AP•PEEL

FROM APPLE WASTE TO HOTEL COMFORT.



PRIMA × studiooberhauser

Created together. Designed for hospitality.

AP•PEEL combines studiooberhauser’s product-development and design approach with PRIMA’s perspective on hospitality, materials and guest experience.

PRIMA
Hospitality concept · product direction · brand

studiooberhauser
Product development · design approach

A SMALL OBJECT. A PERMANENT WASTE PROBLEM.



Hotel slippers are among the most discarded single-use items in hospitality — used once, then sent to landfill.

The volume is staggering: millions of pairs are thrown away every year across the global hotel industry, creating a permanent material problem from a momentary comfort.

Some hotels have responded by offering slippers only on request — reducing waste in volume, but at the cost of guest comfort. The material problem itself remains unsolved.

A DIFFERENT ENDING.



The goal was never to remove the slipper from the guest experience. The goal was to change what happens after.

AP•PEEL is designed to return to the biological cycle after use — not to persist in a landfill, not to be incinerated, but to decompose and give back.

This is not a compromise between comfort and responsibility. It is a redesign of the ending — so that a small, everyday object no longer leaves a permanent mark.

WASTE, REWORKED.



Apple pomace: the fibrous residue left after juice and cider production.
No dedicated crop. No new land use. Pure upcycling.
Material journey: apple → juice → pomace → AP•PEEL.
A waste stream transformed into a wearable surface.

DESIGNED FROM THE MATERIAL

One-material logic: upper and sole conceived from the same apple-pomace source, reducing layering and adhesive dependency.
Tactile organic surface: the natural texture of pomace is preserved, giving the slipper a raw, honest feel unlike conventional synthetic foam.
Shaped upper: the form follows the foot, not a generic last — minimal construction with no unnecessary components added.

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A SLIPPER YOU CAN FEEL.

The wellness barefoot sole. AP•PEEL’s sole is designed to support a more natural walking experience, almost barefoot, yet protected. The organic texture of the apple pomace material creates a direct, tactile connection with the surface, turning every step into a more conscious experience.
A physical connection with nature. Wearing AP•PEEL is more than a functional gesture. It creates a sensory connection with the natural cycle of the material. Its irregular, tactile surface reflects the product’s organic origin, allowing guests to literally feel the difference compared with a conventional hotel slipper.





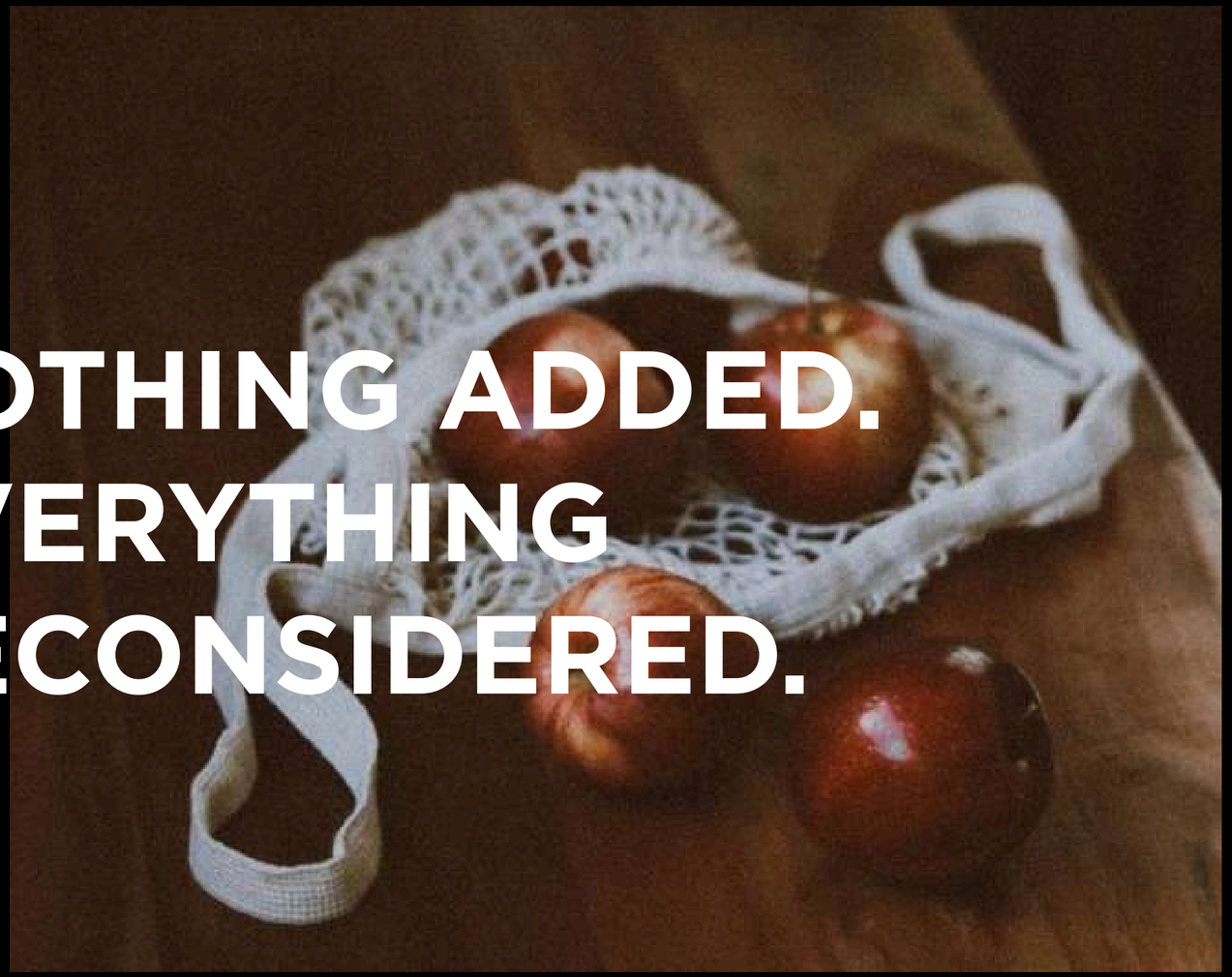
USED. COMPOSTED. RETURNED.

• Hotel stay → end of use. The guest experience remains unchanged. After use, AP•PEEL slippers are collected as part of the hotel's waste stream — no special handling required from the guest.
• Collection → composting. Unlike conventional foam or synthetic slippers, AP•PEEL is fully compostable. The apple-pomace material breaks down through standard industrial composting processes, leaving no persistent residue.
• Compost → humus. The end result is not landfill. AP•PEEL returns to the biological cycle as humus — enriching soil rather than accumulating in it. A disposable object that does not become permanent waste.



COMFORT THAT COMES FULL CIRCLE

Slippers remain a full part of the guest experience — no need to remove them from the offering.
AP•PEEL resolves the ecological dilemma of conventional disposable models without compromising on comfort or service quality.
Hotels can offer a thoughtful, material-honest amenity that aligns with sustainability commitments and guest expectations.



NOTHING ADDED. EVERYTHING RECONSIDERED.

Apple-pomace material — upcycled from juice production waste, no new crop required.
Fully compostable — returns to the biological cycle at end of life.
Barefoot wellness sole — designed for a natural walking sensation and tactile connection to the material.
Complete redesign, not a retrofit — conceived from the material outward, not adapted from a conventional slipper.

PRIMA