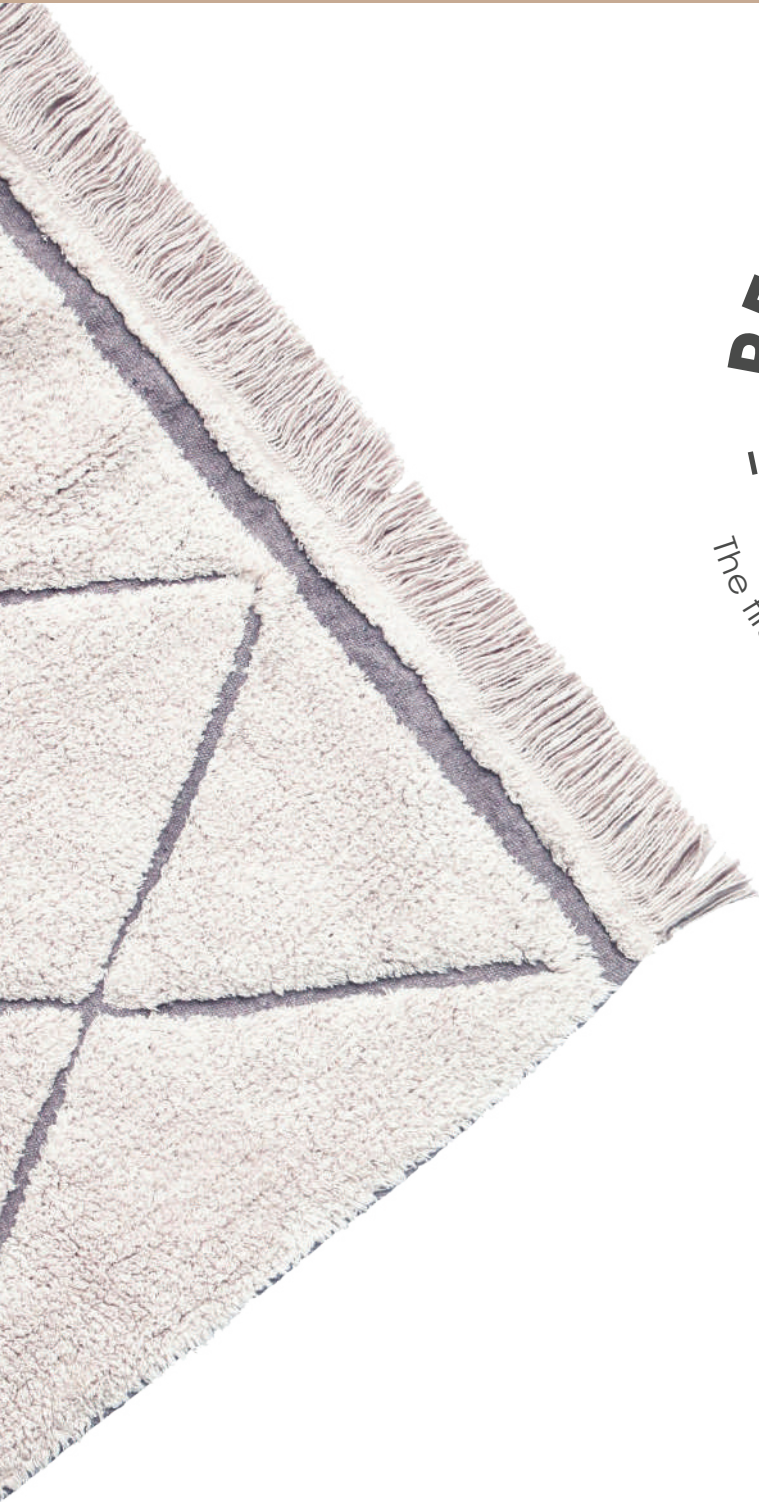


**RUGCYCLED®**



**We did it again! A new, revolutionary concept is here. Welcome the new *RugCycled®* collection! The first upcycled washable rugs in the market!**

***RugCycled®* by Lorena Canals** comes as a collection of washable rugs and textile accessories for kids' decor **made from upcycled rugs**, giving a second life to our cotton waste through timeless designs with a raw style. With *RugCycled®*, we finally achieved our goal of **zero waste**, plus, we **save up to 90% water and energy** in the manufacturing process!



