

# News: Heavy commercial wear rated 100% wool carpet

## An extra-durable and more sustainable premium option

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Photo credits: Ricardo Junqueira

With The wool concept, Ege Carpets launch 100% wool carpet combining durability, comfort and aesthetics into a more sustainable experience developed to pamper all senses.

### The premium option

Featuring extreme colour saturation, pre-dyed wool excels in adding depth and contrast to any premium floor design. So if you seek the exquisite look and feel that only emanate from an entirely natural yarn, Ege Carpets now offer the finest selection of 100% pure new wool, crafted from extra-long and thus extra-durable wool fibres originating from the UK. Therefore, the concept is suitable for even high-trafficked areas (heavy commercial wear).

### All colours and patterns possible

Whether your interior is tailored to create an energetic space buzzing from vibrant colours, a soft setting toned down by natural hues or a classic combination of shades rich in traditions, colours are essential for creating the luxurious ambience only experienced in high-end hotels or cruise ships. With The wool concept, your colour choice is completely free and unlimited, so you can choose from thousands of shades. From opulently majestic to soft organic or strictly minimalist expressions, Ege Carpets create entirely customised patterns suiting all requirements of your project.

### Top 1% sustainability performance

Cementing the frontrunner position, Ege Carpets' 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 100,000 companies in 160 countries. The Platinum ranking puts Ege Carpets in the top 1%.



### 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, sustainable textile flooring by turning waste into resources while striving to keep components in closed circles to become CO<sub>2</sub> positive. 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.

# The four wool constructions

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The plush, almost bouncing, wool carpet surface adds a multi-sensuous dimension to your interior and the comfortable underlay even impacts the room temperature to be perceived higher than it is. In addition, the soft, thick structure brings improved acoustics when effectively capturing and holding onto noise. Ege Carpets' heavy commercial wear rated 100% pure new wool carpet is crafted from extra-long and therefore extra-durable fibres to ensure strength and a prolonged luxurious look. Your colour and pattern choice can be tailored to promote any ambience desired.



## 1: Colortec

Colortec combines high-level aesthetics with plush comfort to deliver timeless elegance. Colortec brings complete design freedom and offers different qualities that allow them to be used across high traffic to more luxurious settings.



## 2: Colortec Stucco

Colortec Stucco oozes exclusivity and style with the surface appearing elegantly disrupted across a large-patterned, multi-dimensional flooring canvas, which makes unicoloured designs stand out too. The construction features a hint of crafted randomness, as if it's been made and carved by hand, but instead it's the result of Ege Carpets' technological capability.



## 3: Colortec Accent

Colortec Accent is the embodiment of delicate construction methods that create a textural effect. The addition of a higher twisted yarn creates a sense of elegant disruption, where shadow introduces movement and allows interplay across the beautifully enriched surface of the carpet – even in unicoloured designs.



## 4: Graphic

Graphic helps create a visual rhythm that promotes harmony within the surroundings, perfect for making that all important sensorial design statement. The quality performance is matched aesthetically with delicate and clearly defined petite patterns in different qualities. Ideal for pattern repeats not exceeding 10x10 cm.

# 100% wool carpet projects

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Photo credits: Ricardo Junqueira

**The Palácio Ludovice Wine Hotel in Lisbon, Portugal,** guarantees the ultimate luxury boutique hotel experience including premium quality carpet made from Ege Carpets' exquisite pre-dyed wool. Among others, the Colortec custom rugs feature an elegant design inspired by the vineyards and slopes of the Douro, the place of origin of the port wine.

**The Four Seasons Hotel Ritz in Lisbon, Portugal,** offers a singular dining experience at restaurant CURA, where the Michelin-starred chef and head culinary curator meticulously selects all ingredients. A just as carefully designed custom Colortec carpet completes the ambience.



Photo credits: Ricardo Junqueira



**The Four Seasons Hotel at Ten Trinity Square in London, UK,** exploits the unique ability of large-scale Colortec carpet to create a warm and welcoming feeling, which even spreads to the staircase.

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

**Let's stay in touch!**

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