

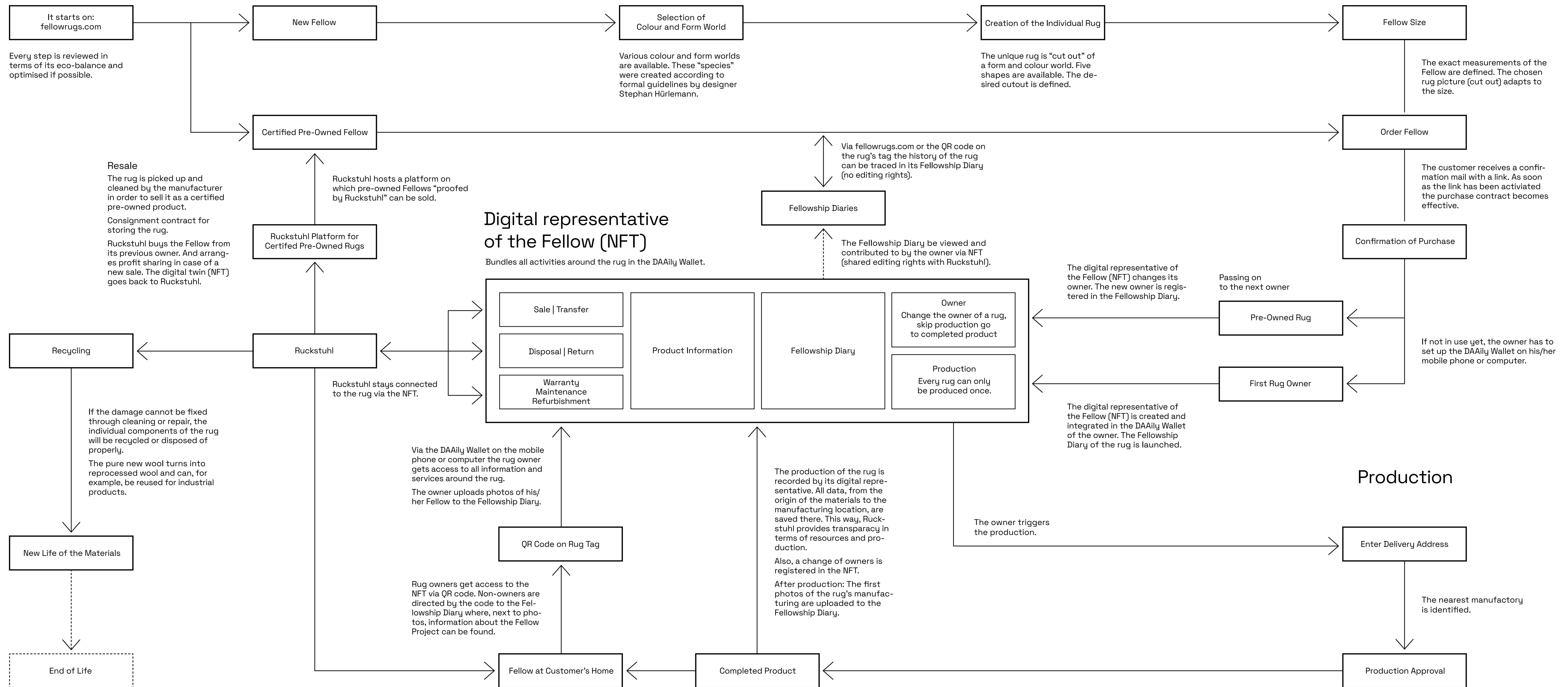
Life cycle of a Fellow

How it works

Design

Definition Naming
The scientific denomination of living beings in Latin serves as a model for naming. The combination consists of two naming parts, the genus and species, e.g. Lion – Panthera leo.

Genus Species Individual
FELLOW Tapetum urbanum 005



Use

Production method

Robot tufting
In robot tufting the rug yarn is punched into the carrier fabric by a robot. The fabric has been stretched on a frame. Based on vector data, the rug image appears in velour. In additional steps the velour gets sheared by hand and the yarn on the rug's back gets fixed by coating.

Used materials

New wool
For the wear layer of the Fellows Ruckstuhl uses pure new wool. It gets coloured in the defined shades. The new wool comes from sheep farms which refrain from mulesing (removal of the skin around the tail). The goal is to acquire wool with threatend sheep races and support local wool producers.

Carrier fabric
Up until now the used tufting fabric has been made of recycled polyester. After a successful testing period the production will shift to completely recycled polyester fibres by the end of 2023 given sufficient quantities are available. At the same time Ruckstuhl is testing a basic carrier fabric made of renewable fibres.

Compound
Also, the synthetic compound which fixes the fibres of the basic carrier on the rug's back is supposed to be replaced. For this purpose, Ruckstuhl has commissioned the supplier Lefatex Chemie a test series with natural latex in 2022.

Data transfer

With production approval the production data of the rugs get transferred from the digital representative (NFT) to the manufacturer. The production is initiated only after an order. This way, waste can be reduced and storage space can be saved. The produced fellow is registered in the system and gets a serial number which declares its uniqueness. A QR code on the rug's tag connects it to its digital twin (NFT), which bundles all activities around it.

Decentralised production at partner manufacturers

Ruckstuhl teams up with partner manufactories abroad which produce the Fellow "on demand" where it is ordered. In doing so, delivery routes are shortened and emissions can be reduced. So far, partners in Svängsta (Sweden) and Panipat (India) have been recruited.

Requirements for a cooperation:

- production method is robot tufting
- compliance with the quality and sustainability standards of Ruckstuhl
- local coordination of services like delivery, cleaning, repair, pick-up etc.