



## CARPET RE-USE

### Case Study

### Product Circularity Partnership

As part of its N/XT Life Circularity Programme, in 2023 Milliken partnered with carpet re-use specialists Orak to facilitate the recovery, re-conditioning and re-installation of its carpet tiles.

Paris-based Orak has become a leading European provider of fully traceable, re-use carpet and maintenance services. Aligned with France's progressive environmental regulations, aimed at decarbonising the building sector, Orak's work makes an important contribution to the circular economy and the construction industry's efforts to become more sustainable.

*In Partnership with Orak*

**N/XT LIFE™**  
CIRCULARITY PROGRAMME

Milliken™

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**Orak**



# Project background

When investors [Swiss Life Asset Management \(SLAM\)](#) were looking to dispose of 1800m<sup>2</sup> of a 7000m<sup>2</sup> Milliken carpet installation at its building on Boulevard Poissonnière in central Paris, Orak's team of carpet recovery specialists were deployed to manage the re-use project. The installation comprised of [Distinction](#) carpet planks from Milliken's Major Frequency design collection, originally installed by flooring contractor Actisol in 2022.



Major Frequency - Distortion

SLAM's office design partner [Factory](#) worked with Orak to organise and optimise the recovery process so that as much carpet as possible could be made available for installation into another building location.



Orak team assess the floor covering to be recovered

# Carpet assessment and recovery

Following Orak's rigorous re-use and traceability protocols, the carpet planks at SLAM's offices were initially assessed by their experienced team for quality and re-use potential.



Orak team carefully package recovered carpet planks

The carpet featured Milliken's [TractionBack®](#) adhesive free installation system. The high-friction coating applied to the underside of each plank meant that the installation could be uplifted quickly and efficiently. With virtually no-adhesives used, any damage to the carpet and sub-floor underneath was minimised.



Orak team carpet checking process

With little disruption to the space, the planks were uplifted and sorted for full and incomplete tiles before being carefully packaged into Orak's robust transfer crates. Each crate was digitally logged for tracking and stock control, then transported to the company's processing facility on the outskirts of Paris.

# Carpet renewal process

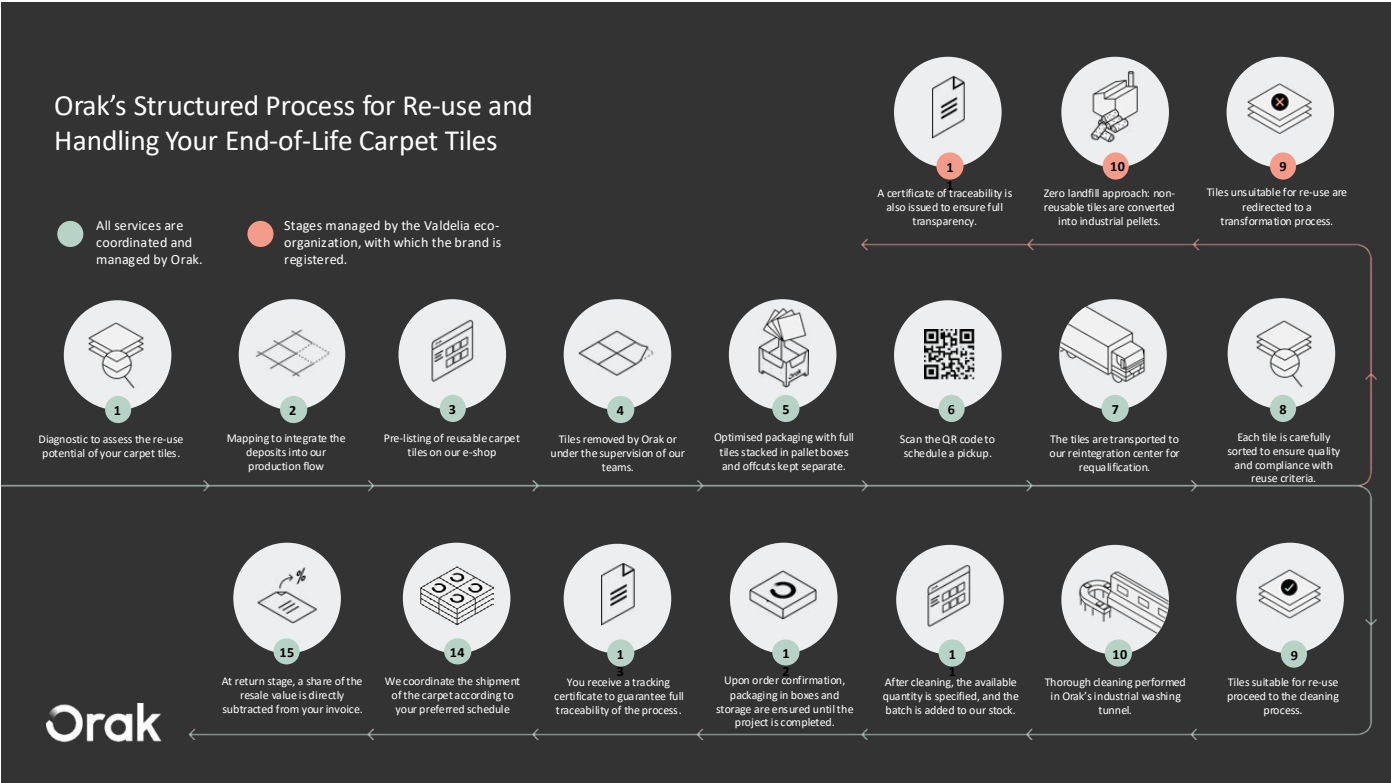
At Orak's processing site, the carpet planks were checked further for any damaged tiles and then deep cleaned in Orak's industrial washing tunnel. As a final, crucial part of the process, the tiles were labelled with a QR code to ensure full traceability of the carpet for SLAM's sustainability reporting and reimbursement.

