



REUSE Cruise

From waste to resource: from talk to action

REUSE Cruise is a Dansk Wilton pilot project aimed at exploring the potential for recycling carpet waste as a resource in new materials and products to establish a circular business model in the long term.

As an SME, we use this project to demonstrate how a sustainable effort can be embedded in and developed by a small organisation that doesn't have a large CSR department by integrating sustainability into of the core business and commercial development going forward.

We feel like a modern-day explorer on a mission in unknown territory. We know exactly where we we're headed, but we don't necessarily know how to get there. Yet we must take the first steps. Although we may be far from our zero-waste ideal, there's no excuse for not exploring and trying out different solutions.

The purpose of the *REUSE Cruise* project is to search for solutions and identify a realistic, meaningful business model for the recycling of carpet waste. Our long-term 100% target is the circular recycling of all our carpets, in either biological or technical cycles.

The Project

The approach of our REUSE Cruise project is that 'We learn more by acting than just talking about it'. Specifically, we've collected carpet waste from the cruise ferry Color Magic during a refurbishment process at FAYARD near Munkebo.

The carpet had been laid in a passenger cabin on board the ship and needed replacing due to wear. Carpet waste cannot be converted into new carpet yarns as the fibres are too short. Therefore, we wanted to convert the waste into new materials, a process that could potentially upcycle the resource.

In our search for recycling options, we've explored various possibilities both in Denmark and abroad.

The solution we've initially continued working on is primarily focused on recycled clothing, and we are the first carpet manufacturer to take steps in this direction.

We've conducted various trial runs at testing facilities to test the opportunities and limitations inherent in various types of material. We've worked on adding a fire-retardant to the material and conducted preliminary indicative fire and acoustics tests.

This has resulted in various materials with a wide variety of potential uses, such as signs, furniture, acoustics and other home furnishing solutions. We call the material RE:SHAPE.

As developing circular economy products only makes sense if there are customers who are interested in buying new products based on recycled materials, the next step was to find partners who can get involved in and see the potential of the RE:SHAPE material. So, we've been engaged in dialogue with companies from the furniture, acoustics and signage sectors to the general home furnishing industry. Our ultimate goal is to keep the recycled carpet in an interior design framework so it can be used at hotels, on cruise ships, etc., as this is where we want to bring carpet waste into a new circular business model.



Watch a video about the project

The process involves three or four steps:



1. Breaking down the fibres



2. Adding binding fibres



3. Designing felt mats



4. Compressing felt mats into hard panels

Cradle to Cradle Certified®: the point of departure for a circular economy

The REUSE Cruise project is based on Colortec RE:THINK, which is our Cradle-to-Cradle Certified® carpet solution. The first strategic steps we took in this direction were notably to obtain Cradle to Cradle Certification®, which has become our tool for sustainable business development. We take a holistic view of sustainability to avoid a narrow-minded focus on carbon emissions or other sub-elements.

It is crucial for any recycling process that the product's original materials are healthy and viable. In other words, the materials must be suitable for recycling and mustn't contain chemicals or other substances that shouldn't be carried over to a new cycle. In other words, the recycling of materials not only involves exploiting resources but rendering the materials suitable as a new resource.

[Further details about Colortec RE:THINK](#)

Dansk Wilton is a partner company in Tekstilsymbiose Herning

Dansk Wilton is a partner in the Tekstilsymbiose Herning project, which is involved with textile waste as a resource.

The recycling of textile waste will be a guiding theme going forward and could be a game changer in not only the textile industry but other sectors as well where textile waste can become a new resource.

Tekstilsymbiose Herning gives the partnering companies an opportunity to test new materials and business models before this becomes a requirement. This is a forum where knowledge and lessons learnt are shared, where the participants can learn from one another and where real problems can be discussed in specific scenarios.

[Further details about Tekstilsymbiose Herning](#)





Cradle to Cradle is a vision for a world in which consumption and production have a positive effect on the economy, the environment and on people. Where we can benefit our planet without having to restrict consumption and welfare.

In a Cradle to Cradle world, we design products and societal structures so all materials are healthy for their surroundings and can be included in a repeated cycle. Waste will no

longer exist, and everything will either be reused as it is, or become a resource for something brand new in healthy biological or technical cycles.

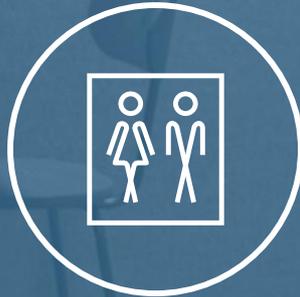
Cradle to Cradle certification surveys and evaluates a business's product and materials within five categories: material health; product circularity; clean air & climate protection; water & soil stewardship; and social fairness.

Furnishing solutions

using the RE:SHAPE material



Furniture



Signage



Printed media



Acoustics



RE:SHAPE

A circular mindset



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