

OBJECT CARPET

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Press release

WELLTEX – Back for the future: already honoured with three awards

The new, non-toxic backing construction from OBJECT CARPET live at the BAU 2019 WORLD TRADE FAIR in Munich

*With the traditional manufacturer of superior carpeting products, **OBJECT CARPET**, the quality is a given. For 40 years, these tested products have been made according to the latest environmental and health-promoting standards. The highlight: **WELLTEX** – a revolutionary new development in acoustic tiles.*

OBJECT CARPET focuses consciously on its core competence – designing textile floor coverings Made in Germany. OBJECT CARPET's new collection FACTS & INSPIRATIONS sets important standards for health and for the environment – it's 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.

First presented at Orgatec, the innovative carpet tile backing has already been honoured with three awards in just a few weeks: "Design Selection" from Archiproducts, "Special Mention" AIT Innovation Award for Architecture + Office and "Iconic Award: Innovative Interior" from the German Design Council. What makes it special: "WELLTEX" is up to 30 per cent lighter than traditional products, extremely flexible and easy to install, simple to cut and work with. What is more, wherever possible 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 of low-emission recycled materials.

Another highlight of FACTS & INSPIRATIONS is the PLACES OF ORIGIN collection, made of 100 per cent recycled ECONYL® yarn. With the PLACES OF ORIGIN collection, OBJECT CARPET is more committed than ever to sustainability – as regards both the yarn used and production methods.

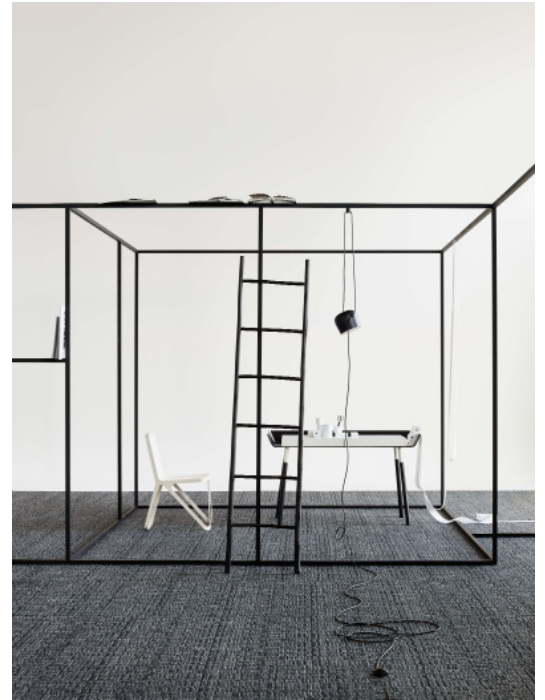
The highlights of the **FACTS & INSPIRATIONS** collection and "**WELLTEX**" can be experienced from **14 – 19 January 2019** at **BAU 2019** in **Hall C2, Booth 303**.

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FINE 800 carpet tile – also available as broadloom or RUGX



SAVOY 1100 carpet tile – also available as broadloom or RUGX



GRACCE 1100 carpet tile – also available as broadloom or 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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