

OBJECT CARPET

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PRESS RELEASE

PLACES OF ORIGIN – Environment and health take highest priority with this holistic approach

100% recycled ECONYL® yarn made of industrial waste and old fishing nets.

The highlight of the new FACTS & INSPIRATIONS collection from OBJECT CARPET impresses with a world-class life cycle assessment: PLACES OF ORIGIN is made from 100% recycled ECONYL® yarn. Bitumen-free, PVC-free, and latex-free. Without harmful emissions. OBJECT CARPET turns green visions into reality. Available as broadloom and/or tiles, each in eight designs and six colours. With PLACES OF ORIGINS, OBJECT CARPET lays down a new generation of carpeting.

Be original! Thanks to innovative yarn production and ground-breaking manufacturing technology, production of PLACES OF ORIGIN is extremely resource-efficient. The base of the eight available styles is ECONYL® from Aquafil. The branded yarn is made of 100% recycled polyamide and can be reused to make the same high-quality ECONYL® yarn.

It is estimated that discarded fishing nets make up one tenth (640,000 tonnes) of the total waste in the sea. This is where Aquafil comes in: beginning in 2011, the company started to build a regeneration system and since then has collected 20,000 tonnes of old nets. Together with other waste from the carpet and textile industry, they were processed into premium NYLON raw materials without any loss of quality. And so the use of ECONYL® yarn minimises the environmental impact along the entire production chain: greenhouse gasses are reduced by up to 80% in raw material production. In addition, it is 100% possible to recycle all raw material residue during the production process.

Due to its great durability and longevity, the recycled yarn scored a very good life-cycle-balance. The special invisible “OC Protect” coating also makes the flooring resistant to dirt, dust and liquids. OBJECT CARPET does not just talk the talk on sustainability; we walk the walk, as PLACES OF ORIGIN yet again proves.

Eight enthralling landscape scenarios inspired PLACES OF ORIGIN

PLACES OF ORIGIN features eight distinct design innovations, available as broadlooms or self-laying carpet tiles. The patterns were inspired by nature: fields, canyons, countryside towns, dunes, pack ice and forests. “Natural and urban structures from a bird’s-eye view,” says Christina Giebing, responsible for the design of new collection at

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OBJECT CARPET since January 2016, when explaining the basic ideas behind the designs. The result is carpet structures that, for all the liveliness of their designs, do not completely dominate a room visually. For Giebing, the designer, the comprehensive “debut collection” represented an exciting challenge to develop new forms of expression. “Given a chance individually to control 1,300 different sized threads, it takes you a while to develop a sense of how intricately the yarn and yarn sizes interplay with each other. We’re talking about truly inspiring, three-dimensional tufting”, explains Giebing. The designs, inspired by various landscapes, are available in six colours each.

One of the collection’s eight available styles is **ARCTIC**. As a homage to nature, the lively loop evokes the symmetrical forms of fascinating ice crystals. The play of ups and downs creates a strikingly different surface that makes ARCTIC a haptic experience. The contrast-rich creation **CANYON** has an unmistakable character, whose geometric appearance is a result of high-low effects. Their richly varied colours and contrasting pile thicknesses make this design an impressive addition to any room. **DUNE** presents a visual harmony between its salient shapes, gentle interplay of colours and striking high-low effects. The organic design of the tufting composition makes for a superb look. **REEF** is a unique liaison of appearance, comfort and function. What makes this design so fascinating is the combination of a distinct texture with brilliant colours, modelled on nature in the way they flow into each other. **AREA** is reminiscent of a mosaic of gently sparkling puzzle pieces. With its geometric shape and fine graphical elements, AREA captivates with its three-dimensional appearance resembling a countryside town. Suspenseful depth effect with a subtle sheen – that’s **FOREST**. The nuances of colour and the slight gloss of the loop create visually deep structures that provide an attractive appearance in the room. **OCEAN** is a three-dimensional staging with a restrained design vocabulary. With a captivating graphic effect, the composition uses finely-gradated loop sizes to create the illusion of a walkable ocean surface. Style number eight impresses with its sophistication. **FIELD**, a trend-setting design of distinctive style, fits in with any number of interior schemes. Like all designs in the PLACES OF ORIGIN collection, this one absolutely achieves the highest standards of elegance. Its natural colour spectrum and softly nuanced gradations are particularly pleasing.

Environment and health take highest priority with this holistic approach

Be safe! The 100% recycled and regenerable PLACES OF ORIGIN collection impresses not only with its vibrant designs, impressive product features and maximum sustainability, but also with its outstanding life cycle assessment. Environment and health have the highest priority at OBJECT CARPET. ‘For us, they are much more than buzzwords; they are integral to our requirements’, asserts owner and CEO Daniel Butz. That is further demonstrated by the German Sustainability Award’s decision to have OBJECT CARPET provide – for a second time -- the red carpet for their awards ceremony. Especially since all products are free of

PVC, latex and bitumen. Odour-free and without harmful emissions, all PLACES OF ORIGINS styles bear the “Blue Angel” mark. Due to their ability to trap dust particles, they are suitable for allergy sufferers and therefore TÜV approved. Their exceedingly positive acoustical properties also contribute to a healthy indoor environment.

With PLACES OF ORIGIN, OBJECT CARPET shows that the new generation is gaining ground and taking the future in their hands at this successful family-run business. Based on its mastery of the tried-and-true, OBJECT CARPET is building new expertise. True to the values of health, sustainability, quality and innovative design, with PLACES OF ORIGIN the company has further developed its vision across generations: pairing cutting-edge tech with world-class work, and quality of life – exclusively made in Germany.

