

HAELO

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HAELO



**ELEMENTAL REFLECTION.
UNRIVALLED RHYTHM.**

UNIQUE IN PATTERN

Reflections on water, chromatic caustics, conjure unique colour flows, changing the appearance of surfaces and defining our overall experiences. Carpet Design Concept Haelo brings this biophilic magic to life through its two transforming carpet designs Ray and Lume.

Two carpet tile collections, each featuring their own elemental design derived from the beauty of water reflections. Ray follows a more organic, linear and dotted pattern, while Lume echoes an unpredictable rhythm. Both available in the same calming colour palette of warm and cold shades, each tile contains multiple complementary colours that craft the softest transitions.



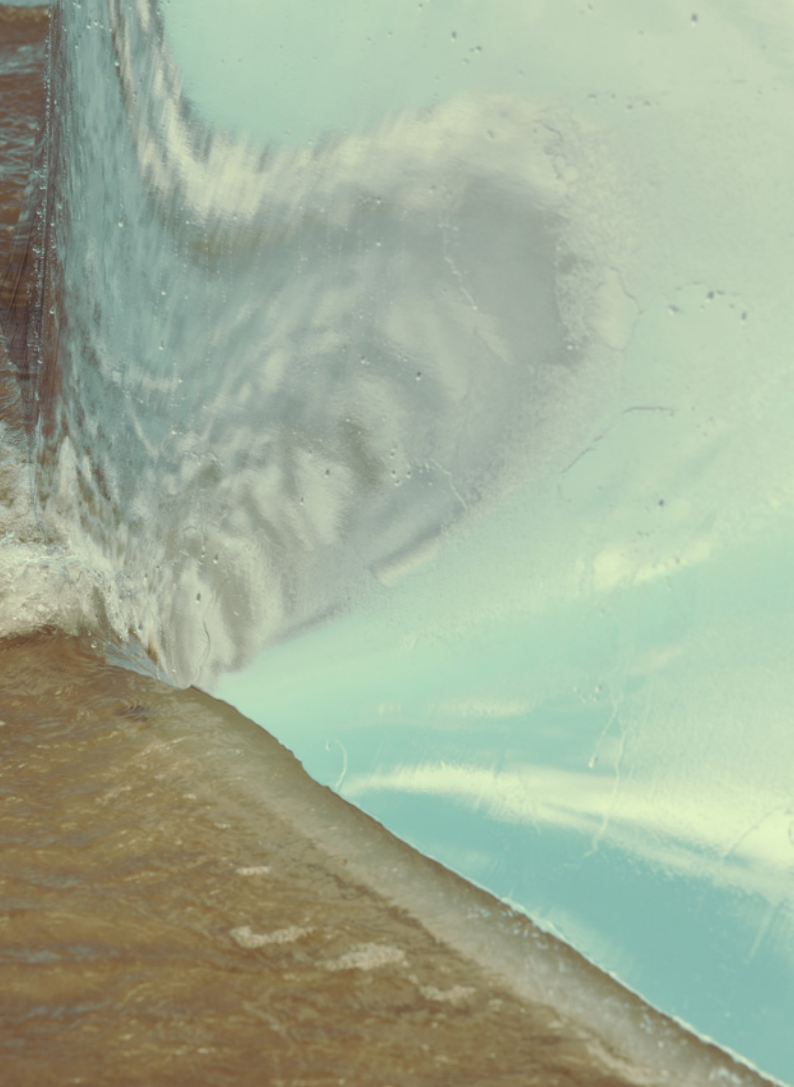
**SOFT IN
TRANSITION**



JORIS PEUTZ

When light hits water, it creates shifting patterns. We call them chromatic caustics. Constantly moving and evolving like liquid lace, caustics evoke beautiful colour effects. Water doesn't simply mirror white light; it transforms it, bending it into drifting colours that glide and shimmer across its surface. Even the tiniest droplets on windows can act like tiny lenses, casting multicoloured shadows.

