

OBJECT CARPET

Press Release

January 2020

Sustainable, durable and unique carpets: OBJECT CARPET presents FORUM, its innovative concept for creativity, at the imm cologne 2020

*Welcome to the world of unlimited floor designs – welcome to the **FORUM FOR GREAT IDEAS!** This year, a very special highlight awaits visitors at the **OBJECT CARPET** stand: **FORUM** by **OBJECT CARPET**, the new concept for extraordinary carpet creations, celebrates its premiere at the international furnishing fair in Cologne.*

With the new design concept **FORUM**, **OBJECT CARPET** is offering its customers more than 1,000 creative ideas for a wide variety of styles. There are 18 brand new and exciting motifs, created by the designer duo Kathrin and Mark Patel, four top-quality **OBJECT CARPET** types to choose from as broadloom, acoustic tiles or **RUGX** and virtually no limit to colours – with this variety customers can create tailor-made floor designs of the finest quality. The new designs are intended to be used as a source of inspiration. They show what is possible with **OBJECT CARPET**'s advanced production techniques and are intended to motivate customers to come up with their own creative ideas. The carpet expert can produce individual custom-made pieces in extremely precise print quality for as little as 100 square metres – for spacious private apartments and houses, hotel lobbies, restaurants, waiting areas and modern offices.

In addition to the incredible stylistic variety and the almost unlimited planning possibilities, **FORUM** carpet creations have impressive sustainability properties, are healthy for the room climate, extremely durable and thus also suitable for commercial use. As with all **OBJECT CARPET** floor coverings, only brand-named yarns are used. Whether **ECONYL®** from **AQUAFIL**, which is made of recycled nylon or **ANTRON®** made of durable polyamide 6.6 fibres: **OBJECT CARPET** promotes sustainability – with every fibre. **OBJECT CARPET** floor coverings are extremely resilient so they score points even in the highly frequented commercial property sector thanks to their extremely long service life and impressive life cycle balance.

All of the carpets available at the **FORUM** have **WELLTEX® Akustik Plus** as a standard quality. The **WELLTEX® Akustik Plus** carpet backing is made from recycled PET material and is free of bitumen, PVC, latex, odours and harmful emissions. It improves both the acoustics and the room climate. The innovative backing is completely sustainable and healthy to live with. **WELLTEX®** has already received several awards, most recently the Red Dot Award 2019 and the German Design Award 2020.

The traditional manufacturer **OBJECT CARPET** is known for its high-quality, ecological carpets, carpet tiles and custom-cut carpets Made in Germany. With innovative, resource-saving

manufacturing technologies and products, **OBJECT CARPET**

contributes equally to consistent environmental protection and healthy living. Thanks to the use of recycled yarns, carpets can be produced in such a way that hardly any primary raw materials are needed.

The **ECONYL®** brand fibres from **AQUAFIL** are used, for example, in the **FORUM's structural loop** and **woven product** types. Since 2019 **OBJECT CARPET** has been cooperating with the marine conservation initiative **HEALTHY SEAS**, which is dedicated to the fight against marine waste. The ghost nets recovered from the sea by **HEALTHY SEAS** are regenerated by the yarn manufacturer **AQUAFIL** to make high-quality **ECONYL®** yarn which **OBJECT CARPET** then uses to produce stylish carpets: a cooperation with a lasting effect that will be continued in 2020.

OBJECT CARPET is turning the imm cologne 2020 into its own forum for inspiring exchange with planners, architects and interior designers, under the motto: "Get inspired! Be creative! Be different! Be unique!" The flooring specialist takes trade fair visitors on a journey into design worlds beyond the mainstream and helps them create their very own individual and personal carpet.

Raise the curtain! The floor becomes a stage

The extravagant design called **SHARI** by Kathrin and Mark Patel attracts everyone's attention at the trade fair stand. The many other **FORUM** designs are presented digitally. At the **OBJECT CARPET** stand, you can also have a look at the four carpet surfaces available at **FORUM** and feel their different textures and haptics for yourself. Each design has its very own appearance through the choice of the carpet surface and the respective colour composition. The result: large rooms can be designed with maximum creative scope and one-of-a-kind expression.

Experience the great premiere of **FORUM by OBJECT CARPET** from 13 to 19 January 2020 at the imm cologne 2020 in Hall 11.1, Stand A-018!



FORUM "KIMI"

Photo: OBJECT CARPET



FORUM "SHARI"

Photo: OBJECT CARPET



FORUM "SOFIA"
Photo: OBJECT CARPET



ECONYL® yarn from Aquafil

Photo: Marcus Brodt



A crab that was caught in a fishing net and has been rescued by divers of the **HEALTHY SEAS Initiative**.

Photo: Marcus Brodt

Über OBJECT CARPET

Seit 1972 steht OBJECT CARPET für Qualität, Design und Innovation im Objektbereich. Der Sinn für Ästhetik und Farbe, in Kombination mit fortschrittlicher Fertigung, findet Ausdruck in edlen und außergewöhnlichen Dessins – in Form von Teppichböden, Teppichfliesen und abgepassten Teppichen. Mit über 1.200 Qualitäten und Farben sowie individuellen Maßanfertigungen bietet die OBJECT CARPET Kollektion eine einzigartige Vielfalt für modernes Interior Design aus hochwertigen Rohstoffen. Alle OBJECT CARPET-Qualitäten sind zudem frei von Bitumen, Latex, PVC sowie gesundheitsschädlichen Emissionen und tragen das Gütezeichen „Blauer Engel“ des deutschen Umweltbundesamtes. Sie sind TÜV-geprüft und eignen sich bestens für Allergiker. Das wissen Kunden weltweit zu schätzen, von der Berlinale bis zur Initiative „Healthy Seas“.

Zahlreiche Design- und Unternehmenspreise wie die renommierten German Design und red dot Awards sind Beleg für die ausgezeichnete Designkompetenz und Unternehmensleistung, nicht zuletzt wurde OBJECT CARPET laut einer Studie von Ernst & Young zu den „Top 50 deutschen Luxusunternehmen“ erkoren und von Langenscheidt zu den „Marken des Jahrhunderts“ gewählt.

Mit innovativen Produktionstechniken und nachhaltigen Herstellungsweisen beschreitet OBJECT CARPET neue Wege und lässt Visionen Wirklichkeit werden. Passend dazu wurde das Unternehmen ausgewählt, die Verleihung des Deutschen Nachhaltigkeitspreis mit dem „VIP-Teppich“ auszustatten. OBJECT CARPET Teppichböden, -fliesen und abgepasste Teppiche – unter dem Namen RUGX – werden nachweislich durch den TÜV für Allergiker empfohlen und erwirken einen reduzierten Feinstaubgehalt in der Luft (DAAB – Deutscher Allergie- und Asthmabund). Zum Erlebnis wird die Farb- und Materialwelt in einem der OBJECT CARPET Showrooms in Deutschland, Österreich und der Schweiz.

Kontakt:

Martin Böhringer
 Martin.Böhringer@object-carpet.com
 Tel.: +49 711 3402 112

Kontakt für Redaktionen:

GeSK | Ziegelstr. 29 | 10117 Berlin
 Tel.: +49 (0) 30/217 50 460
 Fax: +49 (0) 30/217 50 461
 E-Mail: pr@gesk.berlin
 www.gesk.berlin