

**Really presentation  
Used Textiles: Waste or Value  
December 12<sup>th</sup> 2018**

**Upcycled textiles  
Engineered materials  
Designed for circularity**

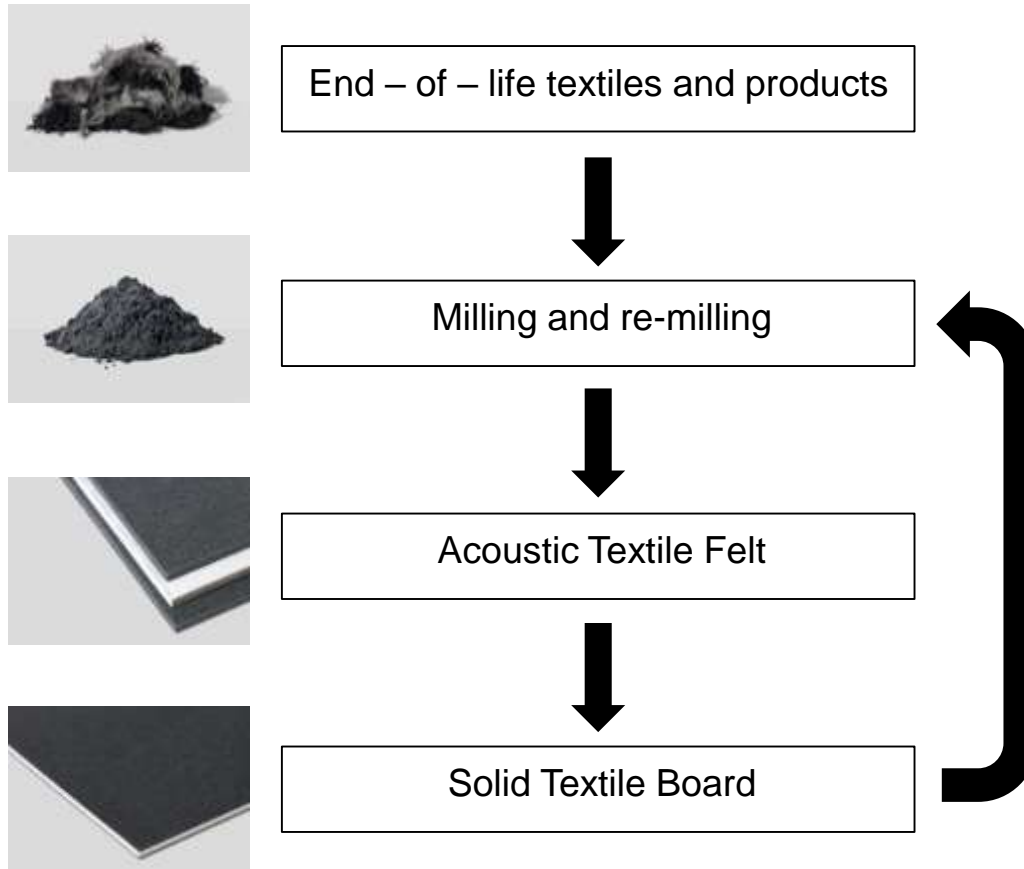


**Really.**

**Solid Textile Boards**  
**by Max Lamb**

**Really.**

## Designed for circularity



**Really.**

## Solid Textile Board and Acoustic Textile Felt

The standard material portfolio consists of four colours reflecting the major waste streams of natural fibres:

Cotton Blue  
Cotton White

Wool Slate  
Wool Natural

Really's materials are sold through  
Kvadrat's international network



## From fashion to furniture

Globally, the scale of our addiction to textiles is increasing at a breakneck pace, fuelled largely by fast fashion

