

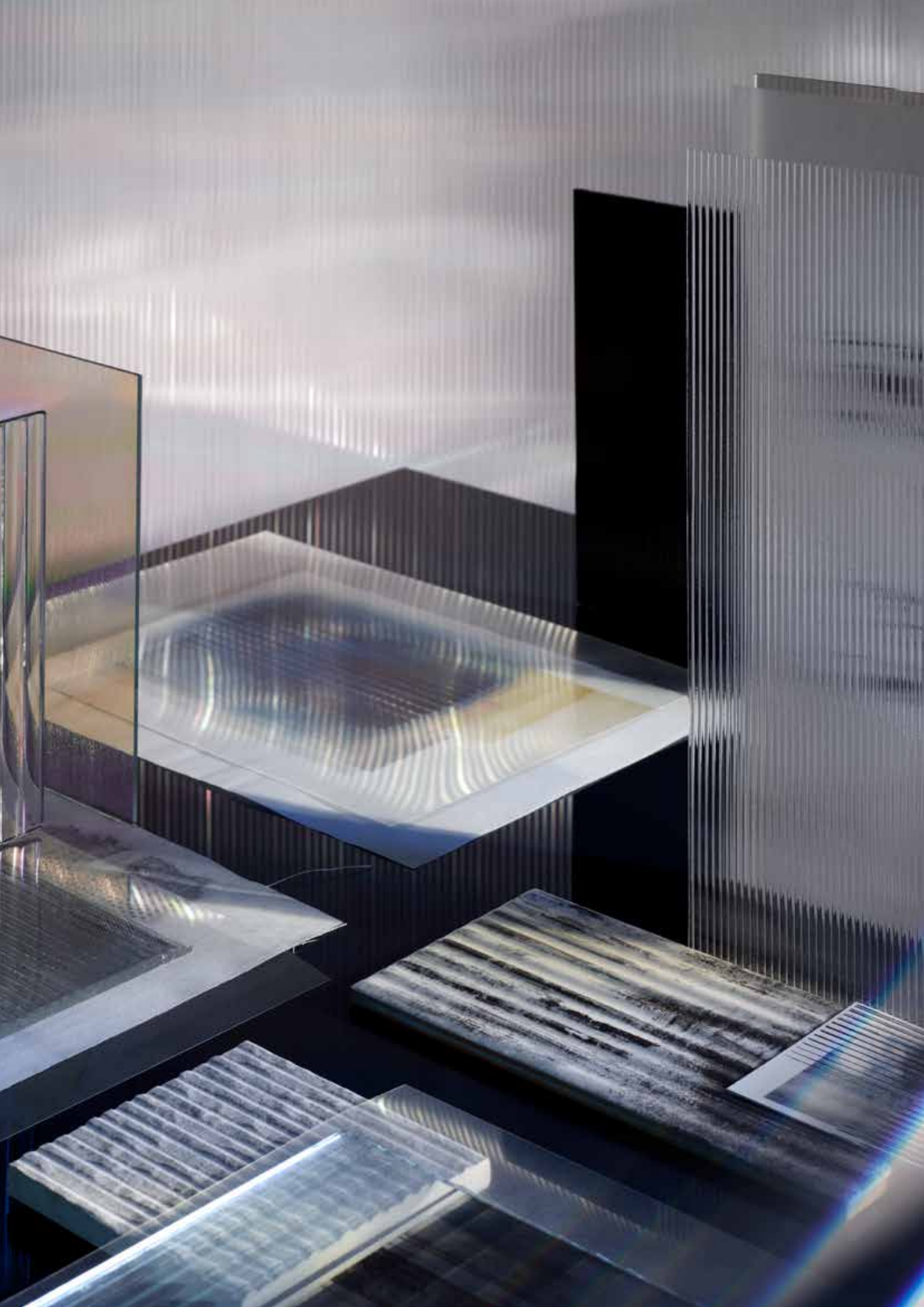
Shadowplay



ReForm by

ege[®]

5	Intro
6	Sizes and shapes
8	Umbra
18	Obscura
30	Carpet for any specification
31	The Green Thread
33	Terms and conditions





The designer

Carol Appleton. Holds a degree in Textile Design and Design Management from the University of Manchester. Experienced Textile Designer and Creative Director.

The collection

Our attention is caught by the light but shadows have more to say. Since classical times, artists have understood their value. They're mysterious, feed the imagination and add drama. Shadows are complex and tell stories about objects out of view. They can reveal the invisible.