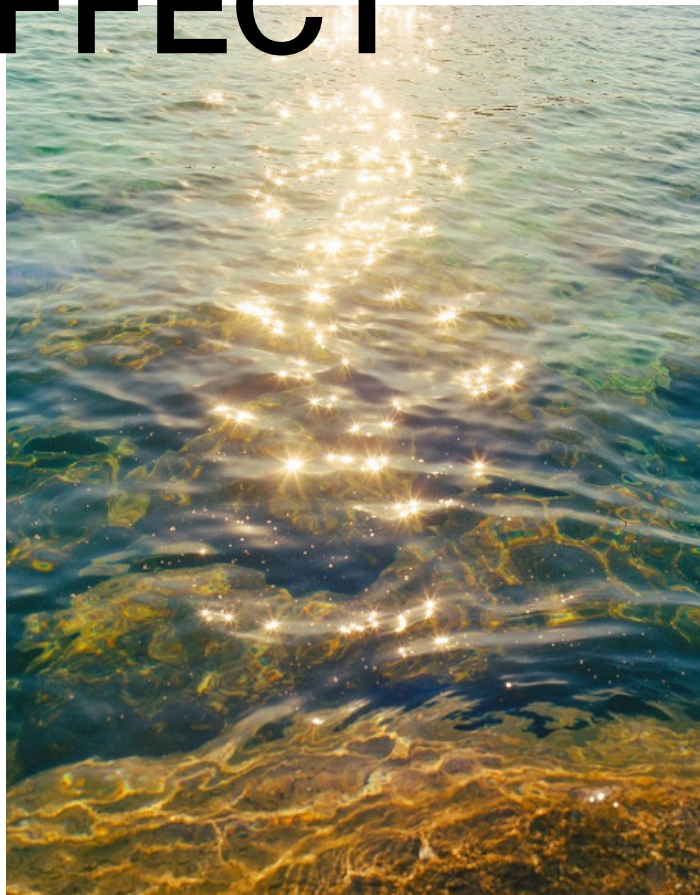
Joris Peutz, designer of Haelo



“Inspired by the delicate beauty of water reflections, I wanted Haelo to capture the organic, ever-changing nature of light as it dances across water. How shimmering movement, abstract patterning, and delicate contrasts flow together, channelling the soft transitions of light and shadow that ripple like waves on stone or poolside reflections.”

RIPPLE EFFECT

Each colour within Haelo is a combination of randomly tufted, different coloured threads, resulting in unique colour flows strengthened by the multi-level looped structure. The colour palette exists out of 16 multi-faceted shades derived from the outside world. From ton-sur-tons to complementary colours, the combinations shape striking, unexpected patterns.



SOFT REFRACTIONS

Lume

Lume is the embodiment of light reflections hitting water in random spots, creating unique colour shifts. In its almost iridescent-like nature, this loop pile carpet tile collection crafts unique, organic flows throughout the whole space.

LUME 398, 514





RAY 528, OPULENT 150

ENDLESS FLOWS

Ray

The way light trickles through the tops of the trees or a rained upon window, is how Ray lays the foundation for extraordinary spaces. This loop pile carpet tile collection brings together colours in a way you haven't seen before, creating enchanting and always unique flows.

LOW CARBON DESIGN

HAELO



With Ray and Lume, sustainability comes standard. Both collections are tufted using Thrive® matter yarn by Universal Fibers, a low carbon footprint nylon 6 fibre. Paired with our ecoBACK PLUS backing, these carpet tiles offer a minimal Global Warming Potential and are Cradle to Cradle Certified® Silver according to version 4.0. Perfect for projects where sustainability is a must, not a maybe.



Thrive® matter isn't just another recycled yarn. It's a Solution Dyed Nylon 6 fibre made with 90% certified recycled content, mostly pre-consumer waste, recovered and reprocessed to meet strict ISO 14021 standards. Every step is tracked and tested, from polymer to final fibre. Off-spec inputs are captured, cleaned, and fed back into production. The result? Lower carbon impact, no compromise on quality. No bio-based filler, no vague claims. Just high-performing fibre, backed by rigorous third-party audits and full traceability. That's how Thrive® matter delivers circularity you can count on.

Haelo comes on our revolutionary ecoBACK PLUS backing. A lightweight backing solution that's good for both planet and people. This polyolefin and biobased backing contains 85% of recycled and renewed materials. Its lighter weight makes the tile easier to lift during installation and allows for more tiles to be transported at once, causing lower CO2 transport emissions.

LRV

LUME

COLOUR	LRV	L
140	21	53
398	21	53
447	10	39
514	23	55
528	22	54
542	6	30
605	9	36
651	25	57
766	21	53
912	39	68
945	22	54
950	15	46
957	36	66
967	28	60
982	10	37
986	9	36

RAY

COLOUR	LRV	L
140	22	54
398	22	54
447	11	39
514	24	56
528	22	54
542	6	29
605	9	37
651	25	58
766	20	52
912	36	67
945	20	52
950	17	48
957	37	67
967	27	59
982	9	37
986	9	37



LUME, RAY

RECYCLED CONTENT

64%

OVERALL RECYCLED CONTENT

90%

RECYCLED CONTENT IN THE YARN
(100% SOLUTION DYED)
THRIVE® MATTER YARN

Thrive® matter

PRODUCT HEALTH & SUSTAINABILITY

**LOW EMITTING
PRODUCT**

GUT LABEL



CIRCULARITY

CRADLE TO CRADLE CERTIFIED® SILVER
ACCORDING TO VERSION 4.0.



RECYCLABILITY

SUITED FOR REUSE AND RECYCLING

**GREEN BUILDING
CERTIFICATIONS**

BREEAM, LEED, HQE, WELL
A+ DGALN



BACKING

ecoBACK PLUS

FULLY RECYCLABLE POLYMER BASED

-48%

WEIGHT REDUCTION
COMPARED TO BACK2BACK

TECHNICAL

α_w

0.15

SOUND ABSORPTION



25 dB

IMPACT NOISE



33

WEAR CLASS HEAVY
COMMERCIAL USE







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LUME 542

LUME



LUME 542, 982







RAY

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RAY

RAY 651. 950

RAY

RAY

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RAY 651



RAY 950



ELEMENTAL REFLECTION.

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Unique in colour flows, patterns and transitions, Haelo's collections infuse your space with the magic of caustics.

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