



PROCTER & GAMBLE, INNOVATION CENTRE, BEIJING, CHINA

A Case Study

- Product Circularity
- Design Innovation

Milliken™



Procter & Gamble Innovation Centre, Beijing, China

Background

P&G's Beijing Innovation Centre is a major research and development hub for the company. As its second-largest innovation centre globally and largest in Asia, the hub was to be developed and expanded with two additional floors. With sustainability a key focus for P&G, the site was to become the first location to incorporate upcycled P&G waste materials into its carpet tiles. [Orbit Design Studio](#) was appointed to design the project.

Design approach

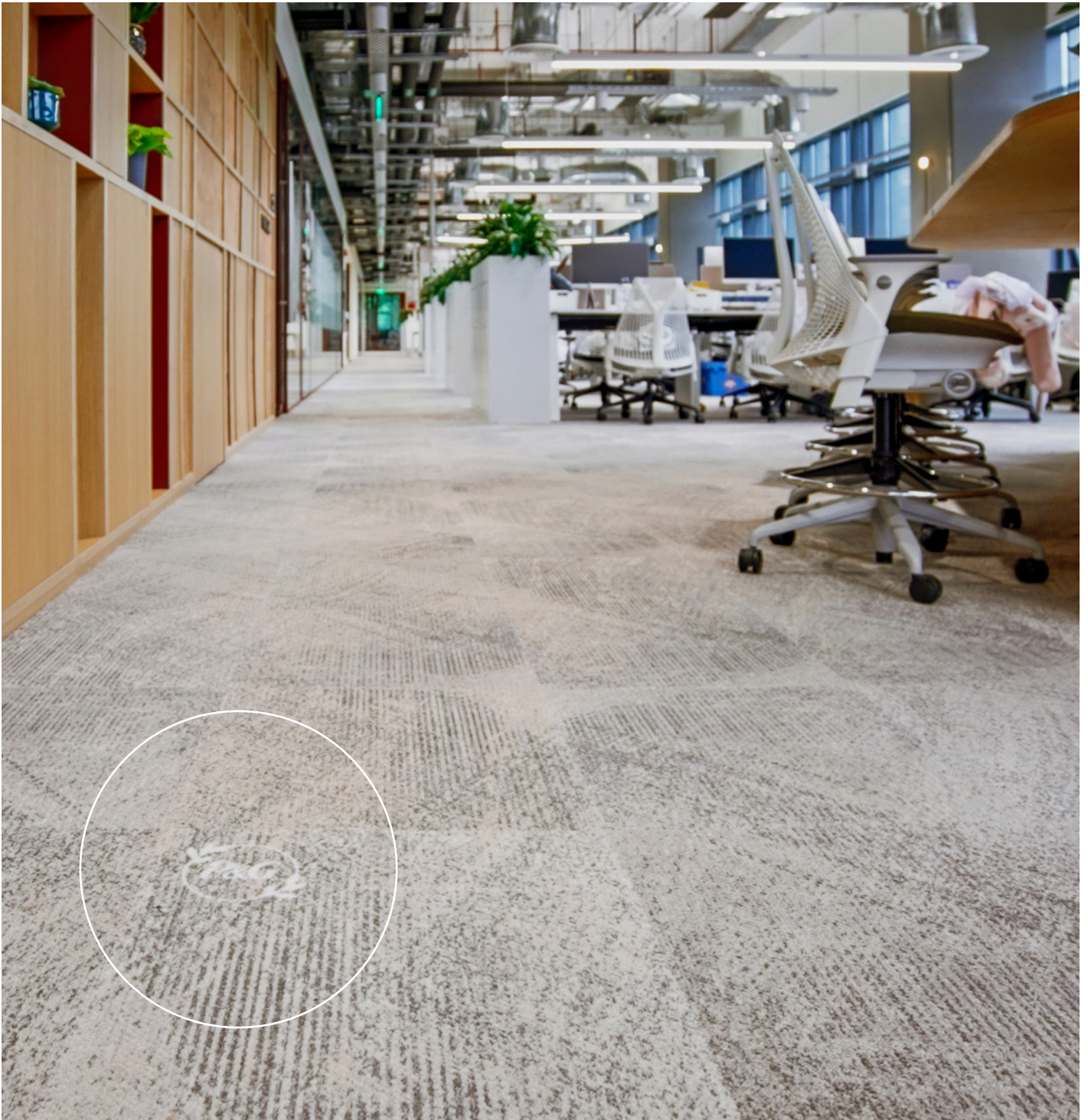
To create the natural aesthetic they were looking for, the Orbit design team selected [Landscape](#) from Milliken's Coastline design collection. This biophilic inspired design, reflects the patterns and textures found on our coastal shoreline. In P&G's workstation spaces it creates a subtly dynamic and refreshing sense of movement across the floor.

