

i-did i-

**i-did | recycled felt**



Studio Vix  
Product: Blad

# Social at its core

We believe in a social and circular society. A society where everyone contributes to preserve the environment and where no one is left out.

We employ people who, for whatever reason, have never worked or have not worked for a long time. Together we discover opportunities, work on the skills of employees and guide our participants to work. In the period from 2017 to 2020, 70% of our participants found a new job at the end of their period with i-did.

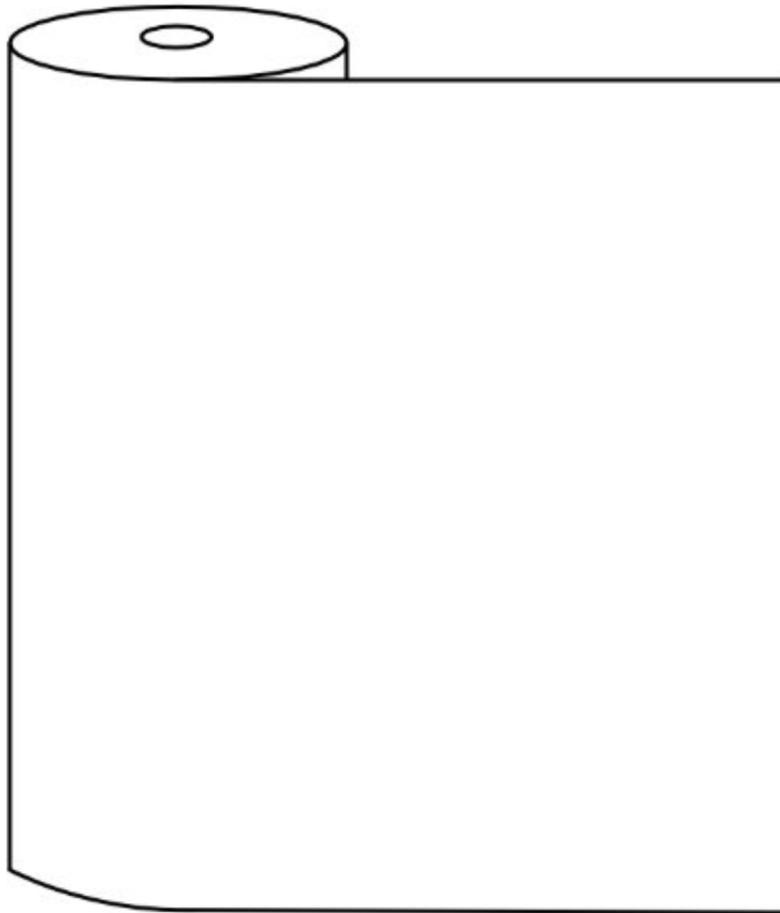




## About i-did

Mireille founded i-did in 2009 with the goal of social inclusion through work. When Michiel joined at the end of 2012, there was soon talk about the enormous amount of textile waste. How nice if we can help to clear this up little by little.


This has resulted in our beautiful recycled felt and making a sustainable impact. We don't just make this impact in our i-did studios in Utrecht and The Hague. Thanks to our own, unique factory for fiberization and felting (also in The Hague), we can now make our felt completely in-house and create even more impact.



## Recycled felt

↕ Width: 60-200 cm (depending on color)

