

creative MATTERS

INSPIRED WALL & FLOOR COVERINGS

FOR IMMEDIATE RELEASE

Creative Matters to launch 100% biodegradable woven Axminster carpet in 2024

This innovation will be the first woven Axminster to decompose entirely after 12 months

Toronto, ON, December 12, 2023 – Acclaimed custom wall and floor coverings firm, [Creative Matters](#), has announced a new innovation in commercial carpeting, EcoAx, a 100% biodegradable woven Axminster. Available from January 2024, EcoAx pays tribute to the brand's commitment to sustainability, offering superior durability and design versatility. EcoAx will be available for all commercial and residential rug designs in eight refined and natural colours: pearl, ivory, fog, dust, pepper, sand, taupe and umbra.



100% biodegradable EcoAx design from Creative Matters

“Creative Matters is proud to announce a recent innovation in the carpet world, EcoAx, an environmentally responsible woven Axminster with premium quality and design capabilities. EcoAx is composed of 100% wool with a jute-backing that biodegrades within just 12 months, enriching the soil as it decomposes. This is in contrast to synthetic materials like nylon that can take over 50 years to decompose in landfills,” explains **Ana Cunningham**, managing partner at Creative Matters. “Looking ahead, we see EcoAx becoming the industry standard. Our focus is educating clients about the benefits of EcoAx and the importance of a carpet’s end of life cycle.”

Following multiple tests comparing the carpet to a standard woven Axminster, it was confirmed that EcoAx holds the durability score. EcoAx designs are crafted using pile and backing, with each tuft of yarn securely woven into the backing, creating a strong three-dimensional structure. EcoAx uses a 'no glue' installation method, meaning no residue is left on the carpet, keeping it 100% biodegradable. When uninstalled, the carpet can be reused, upcycled, or even shredded to be used as compost, ultimately diverting it from landfills.

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ABOUT CREATIVE MATTERS

Established in 1988, Creative Matters designs and creates custom fair trade floor and wall coverings for clients in more than 40 countries. It was the first North American company to commit to the Label STEP, an international non-profit association that seeks to promote fair trade in the handmade carpet industry, based on safe working conditions, fair wages and sustainable, environmentally-friendly production.

With this commitment, Creative Matters pays close attention to the materials it uses to make its rugs, with a preference for regenerative, sustainable fibres. Consequently, Creative Matters has, for several years, been involved in solutions to reduce the use of water in the production of floor coverings.

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