



REWIND[®]
FORWARD THINKING CARPET



www.rewindcarpet.com



After each and every event, huge potential is going to waste.



Time to Rewind and take a turn for the better

Since the beginning of the 20th century, our consumption behavior has been **increasing year after year**. Today there is a growing awareness that the earth's natural resources are limited.

At Beaulieu International Group, we believe that a firm commitment to circularity is an absolute necessity. Based on the solid experience we gathered over many years, we know that **innovation** is the great driving force for change.

Determined to put that belief into practice, we turned our attention to a product whose usage is so limited in time, that its afterlife is more impactful than its production process: **needle felt event carpet**.



Innovation driven by the belief in a more circular future

Every year, more than **100 million m²** of event carpet is produced worldwide. These carpets are used, on average, between 1 and 10 days. Yet they represent a significant percentage of the total waste stream generated at an exhibition or event and will mostly end up in an incinerator or as landfill.

Driven by our strong belief in a future with recyclable products that use resources more **efficiently** and **responsibly**, it is our ambition to let **sustainable entrepreneurship** be our guide towards growing into a textbook example of a company where sustainability is the driving ethos. A future in which exhibition flooring is no longer thought of as a disposable product ...

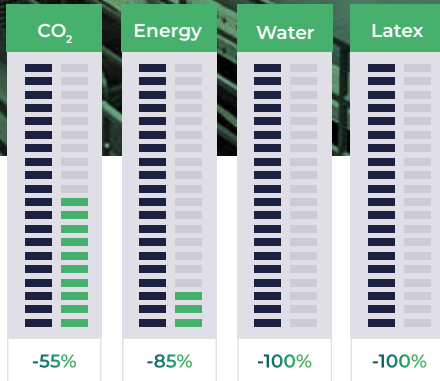


Long intensive research has paid off with the development of a top-quality event carpet that is totally latex-free. We have succeeded in ensuring that our Rewind carpets, once used, can be fully converted into a **pure high-grade recyclate**. As such, they can enjoy a high-end second life. And a third, and a fourth, and a fifth ...

Our Rewind carpets are a pragmatic solution to both the **economic** and **environmental** aspirations of all stakeholders: distributors, installers, exhibition centres, event organizers, logistic partners as well as recyclers and companies active in waste management, and local government.



STEP 1: PRODUCTION PROCESS



— Traditional event carpet
— Rewind® event carpet

Green production

Since we have **succeeded** in banning all latex from Rewind carpet, no water is used and energy consumption (electricity and gas) is cut by more than 80%. The green production process results in a drastic reduction of CO₂ emissions.*

**This reduction in environmental impacts was confirmed in a cradle-to-grave LCA analysis according to ISO 14040/14044:2006 and EN 15804:2012+A2.*

Overall advantages

Completely latex-free

Zero water used

Energy use reduced by more than 80%

CO₂ emissions cut by more than 50%

Patented fibres

Rigorous quality control

Flexible service

In-house, from polymer to fibre to carpet

Rewind is manufactured entirely within Beaulieu International Group. This full vertical integration allows us to meticulously **control the entire process**, from the development and production of the patented fibres to the rigorous end-quality control of the finished carpet. It also ensures **swift intervention** if and when required, and the **flexibility** to attend to specific customer requests.





STEP 2: PRODUCT

Sustainable top quality performance

Rewind is event carpet **designed for recycling**. It contains **no latex** and is **100% made of PP** ensuring that the carpet can be easily and fully recycled after use.



Overall advantages

Swift, ergonomic installation

Perfectly suited for intensive use

Fire classification Bfl-s1

Wide range of colours

More efficient storage

Savings in transport

Rewind tape also 100% recyclable

Superior efficiency

Event carpet is characterised by its **swift installation** and **intensive** use. Rewind's unique fibre construction ensures that the **high quality** expected from an event carpet is fully maintained, while at the same time offering a carpet that is more compact and significantly lighter than its counterparts. This results in easier and more **ergonomic** installation and improves logistical efficiency: **more carpet in less cargo space**.





STEP 3: RECYCLING

Pure mono-recyclate

The choice to go latex-free ensures that Rewind can be converted into **high-grade granules of pure PP**. These granules can then be used as the raw material for the manufacture of new products, giving the carpet a second life. Rewind can **easily** be identified and separated from other carpets thanks to the logo printed in the back of the carpet.



Overall advantages

Design for recycling

100% PP mono-material

Ease of separation thanks to logo

High-grade mono-recyclate

Savings on landfill or incineration fees

Waste valorization

Having been designed to be recycled after use, post-event Rewind carpet has shed the label '**disposable**'. Rewind allows you to bypass both the landfill and the incineration installation and to head full speed down the road towards **valorization** of your waste stream.

Our Rewind tape ensures a quick and proper installation of the carpet. As it is also made of **100% PP**, the tape can be recycled right along with the carpet.





STEP 4: RECYCLATE

Reduced use of resources

With Rewind we close the circle. The fact that Rewind can be recycled into a **high-grade mono-recyclate** means that there is **no need for new raw material** when manufacturing a new product or carpet.

High value

The quality of the recyclate offers a wide range of applications. It can possibly be reused not only in the production of new carpet but in a great many other products. **Added value in its purest form!**

Overall advantages

No need for new raw material

Responsible use of resources

Reuse in a wide range of applications



CRADLE TO CRADLE

Cradle to cradle is a quality standard that not only assesses the circularity of a product, but also closely evaluates its manufacturing process.

The Cradle to Cradle certification confirms that Rewind fully meets its certification: to be a **sustainable product** that contributes to a **circular economy**. This allows us to help event organizers and venues to reduce the ecological footprint of their events and contribute to a **green, responsible and sustainable future**.



Rewind has been extensively assessed on various aspects:

- ▶ Material health
- ▶ Material reuse
- ▶ Renewable energy and carbon management
- ▶ Water stewardship
- ▶ Social fairness



The United Nations' Climate Conference resolutely opted for Rewind.

The UN set a fine example on a world stage by focusing on sustainable solutions for their COP 25 Climate Summit in Madrid. They chose to install **100.000 m²** of Rewind carpet at the venue.

We are grateful and proud that Rewind is the sustainable carpet chosen by the UN on which to discuss the action plans for the **further pursuit** of the global goals to **counteract climate change**.



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Contact us

Interested in a latex-free event carpet, 100% recyclable into a pure high-grade recycle? Get in touch, we'd love to sit down with you.

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