A shadow is a moment, an image captured and then gone; a shapeshifting veil of diffused colour and texture. Each one is a perplexing mix of shades, one softly giving way to the next. Viewed through textured glass, the shapes are deflected into a quietly chaotic pattern of light and dark. Inspired by the character of the camera obscura image and double exposure photography, accidental marks add an interesting analogue character. The combination of structure, shape and blended colour gives a sense of impressionist theatre.

In this Shadowplay collection, the multi-level loop construction creates a sculptural texture influenced by the distorted shade and light. Two co-ordinating patterns, Umbra and Obscura, can be used alone or together to compose layered shadows which dance across the floor. Tone on tone neutrals are complimented by haloes of colour which trace abstract shape and fade quietly away.

Shadowplay is available as carpet tiles, planks, wall-to-wall carpet and the innovative Figura shapes. Both designs come in 15 contemporary colours carefully chosen for their ability to combine into unique compositions. Cradle to Cradle Certified®, crafted from regenerated and regenerable yarn and fitted with our patented Ecotrust backing, the collection perfectly suits your sustainable flooring project. Follow The Green Thread on page 31 to learn more.

Sizes and shapes

The Umbra and Obscura patterns are available as carpet tiles, planks, Figura 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 help you make the most of your floor, you can choose from a variety of carpet sizes that match your preferences and requirements.

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 our

Figura concept, you can specify innovative tile shapes to add an extra geometric touch to your design expression.

The collection is a great visual toolbox where you can achieve very different looks depending on the sizes and shapes you choose. Shadowplay 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 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. Both patterns can be unfolded onto a continuous and unbroken surface when using wall-to-wall carpet, available at a width of 4 metres.



















Umbra

Umbra is an abstract arrangement of tonal texture. The highlights and shadows are refracted through a reeded tactility. Available in 15 tone-on-tone colours.



