Press *release*



Winner in the Circular Product Design category
of the Hotel Sustainability Award 2026

studiooberhauser × PRIMA



AP • PEEL:
From Apple Waste to a New Hotel Slipper

PRIMA and studiooberhauser have jointly developed a new hotel slipper made from a material based on apple pomace. Presented at Hotel Bolzano 2026, the product was awarded the Hotel Sustainability Award in the Circular Product Design category.

Bolzano, october 2026 Slippers are among the most familiar items found in hotel rooms, yet they are also among those used for the shortest amount of time. With **AP • PEEL, PRIMA** and **studiooberhauser** have reconsidered this everyday object from the ground up.

At the heart of the project is a material based on apple pomace, a by-product of apple juice production, combined with flour-based components. A by-product of South Tyrol's food industry thus becomes the starting point for a new hospitality product. Material, design and use were developed together from the very beginnining.



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For around twenty months, PRIMA and studiooberhauser worked on the material properties, construction, fit and comfort of AP • PEEL. The result is a slipper with a clear, reduced design language, a visible fibrous surface and a specially developed footbed inspired by the natural feeling of walking barefoot. Grooves on the underside help provide grip, while the wide upper strap can be individually personalised with the hotel's logo.

The distinctive materiality is not concealed but deliberately becomes part of the design. Surface, tactility and form make the origin of the material both visible and tangible. AP • PEEL approaches sustainability not as an addition to an existing product, but as the starting point for its design.





The value chain also remains regional: raw materials, processing and design all come from South Tyrol. AP • PEEL thus brings together the food industry, material development, product design and hospitality in a product that gives a new perspective to an everyday object.

AP • PEEL was first presented at the **50th edition of Hotel Bolzano and received the Hotel Sustainability Award 2026 in the Circular Product Design category.** The jury recognised an approach in which responsible resource use and circular principles are already embedded in the design process. AP • PEEL demonstrates how much potential can be found even in a seemingly minor product: and how the interaction of material, form and function can lead to new solutions for the hospitality industry.



About PRIMA

Based in South Tyrol, shaped by Italian design culture and internationally oriented. For more than 30 years, PRIMA has been shaping the world of hospitality with creativity, a sensitivity for materials and attention to detail. Together with hoteliers and restaurateurs, the company develops individual concepts, products and distinctive details that make identity visible and create atmosphere.

PRIMA — We are Hospitality Designers.

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