Hello, we’re ruutu.
We love flooring.
We are passionate about craftsmanship, materials, style, functionality and detailing.
Fast growing and forward thinking, we design, manufacture and supply unique floor coverings for today’s workplace.
Quality is what we’re known for - innovation is how we stand out.
Econyl

We care about the environment.

At ruutu, it is our utmost consideration to care for the world around us and the people who live in it, therefore, it is within our interest to make your carpet choice an action that you and your customers' eco friendly intentions can be achieved to the foremost. Choose from several collections with a variety of sustainable properties and designs.
Many of our collections are made from regenerated and regenerable ECONYL®-yarns. The fact that the yarns are regenerated simply means that they are manufactured from waste products into nylon (Nylon 6). This allows the ECONYL® yarns to be incorporated into a closed-loop system in which they can be converted again and again into new yarns.
The Process

01. The ECONYL Regeneration System starts with reusing waste, like fishing nets, fabric scraps, carpet flooring and industrial plastic from landfills and oceans all over the world. That waste is then sorted and cleaned to recover all the nylon possible.

02. Through a radical regeneration and purification process, the nylon waste is recycled right back to its original purity. That means ECONYL regenerated nylon is the same as virgin nylon.

03. ECONYL regenerated nylon is processed into carpet yarn and textile yarns for the fashion and interior industries.

04. Fashion brands and carpet producers use ECONYL® regenerated nylon to create brand new products. And that nylon has the potential to be recycled infinitely, without ever losing its quality. The goal is that once all products containing ECONYL® are no longer useful to customers, they can go back into step one of the Regeneration System.
Facts and data

As well as being a solution to waste, ECONYL® regenerated nylon also has a positive effect on climate change. It reduces the global warming impact of nylon by up to 80% compared with the material from oil.

Aquafil, the producer of ECONYL®-yarns specialises in collecting used nylon products which:

- Have reached the end of their product life (example: used carpeting)
- Have been left in the wild or industrial areas (example: discarded fishing nets left behind in the oceans)
- Are residual products from the manufacturing of other products (example: textile waste products from clothing manufacturing).

All three examples involve a refining process. For the used carpets, the carpet fibres are cut away from the backing. The used fishing nets are cleaned and cut into smaller pieces, and the textile waste products are also cut into small pieces.

They then enter the same refining process where they break down into their original chemical formula in the form of nylon chips and this is then included as raw materials in the manufacturing of new Nylon 6 nylon products – including ECONYL®-carpet yarns.
Facts and data

For every 10,000 tons of ECONYL raw material, we can:

- Save 70,000 barrels of crude oil
- Avoid 57,100 tonnes of CO2 eq. emissions
Think sustainably and reflect it in your actions. Our ECONYL®-based collections are eco-friendly alternatives for those projects characterised by thinking about people and the environment in a broader sense than just the specific working environment. Without in any way compromising design and quality, the collections are helping to take care of the land that we will pass on to future generations. And this makes them a very specific choice that you and your customers can take to help make a difference.

According to a report from the Food and Agriculture Organization of the UN (FAO) and the United Nations Environment Programme (UNEP), there are approximately 640,000 tons of abandoned fishing nets in the oceans. The Healthy Seas initiative has the aim to contribute to recovering part of these abandoned fishing nets that are then turned into beautiful yarn and ruutu carpets, thanks to the ECONYL® Regeneration System.

Reach out to your region below for links and technical information on ruutu’s current ECONYL® collections.
Honest, straightforward design lovers