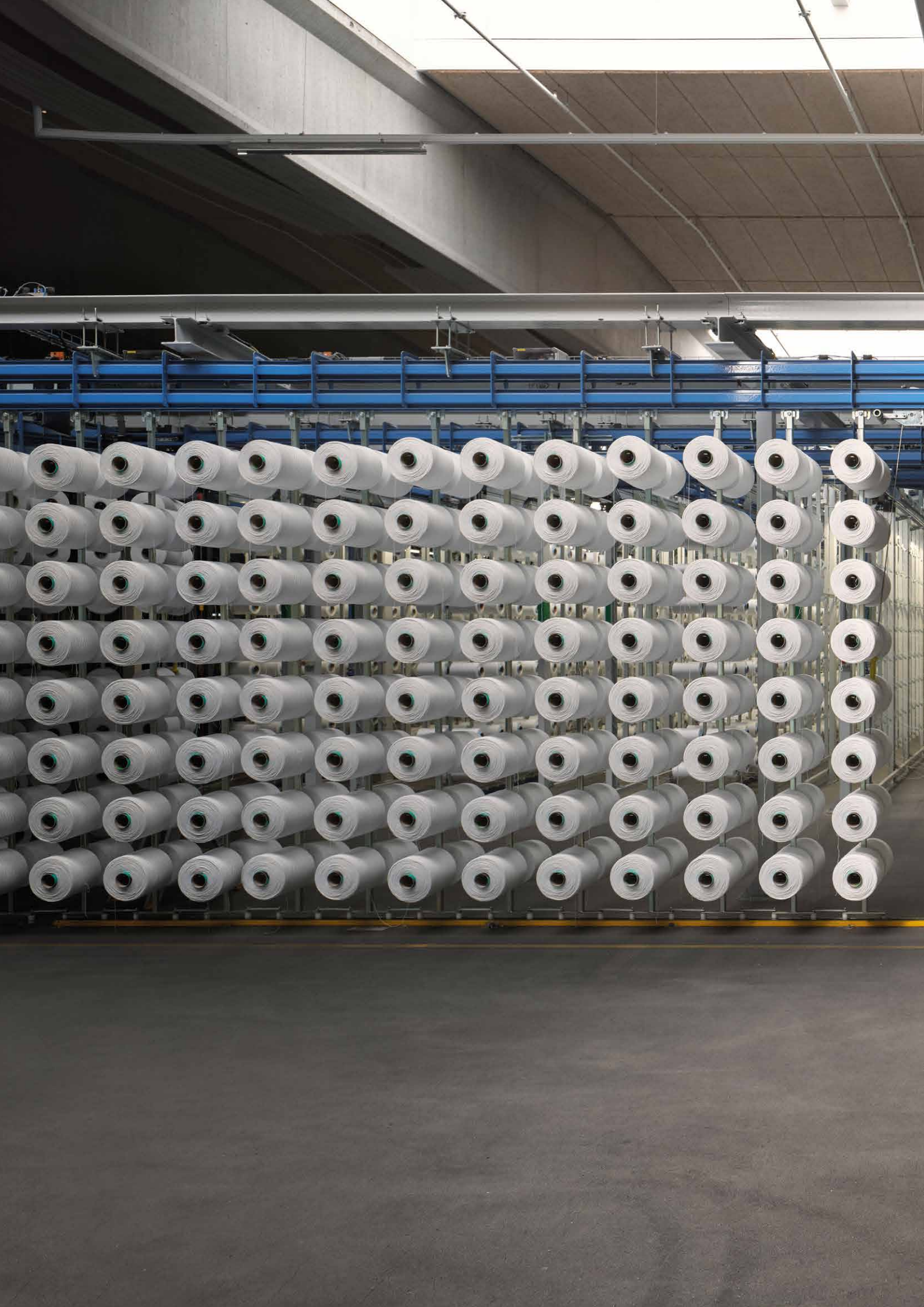
ege®

sustainable design
at your feet



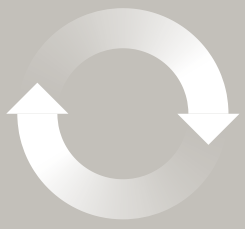
STOP
CARPET
WASTE
Something has to change in the carpet industry.
We can't let any more used carpets end up in
landfills or go up in smoke.
That's why we've created Ege CircleBack.
A ground-breaking new carpet recycling program
where we offer to take back your used carpets
and the waste from installation.
Our carpets are made from recyclable materials
allowing us to recycle 98-100% of the components
in your returned carpets. This reduces CO_2 impact
as much as 60% and brings us one step closer to
fulfilling our ambition:
To offer you the world's most sustainable carpets.
Let's stop carpet waste together.
Ege
CircleBack

Going in circles is the best way forward

We believe in circular thinking and keeping as many resources as possible in a closed loop. It's an ongoing process, and we continually establish new goals and initiatives to achieve our long-term ambition:

To create the world's most sustainable carpets.

Ege CircleBack represents our latest circularity initiative.



From yarn to carpet to yarn to ...

All Ege CircleBack carpets are made from a unique combination of recyclable materials, allowing us to recycle 98-100% of the components in your returned carpet.

