

SUSTAINABILITY Taking a Strand

For many years, petroleum-based plasticizers were used to give vinyl yarns a supple character. But as concerns over the carcinogenic nature and toxicity of phthalates are rising, many companies are turning to oil-based substitutes. With the help of a family-owned mill in Alabama, New York-based Chilewich eschewed oil and developed TerraStrand (below), a yarn composed of renewable vegetable compounds. “We worked hard to maintain the characteristics of the yarn because we wanted it to be colorful and abrasion resistant, but also flexible,” says Joe Sultan, CEO of Chilewich. In 2015, Chilewich plans to integrate TerraStrand into most of its products. “It takes a concerted effort and a lot of time to make things green,” says Sultan. “But it’s very gratifying once you get there.”

—Dora Sapunar



SUPPLY CHAIN On a Mission

In 1994, Ray Anderson, founder of the carpet company Interface, made a promise to eliminate any negative impact on the environment by 2020. One of the ways in which Interface has worked toward that is by turning to recycled materials—its latest collection, Reclaim (left), is made from reclaimed carpet fiber and fishing nets. And with a pattern resembling weathered wood, it also makes the strategy visible. “It speaks to the beauty of repurposed materials,” says Vicki DeVuono, vice president of creative at Interface. “It’s possible to reinvent the traditional supply chain and still create products that are beautiful.” —A.R.



CARPETS Code Language

Ciphers and cryptographers—that’s the hidden world that carpet company Bentley’s design team wanted to explore with Secret Society, its latest offering in tiles. “It began with the development of our New Bohemian Collection, which examines nomadic communities,” says Sherry

Dreger, Bentley’s vice president of marketing. “That led us to wonder about other subcultures and their methods of communication and operation.” The two styles and 13 colorways can be combined, and, with the option of piece-dyeing, can be used in complex, if not cryptic, arrangements. —A.R.