

OBJECT CARPET

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PRESS RELEASE

BACK FOR THE FUTURE: WELLTEX – INNOVATIVE CARPET TILE BACKING FROM OBJECT CARPET. HEALTHY. SUSTAINABLE. LOW WEIGHT AND LOW NOISE.

Less is more! Free of bitumen, latex and PVC – in fact, free of any harmful chemicals – the new WELLTEX carpet tile backing minimizes emissions and odor. It is lightweight to transport, flexible and easy to install. High quality acoustic properties. You cannot see it, but you certainly notice it! WELLTEX is now available not just for one specific product range, but for OBJECT CARPET's entire collection of carpet tiles. WELLTEX is made using recycled materials; it is very environmentally friendly and has particularly effective acoustic benefits. Easy to install, with customized shapes, sizes and colors for orders of 200 square meters or more – these are just some of the advantages of this product, proudly Made in Germany.

OBJECT CARPET's new collection sets important standards for our health and for the environment. It is not enough that 70 per cent of OBJECT CARPET's new products consist of recycled Econyl®-Garn, which is manufactured from industrial waste and fishing nets.

"We care about more than just the visible surface of our flooring. The entire product matters to us," says Head of Development and Managing Director Lars Engelke. "After six years of intensive development work, we are delighted to present the new tile coating "WELLTEX".



- Top layer**
Example: CANYON/PLACES OF ORIGIN
from **ECONYL**
- Basic material**
made of **100% recycled PET**
- Fibre and filament binding**
made of **acrylate dispersion – no latex!**
- Glue with acrylate dispersion**
No bitumen, no PVC!
- Cover fleece**
made of **thermal fixed 100% recycled PET**

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“WELLTEX is 30 percent lighter, extremely flexible and easy to install, simple to cut and work with. What is more, every layer of these carpet tiles – from the wear surface down to the woven backing and the way the threads and filaments are attached, including adhesives and insulating fleece – consists largely of low-emission recycled materials. That has enabled us to develop a product that is completely bitumen-free, latex-free and PVC-free. We are also minimizing our environmental footprint since the new product is so light to transport.”

OBJECT CARPET focuses consciously on its core competence – developing textile floor coverings. “Carpet already has many inherent advantages as a floor covering, such as dust particle reduction, easy maintenance, and improved acoustic properties.

Therefore, we strive to make our textile floor coverings even more fit for the future, setting new standards for healthy living and for the environment. With WELLTEX we have achieved this, as it has so many advantages on so many different levels.” The unique properties of this flooring are particularly evident in its manufacturing materials. “The standard version has a special polyester fleece backing, made of recycled materials, that is pleasing in texture, easy to install and lies perfectly flat. Even our standard version provides greatly improved acoustic values compared with existing types of SL tiles. For our high-performance acoustic version, we have also included an additional acoustic membrane. This means that the feel-good factor in all versions results not just from the innovative reverse backing but also from its acoustic properties”, continues Engelke.

- **Health advantages:** WELLTEX is completely bitumen-free, PVC-free, and latex-free, which means it is particularly low in odor. It produces no harmful emissions. This is guaranteed by the Blue Angel test certificate, which is widely recognized amongst environmentalists. The certificate is awarded by an independent jury and evaluates the entire life cycle of a product. Standards for certification are significantly higher than the legal requirements. All styles of OBJECT CARPET products also fulfil the requirements for use in LEED and DGNB certified buildings, helping to meet the internationally recognized standards for environmentally friendly, resource-efficient and sustainable construction. All our carpet floorings are certified as being made from low-allergen materials, as tested by the TÜV (German Technical Inspection Association), and are labelled “suitable for allergy sufferers”. Recent studies – such as that by the World Green Building Council – also show that contaminated air in inside spaces can reduce people’s productivity by 8-11 per cent.
- **Acoustic advantages:** Human users, their health and well-being are at the heart of our product development. A healthy indoor environment – especially in the workplace – is of primary importance. People work best in healthy surroundings. All of our products have above-average acoustic qualities, since it is well-known that noise disturbance in the workplace also leads to reduced productivity – by up to 30 per cent, according to recent studies – and has negative health effects.