The 10 best-selling carpet collections included in the Ege CircleBack program are already crafted from regenerated materials such as used carpets, industrial waste and abandoned fishing nets that are turned into ECONYL® yarn. We were the first carpet manufacturer in the world to use ECONYL® yarn in our carpets and now we're able to almost close the loop turning used carpets into new yarn and other materials.

At end-of-life, an advanced separation plant shreds the carpet into smaller pieces, which are sorted into different material components. The components are transformed into high-quality resources or utilised in other useful ways to create new products, contributing to a circular economy. For instance, the yarn fibres are reborn into new yarn of which some is turned into new carpet.

ReForm Construction

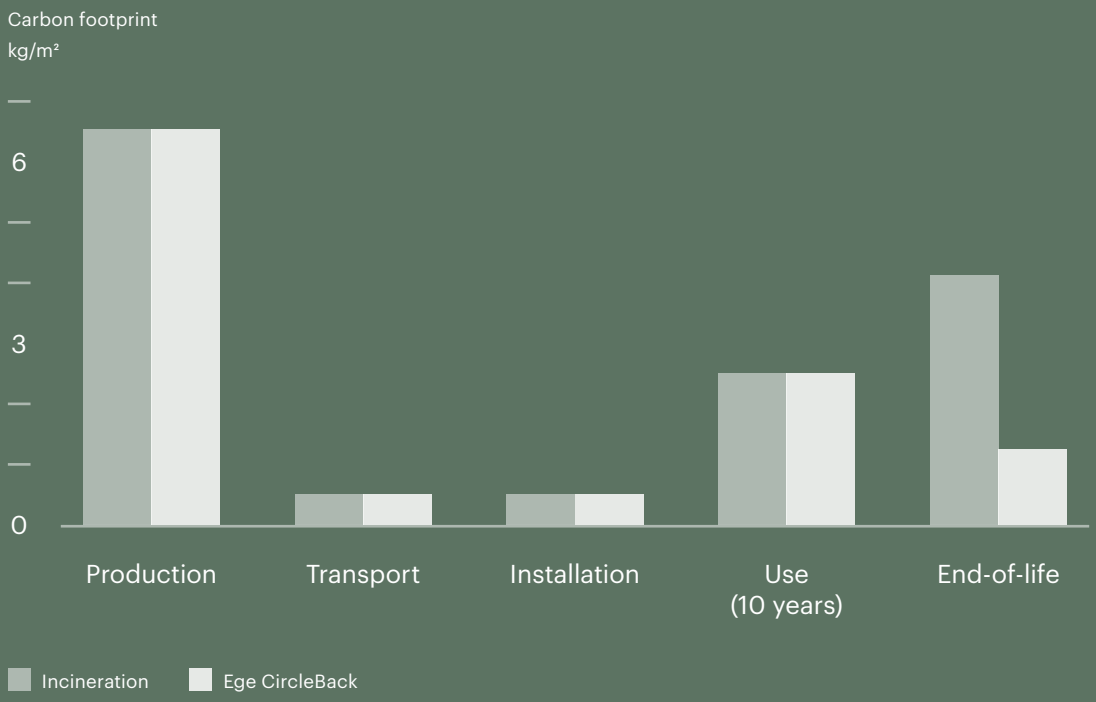
Reduce your carbon footprint

Example: ReForm wall-to-wall carpets carbon footprint

The CO_2 emissions associated with the carpets' end-of-life stage have historically constituted a significant part of their overall lifetime carbon footprint. With Ege CircleBack, we offer to take back and recycle your carpet, lowering its end-of-life CO_2 emissions by as much as 60%.

