

OBJECT CARPET

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Press release

Boundless individuality: At imm cologne 2019, OBJECT CARPET presents the future of individually fitted carpets with RUGX – online and offline

With its latest full collection **FACTS & INSPIRATIONS**, the carpet specialist **OBJECT CARPET** demonstrates its strong commitment to health and the environment. The company also launched a new and particularly innovative carpet backing with **WELLTEX**. Complementing these highlights, the **RUGX Collection** for individually fitted carpets will also be featured in a special space at this year's **imm cologne**. RUGX impresses with its vibrant shags, velvety velours, trendy designs and 337 brilliant colours.

A collection like a bouquet of flowers

The RUGX Collection is already firmly established in the OBJECT CARPET range. It offers a stand-alone world of design possibilities, which makes it a good example of OBJECT CARPET's aspiration to satisfy even the most extraordinary customers' wishes. RUGX is available in individual sizes, cuts, colours and shapes, allowing an unlimited range of planning options. The coordinated carpets are stylish accessories that add a particularly elegant touch in living quarters, offices and hotels. RUGX carpets are ideal in combination with the broadlooms and SL tiles from OBJECT CARPET. The harmonious sizes, colours and designs create unique "shaping spaces" that offer variety while providing structure.

RUGX goes digital

You can also use the configurator to create your own rug online. An integrated AR tool then shows a model of the desired RUGX in the room. Whether it's designed for a private living or bedroom, for office spaces or the commercial property sector – customers can create their own carpet and then visualise it. Dealers have the option to embed a personalised configurator tool into their websites. Additionally, planners can access the texture data range of the entire RUGX Collection. These data are available in the OFML product catalogue and can be used with the pCon Planner, for example. OBJECT CARPET now offers a total of over 90 designer carpet styles for download.

Healthy living and sustainability

RUGX is impressive from start to finish, not just from a design perspective but also because it is eco-friendly, sustainable and healthy to live with, like all products from OBJECT CARPET. In addition, the carpet backing has been optimised even further and is now completely free of bitumen, latex and PVC. The carpets create a healthy room climate, improve the acoustic properties – especially in offices and commercial buildings – and reduce the level of dust content and particulate matter in the room. This is clearly verified by quality labels from independent institutes, such as TÜV (German Association for Technical Inspection) and label the GuT trade association. All OBJECT CARPET RUGX carpets are

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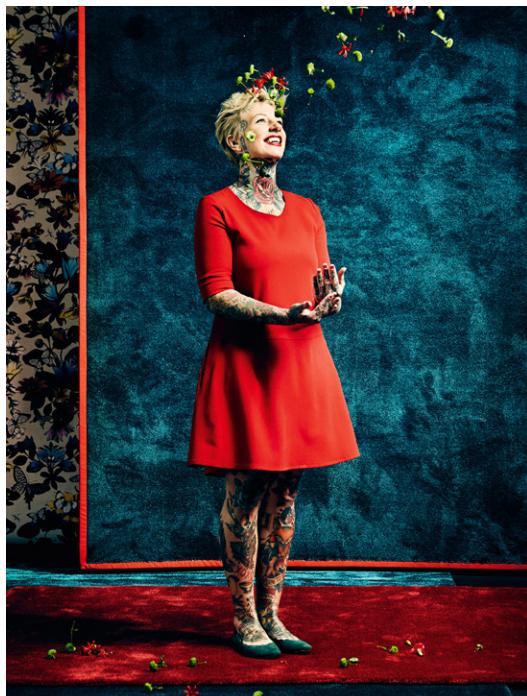
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durable, tested for toxic substances and suitable for allergy sufferers. They satisfy the requirements for LEED and DGNB certified buildings, which means they meet the highest environmental standards. It goes without saying: the products are made exclusively of high-quality brand-name fibres. This ensures that they have an extremely long lifespan and are highly economical. All products are free of PVC, latex and bitumen and bear the "Blue Angel" mark.

The future is now!

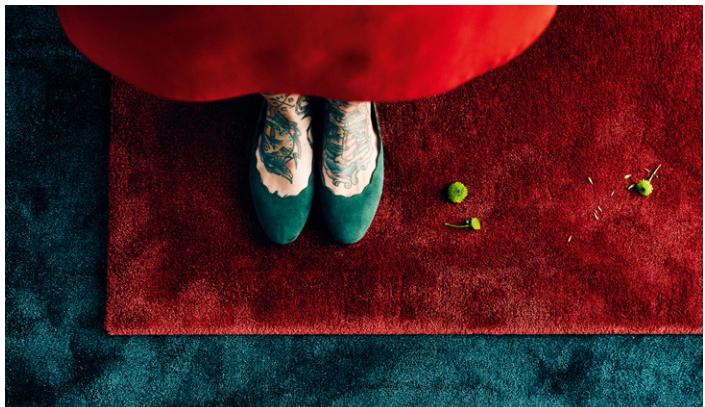
OBJECT CARPET's main mission is to develop products with outstanding design that are also eco-friendly, sustainable and healthy. Constant improvements and perfection are the absolute priority.