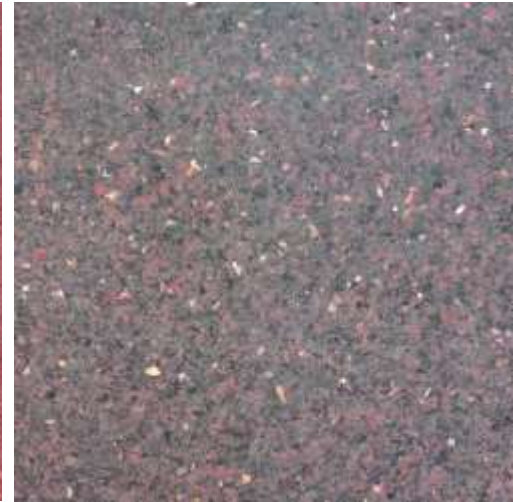
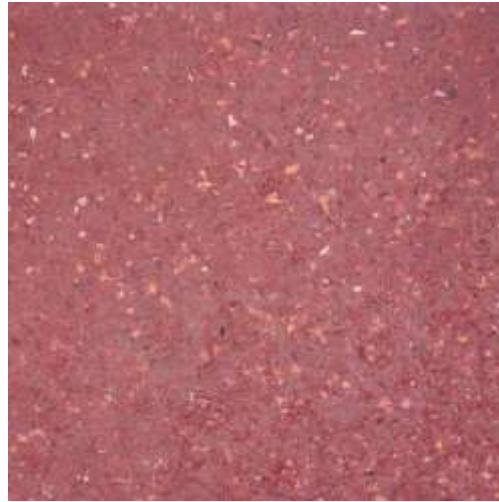
Retaining the textile resources in long-lasting products is the first step on a journey towards upcycling and the circular economy

