

Floor Covering Media

Your Gateway to the Floor Covering Industry

Sustainable product line expanded



[Flooring Superstore](#) is expanding its sustainable line of rugs and runners made from recycled t-shirts to include a new range of eco-friendly carpets manufactured from plastic rescued from the ocean.



Eden Reforestation Projects

the future forest company



RAINFOREST
TRUST®

RESEA

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The offering is in line with the multichannel retailers' sustainability strategy, which notably includes partnerships with the [Eden](#) Reforestation Project, the [Future](#) Forest Company, [Rainforest](#) Trust UK and the [ReSea](#) Project. The goal of the group? To reduce its carbon footprint and resolve global warming issues. So what's the group doing to achieve their goals? Planting trees. Cleaning up oceans. Protecting habitats. Supporting their local communities. These are noble endeavors.



The rugs and runners made from recycled t-shirts are available in a stylish geometric pattern in four neutral shades (fossil grey, midnight blue, Tuscan sun, and slate grey). What are the details? The large rugs are made from 19 disused t-shirts. The small rugs are made from eight recycled t-shirts. The runners are made from ~5 items of discarded clothing. Per square meter, the initiative is actually diverting ~1.5kg of discarded products from the landfills. The fabric waste, which is collected from the UK, EU and Turkey, does include other cotton items such as curtains and pillows.



[Serene](#) is the name of the range of eco-friendly carpets, which are made from recycled products rescued from the ocean.

ECONYL®

The product lines [Neptune](#) and [Poseidon](#) are made with [ECONYL®](#), a yarn made from recycled nylon fishing nets and other recovered ocean materials.

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Its eco textile backing Eco FusionBac is made out of recycled PET plastic bottles. This project should provide a purpose for ocean waste products while making the water cleaner and safer in the process.

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It is just the beginning. The company plans to broaden its sustainability drive with more environmentally-friendly products to their portfolio such as underlayment from recycled plastic and recyclable artificial grass both of which are coming soon.

Floor Covering Media publishes
press releases called Flooring Updates.

Flooring Updates



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Flooring Network

For those in the market and those that serve it

Floor Covering Media is
a social media network.

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Floor Search

Answers to Questions About Flooring

Retrieve timely, objective news and
information at <https://www.floorsearch.info>.