

**massimo**  
copenhagen



**RePeat**

---

PRESS RELEASE

# RePeat

## Expect the unexpected

Innovative take on textiles, keeps our oceans plastic-free, our conscience clear and homes stylish. Introducing massimo Copenhagen's RePeat Collection, hand-tufted from 100% recycled plastic.

### Thinking earth-first.

When massimo was asked to bring forward a rug that takes sustainability into another dimension, without sacrificing on the tactile impression and sturdiness - the massimo's team didn't rest on their laurels with their standard sustainable collections, but took a challenge and pioneered further with an exploration of new, innovative green solutions for textile production.

The results couldn't be more impressive. The RePeat collection rugs are frankly - mind-blowing. It's not what you may expect. It is actually the opposite. First of all, the new RePeat rugs look just like wool. Feel like wool. And are just as strong and durable as wool. It is incredible to think that they are really made of 100% recycled plastic.

RePeat Collection will be launched during this year's editions of 3daysofdesign, but it has already become a choice for pioneering architects and designers, whom understand the importance of using sustainable solutions and have already incorporated these innovative rugs into the upcoming projects.

One of which is soon-to-be-opened Scandic Spectrum hotel, in Copenhagen, designed by Signe Bindslev Henriksen and Peter Bundgaard Rützou of Space Copenhagen, where RePeat Charcoal rugs will grace the floors of most of the guest rooms.

Part of the RePeat collection, massimo introduced five new colours that combine the Nordic classic palette with Cream, Charcoal and Beige and fresh new hues, such as Pistachio and Pastel Yellow.

### What on earth is rPET?

PET (short for Polyethylene Terephthalate), is strong, lightweight and often transparent. Due to its unique properties, PET is one of the most commonly used plastics. PET can be recycled into rPET. In the recycling process, PET plastic is collected, cleaned and remade into new products, without exhausting natural resources, and by reducing energy and carbon emission, which makes rPET widely considered a highly sustainable choice.

The environmental benefits of this process are countless: it reduces environmental impact, avoids the use of non-renewable natural resources, reduces energy consumption and can contribute to reduce the extraction of crude oil and natural gas from the Earth to make more plastic, lessening our dependence on petroleum as a source of raw material.



#### Keeping plastics from going to landfill and the ocean

*According to the NGO Ocean Conservancy, 8 million metric tons of plastic enter the ocean every year, on top of the estimated 150 million metric tons that currently circulate in marine environments. If we keep this pace, by 2050 there will be more plastic in the ocean than fish. Taking plastic waste and turning it into a useful material is very important for humans and our environment.*

*This innovative process of turning rPET into textiles, gives a second life to a material that's not biodegradable, and would otherwise end up in landfill or the ocean.*







REPEAT | Pastel yellow

## New fiber. New hope.

A lightweight fibre obtained from the material produced through the process of recovery and reuse of PET waste, presents a high resistance to wear and offers good thermal properties, which makes it a perfect choice for textiles at home and commercial settings.

The composition makes the RePeat rugs both earth-friendly and easy to care for. The fiber resists stains, mold, mildew and moisture. You can clean them simply by using a garden hose or spot clean with a damp sponge.

The RePeat rugs are hand-tufted with an additional cotton layer on the backside, making it suitable for any type of floor. Available in the selected stores and on massimo.dk from July 2022.

### Quality:

Handtufted  
100% Recycled PET yarn  
100% oeko-tex cotton  
on the backside

### Available sizes:

160 x 230 cm  
200 x 300 cm  
250 x 350 cm  
Ø 300 cm  
Wall-to-wall carpets

**Custom sizes:** Yes

**Pile height:** 10-11 mm

**Weight:** 4,0 kg/m<sup>2</sup>

**Size variation:** +/-3%

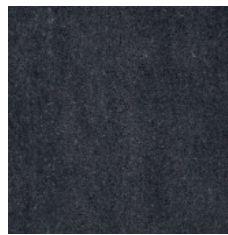
**Warranty:** 2 years

### Certifications:

Colorfastness to light:  
ISO 105-B02-grade 5  
Flammability:  
16CFR 1630 (FF-1-70)  
Production: SA 8000



cream



graphite



pistachio



beige



pastel yellow

### massimo builds great interiors - one rug at a time

We believe that any interior can be elevated with uplifting colours and pleasant textures. At massimo we do it one rug at a time and with the greatest of attention to design, quality, sustainability - and you. Because all great results start with dialogue, quality and empathy.

We cannot and we will not deny our Scandinavian origin. We have a passion for subtle, natural colour schemes and long-lasting functional design - but are not afraid to challenge and tempt with a bolder, more colourful alternative. After all, a rug is the soul of a room - and some souls are simply more hot-spirited.

REPEAT | Pistachio, pastel yellow, graphite





















REPEAT | All colours



**massimo**  
copenhagen

**For further information  
please contact:**

Chim Scavenius Sonne-Schmidt  
[chim@massimo.dk](mailto:chim@massimo.dk)

Dominika Leveau  
[dominika@massimo.dk](mailto:dominika@massimo.dk)