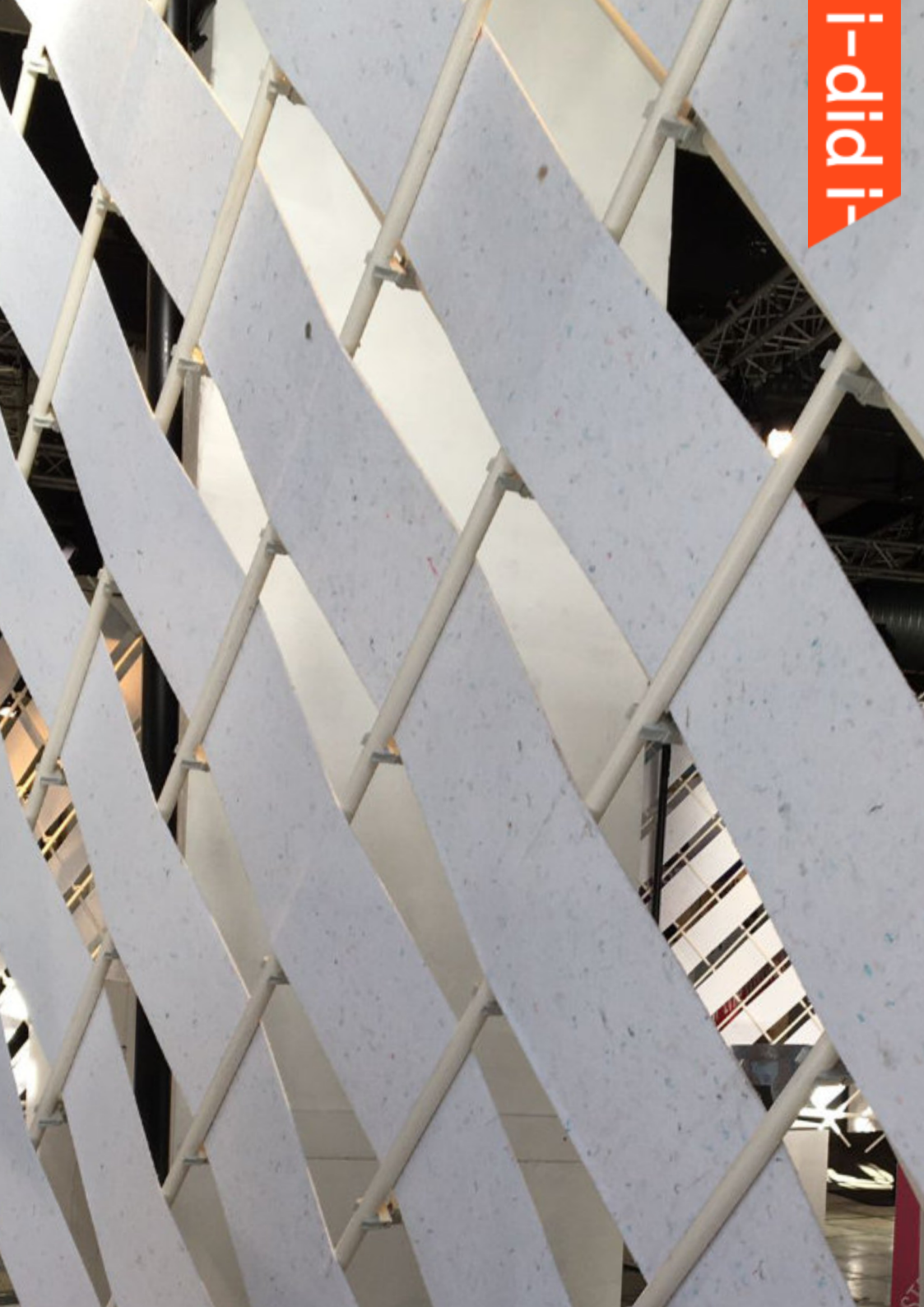
↔ Length: min. 1 meter, max. 100 meters per roll

↓  Thickness: The thickness of our felt is about 2.5mm. However, because it is recycled material, it cannot be completely uniform; deviations in certain places are possible within a margin of a maximum of 20%.

 Net weight: 0.4kg per m<sup>2</sup>

 Material: i-did felt (see felt specifications page)

 Can be made fire-retardant as an option



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## Felt wallpaper

With our recycled felt as wallpaper, you immediately create a warm and colorful atmosphere in a room. Because our felt is made from recycled clothing, it is also soft, cuddly and an eye-catcher in a room.

Our felt is very suitable for most wallpaper applications, because it is completely inelastic. This makes it easy to smooth out and will also remain smooth.

Our felt has an acoustic effect, especially if it is applied on large surfaces (for example in large office spaces or a meeting room). If you want to enhance the acoustic effect, you can also apply acoustic filling, such as Metisse, behind our felt. We recommend hiring professionals to do this.





# Wallpaper yourself

We are happy to give you some handy tips to attach the felt as well as possible. Of course, a smooth wall works best. If you have a wall with structure, we recommend that you first wallpaper a piece of the felt or a sample set. This way you know for sure whether the felt can be used as wallpaper on your wall.

In addition, it is important to prime, so apply a layer of primer, so that the wall will not be too dry. Preferably not too wide strips, because they are less easy to wallpaper. Felt from 60 to a maximum of 100 cm wide is the best in that regard.

The two most commonly used ways to apply our felt are to wallpaper with glue or double-sided tape.