Pictures



ARCTIC – a homage to nature. Inspired by the symmetrical forms of fascinating ice crystals.

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AREA – its geometric shape creates a three-dimensional appearance resembling a countryside town.

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CANYON – a contrast-rich creation with unmistakable character.



OCEAN – three-dimensional staging with a reserved design vocabulary.

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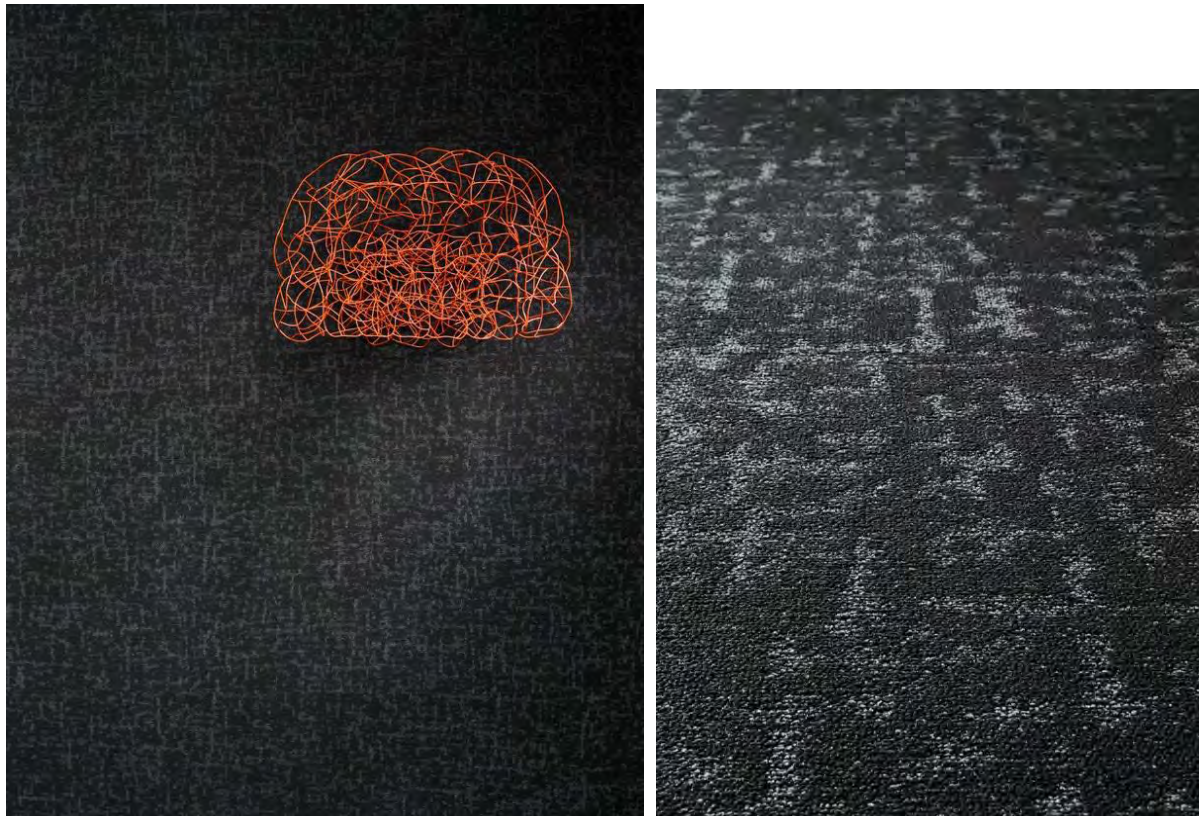
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REEF – incredible liaison of appearance, comfort and function.



DUNE – the organic design of the tufting composition resembles a windblown sandy landscape.

Photographs: OBJECT CARPET

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About OBJECT CARPET – Where visions become reality

Since 1972, OBJECT CARPET has stood for quality, design and innovation in the commercial property sector. At OBJECT CARPET, beauty and practicality always go hand in hand. The carpets are durable and robust, with an exciting colour palette. A sense of aesthetics, colour and architecture, in combination with advanced production techniques, results in elegant and unusual designs in the form of rugs, carpet tiles and fitted carpets. With over 1,200 styles and colours as well as individually-customised products, the OBJECT CARPET collection offers a unique diversity for modern interior design, manufactured from carefully selected, high-quality raw materials. Customers all over the world appreciate these qualities, from Google and Microsoft, Adidas and Marc Cain, to Porsche, Kempinski and the Arge German Pavilion at Expo 2015.

Numerous design and corporate prizes, such as the widely respected Red Dot Award, have demonstrated OBJECT CARPET's outstanding design competence and corporate achievement. Most recently, OBJECT CARPET was again listed by Ernst & Young in their "Top 5 German luxury brands" and was selected by Langenscheidt as one of their "brands of the century".

With innovative production techniques and sustainable manufacturing methods, OBJECT CARPET is a pioneering enterprise that enables design visions to become reality. So it was no surprise that the company was selected to provide the "red carpet" for the German Sustainability Award ceremony in 2015. OBJECT CARPET's wall-to-wall and custom-cut carpets – under the name RUGX – received the evidence-based recommendation by the TÜV (German Technical Inspection Association) for allergy sufferers, and reduce atmospheric dust particle levels (DAAB – German Allergy - and Asthma Association). Experience OBJECT CARPET's world of colour and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

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