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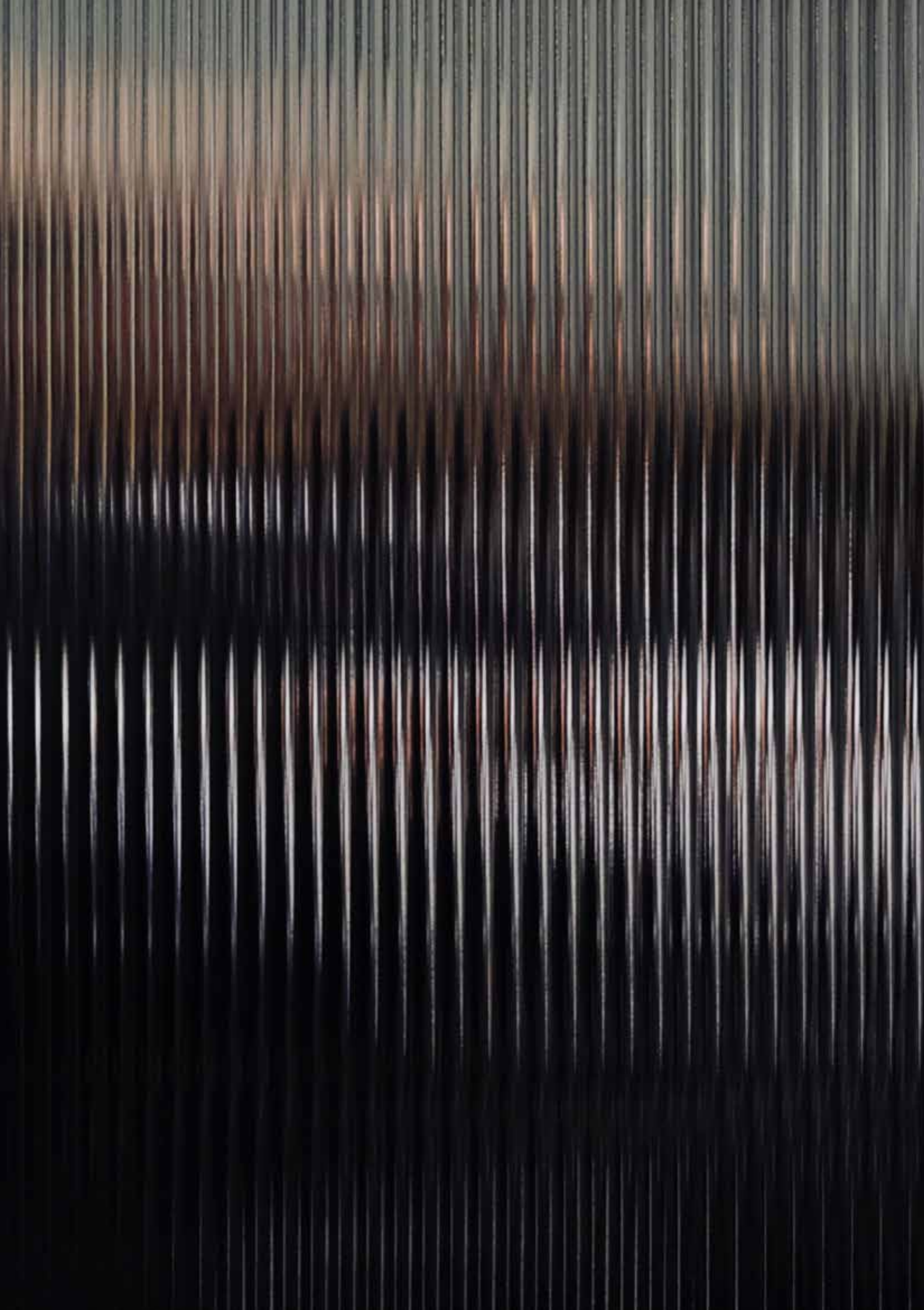
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