## Glue

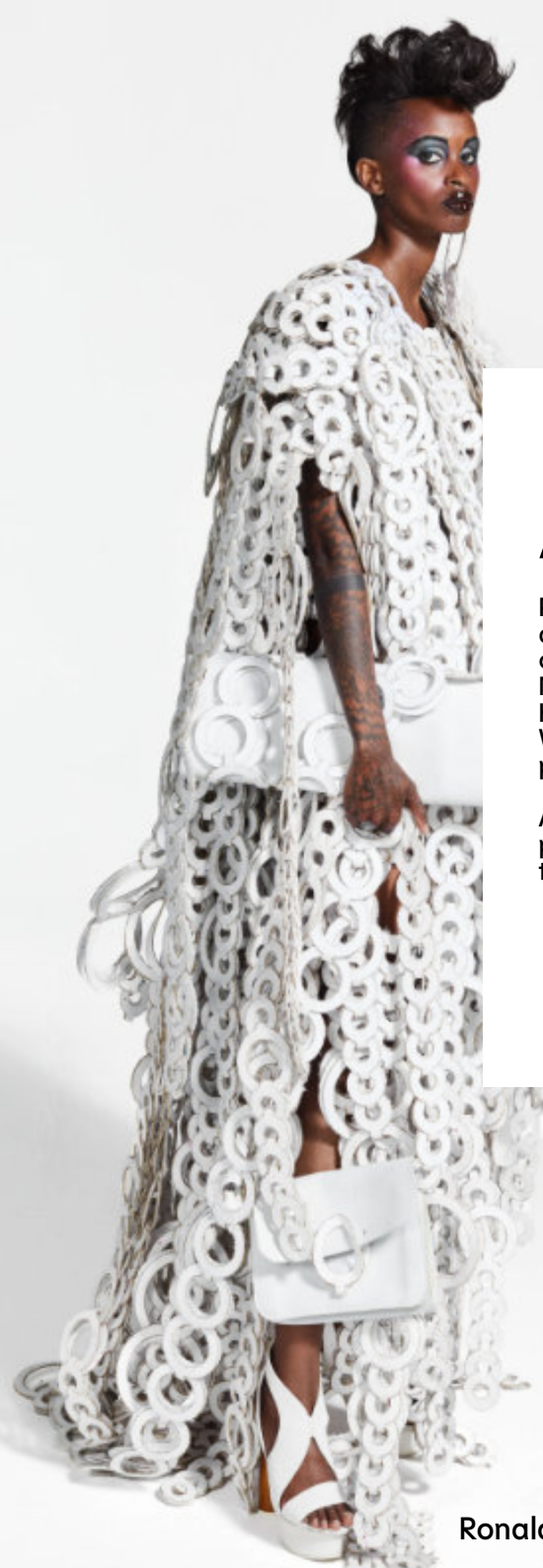
With glue you attach the felt quite firmly to the wall. The glue with which we have good experiences is Perfax universal wall glue, but there are of course other types of glue that perform well. Please try to get expert advice locally. For Example letting a wallpaper expert to think along with you. It is best to roll up the wall first and let it dry. Then you roll the felt in glue and stick it almost immediately on the wall. Because you have already applied a layer to the wall, you have super strong adhesion.

## Double-sided tape

Another option is double-sided tape. The advantage of tape is that it is much easier to remove the felt at the end of its cycle and recycle it again, or take it to another location. We have good experience with Tesa Double Sided Carpet Tape (Extra Strong). You make a "frame" on the wall and then glue the felt tightly to the wall; see also this video: <https://youtu.be/pttvWyAnsek>

Are you unsure whether you can wallpaper everything seamlessly yourself? Or is it technically more complex? (such as a pitched roof, or if you want to stick metisse behind it), ask your local wallpaper specialist or contact us for a suggestion.





## And more...

People don't just buy our felt for wallpapering. Our felt can also be used in interesting ways for an unlimited number of other purposes. From the printed cards of Imprimerie du Marais and the Haute Couture clothing of Ronald van der Kemp to watch cases from Shinola Detroit and boots. We also make felt furniture, lampshades, chess sets and planters.

And much more is possible. We are happy to advise personally about your project and are happy to help! Mail to [sales@i-did.nl](mailto:sales@i-did.nl).



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Ronald van der Kemp | RVDK

The Student Hotel | Delft | Architect: The Invisible party | Project Fiction Factory



# Felt specifications

## Thickness

The thickness of our felt is roundabout 2,5 mm. Because it's recycled material, it can't be completely uniform and differences upto 20% are to be regarded as normal.

## Colors

All our colors have a certain degree of melange effect, because different types (of clothing) are incorporated. This effect is not equally distributed everywhere and actually enhances the recycled character of our felt.

The exact color of the felt you will receive, may differ somewhat from the sample. Since i-did always only uses worn out textiles, the color fastness over time will be extremely high; the colors have already discolored in their previous function, before recycling.

## Fire resistant

We can impregnate our felt for fire resistance; the prices for this are stated on the prices page. After treatment it is possible to receive a certificate of treatment. The impregnated material can be classified as flame retardant in the sense of the international standard ISO 6941 (T.afterflame < 15 s, T.afterglow < 60 s). According to the Dutch "Bouwbesluit" (= Building Decree), this means it can be used anywhere without any problems, except on escape routes and "below 3 m. high in spaces with a meeting function (such as churches, theaters) destined for more than 50 people".

## Operations

We can also do all kinds of processing in our workshops, such as lasering, punching and printing. Ask for the possible solutions to your challenge at [sales@i-did.nl](mailto:sales@i-did.nl).