The re-use carpet was packaged into cardboard boxes and stored.



Recovered carpet arrives on-site at Orak's processing facility

Around 80% of the recovered product was of the required quality standard for re-use. This meant that approximately 1,425m<sup>2</sup> of the Major Frequency carpet planks were available for re-sale and re-installation in another building.



Orak carpet recovery and re-use process

The 375m<sup>2</sup> of unusable product was sent for waste to energy processing with full traceability certification. This was handled by eco-organisation [Valdelia](#), as part of the Optimum scheme, where the carpet was converted into pellets for use by the cement making industry.



# Re-use carpet installation

[Groupama Immobilier](#) were managing the sale of a grand private mansion house re-development on Rue François 1er, in the heart Paris's prestigious 8th arrondissement. This exceptional building, now a 2,200m<sup>2</sup> office and retail complex, was to house the new flagship location for luxury fashion house [Giorgio Armani](#).



21 Rue François 1er

Photo: © Grégoire Crétinon

Keen to drive down the carbon footprint of its property portfolio, Groupama are strong advocates for re-use materials and made this a requirement in this building. As part of the re-development work, the general contractor [Groupe Balas](#), asked Orak to present a variety of re-use carpet ranges that they had available for the office space section of the project. Having reviewed several different carpet designs, Balas selected the Milliken Major Frequency – Distortion carpet planks, recovered from the SLAM building, specifying 1000m<sup>2</sup> for the office floor covering.

The design style, quality and quantity available was the perfect choice for this landmark building. In the light soft neural tones of *Phase*, the design offers a sophisticated and subtly textured backdrop for the new office space. The product's solution dyed nylon yarn also provides inherent stain resistance.

The Orak team prepared a trial installation of 20m<sup>2</sup> for their customer to preview how the carpet would look and to approve its specification. Reserving the carpet nine months ahead of the project's installation, Orak was able to store the product at their expansive warehouse until it was ready to be installed.



Major Frequency - Distortion, Phase



Giorgio Armani office space featuring Major Frequency – `Distortion carpet planks

The carpet's WellBAC® Comfort cushion backing delivers additional wear and acoustic performance properties. For ARMANI's employees, the backing also makes the carpet feel incredibly soft underfoot making their workspace feel more comfortable and welcoming.

For its second-life installation, Orak supplied the carpet a new 2-year wear warranty.



Giorgio Armani office space featuring Major Frequency – `Distortion carpet planks

## Sustainable outcomes

In its second life, as a re-use carpet, the product adds no additional carbon burden to this building refurbishment. Overall, the operation was estimated to have saved 11,400 kg of CO<sub>2</sub>.

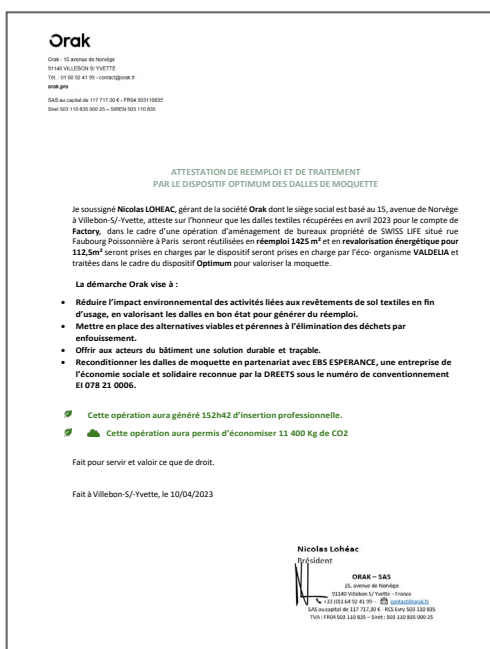
As a TractionBack® carpet installation, wastage on installation was also minimised by eliminating the requirement for adhesives and their associated packaging. Installation was quicker and easier than glued carpet installation. With no-adhesives, the installation was also much healthier for the installers and building users.

Today, the latest generation Major Frequency carpet collection features Thrive matter 90% recycled yarn, which has an EPD certified embodied carbon rating of 4.15kg CO<sub>2</sub> e/m<sup>2</sup> (A1-A3).



# Traceability

Thanks to the Orak's rigorous tracking process and their traceability promise, Swiss Life Asset Management were provided with a *Certificate of Carpet TakeBack*. This provided the company with full environmental accountability for the carpet that had been recovered from their building and the carbon savings made.



Orak Certificate of TakeBack

A detailed EPD document was also provided to support the environmental credentials of the carpet.

The remaining 425m<sup>2</sup> of useable carpet was recovered from the SLAM building was installed in the IBIS Styles Hotel in Saint-Gilles-Croix-de-Vie, as a floor covering for their corridor areas.



IBIS Styles Hotel in Saint-Gilles-Croix-de-Vie

## PROJECT PARTNERS

<b>Client</b>	: Swiss Life Asset Management (SLAM)
<b>Flooring Contractor</b>	: Actisol
<b>General Contractor</b>	: Norea
<b>Carpet</b>	: Factory

## RE-USE PROJECT

<b>Carpet re-use specialist</b>	: Orak
<b>Property agent:</b>	: Groupama Immobilier
<b>Interior Fit-Out Contractor</b>	: Groupe Balas
<b>Waste to energy specialist</b>	: Valdelia
<b>Carpet re-use client 1</b>	: Georgio Armani
<b>Carpet re-use client 2</b>	: IBIS Styles Hotel

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for more information.  
**T +44 (0) 1942 612777 (UK)**

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