

PRESS RELEASE

*lorena*  
Lorena Canals

**Lorena Canals'**  
**introduces**  
**RugCycled®**, a  
**timeless collection of**  
**upcycled washable**  
**rugs**

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Based on rug upcycling, the **RugCycled®** collection gives a second life to the brand's cotton waste making new rug designs with a raw style for a timeless kids' decor

**Lorena Canals' most iconic designs** make a comeback with a renovated **raw style** provided by the all-natural finish of **undyed cotton** combined with **recycled yarn**. Clean and simple lines provide a **timeless design** to 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**.







RugCycled Bereber® Washable rug  
140x200 cm

## Achieving zero waste

Over the years *Lorena Canals*' textile production has revolved around the concept of **sustainability** thanks to its **artisanal** procedures and the use of **all-natural raw materials**. Aiming 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** made up of a total of **4 washable rug designs** – each available in 3 different sizes –, a **floor cushion**, and a **bin basket**.

## What RugCycled® rugs are made of

To make this collection, **yarns are spun from shredded cotton fibers** through a **mechanical and ecologically advanced recycling process**. Since the original textiles offer a combination of many different shades, the resulting fibers have an **overall grayish hue**, speckled with the original colors, providing a neutral base to work on.

The **rugs' canvas base** is fully weaved from the **recycled yarn**, while **details** such as braids, tassels or basket cords are made by combining this yarn with natural, undyed cotton, creating a new **melange** that is completely **dye-free**.

This collection provides an **eco-friendly solution** and promotes **closed-loop manufacturing** by giving a **second life to Lorena Canals' textile waste**, while **saving up to 90% on water and energy** in its production processes.

Since the brand **recycles all of its textile waste**, the color and weight of the yarns may experiment **slight variations** from one production batch to another, resulting in **one-of-a-kind pieces** that continue to sport the **charm of manual finishing**.







## A collection of timeless kids' decor with a raw style

The *RugCycled*® collection is made up of **4 rug designs** – each in 3 different sizes to fit all rooms –, and a matching **floor cushion** and **bin basket**, that provide a neutral-colored **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.



# RugCycled® ABC Washable Rug

The bestselling round ABC rug now comes in a new version with a rectangular shape that is available in 3 different sizes, and reflects 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.

## Sizes:

C-RUC-ABC-XS: 90x130 cm

C-RUC-ABC-S: 120x160 cm

C-RUC-ABC-M: 140x200 cm

[-> DOWNLOAD PRODUCT IMAGE XS](#)

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RugCycled® ABC Washable Rug  
90x130 cm | 140x200 cm



# RugCycled® Clouds Washable Rug

Are today's generations still fantasizing about walking on the clouds or more concerned with **dreaming up a world of zero waste?**

The 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!

## Sizes:

C-RUC-CLO-XS: 90x130 cm

C-RUC-CLO-S: 120x160 cm

C-RUC-CLO-M: 140x200 cm



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RugCycled Clouds® Washable Rug  
90x130 cm | 120x160 cm | 140x200 cm

# RugCycled® Azteca Washable Rug

Does this rug look familiar? Of course it does! It is the 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 yarn and natural cotton yarn.

**Enjoy watching the kids grow while their room decor remains timeless!**

## Sizes:

C-RUC-AZT-XS: 90x130 cm

C-RUC-AZT-S: 120x160 cm

C-RUC-AZT-M: 140x200 cm



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RugCycled Azteca® Washable Rug  
90x130 cm | 120x160 cm | 140x200 cm







# RugCycled® Bereber Washable Rug

An all-time favorite Bereber rug 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!**

## Sizes:

C-RUC-BER-XS: 90x130 cm

C-RUC-BER-S: 120x160 cm

C-RUC-BER-M: 140x200 cm

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Lorena Canals

RugCycled Bereber® Washable Rug  
90x130 cm | 120x160 cm | 140x200 cm



# RugCycled® Bin Basket

This cute litter bin basket is made from 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!**

**Sizes:**

BSK-RUC-BIN: 20x20x20 cm

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# RugCycled® Circle Floor Cushion

Inspired by the 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 upcycle rugs than by making **stylish textile items like this one?**

## Sizes:

SC-RUC-CIRCLE: 48x48 cm

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