The chosen colourway of Harbor tones beautifully with the other neutral materials in the workspace. Combined with the office's natural light, lush greenery, furnishings and finishes, the carpet tiles help transform the Hub into a modern, functional work environment.

To highlight the significance of this sustainable initiative, the P&G brandmark has been embedded into the design of the carpet tile for the Innovation Centre. Using Milliken's proprietary PrintWorks™ digital carpet design technology, the logo was perfectly replicated on the floor so that all P&G's employees working there were reminded of this important sustainability feature.



Coastline – Landscape



Coastline – Landscape

Product circularity

In a unique collaboration, Milliken and P&G worked together to innovate a new generation of carpet tile that would incorporate post-consumer waste from P&G's waste materials for their Beijing Project.

After trials and testing, the Milliken engineering team succeeded in creating a new type of carpet tile where a portion of the central hot-melt layer was formed with recycled polypropylene (rPP) derived directly from P&G product waste material.

The rPP incorporated into the hot-melt helps to bond the layers, maintaining the dimensional stability of the tile. The rPP directly replaces around 30% of the virgin polypropylene material previously used.

The new carpet tile construction has been installed in the North Building of the Innovation Centre and has made an important contribution to incorporating P&G waste material and recycled content.

Acoustic performance

The carpet's WellBAC® Comfort cushion backing was also a key element in the Milliken floor covering specification. As well as delivering additional underfoot comfort and wear performance, the cushion backing's acoustic rating of 32 dB impact sound absorption was important for this largely open workspace. By reducing noise, the office is much quieter and more comfortable to work in helping to maintain the wellbeing of P&G's employees.

"For the BJIC expansion project, the coastline-inspired flooring in the open office areas was a strategic choice, designed to seamlessly blend the building's existing raw materials with a fresh, neutral palette.

In terms of its acoustic value, it was also highly practical; its composition offers excellent sound absorption, a critical feature for mitigating noise in a busy open-plan workspace and enhancing overall comfort.

The subtle, quirky grey lines in the muted beige aren't just decorative, they add unexpected visual interest, preventing monotony and subtly invigorating the space. This creates an office that's both dynamic and serene, while respectfully complementing the existing raw materials and ensuring acoustic comfort."

Waraporn Srikogchareon,
Senior Interior Designer, Orbit Design

Sustainable leadership

From a sustainability perspective, as for all Milliken floor coverings, the carpet was already fully carbon offset through the company's [M/PACT™](#) initiative. The addition of post-consumer recycled content has helped to reduce the carpet's environmental footprint even further. This groundbreaking example of sustainable leadership from Procter & Gamble is an impressive showcase of innovation and product circularity.

"We are incredibly proud of our collaboration with Milliken on our Beijing Innovation Centres' North-Building – a first-of-its-kind initiative for P&G that has integrated upcycled P&G waste material into the carpet flooring system.

This effort reflects over a year of joint development, testing, and close coordination, and sets a strong example of how circularity and sustainability can be embedded into our workplace design. By aligning with our broader ambition to design healthier, more responsible environments, this project not only reduces environmental impact but also demonstrates what's possible when innovation and purpose-driven partnerships come together. We hope this pilot inspires further bold thinking across our industry and fuels momentum toward regenerative design practices."

Steven Lockhart - P&G Workplace Services
Regional Design Architect

Client	: Procter & Gamble
Location	: Beijing, China
Design	: Orbit Design Studio
Floor Coverings	: Coastline – Landscape (Europe) : Coastline - Landscape (Asia)

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