



Stefan Pletscher (Esспе Studios) and Katrin Sihler (Marketing Manager OBJECT CARPET) with the German Brand Award

The German Brand Award 2022 honors the digital showroom of OBJECT CARPET in the category "Excellence in Brand Strategy and Creation"

*So many ways to design floor coverings and all within easy reach in **OBJECT CARPET's** virtual 360° showroom. It is yet another sign of the company's strong innovative power and future viability. As a symbol of its successful branding, the digital showroom has been honored with the German Brand Award 2022. The **OBJECT CARPET CREATIVE SPACE** emerged as the winner in the category of "Excellence in Brand Strategy and Creation." This heightens the importance of the **OBJECT CARPET** label as a guarantee of the company's national and international success.*

The virtual 360° showroom brings the world of **OBJECT CARPET's** company and products directly to the customer's screen. The CREATIVE SPACE is a place for architects, interior decorators, planners and dealers to experiment freely: ideas and inspiration with expert advice for floor design are on the menu here around the clock in highest 3D quality. The premium carpet manufacturer is adapting its customer dialog to the digital age and its possibilities. This means that the tool offers several interactive ways to experience the collections, contents and topics: videos, digital sample books, brochures and the configurator provide a comprehensive insight into the creative cosmos and sustainability vision of **OBJECT CARPET**. Virtual visitors can enjoy a 360° experience as they take a look behind the scenes and contact experts for video

conferences. In addition, there are exciting surprises which turn the tour into an “infotainment” experience. All you need to explore the showroom is digital access via PC, tablet or smartphone.

Now the digital 360° showroom has received the German Brand Award 2022 in the category of “Excellence in Brand Strategy and Creation.” This award pays tribute to the best campaigns, concepts and strategies in individual disciplines. The German Brand Award distinguishes unique brands and brand creators, which provides a boost to the entire industry. The award is initiated by the German Design Council – this independent and internationally operating institution promotes corporate design and brand expertise. Decisive factors in the judging process include the design quality of the brand appearance, homogeneity of the brand experience, differentiation from the competition and target group relevance. As a winner of the German Brand Award 2022, **OBJECT CARPET** can look forward to increasing international relevance.



Marketing Manager Katrin Sihler from OBJECT CARPET with the award



Stefan Pletscher from Esspe Studios (Organizer of the 360° showroom) with Marketing Manager Katrin Sihler from 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 color, in combination with advanced production techniques, results in elegant and unusual designs in the form of rugs, carpet tiles and custom-cut carpets (RUGX). With over 1,000 styles and colors as well as individually-customized 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. Making carpets from recycled materials and the aspiration to give it a whole second lifecycle is a matter of principle for **OBJECT CARPET**. To reduce its own environmental footprint, **OBJECT CARPET** resolutely focuses on sustainable solutions and invests in new technologies. So it was no surprise that the company was selected to provide the "VIP carpet" for the German Sustainability Award ceremony. **OBJECT CARPET** products received the evidence-based recommendation from the TÜV (German Technical Inspection Association) for safe use by allergy sufferers and they reduce dust content and particulate matter. Partners and customers around the world, such as Porsche, Daimler, Google and Adidas appreciate this, as do initiatives like "Healthy Seas."

Numerous design and business awards, such as the widely respected Good Design and Red Dot Awards, 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. 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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