A strong and tangible way to communicate sustainability and responsibility



# Recycling of customers own material

Sport customer



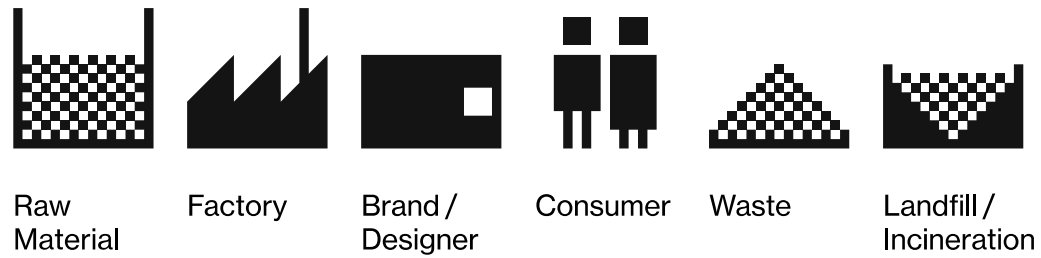
Fashion customer



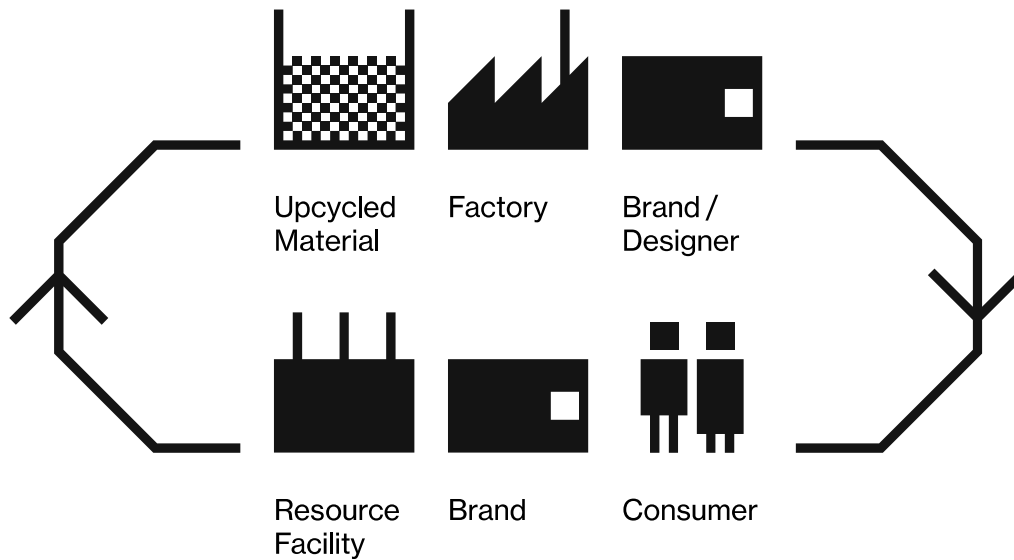
**Really.**

# The linear versus the circular economy

**As it is now**



**As it could be**



**Really.**

# Circular Economy and Up-cycled textile a new paradigm

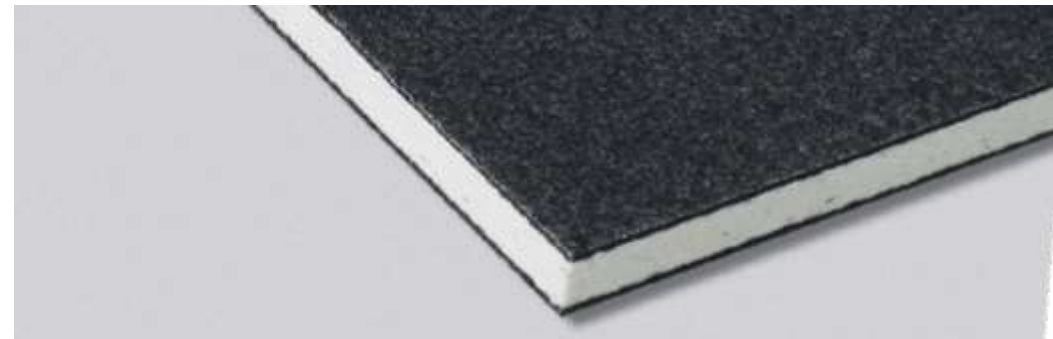
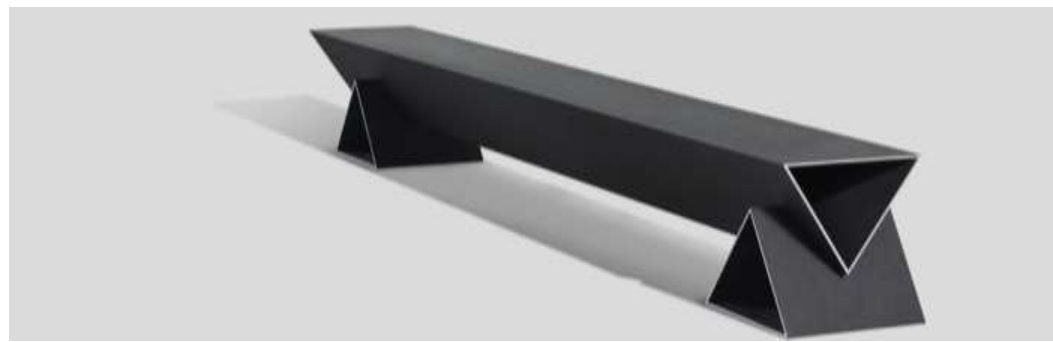
From Linear to Circular

**From fashion to furniture**

From textile to boards

From long fibre to short fibre

From fashion sorting to quality and color  
sorting





# Helly/Hansen

- New shop interior
- Launched in Oslo, July 2018





**HH<sup>®</sup> Really.**  
HellyHansen

## Kvadrat

- Showroom Copenhagen
- Launched, Nov. 2017



Kvadrat Showroom by Bouroullec

**Really.**



Kvadrat Showroom by Bouroullec

**Really.**

## HolmriskB8

- H4 table
- Launched at Trend and Tradition, 2017



**HOLMRISK B8 Really.**

**Milan 2017**



Max Lamb

**Really.**



**Really.**

**Milan 2018**



Claesson Koivisto Rune



**Really.**





Jonathan Olivares

**Really.**



Benjamin Hubert



**Really.**

## Recycling needs to be taken to another paradigm

New innovative product concepts

Quality and color management

Being part of the next generation take back system



**Really.**



**Thanks**

**Really.**