

ecorugs
Designed to last forever

COLLECTION 2024



Sustainability with style

A bold new generation of material

We're committed to protecting the environment for future generations and so we've taken the step to craft a collection that's more sustainable and which sets us on a path to circularity. With Ecorugs, our Rug Collection 2024 moves to a mono-material polyester construction.

The move lets us guarantee that our rugs are not only high quality, but also fully recyclable. It's a bold new generation of environment-friendly rugs that will help to preserve our planet while upholding our philosophy of creating beautiful rugs that bring the utmost pleasure.

A fibre of the future

As a synthetic material, it can be recycled efficiently and infinitely, without compromising its quality throughout its life cycle.

We're aware of the concerns associated with the production of virgin polyester derived from petroleum, a non-renewable resource. However, alongside our Take Care Program to make recycling a shared responsibility, our Ecorugs offer a move towards a sustainable solution by extending polyester's useful life and reducing our demand on these resources.

Polyester has exceptional recycling properties and for every kilogram of polyester we recycle, we get one kilogram back. This means no waste and every gram of material is used efficiently. Also, with polyester's exceptional durability, each rug possesses a long life, no matter how many times it finds a new home. Polyester is truly a fibre of the future.



Take Care Program



Take Care is our way to make sure that we share responsibility in extending the life of your Ecorug and reclaiming it for recycling. Making returns easy through Take Care is what's needed to make the recycling of Ecorugs a possibility: It's easy for you and puts us in control of the process.

Through Take Care, we can both share a role in giving Ecorugs a circular life.

Process

01. Maintenance

Keeping your Ecorug looking new is one of the best ways to give it a long life. That's why we've made every Ecorug machine washable and set out the perfect way to care for your new rug in our Take Care guidance.

02. Return

Once your Ecorug has reached the end of its time with you, it's easy to return it. Use the QR code and serial number to arrange a free* return. It's a simple way to contribute to a more sustainable future.

03. Reuse or Recycle

Once your Ecorug finds its way back to us, we assess it and decide what to do. Rugs in good condition are cleaned, reconditioned and are put up for second-hand sale. Those not able to be sold are sent to our recycling network to be returned to raw polyester material.



*Only free return available for EU countries at this moment (UK incl). For updates, please check the website.

A life more circular

We believe that closing the loop with our mono-material construction, gives us the best opportunity to lower our footprint, and this is how we create a more circular life for your Louis de Poortere Ecorug:

Raw Materials

Currently, Ecorugs are made from 100% PET, **20%** of which is already **recycled material (rPET)**. It's our objective to get to 100% recycled polyester through the rugs that Take Care brings back.

Eco Design

We changed to a **mono-material PET composition** for all parts of the rug to improve recyclability and bring us closer to closing the loop.

Eco Production

50% of our energy use comes from **solar** and other **renewable energies** and we're working to reduce consumption and move towards increasing our use of green sources. At the moment, **90%** of our **production waste is recycled** with 33% made into felt underlay and 57% turned into energy bricks.

Distribution

We provide a **direct delivery service** to the end-consumer, which lets us lower transport emissions considerably, compared to a classic shipping service first going to the retailer before shipping again to the end-consumer.

Use

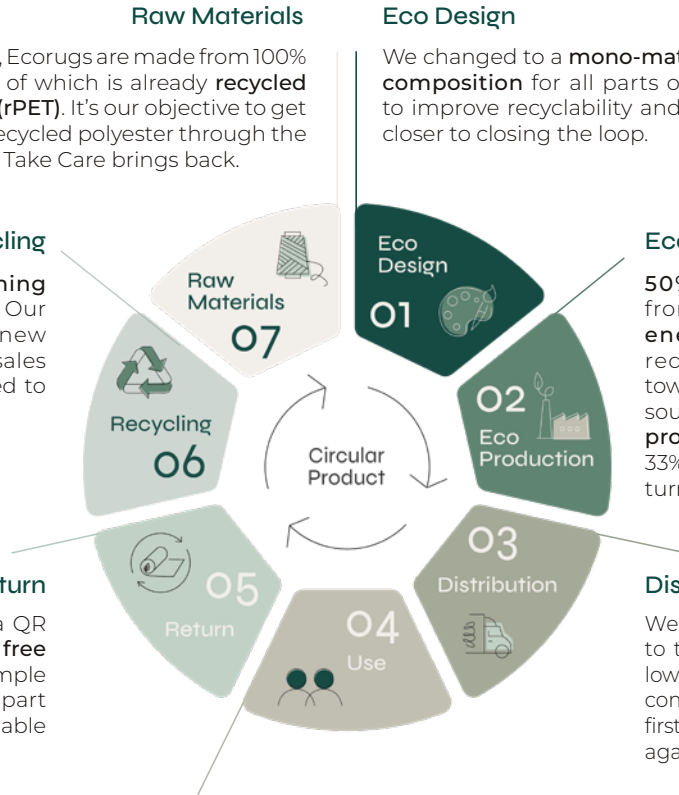
With our **Take Care Program**, we offer the best possible experience in caring for your rug, so that it provides you with its maximum best life.

