Used Textiles: Waste or Value
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Upcycled textiles
Engineered materials
Designed for circularity
Solid Textile Boards
by Max Lamb
Designed for circularity

- End-of-life textiles and products
- Milling and re-milling
- Acoustic Textile Felt
- Solid Textile Board
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
The linear versus the circular economy

As it is now

- Raw Material
- Factory
- Brand / Designer
- Consumer
- Waste
- Landfill / Incineration

As it could be

- Upcycled Material
- Factory
- Brand / Designer
- Resource Facility
- Brand
- Consumer

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
Kvadrat

- Showroom Copenhagen
- Launched, Nov. 2017
HolmrisB8

- H4 table
- Launched at Trend and Tradition, 2017
Milan 2017

Max Lamb
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
Thanks

Really.