

# New Gabriel Loop Fabrics: Transforming Trash into Textile Treasures

## How Amaze Loop and Parcel Loop add style to spaces and support the environment

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People today are looking for high-performing solutions that also prioritize the wellbeing of the planet. Leading textile company Gabriel has devised the revolutionary LOOP system, which uses textile waste to produce vibrant new materials. Steelcase plays a key role in this ambitious textile recycling program by providing material scraps from our Sarrebourg plant, which Gabriel then transforms into beautiful fabrics.

The Loop textile collection ensures that circularity and individuality are seamlessly integrated, offering unique designs that cater to diverse aesthetic and functional needs. Available for Steelcase seating, soft seating, and screens, Amaze Loop and Parcel Loop are the latest additions to the Loop Family and elevate spaces with their extraordinary look and feel.

### Textile Designs with Flair

Gabriel Design Director Jeppe Emil Mogensen and Creative Director Cenk Kivrikoglu provided insight into what makes Amaze and Parcel fabrics so unique. “We make sure that although they are 100% recycled, the fabrics perform as new in every way– from functionality and aesthetics to durability,” says Mogensen. “They are created to stand the test of time.”

### Amaze Loop

Inspired by nature, Amaze Loop is a beautiful boucle fabric that brings together elegance and comfort. “The irregularity of the boucle texture is very organic. It’s three dimensional, tactile, and dynamic – like nature,” says Kivrikoglu.

The Amaze Loop color palette also evokes an earthy feel. Shades of green, blue, beige, and red are reminiscent of plants, water, sand, and clay. The colors are created by combining black yarn made from textile waste with white yarn from recycled plastic bottles. The resulting fabric is then dyed, and the white yarn assumes the new color. “Creating the desired intensity and feel in the color expression requires a balanced harmony between the black and colored yarns,” Kivrikoglu explains.

Its elegant and durable design makes Amaze Loop perfect for soft seating, high-traffic areas, and hospitality settings. “It has a timeless aesthetic,” adds Kivrikoglu. “It’s very versatile in interior projects where you would like to bring serenity and a feel of nature into the workplace.”

### Parcel Loop

Parcel Loop is an exceptionally soft material with a fresh, retro modern look that infuses a space with energy. It’s characterized by a geometric pattern and a notably soft and heathered texture that sets it apart from other Loop fabrics.

Specifically designed to present a dynamic and lively color scheme, it adds a pop of color to any office environment. The process for creating the colors for Parcel Loop has an extra layer of complexity, requiring that materials produced from recycled plastic bottles are dyed even before they are made into yarn. The result is a beautifully multicolored, mélange yarn. “When you look closely, you can see a range of colors and even the illusion of shadows, adding depth to the textile,” explains Mogensen.

Its tactile nature and multi-directional structure give it versatile potential, making it suitable for various types of furniture. “It’s very soft and satiny, which adds a very friendly feel to a space,” Kivrikoglu says.

## **The Gabriel LOOP: A Savvy, Circular Solution**

The Gabriel LOOP is a circular design that has a positive impact on the planet. Producing Loop fabrics entails taking textile waste from Gabriel products, combining them with polyester from recycled plastic bottles, and transforming them into materials that have the appearance and quality of new fabrics. These fabrics – including the first Renewed Loop and Beyond Loop, and now Amaze and Parcel Loop – can be recycled over and over again. Winner of the Danish Design Award 2024, Gabriel LOOP implements a circular system on an industrial scale, significantly reducing waste and conserving resources.

Reducing our carbon footprint requires transforming products and processes by designing for circularity and choosing and using materials responsibly, as well as partnering with innovative companies like Gabriel. The Steelcase plant in Sarrebourg has devised a detailed waste management plan that includes sorting and collecting fabric scraps to send to Gabriel, as well as exploring ways to compact and transport them. Playing a meaningful part in this cutting-edge circular solution helps Steelcase make progress toward a net-zero future.

## **Sustainable Style Is the Way Forward**

Gabriel Loop is not just about recycling – it is about transforming the approach to design. The Loop fabrics blend robust durability with sophisticated aesthetics, proving that sustainable choices enhance, rather than compromise, beauty. Gabriel’s Loop fabrics offer the best of both worlds by supporting the environment and adding unparalleled style to spaces.