

## PRESS RELEASE

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### **“Shaping Spaces”: Design options for sophisticated interior concepts**

*OBJECT CARPET – Carpet innovations at BAU in Munich*

Our ears never rest – we are constantly taking in new sounds. In a world that is getting louder all the time, noise is one of the greatest strains that people have to deal with. Acoustics experts agree: sounds have an enormous impact on human well-being and productivity. This applies to commercial properties in particular. Workspaces and communication areas, as well as quiet zones that have been consciously designed and structured with carpets not only enable an individual approach to interaction and discretion, they help above all to relieve our auditory senses. At BAU in Munich in January 2017, OBJECT CARPET presented the latest product highlights which not only make a visual statement in floor design but which also excel with their superb acoustic properties.

GRACE was one such product celebrating its premiere. Elegant and extremely durable, the new generation of frieze carpets made of Antron® carpet fibres gives every room a unique appearance with finely nuanced melange effects. The interplay between matte and shiny finishes makes for a striking appearance which is further emphasised by a voluminous-looking surface structure. But that’s not all: as an unbeatable noise absorber, GRACE in a carpet tile format also impresses with its excellent acoustic values in terms of sound absorption levels and impact sound reduction, because it is produced with a backing of BlackThermo® felt Acoustic Plus. GRACE is perfect for the new trend of “Shaping Spaces”: the flexible and high-quality acoustic tiles and carpets are extremely well-suited to creating coordinated spatial zones. Furthermore, they can be installed quickly and easily without permanent adhesives and are an excellent choice for people with allergies: free of bitumen, latex, and PVS, and low in odours and emissions, they contribute to a healthy room climate. They are also tested by TÜV and certified by GuT and Blue Angel. Whether as an acoustic tile, carpet strips, or coordinated RUGX – GRACE always delivers customised solutions.

At BAU 2017, in line with the concept “anything goes”, OBJECT CARPET showed how easy and convenient it is to use intelligent and creative ideas to design and implement the “shaping spaces” on the floor. To this end, OBJECT CARPET offers a wide range of different carpet styles with a myriad of qualities, designs, and colours, once more underlining the label’s expertise and strength. For example, carpet strips and tiles can be combined as desired. OBJECT CARPET even goes one step further: on its website,

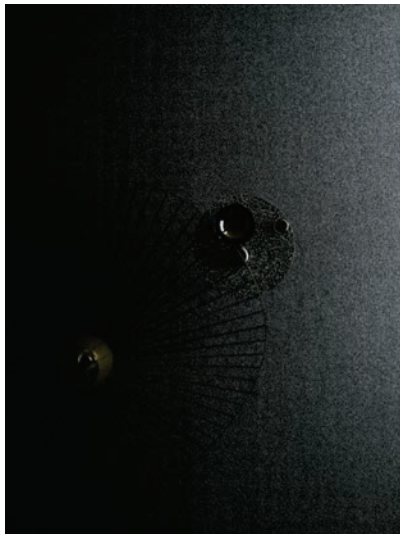
# OBJECT CARPET

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architects and planners can simulate different combinations with the configurator tool, experiencing at a glance how different “shaping spaces” look in various surroundings.

The FREESTILE carpet tile presented last year is also particularly suitable for zoning applications. With 16 intelligent designs and 64 colour shades, as well as the option of installing the tiles in a patterned arrangement, this carpet tile opens up an enormous range of design options. As resilient and minimalist as hard flooring, it still offers the reliable advantages of a woven textile surface in terms of walking comfort and health. The environmental benefits are also remarkable: the carpet tile is made of 100% PET, is pollutant-free, and is completely recyclable. FREESTILE thus proves to be forward-looking in its overall design: a carpet tile that combines innovative design, excellent utility, and sustainable environmental management at the highest level.

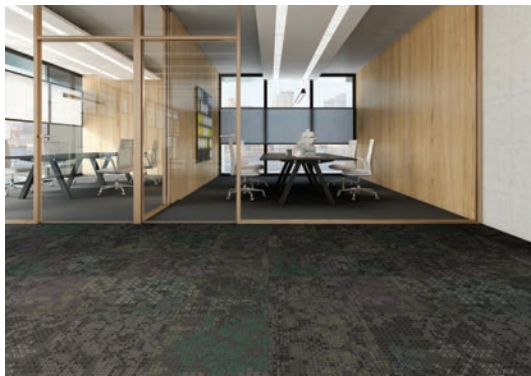
## Image preview:



GRACE acoustic tiles



GRACE acoustic tiles



Shaping Spaces with FREESTILE Aarhus



Shaping Spaces with FREESTILE Geneva

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Shaping Spaces with FREESTILE Malmö



Shaping Spaces with FREESTILE Aberdeen



FREESTILE Aarhus



FREESTILE Aberdeen

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## 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 50 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 an 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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