

## Monte**ECO**lino Recycling Carpet for Exhibitions.

**Partnership with Fiera Milano: an example of collaboration between customer and supplier for the development of the circular economy**

<https://www.youtube.com/watch?v=PB4KYBQu4B8>

Montecolino is a leading company in the European arena for the production of flooring and textile coverings.

Montecolino's business started in 1971. Montecolino takes its name from the promontory of Iseo Lake, called Montecolino, where the company's history began. Due to the lack of available space to expand the business, the company was forced, in 1975, to move to the nearby town of Provaglio d'Iseo which is where building work started on the new premises. Today, Montecolino occupies premises covering 54.000 m<sup>2</sup> (581,251 ft<sup>2</sup>) in an area of 120.000 m<sup>2</sup> (1,291,669 ft<sup>2</sup>) and has a production potential of more than 15 million m<sup>2</sup> (161 million ft<sup>2</sup>) with over 4,000 customers in 30 countries worldwide.

Montecolino mainly deals with the **production** of Flooring, carpets, runners, ceilings and landscaping grass which can satisfy a variety of customers and span all areas of use: shows, events and exhibitions

For staging shows, major events and exhibitions. Montecolino offers a wide choice of flooring and decorative fabrics which are ideal for customizing and creating a unique exhibition area. The highlight of Montecolino is mainly needle punch carpets for areas with high footfall and woven carpets for events and installations where "making a difference" is essential.

It also produces landscaping grass that is ideal for setting up trade fair booths, exhibitions and events requiring a floor that transcends the boundaries of a building, by transporting you into a realistic garden.

Montecolino offers to its customers a wide range of **floor coverings** that can be customized depending on your budget and on the quantity and graphics required.

Montecolino **exhibits its carpet** in exhibition like America's Cup, Festival du Cinéma de Cannes, Fiera Milano, Fira Barcelona, Fiera Verona, Formula 1, Giro d'Italia, Winter Olympic Games, MotoGP, Roland Garros, Giro d'Italia, Salone del Mobile di Milano, GL Event, Reed Exhibition.

The parades and the most important fashion house are just some of the stages that have been coated by Montecolino.

mont**ECO**lino when the word **ECO** is in our heart



The company has always been attentive to **ecology**. In fact Montecolino has always taken great care of the design of its products. Moreover in the last ten years it has committed to reduce its environmental impact, with a considerable decrease in production waste and emissions thanks to two photovoltaic plants.

**“ We developed a management system of carpet for the trade fair industry, that provides the transformation of the same in a new raw material after its use. It means STOP to landfills for a sustainable future in the trade fair sector, following the concept of the Circular Economy, as defined by Fondazione Ellen MacArthur”.**

Montecolino decides to re-design its products thinking about the destination after the use. Reducing the weight and increasing the performance, it gets the lightest and the most resistant fair's of the world: less raw material, less energy to produce it and less weight and volume to carry.

In August 2017 Montecolino won the contract for the supply, for the laying, for the removal and for the disposal of the **Fiera Milano's** carpets.

Over 1,5 million m<sup>2</sup> (16,145,865 ft<sup>2</sup>) installed per year for Fiera Milano. The 4th fair in the world for exhibition surface 345,000 m<sup>2</sup> (3,713,549 ft<sup>2</sup>)

At the same time China prohibits the import of the plastic waste. The cost of the landfills rises up week by week.

Montecolino decides to take advantage of the experience (gained in the last fifteen years) of the recovering of the internal waste and decides to apply the recovery carpet system post-consume.

The result was the decrease of the production waste and the reduction of the waste generated after the use of the products.

In December 2018 Montecolino got the certification “Recyclable Plastic” of IMQ that involved 55 types of carpets, destined to fairs, houses, hotels, offices and sports.

The brand of **montECOLINO recycling** carpet was born and it was added the ending “**ECO**” at the noun of the certificated articles, to emphasize the green turn of the company.

The activity of removal begins one minute after the end of the show before the stand constructors begin to dismantle the booths.

