



Introducing Flek Pure: 3form's New 100 Percent Recycled Architectural Material

An innovative closed-loop material 10 years in the making.

(Salt Lake City, Utah) September 2021 — After more than 10 years of extensive research and development, award-winning materials manufacturer 3form introduces a new 100 percent recycled material: Flek Pure. Sourced primarily from in-house waste, Flek Pure encapsulates pelletized trimmings from 3form's signature Varia resin to create a textured, terrazzo-like material. By reclaiming waste, pelletizing it, and color-categorizing it through an optical sorter, 3form creates an intricate statement delivering sustainability, beauty, and extreme durability. Flek originally launched in 2019 with approximately 75 percent recycled material. This new iteration achieves the manufacturer's long-term goal: maximizing the amount of repurposed material while maintaining 3form's signature translucency.



“The most exciting part of the design process was our motivation to keep innovating,” says Charles Moore, 3form’s Senior Product Development Engineer, who spent the better part of a decade bringing Flek Pure to life. “We didn’t stop when the Flek Collection first launched because we knew we wouldn’t be satisfied until we reached 100 percent recycled material. This was a challenging, extensive process, but the result is so rewarding.”



Flek Pure's terrazzo-like design brings depth, subtle pattern, and an upcycled material to various commercial spaces, from hotels and restaurants to corporate offices and healthcare facilities. As architects and designers strive for higher sustainability standards, Flek Pure delivers closed-loop solutions to privacy partitions, room dividers, accent pieces, exterior walls, and more.



Flek Pure's launch also coincides with the debut of three new Flek colorways: Flek Bask and Flek Crescent—two earth-toned hues from 3form's 2021 Design Collection—and a new electric yellow colorway, Flek Charge. These new colors join Flek's nine existing colorways, offering designers a curated selection of hues. Flek applications with color added have up to 92 percent recycled material, just slightly below Flek Pure at 100 percent.

"When we think about recycling, we typically think about green, but I wanted to take it somewhere unexpected by introducing a punchy and bright yellow-green color to Flek," says 3form's Vice President of Design, Christian Darby. The energy of Flek Charge matches 3form's excitement to be able to offer this closed-loop product.



Flek Pure's translucent appearance also offers the transmission of natural light and togetherness in shared spaces while keeping safe separation and a level of privacy. Part of 3form's Varia material family, Flek Pure allows for beautiful shadows and subtle connectedness. Internally sourced from Varia edge trimmings, returned material samples, and reclaimed material, Flek Pure pellets are carefully sorted through 3form's optical sorter for clarity and cleanliness, resulting in a panel that is 100 percent recycled but does not have a muddy or murky appearance, like most recycled products on the market.

After the original Flek Collection debuted in 2019, 3form upgraded Flek's production process to further reflect the sustainable end product. The product development team sourced new materials and updated the supply chain, increasing Flek's recycled content from 71 percent to 100 percent for Flek Pure applications. Furthermore, 3form's in-house sourcing process continues to allow architects and designers to contribute to 3form's waste reduction, no matter what they're specifying. When designers order any of 3form's Varia materials or return product samples to 3form's Salt Lake City headquarters using prepaid shipping labels, the materials are pelletized to be used for Flek.

The team also improved Flek's sorting and cleaning process using the optical sorter. Using advanced visual technology, which was originally used to



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separate lighter colors from darker ones, 3form can now spot and reject dirt and color defects for clearer, more sophisticated results. In the future, 3form aspires to give the optical sorter's rejected materials to sister lighting company, LightArt, to be transformed into recycled pendants for their Coil Collection, reinforcing the closed-loop production process between multiple branches of the 3form family.

From process to product, Flek Pure's sustainability achievements are a culmination of 3form's nearly 20-year commitment to Align, a program of earth- and people-centric initiatives focused on three main pillars: people, product, and planet. Established in 2003, Align effectively re-doubles 3form's efforts to pursue environmentally and socially responsible design. Extending to all members of the 3form family, including LightArt and 3form Elements, the companies strive to develop materials with intentionality that empower architects, designers, and consumers to make smart choices about how they buy and build. By creating a closed-loop product like Flek Pure, 3form raises their internal standard for future products and contributes to the restoration of our planet and the betterment of human lives. Responding to this moment of urgency, Align is the next step toward net-positive manufacturing within all 3form companies.





Flek is part of the Varia product platform, which carries a Greenguard Gold Certification, is Declare Red List Free, and has an Optimized Environmental Product Declaration label. Flek is available in 4'x8' and 4'x10' panels, with 1/4", 3/8", and 1/2" gauges, and a two-week lead time. Flek Pure is a clear colorway with 100 percent recycled content. Color can be added as shown with Flek Bask (peachy gold), Flek Crescent (neutral taupe), and Flek Charge (electric yellow) as well as nine other colorways found on 3-form.com.

About 3form

3form, a Hunter Douglas company, is a design-driven materials solutions company offering breakthrough sustainable products that help bring projects to life. Their approach promotes craftsmanship, community, sustainability, and respect for the environments where we work and live. The 3form product portfolio ranges from innovative materials to sophisticated turn-key solutions. The full 3form family includes 3form, LightArt and 3form Elements.

Press Contact

Claire Butwinick

Paxson Fay

claire@paxsonfay.com

612.708.0462