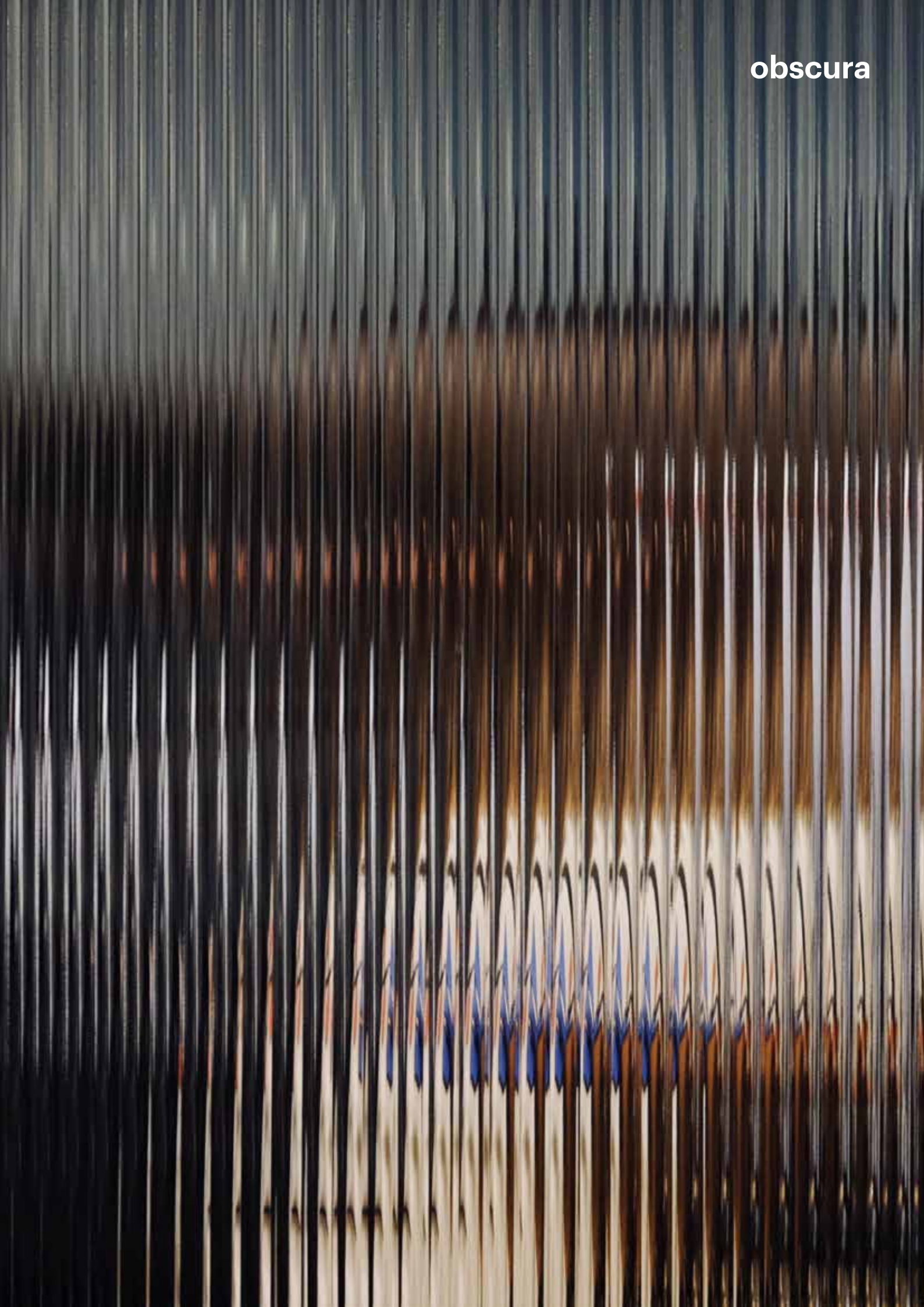
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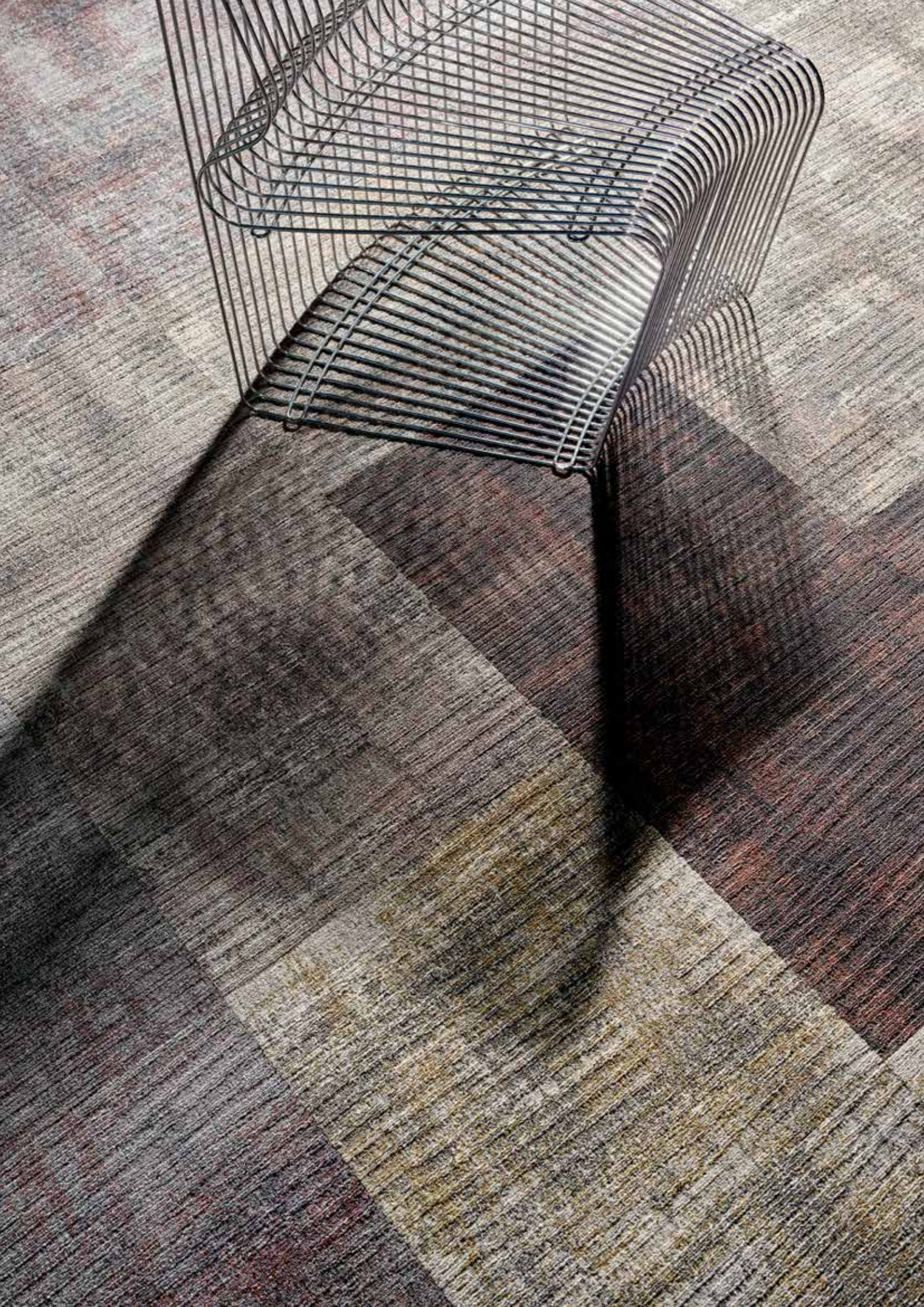