## RUGCYCLED® COLLECTION

REDUCE, REUSE, RUGCYCLED!

We present the first upcycled washable rugs in the market. 14 new references created by reusing and recycling our production leftovers to achieve zero waste!

RugCycled® brings back some of our most iconic designs with a renovated raw style provided by the all-natural finish of undyed cotton combined with recycled yarn.

To make this collection, our leftover production fabric is shredded into fibers and then spun into recycled yarn that is used to make the rugs' canvas bases. The designs are later tufted on top in natural, undyed cotton, creating a soft and plush surface. Each rug design is outlined by revealing bare areas of the canvas and creating a debossed effect.

Clean and simple lines provide timeless style for a collection of durable textile pieces, set to appeal to eco-lovers, cool kids and modern parents alike in search of stylish, safe and natural home textiles that children can grow along with.

## LORENA'S INSPIRATION

Over the years Lorena Canals' textile production has revolved around the concept of sustainability thanks to its artisanal procedures and the use of natural raw materials. In a quest to achieve zero waste the brand now prides itself on having implemented new manufacturing methods based on recycling its own cotton waste, such as rug samples, surplus stocks or textile scraps.

With this extra shift towards sustainability, Lorena Canals now presents a whole new collection of designs based on rug upcycling that also maintain high quality standards and signature style. After much research, designer Lorena Canals realized that the best way to achieve this was to combine recycled textiles with natural, undyed cotton. This gave rise to the RugCycled® Collection.





When rugs start to make sense

## HOW DO WE UPCYCLE OUR RUGS TO TRANSFORM THEM INTO RUGCYCLED® PIECES?

**Leftover production fabric** is shredded into fibers and then spun into recycled yarn that is used to make the rugs' canvas bases.



## SELLING TIPS

- **Upcycled rugs** give way to a new collection of timeless, washable rugs and textile accessories for **kids' decor**.
- We give a **second life to our textile leftovers to achieve zero waste**.
- **Dye-free collection** saving up to 90% in water and energy!
- **Iconic Lorena Canals designs** make a comeback with a renovated **raw style**.
- **Raw style** provided by the all-natural finish of **undyed cotton** combined with **recycled yarn**.
- **Timeless designs** with clean and simple lines in **natural undyed cotton**.
- **Durable** textile pieces set to appeal to **eco-lovers, cool kids and modern parents alike**.
- **Stylish, safe and natural** home textiles that **children can grow along with**.
- **4 new rug designs** –each in **3 different sizes** to fit all rooms–, and a matching **floor cushion** and **bin basket**.





## DISCOVER A COLLECTION OF TIMELESS KIDS' DECOR WITH A RAW STYLE

The **RugCycled® collection** is made up of 4 rug designs, and a matching floor cushion and bin basket, that bring a raw style to kids' rooms and play areas. Made with natural, undyed cotton combined with recycled yarn from leftover rug scraps, this eco-friendly and nontoxic textile decor collection will **remain timeless while kids grow up** and provide a **safe environment** at home. Each rug design comes in **3 different sizes** to fit all rooms:

