

OBJECT CARPET

PRESS RELEASE

OBJECT CARPET –

“Be creative – Be different” – Individuality stands floors in good stead

Three-dimensional, colourful and bold? Cosy with luxurious pile or purist with clear geometry? Special shapes and unique colours bring a breath of fresh air to flooring design. With its RUGX configurator, OBJECT CARPET introduces an entirely new world of carpet design. Under the motto “Be Creative – Be Different”, the label provides a tool that allows for high-quality RUGX styles to be designed according to your own personalised taste and desires. Shape, colour, edge, pattern and texture can be combined according to your preferences and mood with this Red Dot Award-winning tool.

Whether trendy shags, smooth cut pile or unique hand-woven silk rugs in a diverse array of colour variations – the RUGX configurator inspires you to select individualised carpet arrangements. Live and interactive: savvy interior design lovers can see how their ideas would work in a specific environment, all with just a few clicks. With just a few flicks of the hand, this tool will simply and swiftly produce realistic impressions set in a variety of environments and spaces. From a private home to a hotel lobby to a shopping environment. The Red Dot Award for Communication Design’s jury of 27 experts recently evaluated the RUGX-Configurator on the basis of – among other things – its design quality, aesthetics and functionality. They gave OBJECT CARPET an award for this innovative tool.

OBJECT CARPET introduced its RUGX brand to much acclaim several years ago. The name says it all. The “x” added to “rug” signifies the brand’s range of custom-cut carpets. Superior quality and individualised custom work are the hallmarks of RUGX carpets – Made in Germany. Using a multi-step process, most completed by hand, the workshop turns out premium carpets for all types of use. This includes sturdy and durable textiles for shops and hotels and more refined models for upscale homes.

The intuitive tool offers a great amount of freedom in conceptualising creative designs. Anyone looking to tread new ground can design their very own personalised carpet arrangement — anytime of day or night from wherever they happen to be. The RUGX configurator will display the result – including the price – in the selected room environment. Another plus: the designed carpet can be downloaded in PDF form and viewed again later in the configurator thanks to a permanent link. This practical planning tool is accessible on all computers and tablets. Last but not least,

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the RUGX design can be sent as an order directly to the nearest shop so that the carpet you designed yourself can become reality as quickly as possible.

Experience it yourself at www.object-carpet.com/konfigurator

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Image preview:



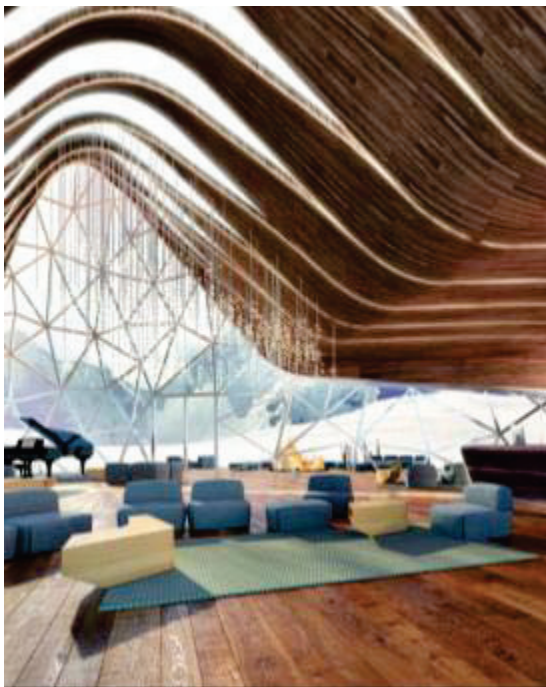
SILKY SEAL kermit 1227, thin leather edge, square, shop environment

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SILKY SEAL smaragd (emerald) 1232, thin leather edge, rounded rectangle, shop environment



Supergraphic MOVE dune 1234, customised edge rectangle in hotel lobby environment by Graft Architekten

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SILKY SEAL 1232, thin leather edge, circle, loft environment

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PURE SILK 2510, broad leather edge, rectangle, loft environment

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POODLE 1492, thin leather edge, rectangle, loft environment

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POODLE 1495, customised edge, rectangle in a loft environment designed by GRAFT Architekten Berlin

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POODLE smeralda 1495, narrow leather edge L 1822, rectangle



reddot award 2015
winner

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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. The company has always been known for its courageous embrace of a wide array of colours, which allowed it to quickly make a name for itself amongst architects. 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 customised options, the OBJECT CARPET collection is unique in the diverse variety of options it offers for modern interior design – durable, stylish and made from carefully selected, high-quality raw materials. These aspects are valued by customers all over the world, from Google and Microsoft to Adidas, Marc Cain, Porsche and Kempinski. Numerous design and business awards are a testament to the company's design expertise and performance. Most recently Ernst & Young again included OBJECT CARPET on its list of the Top 50 German luxury goods manufacturers.

With innovative production techniques and sustainable manufacturing methods, OBJECT CARPET is a pioneering enterprise that enables design visions to become reality. 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. Thanks to locations in Europe, Asia, Australia, North America and the Gulf States, OBJECT CARPET's quality products have found their way into hotels, shops, offices and sitting rooms worldwide – Manufactured by OBJECT CARPET. Made in Germany.

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