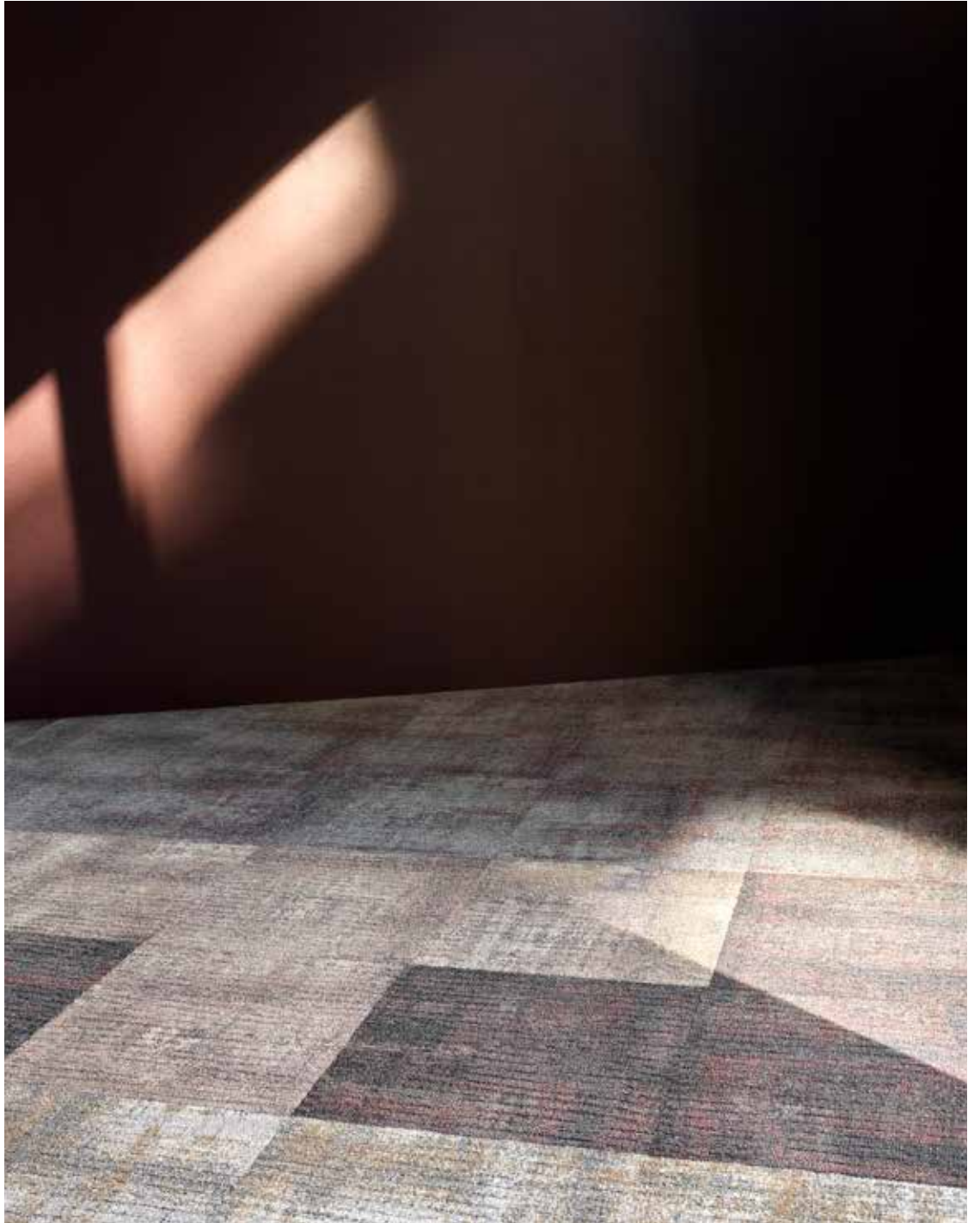
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obscura

