For example, our bestselling ReForm Memory wall-to-wall collection with woven textile backing previously had a carbon footprint of 4.06 kg per m² at the end-of-life stage. Thanks to Ege CircleBack, this carbon footprint has decreased to just 1.35 kg per m². This represents a 66% reduction in the carpet's end-of-life emissions compared to end-of-life incineration without Ege CircleBack.

Once your carpet has gone through our CircleBack process, we'll send you a certificate detailing the exact CO_2 reduction, which you can use in your annual sustainability report.



Example: ReForm Memory wall-to-wall

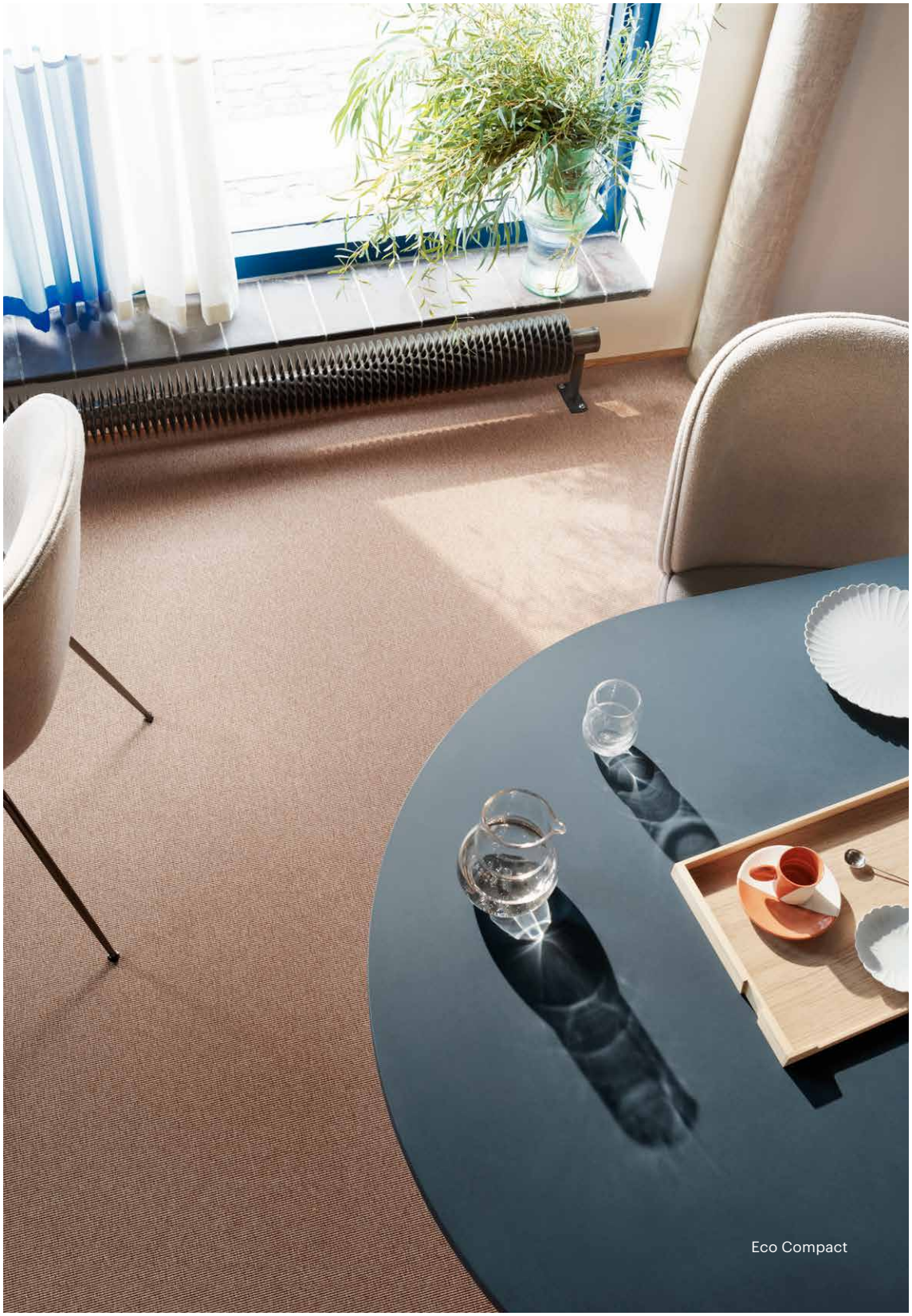
The beauty of a never-ending story

When you choose an Ege CircleBack carpet, you bring beauty into your space and make a conscious environmental choice.

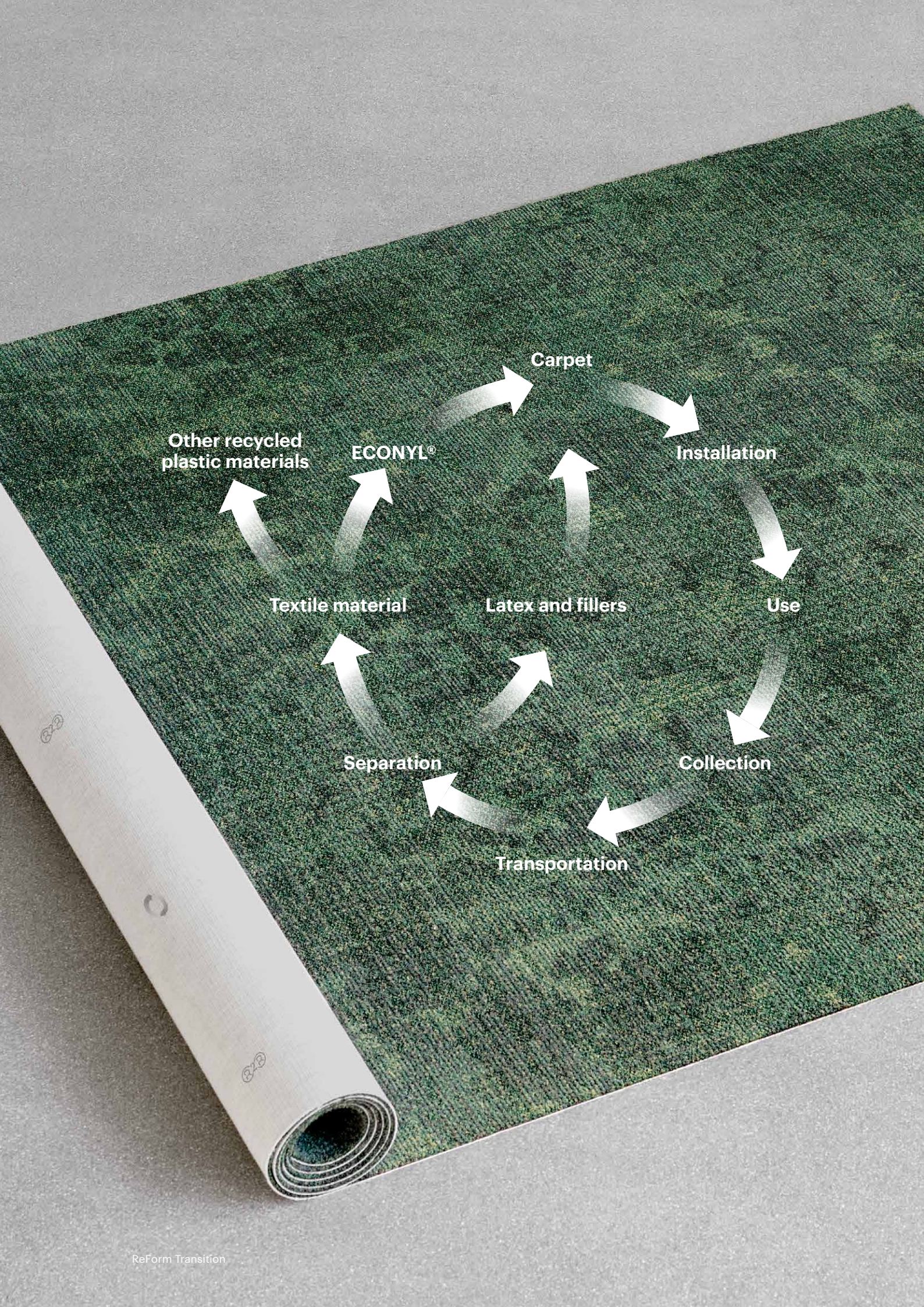
You can choose a carpet from 10 of our most popular collections, each made from materials that we can take back and recycle again, significantly reducing your carpet's carbon footprint. The 10 products are wall-to-wall collections with a woven textile backing, all made from recycled and recyclable materials:

- Eco Compact
- Eco Pro
- Highline 910
- Highline 1100
- ReForm A New Wave
- ReForm Construction
- ReForm Heritage
- ReForm Memory
- ReForm Radiant
- ReForm Transition

ReForm Transition



Eco Compact


Carpet
Installation
Use
Collection
Transportation
Separation
Textile material
Latex and fillers
ECONYL®
Other recycled plastic materials

How Ege CircleBack works

1. **Choose your Ege CircleBack-labelled carpet**
   When you purchase an Ege CircleBack carpet from one of our 10 wall-to-wall and rug collections, the carpet will bear two logos on the backing: R2R and CircleBack. These logos act as a reminder that the carpet is intentionally designed for recycling, aligning with Ege CircleBack's mission of minimising waste by recycling and reusing your used carpet.

2. **Contact us to initiate Ege CircleBack at your carpet's end-of-life**
   When it's time to recycle your carpet, simply reach out to Ege Carpets. We'll guide you through the process, providing detailed instructions on how to dismantle the carpet and prepare it for collection. The carpet must be dismantled in approximately 35 cm strips. Be sure to check that the carpet is free from any underlay or other non-carpet material. We recommend using a carpet stripper. A small additional cost per m² will be charged to you.

3. **Your selected freight partner picks up your carpet**
   Pack the used carpet in big bags stacked on pallets but be sure to check with your chosen logistics partner as they may have special requirements for the shipment. Your selected freight partner collects the carpet directly from your location and transports it to our carpet recycling centre. The freight cost is covered by you but keep in mind that you save the cost for sending the used carpet to the landfill or incineration. We'll also provide you with a list of our trusted freight partners.

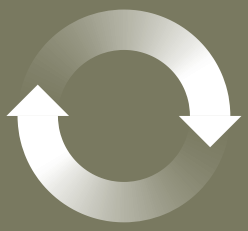
4. **We shred, sort and transform your carpet into recyclable resources**
   The advanced separation plant shreds the carpet into smaller pieces, which are sorted into different material components. The components are transformed into high-quality resources or utilised in other useful ways to create new products, contributing to a circular economy. For instance, the yarn fibres are reborn into new yarn, while the polypropylene fraction is recycled into other plastic materials such as underground piping. Another fraction of latex and fillers can be reused as filler in our carpet production.

5. **When your carpet is recycled, we calculate the CO_2 reduction**
   When we complete the carpet recycling process, we calculate the total CO_2 reduction throughout the end-of-life journey. We then share this data with you, highlighting the positive environmental impact of your Ege CircleBack carpet. We also offer you the option to receive a CircleBack certificate. This certificate is a formal acknowledgement of your commitment to sustainability.

The program is available in Europe, and we're working hard to establish recycling solutions for all our international customers.