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- **Environmental advantages:** A good portion of WELTEX is made from recycled materials. For example, the visible upper surface and the woven base of our new Places of Origin range, made from ECONYL®-Garn, contains 100 per cent recycled fibres and is fully recyclable after use. Production of ECONYL® uses 15 per cent less water than for traditional yarns. Greenhouse gas emissions are reduced by 85 per cent and organic waste is reduced by 80 per cent. Furthermore, all resulting surplus raw materials are collected, sorted and returned in full to the product manufacturing cycle.
- **Product weight and CO² emissions:** A single OBJECT CARPET tile weighs only 3.5 kg, which is unusually light. With up to 30 per cent reduced weight compared to existing tiles, the transport mass is significantly reduced – on an order of 10,000 square metres, for example, this represents a total weight saving of 15,000 kg, with a corresponding reduction in CO² emissions.
- **Installation advantages:** Installation of the flexible WELTEX tiles is simpler than for traditional tiles. One particular advantage: cutting blades do not become smeared with bitumen layers, which make them unusable, requiring frequent replacement. Cutting to shape is much simpler and even trimming in niches, by walls is child's play, and can be completed without the need for great force.
- **Individual designs and shaping spaces:** The durable design styles of our carpet tiles are also available as broadloom carpet and in our RUGX range. That means we can work with any kind of subfloor and building requirements and find a solution that offers the best appearance and technical characteristics for each project.

"New requirements and improvements resulting from the latest technical developments are constantly integrated into our manufacturing processes," emphasizes Engelke. "Internal and external audits guarantee that all such improvement measures are consistently implemented. To ensure that only the best quality products leave our production facilities, we voluntarily submit all our flooring to various different tests and certification procedures. These include for instance the TÜV test of suitability for allergy sufferers and the GUT test for pollutant-free carpets. Lars Engelke is certain: "Creating flooring that has no ecological footprint – that is our ultimate aim. OBJECT CARPET products already leave as little waste as possible on our planet. Because in the end, our key priority is the health and well-being of our customers, and the protection of our environment."



SL FINE 800 WELTEX

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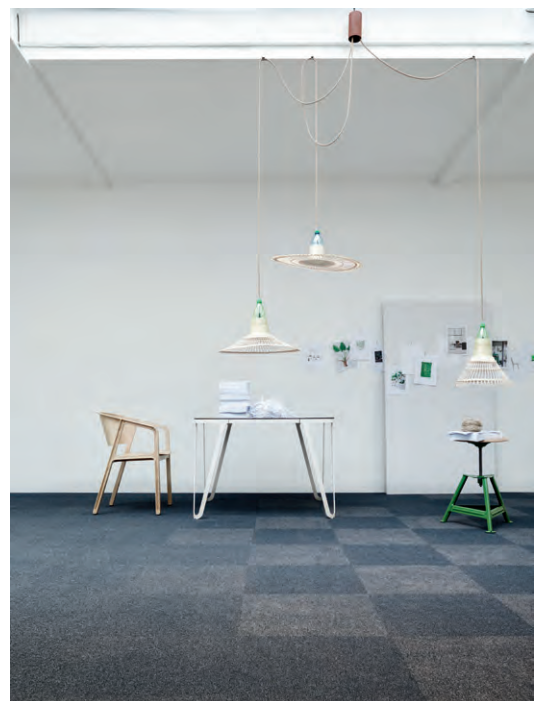
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SL OBJECT 700 WELTEX