Obscura

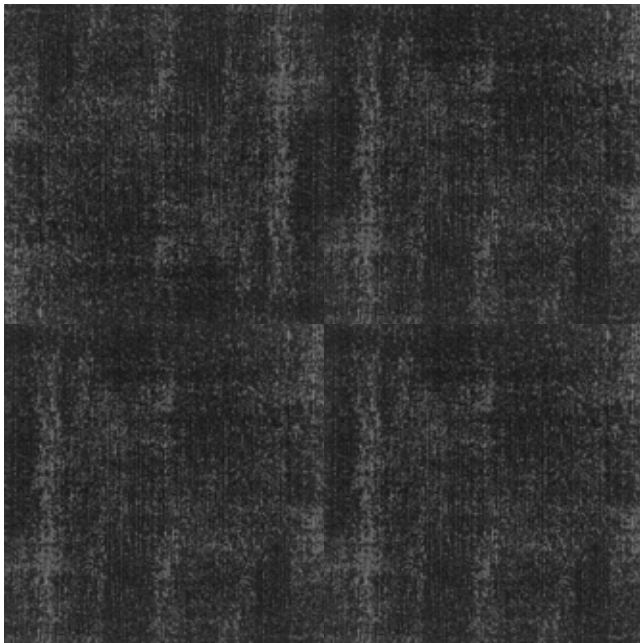
Obscura is inspired by the effects at the edge of the shadow. As the shadow fades, dark colours become purer and give way to the light. Available in 15 rich colour combinations.



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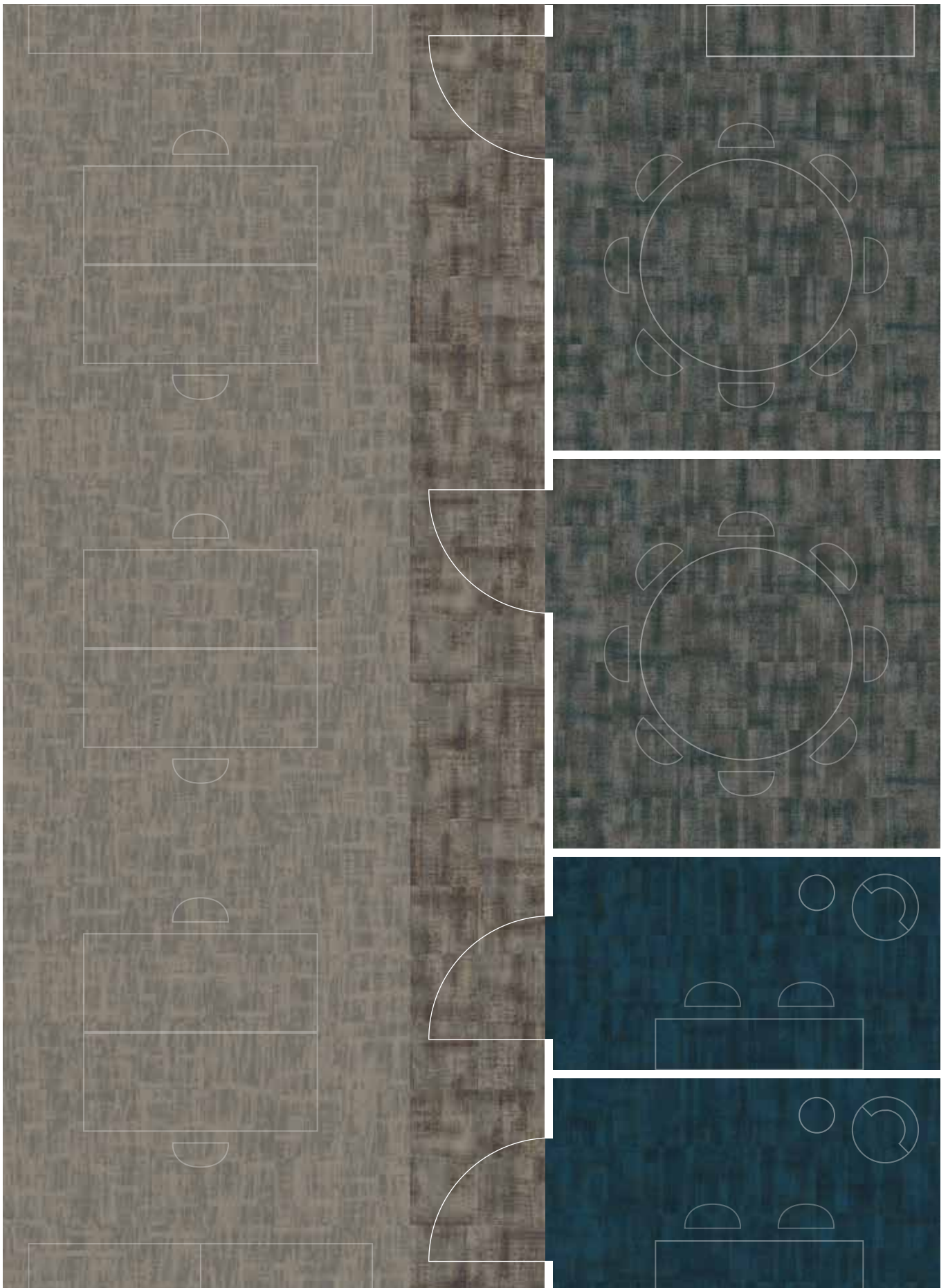
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Floorscape inspiration

