



Luxurious rugs made with
DuPont™ Sorona®
renewably sourced fiber*

The Customer: HBC Bulckaert.

The Challenge: Create premium-quality luxury rugs, distinguished by both exquisite softness and sustainable production.

The Solution: Super-soft Sens Luxury Rugs with Renewably-Sourced™ DuPont™ Sorona®.

HBC Bulckaert's Sens Luxury Rugs created with DuPont™ Sorona® are so soft, they make walking barefoot a decadent indulgence. The science behind the softness lies in the unique structure of Sorona® polymer. This remarkable material also gives Sens Luxury Rugs their extraordinary durability, permanent stain-resistance, and machine washability.

Who Says Luxury Rugs Can't be Environmentally Sustainable?

Sorona® contains 37% renewably-sourced, plant-based material by weight, enabling luxury rugs with a smaller environmental footprint. Sorona® production consumes 30% less non-renewable energy and reduces greenhouse gas emissions by 63%, compared with production of an equal amount of nylon 6.

Life-long Stain Resistance

The stain-resistance in Sorona® is powerful — and permanent. Other fibers add a topical stain-resistance treatment post-manufacture. It's sprayed on, so ultimately, it can wear off. DuPont scientists engineered stain-resistance directly into the Sorona® polymer itself. Sorona® protects Sens Luxury Rugs year after year. Sorona® means some of the toughest stains (wine, ketchup, mustard) can be wiped away with a damp cloth.

Quick-Drying and Machine-Washable

Sens Luxury Rugs can be tossed in the washing machine and cleaned with ordinary laundry detergent. Special cleaning chemicals are not required — yet another environmental plus. The shaggy rugs of yore were dirt-hoarders, clinging hard to debris and encouraging bacteria. Sorona® means Sens Luxury Rugs are easy-to-clean, quick-to-dry, hygienic, and anti-allergenic.

Don't Get Bent Out of Shape

Sens Luxury Rugs made with Sorona® resist matting because Sorona® fibers are crush-resistant. Chair imprints disappear with ease. Sens Luxury Rugs can be folded for storage or transportation with no fear of permanent fold marks. Sorona® is resilient. It bounces back, true to form.

At DuPont, we are honored HBC Bulckaert has licensed Sorona® for use in a proper luxury goods line. It's another exciting milestone in the unfolding story of Sorona®, one of the most promising fibers to emerge in decades.