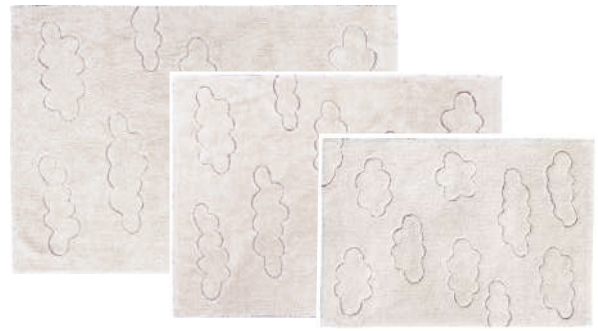
- The **larger rugs** (140 x 200 cm | 4' 7" x 6' 7") are suited for bigger rooms where you can, perhaps, combine a living area and play zone for kids, making their space cozier thanks to the warm and soft texture of the natural cotton surface.
- The **medium-sized rugs** (120 x 160 cm | 4' x 5' 3") may fit in any average kids' room to add warmth under the feet while playing in their favorite spot. Being lightweight, due to the canvas base, they can also be moved around the house easily to set up play wherever a child chooses.
- The **smaller rugs** (90 x 130 cm | 3' x 4' 3") are the most versatile as they can fit in any room or can be layered together with their larger versions, or even in combination with other designs from the collection. Also ideal as bedside rugs and for any makeshift play corner in the house.

## PRODUCTS



**RugCycled® ABC Washable rug**  
Natural - RugCycled yarn

C-RUC-ABC-XS | C-RUC-ABC-S | C-RUC-ABC-M  
90x130 cm | 120x160 cm | 140x200 cm  
3' x 4' 3" | 4' x 5' 3" | 4' 7" x 6' 7"



**RugCycled® Clouds Washable rug**  
Natural - RugCycled yarn

C-RUC-CLO-XS | C-RUC-CLO-S | C-RUC-CLO-M  
90x130 cm | 120x160 cm | 140x200 cm  
3' x 4' 3" | 4' x 5' 3" | 4' 7" x 6' 7"



**RugCycled® Azteca Washable rug**  
Natural - RugCycled yarn

C-RUC-AZT-XS | C-RUC-AZT-S | C-RUC-AZT-M  
90x130 cm | 120x160 cm | 140x200 cm  
3' x 4' 3" | 4' x 5' 3" | 4' 7" x 6' 7"



**RugCycled® Bereber Washable rug**  
Natural - RugCycled yarn

C-RUC-BER-XS | C-RUC-BER-S | C-RUC-BER-M  
90x130 cm | 120x160 cm | 140x200 cm  
3' x 4' 3" | 4' x 5' 3" | 4' 7" x 6' 7"



**RugCycled® Bin Basket**  
Natural - RugCycled yarn

BSK-RUC-BIN  
20x20x20 cm  
Ø 8" x 8"



**RugCycled® Circle Floor Cushion**  
Natural - RugCycled yarn

SC-RUC-CIRCLE  
48x48 cm  
Ø 1' 7"



## RUGCYCLED® ABC WASHABLE RUG

C-RUC-ABC-XS | 90x130 cm | 3' x 4' 3" | 2,1 kg

C-RUC-ABC-S | 120x160 cm | 4' x 5' 3" | 3,5 kg

C-RUC-ABC-M | 140x200 cm | 4' 7" x 6' 7" | 5 kg

**Composition:** 100% Recycled natural cotton

**Design:** Rectangular rug with an outlined alphabet and fringes on both edges

**Elaboration:** Handmade



- A new version of our **bestselling round ABC rug**, now in a rectangular shape that comes in 3 different sizes with the raw look and feel of the RugCycled® collection.
- **Kids can learn their ABCs** tracing letters with their fingers!
- Hand tufted in natural, undyed cotton pile with a soft touch, over a canvas base made from **recycled textile waste** from our rug production.

- The alphabet appears
- debossed on the surface, leaving **bare areas** on the canvas to outline the letters.



## RUGCYCLED® CLOUDS WASHABLE RUG

C-RUC-CLO-XS | 90x130 cm | 3' x 4' 3" | 2,1 kg

C-RUC-CLO-S | 120x160 cm | 4' x 5' 3" | 3,5 kg

C-RUC-CLO-M | 140x200 cm | 4' 7" x 6' 7" | 5 kg

**Composition:** 100% Recycled natural cotton

**Design:** Rectangular rug with an outlined clouds

**Elaboration:** Handmade



VISIBLE RECYCLED  
CANVAS BASE!