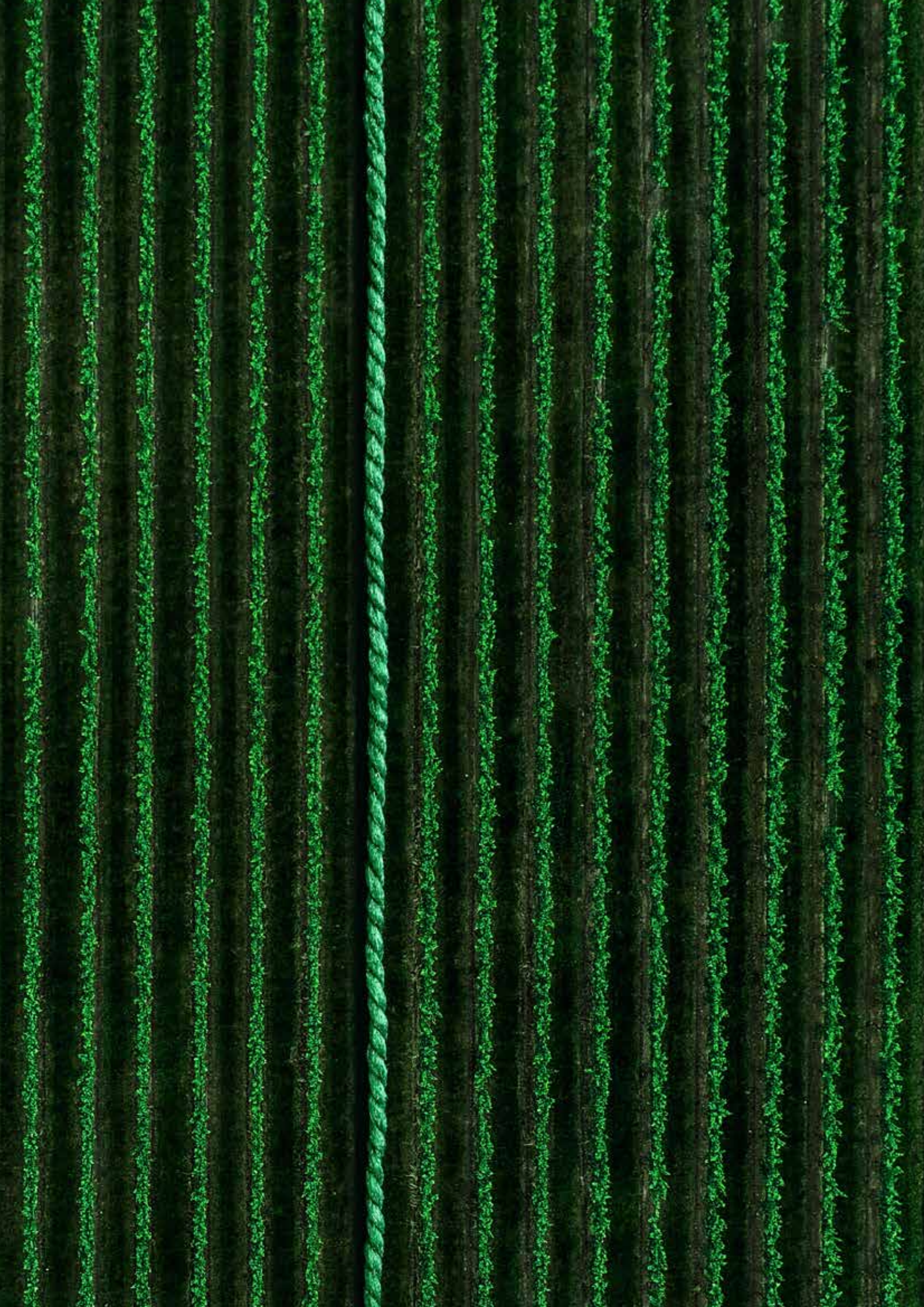




Carpet for any specification

Umbra and Obscura are a perfect match, but the Shadowplay patterns beautifully combine with other collections from Ege Carpets. Explore our entire assortment and create distinctive design solutions to fit any practical need, visual framework or budget. Mix your favourite patterns, colours, qualities, structures, sizes and shapes to develop your very own look and feel. We offer

a wide range of minimal flat woven constructions, soft shags and textured multi-level loop structures, as well as tufted cut or loop pile constructions with endless design options, thanks to our advanced production technology. Don't miss out on the Designer Collections by our long-term or newfound designer friends.



From plastic bottles



to flakes



to fibres



to Ecotrust felt backings



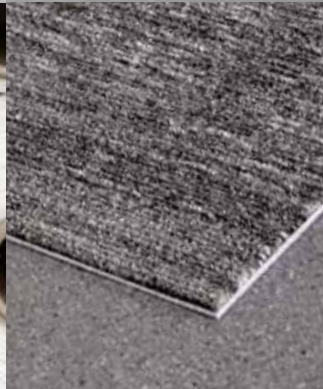
From fishing nets



to chips



to yarns



to textile floorings

Waste isn't waste until it's wasted

We turn used plastic bottles into our Ecotrust felt backing. Bottles are transformed into a soft yet strong PET felt material that's long lasting and has great acoustic performance. All our carpet tiles come with this unique, patented backing.

Abandoned fishing nets and other industrial waste are used for the yarn in many of our carpet constructions. Fishing nets account for one tenth of the waste in the ocean. They can drift for months and be a threat to sea life. Once collected, the fishing

nets are cleaned, broken down and reborn as strong, hardwearing yarn that's both regenerated and regenerable.

We challenge industry standards and rethink how aesthetics, quality and sustainability can be combined. Not only in terms of materials but in everything we do, and we invite you to follow The Green Thread with us. Read more about our sustainable ambitions and achievements at egecarpets.com.



Follow The Green Thread

Cradle to Cradle

All our carpets are Cradle to Cradle Certified®. The idea behind Cradle to Cradle is that the Earth's finite resources shouldn't go to waste. They should be re-used in new contexts, with no detrimental effect on people or the environment. In other words, the goal is to eliminate waste.

