

OBJECT CARPET

Press Release

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OBJECT CARPET and TOUCAN-T unite

“We continue to grow!” Those familiar with OBJECT CARPET know that the innovative flooring specialists in Denkendorf near Stuttgart have a reputation of being progressive and forward-looking. This is now as true as ever. By merging with TOUCAN-T, the company with its OBJECT CARPET branding establishes itself even stronger and invests into a successful future.

Companies are facing tremendous challenges today: Rapid digitisation and internationalisation as well as new working environments, health and the protection of resources demand new solutions and modes of thinking. This is true for manufacturing, product development, sales and distribution, as well as everything concerning service and client contact. All these are areas where **OBJECT CARPET** has been a pioneer for many years. For this very reason, the premium-label now reassembles for sustainable designer carpets: By March 2021, there will be a new, joint association which includes the products and collections of the new Krefeld-based sister company TOUCAN-T into the brand **OBJECT CARPET** with their headquarters in Denkendorf near Stuttgart.

Steadily on the green path

Numerous synergy effects support this step: “It is our vision to lastingly transform our market. Thereby, we continue to expand our leading role in sustainable, healthy designer carpeting paired with a 360° customer service under the motto “The best Carpet in the World”. We want to keep improving on our strengths, and everyone will be focusing on their core competences,” highlights CEO Daniel Butz, consistently preparing the ground for expansion. “In the next years, we will continue to make various investments and take an even stronger stand for the green path, perfect customer service and modern logistics”, says Butz.

Merging forces for innovation

As an independent enterprise, TOUCAN-T is very well established with its own brand presence, sales team, and individual collections, as well as its Krefeld-based manufacturing. Where currently, both enterprises largely still work separately on their products, projects, and processes, this will be done conjointly and hand in hand from March 2021 onwards. From now on, forces will be combined and rigorously synchronized. “Due to the enormous popularity, power and standing of the brand, we decided to continue with the stand-alone brand of **OBJECT CARPET**”,

explains marketing director Martin Böhringer. In the first three months, the collections of both enterprises will be distributed together. By summer 2021, the best of both worlds will be incorporated into a joint collection which is marketed exclusively under the brand **OBJECT CARPET**.

Investments in logistics and IT-processes

It is planned, for example, to erect a new transparent factory building equipped with a showroom and an academy analogous to the OBJECT CAMPUS in Denkendorf. This way, customers, representatives of the press and other interested parties can experience the **OBJECT CARPET** cosmos at close quarters. Simultaneously, the setup of an innovative production plant for 100% recyclable products is on the agenda in Krefeld. Therefore, capacities are significantly extended by an optimisation of the RUGX-production. "We want to establish an even stronger international footprint. For this purpose, we need to focus on our core competences and re-structure our processes", emphasises Oliver Loskant, general manager at TOUCAN-T. Hence, a new CRM-system for an even better networking with our customers will be implemented in as early as March to guarantee a comprehensive customer service.

Four pillars for a strong community

These extensive modifications are also reflected in the structure of management. From now on, four pillars form the new executive level of management: Daniel Butz as general manager of sales and marketing, Oliver Loskant as general manager of inhouse consulting, Lars Engelke as general manager of product and manufacturing, and Marc Kaminski as general manager of sales, IT, and finances. In so doing, it is warranted that all departments can grow on eye level and an optimal internal and external communication will be taking place.

Fit for the future

From March onwards, the launch of the joint organisation and its bundled sales of the **OBJECT CARPET** and TOUCAN-T collections is on the agenda. Under the motto: "One Team. One Carpet. We are one.", the brand **OBJECT CARPET** plans to further sharpen its positioning on the market, increase its international market penetration and meet customer requirements even better. By the merging of strengths of two vital and strong enterprises, the economic clout is once more bound to increase measurably. Short distances, state-of-the-art IT systems as well as centres of competence and innovation ensure a swift response to market developments, even more innovations and a targeted customer approach. Thereby, **OBJECT CARPET** sets the course for a successful future.

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Picture: Logo OBJECT CARPET

TOUCAN-T carpet manufacture

Picture: Logo TOUCAN-T



Picture: CEO OBJECT CARPET

Daniel Butz



Picture: CEO TOUCAN-T

Oliver Loskant



Picture: Logistics Krefeld | OBJECT CARPET

About OBJECT CARPET

Since 1972, **OBJECT CARPET** has stood for quality, design and innovation in the commercial property sector. A sense of aesthetics and colour, in combination with advanced production techniques, manifests 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 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. This is appreciated by customers around the world, from the Berlinale to the "Healthy Seas" initiative.

Numerous design and business awards, such as the widely respected Red Dot and German Design Award, have demonstrated **OBJECT CARPET's** outstanding design competence and corporate achievements. For example, **OBJECT CARPET** was chosen as one of the "top 50 German luxury brands" by Ernst & Young and voted one of the "brands of the century" by Langenscheidt.

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 – are verifiably recommended by the TÜV (German Technical Inspection Association) for allergy sufferers, and reduce dust content and particulate matter in the air (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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