Return

Our Take Care Program puts a QR code on every rug to organise **free return** for recycling or reuse: a simple and practical way to play your part in our commitment to a sustainable future.

Recycling

We're committed to **refurbishing or recycling** all returned rugs. Our refurbished rugs can find a new home through second-hand sales and damaged rugs are returned to polyester fibres.



100% PET
100% RECYCLABLE
100% RESPONSIBLE

NEW

PAPERCUT
CRAFT COLLECTION



9358
CAMPANULA

9361
SEA SPRAY

9364
RUST



9366
STRING

9367
CURRY



LUCIA
CRAFT COLLECTION

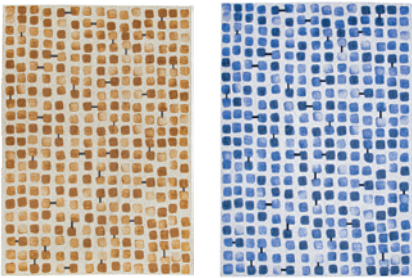


9355
ICE BLUE

9356
SYCAMORE

9357
NUGGETS

COBBLESTONE
CRAFT COLLECTION

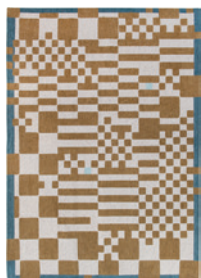


9346
PEACH PARTY

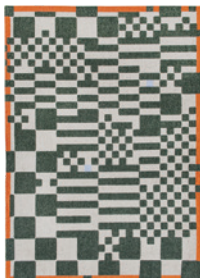
9348
AMPARO BLUES

CHESS

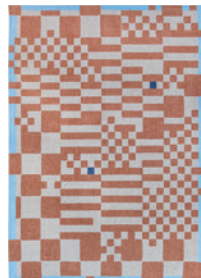
CRAFT COLLECTION



9338
HONEY



9339
DEEP GREEN



9341
NUDE

KUBA

CRAFT COLLECTION



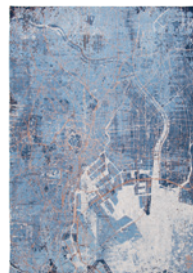
9335
BISON



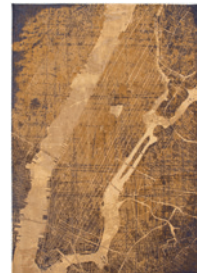
9336
ULTRAMARINE

CITIES

COLLECTION



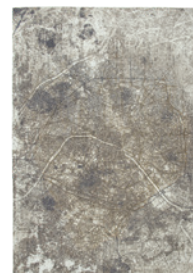
9314
TOKYO
CONDUCTIVE BLUE



9315
NEW YORK
GATSBY GOLD



9320
LONDON
GREEN MEADOWS



9322
PARIS
SPACE TRIP



9323
AMSTERDAM
ORANGE CUT



NEW

SAKURA
COLLECTION



9371
COPPER PINK



9372
WET GARDEN



9373
MORNING MIST



NEW

POP
COLLECTION



9388
TIGER
GREEN ON FIRE



9389
LOBSTER
STEAM RED



9390
KOI
JAPANESE POND



9391
MEMENTO MORI
FUNNY BONES



9392
BANANA
MIAMI RED



9394
BANANA
CALIFORNIA BLUE

NEW

SHAPES

GALLERY COLLECTION



9368
CARPE DIEM



9369
DUCK SONG



9370
SECRET

FRESQUE

GALLERY COLLECTION



9342
PURPLE GAME



9344
MIDDLE OF



9393
INDIAN RICE

HIMALAYA

GALLERY COLLECTION



9379
SPRING



9380
SUMMER



9381
AUTUMN



9382
WINTER

DORA & GRAFFITO

GALLERY COLLECTION



9143
DORADO



9144
STREET GRAPH

LAGOON
MEDITATION COLLECTION



9326
CHESTNUT



9328
IODE



9331
PALM GREEN



9332
INKJET



9333
SUNSET

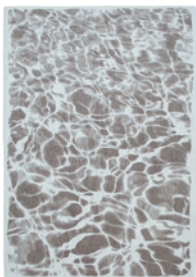
SWIM
MEDITATION COLLECTION



9349
SAFFRON



9351
SURF



9353
GRIT



9354
RIVER



CORAL
MEDITATION COLLECTION



9226
JELLY GOLD



9227
BLACK GOLD



9228
OYSTER WHITE



9229
SHELL BEIGE

KIRMAN
FADING WORLD COLLECTION



9374
STORM



9375
TUSCANY



9376
QUARTZ



9377
SUNWAX



9378
MARGAUX



MEDALLION

FADING WORLD COLLECTION



8254
BLUE NIGHT



8255
GREY TURQUOISE



8257
GREY EBONY



9145