The carpet is picked up having care to turn it upside-down to remove foreign matter. It is folded up and grouped in specific points of the halls and loaded for the transport (150 recovered containers per year only in Fiera Milano)

The delivery to the pressing center takes place in the same night of the show ending. The material is compacted before the delivery to the recycling facilities in order to reduce freight cost.

The bales of carpet reach the recycling facilities.

### **A NEW BEGINNING: the partnership with Fiera Milano**



Montecolino has received several awards like:

- January 2020: **Fiera Milano** assigns to the company the Vip Card recognizing the value of the Circular Economy project in the recovery of the carpet, also for the company's attention towards the environment and for the sustainability policies close to sensitivity of the Fiera Milano Group.

- February 2020 during the award ceremony on the Euroshop in Dusseldorf

Montecolino won the first place in **IDIA Award 2020** (IFES Development Innovation Award 2020): Montecolino has developed a carpet management system for **Fiera Milano** where they have obtained the certificate of 100% recyclability of their products. After the exhibition or the event, the products are turned into new plastic products. Stop to the dumps for a sustainable future in the fair sector, following the concept of circular economy as defined by the Ellen MacArthur Foundation.

For this project Montecolino has developed a carpet management system for Fiera Milano. At the show ground are over 1,5 million m<sup>2</sup> of carpet installed per year. The developed system allows to install over 80.000 m<sup>2</sup> and the removal of over 120.000 m<sup>2</sup> in a working-night. The activity of carpet removal begins immediately after the end of the show before the stand builders begin to dismantle the booths. The carpet is picked up taking care to turn it upside-down to remove foreign matters. The carpet is folded up and grouped in specific points of the halls. The delivery to the pressing center takes place in the same night of the show ending. The material is compacted before the delivery to the recycling facilities in order to reduce freight cost. The collected material is compacted for reducing the volume of transport and it is worked in a ray of 100 kms by the fair site to be turned into PP granulate that will be transferred to the plastic industry as raw material.

**montECOLino RECYCLING CARPET** shows exemplary how sustainability can work in the exhibition industry: Ecological and economic advantages reach out to each other, creating a future-orientated process.

<https://www.ifesnet.com/events-all/idia/the-winners/>

**Good practise of Circular Economy ICESP( Italian Circular Economy Stakeholder Platform) member of ECESP (European Circular Economy Stakeholder Platform):**

In October 2020 **ICESP** (Italian Circular Economy Stakeholder Platform) inserted the Montecolino's recycling project in the "Buone pratiche di economia circolare" (Good practise in circular economy).

<https://www.icesp.it/buone-pratiche?title=fiere&area=All&sector=All&loc=All&tipo=All&fin=All&chal=All&scope=Allhttps://www.icesp.it/buone-pratiche/recupero-della-moquette-allinterno-delle-fiere>

The characteristics that have allowed us to win were:

**Motivation:** being pioneers of an ecological view to meet the need of the consumer and for the savings of the end customer.

**Description:** we developed a management system of carpet for the trade fair industry, that provides the transformation of the same in a new raw material after its use, following the concept of Circular Economy .

**Results:** at least the 80% of raw material recovered, with peaks of 100.

The Montecolino's recycling project provides the processing of the carpet in a new raw material usefull for other new products.

Montecolino doesn't stop and develops a project to use the secondary raw material obtained from the carpet recycling, with the objective of producing an artifact which finds its ideal habitat inside the fair.

So begins a new season of the circular economy inside the fair.

A rigid panel intended not only to trade fair sector, totally recyclable, composed of three layers where one, the inner one, you get from recyclable products.



The panel designed for vertical sections can become part of a stand, decorative element for a shop's window, a cartel or a infill wall in a hall. The proposed panel could be printed with high-definition digital print and it applies to fill an empty space in the possibilities offered by exhibitors nowadays.

The panel, called **WÈP** , is light, easy to move, easy to assemble, very quickly to disassemble and customizable by printing.

Infact **WÈP** doesn't need grouting, it doesn't need painting, it doesn't need customization after the mounting because you can do all those things before the fair set-up.

For every square meter of carpet retrieved you can produce a panel.

Results obtained: 4.000.000 m2 of recycled carpet, new projects ready to start in Spain and France.

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