## Maintenance

In order to clean our felt, it can easily be vacuumed. Never use water and do not rub. If water gets on it, wait until it is completely dry before vacuuming.



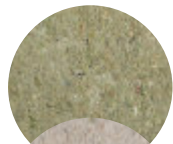
## Felt colors

All our felt colors are made from recycled textiles. For example, we save water and CO2 by recycling textiles into beautiful felt. A high-quality felt, in which the origin of the textile can be seen. For example, KLM Cabin Crew uniforms that make our beautiful KLM Sky Blue felt and old Dutch army uniforms transformed into our lovely Defence Green and Desert colors. and old Efteling outfits that are transformed into fairytale brown and blue felt.

The colors and products may differ slightly from the photo because it is sorted textile.

On the next page you will find all our felt colors.

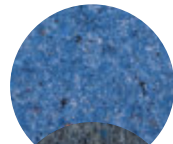




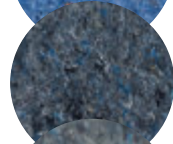
**Defence Green**  
Defense textiles



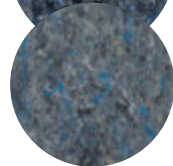
**Defence Desert**  
Defense textiles



**KLM Sky Blue**  
KLM Cabin Crew uniforms



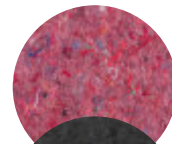
**KLM Cockpit**  
KLM Pilot uniforms



**KLM Turbulence**  
KLM Pilot uniforms



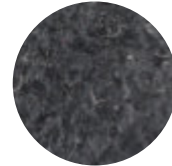
**Care White**  
White Hospital uniforms



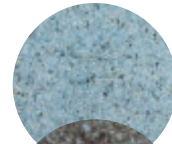
**Red Kiss**  
Consumer textiles



**Chalkboard Black**  
Consumer textiles



**Banking Grey**  
ABN workwear



**Efteling Fairy Blue**  
Efteling uniforms



**Efteling Forest Brown**  
Efteling uniforms



**Power Green**  
Lashing straps

## Composition

At i-did, we recycle textiles that would otherwise have been thrown away or incinerated. Each i-did color has a specific origin and material composition. In most cases, the textiles (often work clothing or post-consumer clothing) consist of a mix of cotton and polyester, with some colors there may also be wool. More polyester or wool will be mixed with cotton, less with other textiles. That varies from 0 to 30%. The blended polyester is 2/3 recycled polyester fibers and comes from Western Europe.

In the future we want to replace these fibers with biodegradable fibers. In addition, a spunbonded fleece has to be attached to the felt to make it stronger.

In our new factory, where we open the textile pieces ourselves and transform them into felt, we can now be flexible with the testing of small amounts of textiles and the associated addition of polyester fibers and the spunbonded fleece to make a very nice felt together!

# Prices and conditions

We keep felt in stock in various widths. Currently from 60 cm to 140 cm and in the future also up to 200 cm. Preferably always check in advance whether the color you want is in stock in the width you want. The rolls are 100 meters long and can be cut off per whole meter. We do not cut per smaller sizes and not per centimeter or other units.

Smaller orders of less than 10 meters can be placed in the webshop. If this is not preferred, we will charge an administrative fee of 30 euros for smaller orders by telephone or email. For orders above 10 meters you can contact us via [sales@i-did.nl](mailto:sales@i-did.nl).

Our felt is not automatically fire retardant, but can be impregnated. The cost of a fire-retardant treatment is per square meter.

## Prices per m<sup>2</sup>

From 10 linear meters	24 Euro	Excl. VAT, excl transport
Fire retardant	10 Euro	Excl. VAT



# Transportkosten

We charge the transport costs separately from the costs of the felt. You can always pick up the felt yourself at our locations in The Hague or Utrecht (after communication with sales).

The number of linear meters that can be sent as a package depends on the width of the felt:

Felt-width up to 60 cm	65 linear meters per package
Felt-width up to 80 cm	48 linear meters per package
Felt-width up to 100 cm	38 linear meters per package
Felt-width up to 120 cm	31 linear meters per package
Felt-width up to 140 cm	27 linear meters per package*

Transport costs per package in the Netherlands, excluding islands:

For widths up to 120 cm = 8.50 euros (excl. VAT)

For widths up to 140 cm = 13.50 euros (excl. VAT)

\*With higher numbers of meters than indicated above for transport per package, we are forced to ship per pallet. A pallet can contain a maximum of 3 rolls of 100 linear meters, regardless of the width of the felt.



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**do it with i-did**

[www.i-did.nl](http://www.i-did.nl)  
[shop.i-did.nl](http://shop.i-did.nl)