SPRING MOSS



9146
MAJESTIC FOREST



9148
STONE



8258
JADE



8259
JADE OYSTER



8260
SCARLET



9065
GREY JEANS



9067
SALMON



8261
PINK FLASH



8263
MINERAL BLACK



8383
SALT & PEPPER

GRIFF

MAD MEN COLLECTION



8419
COLUMBUS GOLD



8420
JERSEY STONE



8925
SOHO COPPER



8926
METRO BLACK & WHITE



8421
BRONX AZURITE



8785
CONCRETE JUNGLE



8956
COPPERFIELD



8550
LIBERTY GOLD

JACOB'S LADDER

MAD MEN COLLECTION



8422
BROADWAY GLITTER



8425
HARLEM CONTRAST



8928
CENTRAL YELLOW



8929
WHITE PLAINS

CRACKS

MAD MEN COLLECTION



8618
DEEP MINE



8629
ABYSS BLUE



8723
DARK PINE

DEDALO

MAD MEN COLLECTION



9203

BLUE MARINE



9204

REPUBLIC GREEN



9205

YELLOW SCARAB



KILIM

ANTIQUARIAN COLLECTION



9110

ZEMMURI BLUE



9113

BLACK RABAT



9114

MEDINA WHITE



9115

FEZ RED

USHAK

ANTIQUARIAN COLLECTION



8884

SULEIMAN GREY



8894

TURKISH DELIGHT

BAKHTIARI

ANTIQUARIAN COLLECTION



8712
JANISSARY MULTI



9127
FENER

HERIZ

ANTIQUARIAN COLLECTION



8703
CLASSIC BRICK



8704
AMIR GOLD



8705
SERAY ORANGE

HADSCHLU

ANTIQUARIAN COLLECTION



8719
782 RED



8720
AGHA OLD GOLD



MONETTI
ATLANTIC COLLECTION



9116
HIBISCUS RED



9119
NYMPHEA BLUE



9121
GIVERNY BEIGE

VENETIAN DUST
ATLANTIC COLLECTION



9195
PADUA BEIGE



9211
SUNSET BLUE



9235
RIALTO GOLD

STREAKS
ATLANTIC COLLECTION



8714
MONTAUK MULTI



8715
SEA BRIGHT SUNNY



8716
CONEY GREY



9128
LONG ISLAND BLUE



9125
NASSAU RED



9126
GLEN COVE



BAOBAB
STRUCTURES COLLECTION



9197
DRY BEIGE



9198
TSINGY OYSTER



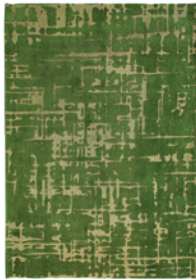
9199
ZA COPPER



9200
BLACK WATER



9201
MADAGASCAR GOLD



9202
PERRIER'S GREEN

MODULE
NUANCE COLLECTION



9196
CAMEL BLUE



9206
SAXON BEIGE



9209
PINK ROHE



9210
YELLOW MEYER

AVAILABLE SIZES				
sizes (cm)	80x150 31"x59"	100x140 3'3"x4'7"	80x250 31"x8'2"	Ø 140 Ø 4'7"
Baobab Cobblestone Coral Dedalo Jacob's Ladder Kuba Module Papercut Streaks Swim	X		X	X
Cracks Griff Lagoon Lucia Sakura	X			X
Bakhtiari Chess Hadschlu Heriz Kilim Kirman Medallion Monetti Venetian Dust Ushak	X NOT ANTIQ			
Cities Collection Gallery Collection Pop Collection		X		

AVAILABLE SIZES					
140x200 4'7"x6'7"	170x240 5'7"x7'10"	200x280 6'7"x9'2"	Ø 240 Ø 7'10"	240x340 7'10"x11'2"	280x390 9'2"x12'10"
X	X	X	X	X	X
X	X	X	X	X	X
X	X	X		X	X
X NOT DORA	X	X	X	X NOT DORA	X NOT DORA

eco rugs

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catalogue