The **RUGX Collection** and its highlights can be experienced from **14 - 20 January, 2019** at **imm cologne in Hall 1.1, Booth C015**.



INDIVIDUAL

The RUGX Collection is available in many sizes, cuts, colours and shapes. The SILKY SEAL 1200 style, for example, captivates with its subtle shimmering effects, artful structuring, maximum walking comfort and outstanding acoustic properties.



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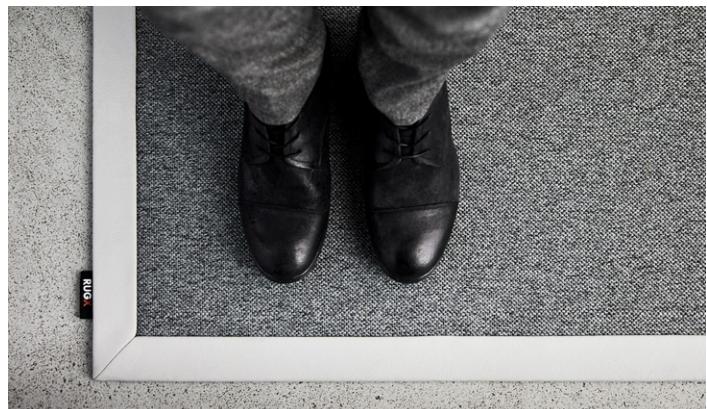
COLOURFUL

RUGX infuses life with colour! 337 brilliant colours leave almost no wish unfulfilled, set positive accents and liven up a great variety of spaces.



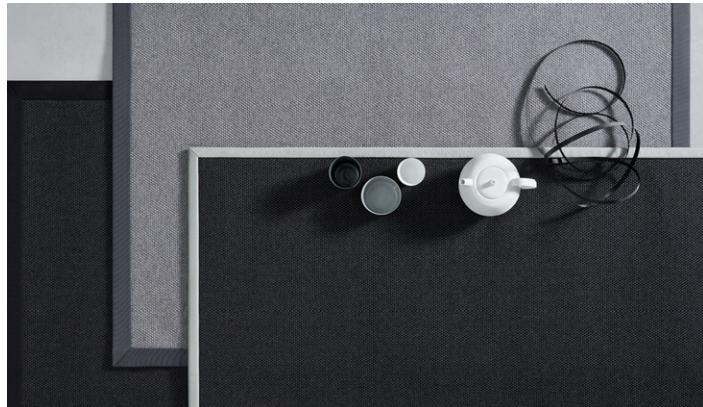
COSTUM-FIT

Whether as a rounded rectangle, circle or polygon with borders made of cotton, leather or edging – each coordinated rug from OBJECT CARPET is customised and one-of-a-kind.



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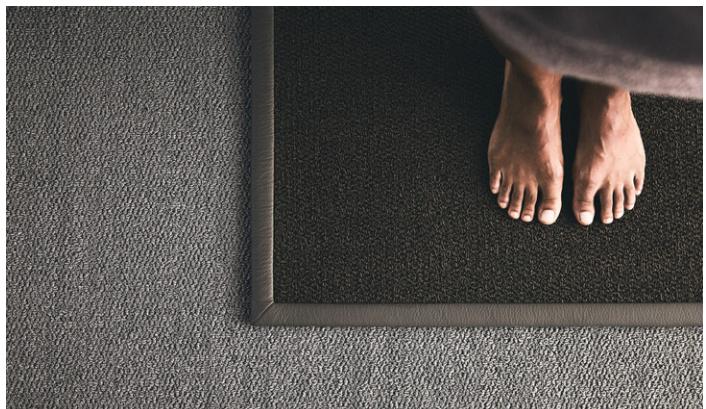
PLANNING VARIETY

Getting a coordinated carpet has never been this easy: end customers and planners can give their visions free reign with the online configurator tool and pCon.planner.



ECO-FRIENDLY, SUSTAINABLE, HEALTHY TO LIVE IN

Time to take a deep breath: RUGX carpets create a healthy room climate, improve the acoustics and reduce the level of dust content and particulate matter in the space. All products are free of PVC, latex and bitumen and bear the "Blue Angel" mark.



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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 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. 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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