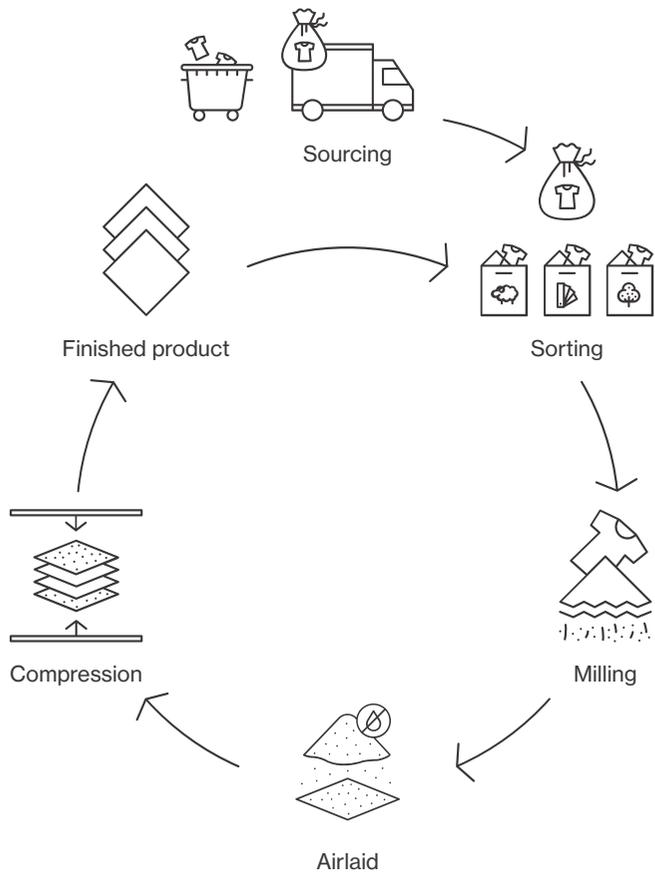




**Really.**



At Really, we upcycle end-of-life textiles into premium-quality engineered circular materials suitable for industrial-scale and retail projects.

Fashion brands, designers and architects use these to create innovative furniture and interiors, challenge convention and inspire collaborations.

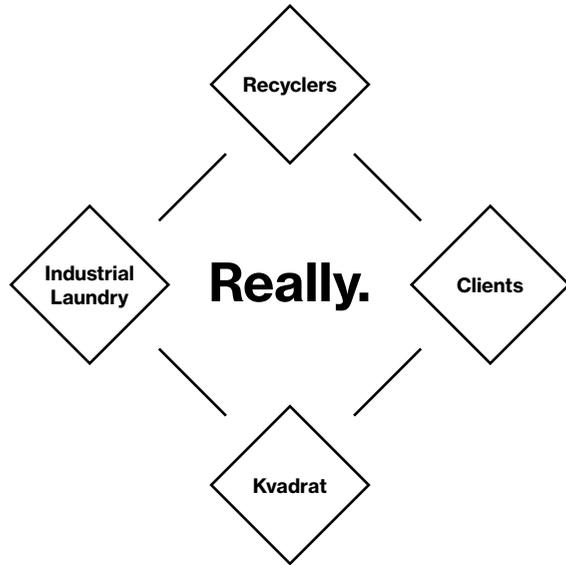
Our factory is located in Denmark. The manufacturing process we use does not involve the use of dyes, water or toxic chemicals, and generates only recyclable waste.

The materials we create underline that what is considered 'waste' can be a resource for innovative materials.

Really is partly owned by Kvadrat, a leader in design innovation.

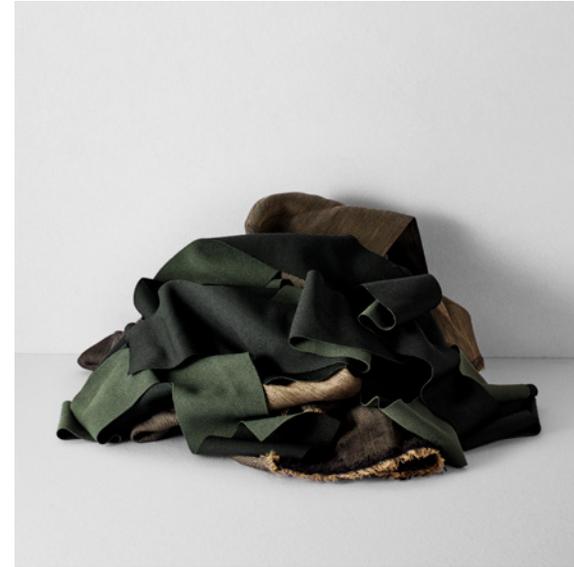
Read more about Really at [www.reallycph.dk](http://www.reallycph.dk)

**Really.**



## 1. Sourcing

Really materials are engineered from end-of-life textiles. These come from production waste and leftovers from industrial laundries, the fashion industry, and Kvadrat's production and supply chain.



## 2. Sorting

Produced on-site in Denmark, our materials are colour and quality-controlled. The standard ones we offer are based on cotton and wool blends. However, our pioneering production process allows for many different fibre compositions.



### 3. Milling



Really materials are milled into fibres to ensure homogeneous surfaces and colours. Innovatively, our standard products are crafted with short fibres. As a result, the different tones from the upcycled denim, cotton and wool can be blended into a simple, repeatable pallet of four colours. Our milling process also allows for the use of different fibre lengths and fibre flakes, which can lead to the creation of particularly expressive, individual materials.



### 4. Airlaid



Initially, the milled fibres are mixed with a binder specially designed for textile fibres and recyclability. The blended fibres are then formed into sheets of Acoustic Textile Felt using airlaid technology. No water is used during this process, reflecting our commitment to a no-waste future.



## 5. Compression



To create Solid Textile Board, sheets of Acoustic Textile Felt are layered around thicker textile mats. Subsequently, they are compressed in a process which balances a low temperature with high compression.



## 6. Finished product



Really materials are designed for circularity. By agreement, we can take back used products, recycle them into new products, and return them to the client. The collected Really materials are sorted into colour families and re-milled. Subsequently, the fibres are either blended into standard products or used to create a base for second-generation Really materials.

**Upcycled  
textiles  
designed for  
circularity**



**High-quality  
engineered  
materials**



# **Circularity for designers and architects**