Press Release, October 10, 2024

**From Dutch Wool and Seaweed**

*This high-end carpet made from Dutch seaweed and wool makes an impact on an industrial scale*

Ten years after her renowned SEA ME project, designer Nienke Hoogvliet—co-owner of Zeefier—returns to Dutch Design Week with The Knitwit Stable to present the carpet 'From Dutch Wool and Seaweed.' This high-end carpet is dyed with seaweed and made from the wool of the Kempische Heidenschaap sheep. "We aim to spark a revolution in the world of textiles."

In 2020, Nienke Hoogvliet and Anne Boermans founded Zeefier, a company producing seaweed-based dyes as an eco-friendly alternative to chemical dyes. Driven by a shared vision to revive local natural resources and production, Zeefier partnered with The Knitwit Stable, a small-scale production facility and knowledge center for wool processing, to challenge the polluting textile industry.

And that is necessary.

Around 20% of the world's freshwater pollution is caused by textile dyeing and finishing. This not only compromises the drinking water of marginalized communities in vulnerable areas but also exposes workers to harmful chemicals in synthetic dyes.

Local Production, Big Ambitions

What began as a personal experiment for Nienke with a single jar of handmade natural dye has grown into a pioneering company led by four women, with an ambitious mission: to make seaweed-based eco-friendly dyes reproducible and available on an industrial scale. Always locally sourced, using as much waste material as possible, and always in harmony with nature. Zeefier: “For us, this means using no more than necessary, respecting natural ecosystems, and sourcing directly from local farmers. We want to ignite a revolution in the textile world, not just to show that things must change, but that they can change.”

Putting Dutch Wool Back on the Map

Zeefier is not alone in this vision. Further inland, they found a like-minded partner in Reina Ovinge of The Knitwit Stable, a knowledge center and small-scale production facility in Baambrugge with the ambition to highlight the great potential of Dutch wool. Reina Ovinge, founder of The Knitwit Stable: “Our mission is to produce fair woolen (textile) products with respect for nature and the community, where craftsmanship, tradition, and sustainability are seamlessly intertwined.”

When People, Animals, and Oceans Unite

Driven by a shared vision to revive the hidden potential of local resources and production, The Knitwit Stable and Zeefier joined forces to make a stand against the polluting textile industry. Their first joint project, the carpet 'From Dutch Wool and Seaweed,' symbolizes what is possible when innovation and respect for people, animals, and oceans come together.

Dyed with Seaweed

In the subtle gradient of the seaweed-dyed woolen pile of the carpet, "From Dutch Wool and Seaweed" pays homage to a world where people, animals, and the ocean work together organically and respectfully. Nienke chose a palette of natural tones, ranging from orange, gray, to brown, reflecting the warm, earthy hues of the landscape. The carpet is dyed in a sandy color, inspired by the use of seaweed from the beach. “From Dutch Wool and Seaweed” brings together the richness of local natural resources in the Netherlands, both on land and in the water.

The Revaluation of Wool and Seaweed

Both Zeefier and The Knitwit Stable believe that sustainable production starts with local raw materials and maintaining the right balance between nature and human intervention. While seaweed is a rich, yet underutilized, natural resource from the water, wool is its counterpart from the land.

Despite wool's excellent properties—such as insulation, recyclability, biodegradability, antibacterial effects, and fire resistance—the fleece of more than 800,000 sheep in the Netherlands remains partly unused each year. There is no market for it, and in the worst case, it ends up in landfills. While seaweed is becoming more popular, seaweed by-products remain largely untapped. This is a missed opportunity, as they can serve as a valuable resource for a sustainable alternative in an industry where it is desperately needed.

The use of waste streams, such as seaweed remnants, and the appreciation for artisanal processing, like the handling of Dutch wool, illustrate Zeefier and The Knitwit Stable's joint commitment to minimizing waste and utilizing what is already available.

Impact on an Industrial Scale

Although their core values are rooted in local production, Zeefier, and The Knitwit Stable aim for large-scale adoption: "Because only by offering large-scale solutions can the positive impact of our products be further expanded. This makes our mission ambitious, but perhaps even more necessary in a world where sustainability is no longer a choice but a requirement."

For more information about the project and products, visit https://zeefier.eu/carpet

or https://theknitwitstable.nl

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Images can be downloaded from www.zeefier.eu/carpet

This project is made possible with the support of the Province of South Holland (RVO).