SL NYLTECC 700 WELTEX

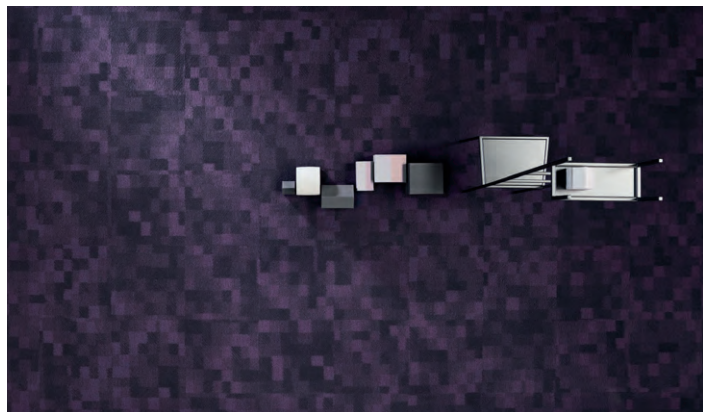
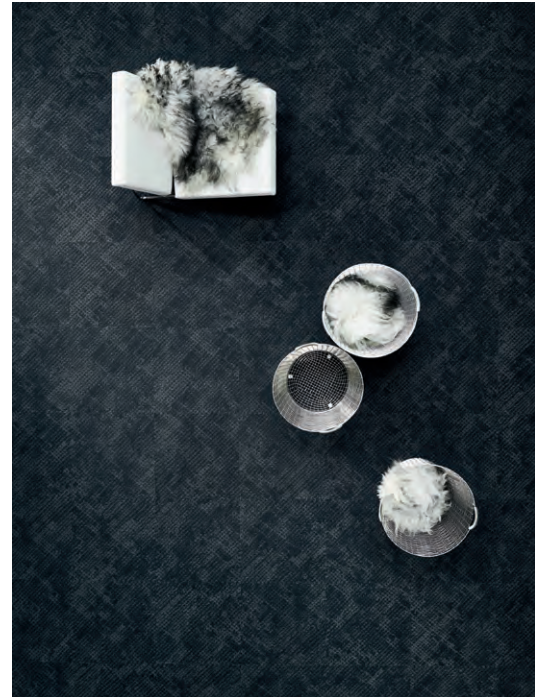


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SL ARTIC 700 WELTEX (Places of Origin)



SL AREA 700 WELTEX (Places of Origin)

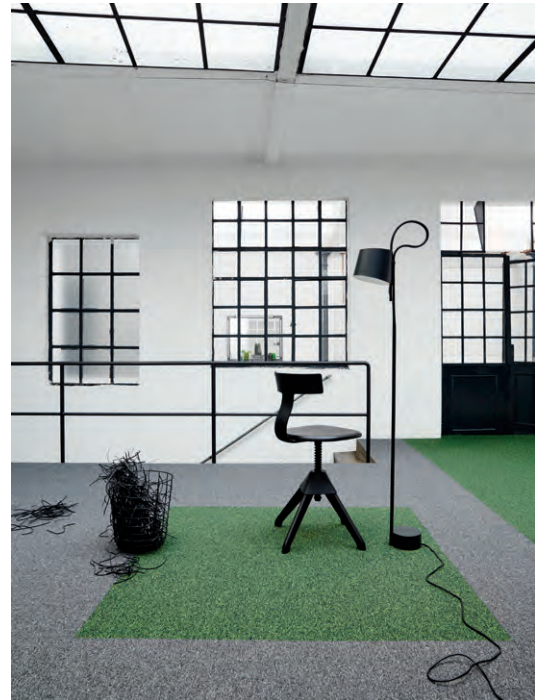


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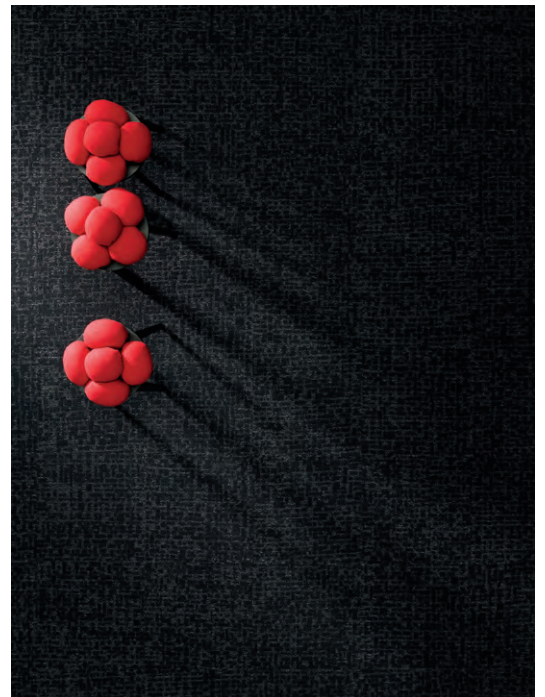
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SL NYLLOOP 600 WELTEX



SL FOREST 700 WELTEX (Places of Origin)



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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 color palette. A sense of aesthetics, color and architecture, in combination with advanced production techniques, results in high-grade and unusual designs in the form of rugs, carpet tiles and fitted carpets. With over 1,200 styles and colors as well as individually customized 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. Therefore, 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 reduced dust content and particulate matter (DAAB – German Allergy - and Asthma Association). Experience OBJECT CARPET's world of color and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

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