



creative
MATTERS

INSPIRED WALL & FLOOR COVERINGS

EcoAx

WOVEN AXMINSTER
MEETS SUSTAINABILITY
WITH A NEW COMPOSTABLE
100% WOOL CARPET



After 25 years of creating traditional woven Axminster carpets for luxury hotels, offices and homes around the world, Creative Matters is delighted to introduce Axminster for the sustainable age. **Presenting our all-natural and all-compostable EcoAx, a triumph that combines the efficiency and durability of woven Axminster with the promise of a greener tomorrow.**

ECOAX MATERIALS/FIBRES

**EcoAx is made
with 100% wool,
a renewable fibre and
sustainability winner.**



Woven Axminster has traditionally excelled as wall-to-wall carpeting for large areas in a blend of 80% wool and 20% nylon. The incorporation of nylon means the carpet is not fully biodegradable. EcoAx, however, is made with 100% wool. Wool is a renewable fibre, a sustainability winner. Our EcoAx colour palette comprises eight natural, undyed shades of wool distinctive to various breeds of sheep. Clients can also choose to use an accent of dyed wool or opt for an all-dyed colours custom carpet.



EcoAx offers versatile design possibilities, including area rugs and eye-catching inset installations. EcoAx offers an extensive range of innovative and sustainable solutions that seamlessly integrate our renowned customization processes with environmental stewardship.

- PEARL
- FOG
- DUST
- PEPPER
- IVORY
- SAND
- TAUPE
- UMBRA



ECOAX CONSTRUCTION

As with traditional Axminster carpets, EcoAx is made on machines where each tuft of yarn is woven and locked into place by shots of backing yarn to create a strong, integrated three-dimensional structure.

For equally robust EcoAx, the wool yarn is held in place by warp threads of viscose and weft threads of jute. (Viscose is made from tree wood pulp and is biodegradable.)

ECOAX Product Construction



Viscose

WARP



100% Wool

YARN



Jute

WEFT

ECOAX - 100% BIODEGRADABLE CARPET



ECOAX INSTALLATION

A stretch-in style of installation is recommended to allow for easy removal and to ensure the carpet remains 100% compostable. In addition, this allows for an opportunity for the carpets to be up-cycled.

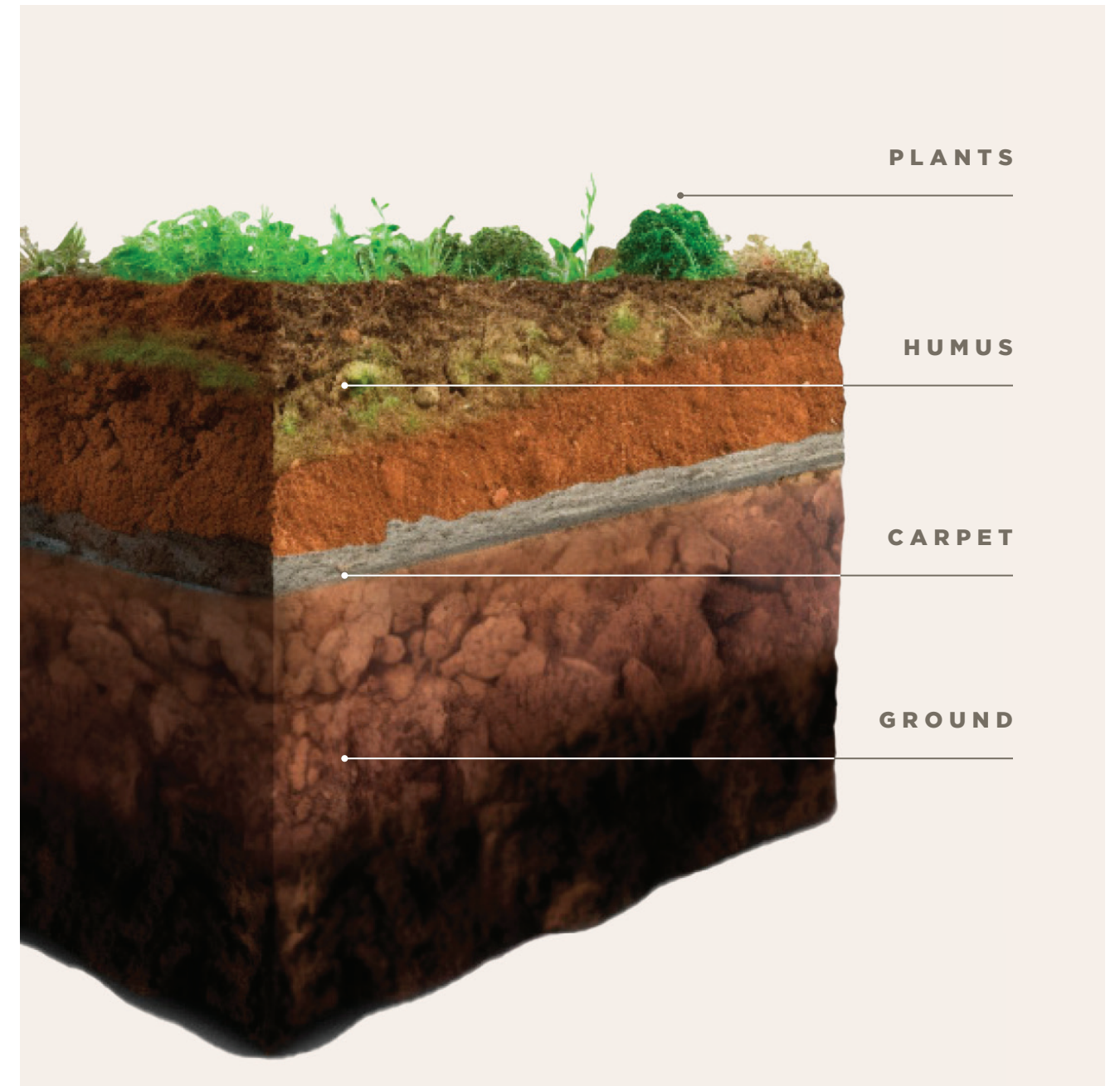
Before the arrival of EcoAx, Axminster floor coverings were usually installed with a non-compostable glue. Creative Matters will work with your installers to ensure that EcoAx is installed efficiently and sustainably with a stretch-in style of installation. Not only does this method avoid synthetic chemicals, it also means the carpet can be lifted and re-installed elsewhere, or cut into smaller pieces for individual area rugs.



ECOAX END OF LIFE



Our commitment to sustainability extends beyond the production process. When EcoAx is no longer useful as a floor covering, we are proud to say it is fully compostable in soil. In fact, for European clients, it can be returned to the mill where it will be processed into granules. For North American clients, the carpet will need to be shredded before heading to landfill.



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For inquiries contact us

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