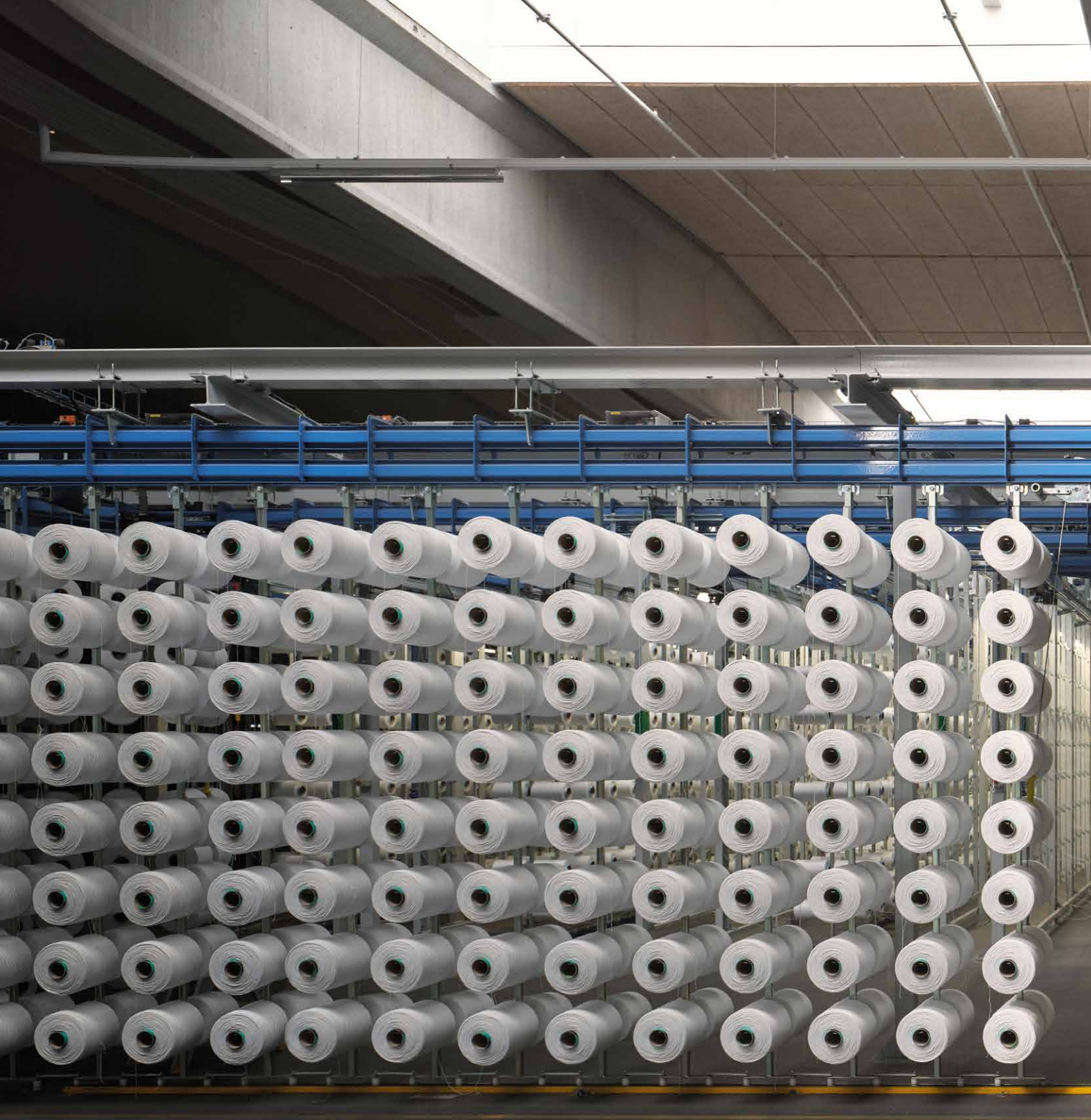
With Ege CircleBack

- you contribute to keeping good materials in circulation
- you reduce the CO_2 impact of your carpet of as much as 60%
- you improve the environmental profile of your project
- you receive documentation of the total CO_2 reduction



Ege CircleBack

Eco Pro



ege®

egecarpets.com

Ege Carpets inhouse 0823 – 8053076 – 1st edition