Indoor Air Comfort Gold

All our carpets are Indoor Air Comfort Gold certified, showing compliance of product emissions with the criteria of many of the voluntary specifications issued by the most relevant ecolabels and similar specifications in the EU. Gold certified products are best-in-class for low emissions and good for indoor air quality.

EcoVadis

Our sustainability excellence has been recognised by EcoVadis with the highest score in its class. EcoVadis is the world's leading sustainability rating agency, and they rank the CSR performance of 75,000 companies in 160 countries. The Platinum ranking puts us in the top 1% recognising Ege Carpets as one of the most advanced companies in terms of CSR practices.

The Green Thread

A green thread runs through everything we do. It has for decades and will continue into the future. We do our utmost to protect the environment and improve the wellbeing of people. Read more about The Green Thread at egecarpets.com.

Terms and conditions

The Shadowplay collection features two patterns, both in 15 beautiful colours. Available as carpet tiles, planks, Figura and wall-to-wall carpet, the collection can take on very different expressions. The multi-level loop structure made from regenerated and regenerable yarn defines the pattern, adding depth and texture to the carpet while delivering outstanding quality, great comfort and acoustic benefits.

- 2 unique designs, both available in 15 colour options
- Multi-level loop structure
- Available as 48x48 cm tiles and wall-to-wall carpet at no minimum order
- 96x96 cm tiles and 24x96 cm planks available from 40 m² per size/design/colour
- Figura available from 40 m² per shape/design/colour
- Undisputed performance standard EN 1307
- Performance classification to fit any need; heavy use
- 48-hour sample service and eco-friendly shipping option of 5-7 days (within Europe only)
- Dispatch within 2 weeks from receipt of order for 48x48 cm tiles, 24x96 cm planks and wall-to-wall carpet
- Dispatch within 3 weeks from receipt of order for 96x96 cm tiles and Figura







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