

OBJECT CARPET

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Press release

OBJECT CARPET's WELTEX wins its third award New backing construction honoured at ICONIC AWARDS 2019: Innovative Interior

The new healthy WELTEX backing for carpet tiles from OBJECT CARPET won the "Selection" award in the category "Wall, Floor, Ceiling" at the ICONIC AWARDS 2019: Innovative Interior. This is already the third award for WELTEX since it premiered in October 2018.

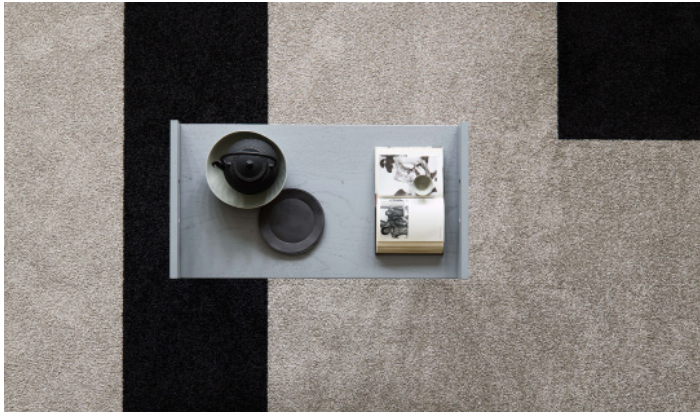
The ICONIC AWARDS: Innovative Interior are bestowed by the German Design Council, whose prizes honour important contemporary developments and special design achievements, and are well renowned around the world. An independent expert jury selects the winners. The jury consists of representatives from the areas of design, commerce and media. The competition is open to all companies in the furnishing industries as well as their partners in interior design and architecture. Just like the ICONIC AWARDS: Innovative Interior, OBJECT CARPET aims for a holistic design standard in its product development.

This standard was also applied when creating WELTEX, the revolutionary innovation for acoustic tiles. WELTEX can be used with OBJECT CARPET's entire tile collection, is lightweight to transport, flexible, and easy to install. You can't see it, but you certainly notice it! WELTEX is made using recycled materials; it is very environmentally friendly and has particularly effective acoustic benefits. It's free of bitumen, latex and PVC – in fact, free of any harmful chemicals, thus minimising emissions and odour.



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GLORY 1500

An elegant look with maximum comfort. Whether as broadloom, SL tiles or custom-cut RUGX, the luxurious frieze cut pile has impressive acoustic and visual properties.



NYLTECC 700

Subtle melange effects and special light reflexes in the matching colour scheme distinguish this high-quality cut pile carpet and highlight every room – whether as broadloom or carpet tiles.



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OBJECT 700

Extremely resilient with a strikingly minimalist appearance that focuses on the essential: This velour carpet meets all requirements placed on durable carpets in a commercial environment, whether as broadlooms or SL tiles.



FINE 800

The surface of this finely structure loop pile looks like natural cotton. The blended colour effects create a visual and tactile experience – as broadloom, SL tiles or custom-cut RUGX.



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About OBJECT CARPET

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 custom-cut 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. All OBJECT CARPET styles are also free from harmful emissions and are bitumen-free, latex-free, and PVC-free. They bear the German Federal Environmental Agency's Blue Angel ecolabel. They have been tested by TÜV and are suitable for people with allergies. Thanks to invisible OC Protect dirt-and-stain protection, this carpet style effectively repels dirt, dust and liquids. Customers all over the world appreciate these qualities, from Google and Microsoft, Adidas and Marc Cain, to Porsche and Kempinski.

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 nominated by Ernst & Young for 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 “VIP carpet” for the German Sustainability Award ceremony. OBJECT CARPET's tiles, 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 colour and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

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