

GREENIA | picnic rug



高機能再生紙「クレプ」を採用したピクニックラグのデザインです。配送用梱包材として配送の度に捨てられていく工業用クレープ紙を使い捨ててではない利用として「アップサイクル(元の素材や製品より価値あるものを生み出すこと)」に基づき、自然とふれ合い・楽しみながら、守るべき自然を身近に感じるきっかけをつくるプロダクトです。耐水性にも優れた新たな紙の可能性を広げる素材として注目されます。

Design for a picnic rug made of highly functional waterproof recycled paper "Crep." Used as packaging material, industrial crepe paper is usually discarded after each delivery. This product was created under the concept of "Upcycling" (creating something more valuable than the original material or products,) as a reusable use of crepe paper. It gives us the opportunity to feel and enjoy the nature that we should protect. The product is attracting attention as it is opening up new possibilities for crepe paper.