- Are today's generations still fantasizing about walking on the clouds or more concerned with dreaming up a **world of zero waste**?
- Our **bestselling Clouds rug** now comes in a new, upcycled version.
- Made in all-natural, undyed, short pile cotton that is hand tufted over a **recycled canvas base**, made from textile scraps.
- The clouds' silhouettes are subtly debossed on the surface, allowing for the **canvas base** to appear partially exposed.
- The clouds stand out in a slightly shorter pile length, providing a **multi-textured surface** on the rug.
- Available in **3 different sizes** to fit in any room!



## RUGCYCLED® AZTECA WASHABLE RUG

C-RUC-AZT-XS | 90x130 cm | 3' x 4' 3" | 2,1 kg

C-RUC-AZT-S | 120x160 cm | 4' x 5' 3" | 3,5 kg

C-RUC-AZT-M | 140x200 cm | 4' 7" x 6' 7" | 5 kg

**Composition:** 100% Recycled natural cotton

**Design:** Rectangular rug with outlined patterns and tassels at the corners

**Elaboration:** Handmade

4 TASSELS OF  
MELANGE YARN!



BARE AREAS TO  
OUTLINE THE PATTERN

- Our **all-time favorite Azteca rug**, now in a new RugCycled® version with a raw style!
- The original design is transformed with a totally **new, timeless look**, making for a room decor that will appeal to the coolest kids... and parents!
- Made with a recycled canvas base and hand tufted in natural, undyed, short pile cotton, alternating **bare areas of the canvas where the pattern takes shape**.
- The corners are **finished with handmade tassels**, made from a melange of recycled and natural cotton yarn.



## RUGCYCLED® BEREBER WASHABLE RUG

C-RUC-BER-XS | 90x130 cm | 3' x 4' 3" | 2,1 kg

C-RUC-BER-S | 120x160 cm | 4' x 5' 3" | 3,5 kg

C-RUC-BER-M | 140x200 cm | 4' 7" x 6' 7" | 5 kg

**Composition:** 100% Recycled natural cotton

**Design:** Rectangular rug with an outlined criss-cross pattern

**Elaboration:** Handmade

EDGES COMBINE A STRIP OF BARE CANVAS WITH FRINGES

BARE RECYCLED  
CANVAS BASE!



- An **all-time favorite Berber design** with a twist!
- Made with a cotton canvas base, weaved with **recycled yarn** from rug scraps, and hand tufted with natural, undyed, short pile cotton.
- This design leaves bare areas of the canvas visible to define the **criss-cross pattern with a debossed effect**.
- **Finished with fringes at the edges**, blending both the natural and recycled cotton yarns.
- Choose from **3 different sizes** and decorate in style while saving the planet!



## RUGCYCLED® BIN BASKET AND CIRCLE FLOOR CUSHION

BSK-RUC-BIN | 20x20x20 cm | Ø 8" x 8" | 0,5 kg

SC-RUC-CIRCLE | 48x48 cm | Ø 1' 7" | 0,7 kg

**Composition:** 100% Recycled natural cotton

**Design:** Bin-shaped basket with a hole on the lid | Round floor cushion with 8 tassels attached around it.

**Elaboration:** Handmade

- This cute litter bin is **made from our own recycled yarn!**

- It is handmade combining recycled and natural, undyed cotton yarn that are braided together to form cords and give shape to a **practical, multi-purpose basket.**

- Ideal for kids to **learn to recycle!**



CORD MADE OUT OF MELANGE YARN



MELANGE YARN TASSELS ALL AROUND IT!

- Inspired by our popular Circle cushion yet now with a **raw style.**

- Made in a soft, natural undyed cotton pile, and a **mix of natural and recycled yarns** on the stitching and tassels that surround the edges.

- What better way to give a second life to our textile scraps than to upcycle them to make **trendy textile items** like this one?