



Green Product Award 2019

## Green Product Award for unique 13RUGS carpets

13RUGS by rohi was awarded with the 2019 Green Product Award in the Living category. The upcycling project impressed the jury of experts with its combination of a unique design and the sustainable design approach.

The Green Product Award has been recognising innovative, sustainable design products for sustainable consumption since 2013. With submissions from over 40 countries, a renowned jury and strong cooperation partners, the Green Product Award has now become a leading international assessment body for sustainable products.

The Green Selection products form the heart of the new Green Campus at the Internationale Handwerksmesse. With 125,000 visitors and 2500 m<sup>2</sup> dedicated to presenting and selling green products, the Green Campus is now the largest green trade fair in Europe. The products will be presented in curated green showrooms in the special 350 m<sup>2</sup> award space. 13RUGS will also be represented with a dedicated presentation area.

Tina Wendler, co-owner of ROHI woollen mills, and fashion and textile designer Lara Wernert launched carpet manufacturer 13RUGS in summer 2015. The company combines selvages from ROHI's fabric production to make unique carpets with intricate craftsmanship. A multi-phase felting process transforms premium production surplus materials into textile art works for floors and walls.

From the source material to the end product, 13RUGS carpets are produced exclusively in Germany. They stand out not only thanks to the innovative manufacturing process, but also with their regional production. This contrasts with most of the carpet industry, which produces largely in Asia. Tina Wendler explains her conviction as follows: "with 13RUGS, we want to show how value can be added locally." This vision of sustainability impacts the entire production process, and is also expressed in the upcycling of selvages from rohi's fabric production processes to new textile products.

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