

# OBJECT CARPET

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## PRESS RELEASE

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### **OBJECT CARPET at the imm cologne 2018: Free & wild. Welcome to the fascinating RUGX Floor Game.**

*Do you fancy colours? And making use of accents? Experience a new living space ambience – or separate a loft-style office space into individual zones? With RUGX, OBJECT CARPET introduces unlimited design freedom for maximum effect: Zesty shags, velvety smooth cut pile, trendy designs and 337 brilliant colours bring a sense of play to your floors.*

Be Colourful, Be Natural, Be Relaxed and Be Special – OBJECT CARPET not only allows for individual desires to be realised down to the last square centimetre, but goes one decisive step further with RUGX, scoring well-deserved points for the limitless design options it provides. Circular? Elliptical? Kidney-shaped? Or something of your very own design – or an individualised colour scheme? Not a problem. The possibilities are endless. Custom sizes, cuts, specialised shapes and inlays are just a small selection of the design options made possible by OBJECT CARPET.

Whether expressive or minimalist – when it comes to RUGX's styles, you can always count on maximum effect and charisma. OBJECT CARPET's custom-cut carpets are a stylish addition to any interior and provide the perfect accent for parquet or natural stone flooring. Individually fitted, these stylish accessories make a strong impression, separating rooms into distinct comfort zones in private homes, offices and/or hotels – and creating islands within sales floors or in sitting rooms and lounges or entry halls and foyers. Each item is unique and manufactured according to personalised specifications. The broadlooms, tiles and RUGX can be coordinated effortlessly with each other in terms of height, colour and design, resulting in creative, unique and exclusive "Shaping Spaces".

OBJECT CARPET provides a set of innovative tools to assist its customers, including for example, an inspiring and informative VIEW BOOK with 17 selected styles including edge binding. You can sample a "Taste of RUGX" online at [www.object-carpet.com](http://www.object-carpet.com). The site's included configurator with 1,001 options will help you to visualise any number of ideas and design concepts. Our Colour Books additionally provide an overview of the enormous colour palette available for carpets made by OBJECT CARPET. A whole new world of possibilities awaits designers. And colour palettes are just the beginning.

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RUGX carpets whisk their beholders into magical worlds. The label takes up new trends, re-interpreting them in a thoroughly original way and highlighting exemplary arrangements and designs. Interested in colour blocking? You'll want to take a look at our latest collection, which will be unveiled at the imm cologne 2018. BE COLOURFUL, for example, encourages creative mixing of colours and shapes. GREEN, RED, YELLOW, OLIVE or BLUE – anything's allowed, as long as it's what you like. This vast array of options is matched by the countless colourful borders on offer from OBJECT CARPET.

Those who prefer something a bit calmer and restrained will find numerous options in the BE RELAXED line. Its use of BLACK, WHITE, GREY and SILVER allows for strong contrasts as well as tone-on-tone colour schemes. This minimalist effect is an expression of a purist style sufficient unto itself.

OBJECT CARPET has created an entirely new world of colour for lovers of nude and earth tones, featuring shades from ROSE through BEIGE and BROWN to CREME. BE NATURAL weaves, to profound emotional effect, delicate earth tones with the desire for more nature in interior design.

OBJECT CARPET satisfies this desire not only in form and colour, but above all in its emphasis on sustainable and environmentally friendly manufacturing methods. All our carpets are bitumen-free, PVC-free and latex-free. RUGX styles play their own role in creating a healthy room environment. What's more, they measurably reduce a room's dust particle levels. That was reason enough for the TÜV (German Technical Inspection Association) to highly recommend the products as suitable for people with allergies. Another plus: carpeted floors muffle the sound of footsteps and reduce the overall noise level, ensuring a good acoustic environment.

Thanks to the consistent manner in which choice brand yarns are used and manipulated in their manufacture, OBJECT CARPET products boast an impressive life cycle. They are incredibly durable and win admirers with their extra-long lifespan. Furthermore, their unique "OC Protect" coating protects against dirt and liquids. In addition, RUGX fulfils the requirements for LEED and DGNB certified buildings, which means it meets the highest environmental standards.

OBJECT CARPET has already achieved considerable success in creating a fascinating range of floor coverings thanks to a new generation of broadloom carpets and self-laying tiles, all completely free of PVC, bitumen and latex and generous in the individual creative freedom they allow. And now, this premium market supplier is taking things a step further with RUGX. The custom-cut, bespoke carpets garner attention and acclaim for their solid architectural qualities and add value to

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any space. OBJECT CARPET once again puts its world-class expertise on impressive display.

**Allow yourself to be inspired! RUGX brings new energy to your spaces, redefining floor design. The new RUGX Floor Game draws users in thanks to its skilled blend of diverse possibilities, creativity and limitless freedom. Experience this for the first time in person at OBJECT CARPET's booth at the imm cologne 2018 in Hall 11.1, Booth C15.**

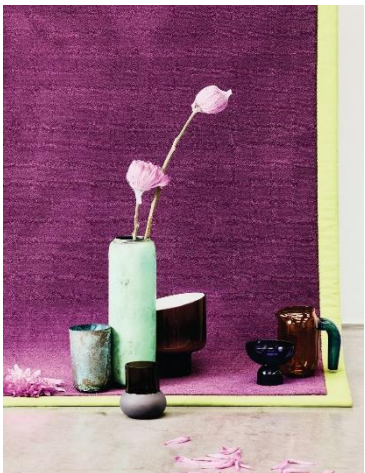


Interested in colour blocking? Then you'll want to take a look at our newest collection, which is being unveiled at the imm cologne 2018.



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The new collection is organised into three exemplary colour schemes: Be Colourful, Be Natural and Be Relaxed.

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New BlackThermo®Felt undersides: physically stable, slip-resistant, heat-insulating, sound-insulating and latex-free; top-quality brand yarns ensure that the carpets are especially durable. The “OC Protect” coating protects against dirt and liquids.

Pictures: OBJECT CARPET

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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 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 fitted 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. 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. So 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 reduce atmospheric dust particle levels (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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