

# OBJECT CARPET

Press release

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## RUGX from OBJECT CARPET: Range of fitted carpets is expanded with new FORUM designs to offer unlimited possibilities

*The RUGX world of fitted carpets from OBJECT CARPET is known for being multifaceted. Customers can assemble their own individual carpet of choice from a wide variety of materials, shapes, colours and designs. Thanks to the new FORUM creations by the designer duo Kathrin and Mark Patel, RUGX now also offers many more exciting design options.*

With RUGX even the most unusual customer requirements can be realised. Since 2007, the fitted carpets have been part of the OBJECT CARPET range. Over the years the collection has been continuously developed. Lively shags, velvety velour, fascinating designs – RUGX brings cosiness and diversity into any room. The carpets make dining rooms, living rooms, bedrooms, hotel lobbies and modern office spaces more beautiful. A fitted carpet can become an eye-catching element all on its own. In combination with sheet material and carpet tiles from OBJECT CARPET, RUGX can form the structure of a room: fitted SL tiles and carpeting are matched in size, colour and design. In shops, hotels, or open-plan offices, the “Shaping Spaces” principle of OBJECT CARPET creates distinct feel-good zones and a coherent overall design.

Each RUGX carpet is a custom-made unique item, tailored precisely to the individual customer’s desires and requirements. Whether rectangular, round, elliptical or kidney-shaped, in soft natural tones or bright colours – RUGX customers have the freedom of choice. A wide variety of edgings provide for even more design options: the carpet can be finished or edged with leather or suede strips or with cotton bands, or it can be chained. The colour of the band is chosen to match the colour of the carpet or to intentionally create a contrast – in colour-blocking style. Completely original design ideas can also be realised, for example with special shapes, individual sizes and cuts or inlays.

OBJECT CARPET makes it extremely easy to create a fitted carpet with a personalised design: consumers as well as interior designers, architects and planners can effortlessly bring their ideas to life by means of the online configurator and pCon.planner. An integrated AR tool displays a preview of the custom-made RUGX carpet in the room. This means customers can individually put together their carpet – whether for their own home, office or hotel – and then visualise it.

A special feature of the RUGX range is the RUGXSTYLE collection, a further development of the successful FREESTILE collection. Designers Kathrin and Mark Patel have developed six unique, colourful designs for RUGXSTYLE, inspired by various metropolises around the globe: AARHUS, ABERDEEN, AMSTERDAM, ANTWERP, MARRAKESH and VENICE. They are captivating with their oriental flair or lush floral splendour. The extremely flat high-tech fabric is even more

impressive due its functionality, high degree of comfort and sustainability. The carpets are incredibly sturdy and are characterised by their durability – even in the more demanding commercial sector.

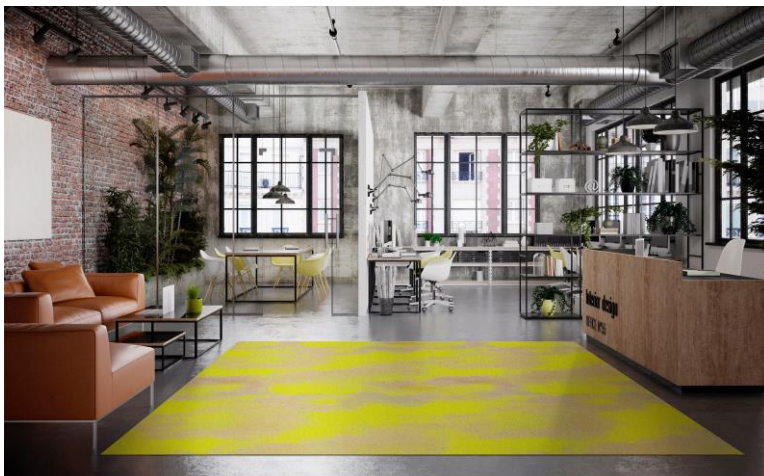
Like all **OBJECT CARPET** products, **RUGX** carpets are sustainable, environmentally friendly and good for healthy living. They are free of bitumen, latex, PVC as well as harmful emissions and bear the “Blue Angel” quality label of the German Federal Environment Agency. They are tested by the TÜV (German *Technical Inspection Association*) and are ideal for allergy sufferers. Thanks to their sound-absorbing **WELLTEX®** back coating, they also improve room acoustics.

At the imm cologne 2020 **OBJECT CARPET** is displaying **RUGX** for the first time in combination with the new creative concept **FORUM**. The extravagant **SHARI** design by Kathrin and Mark Patel can be seen at the stand as a fitted **RUGX** carpet in round and square design.



**FORUM SHARI**

Foto: **OBJECT CARPET**



**FORUM KIMI**

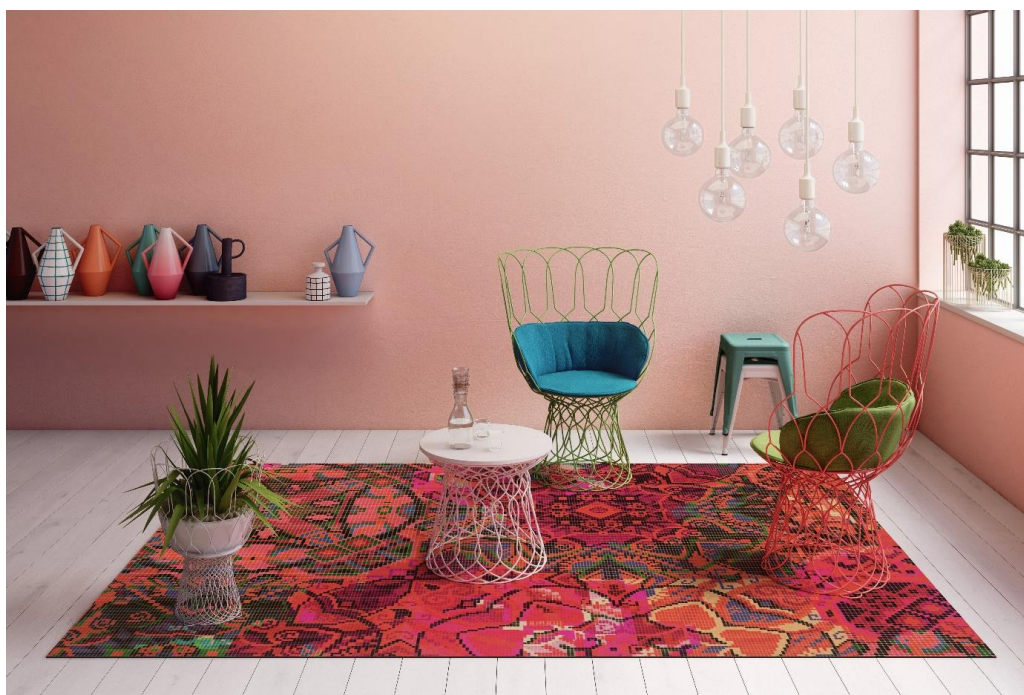
Foto: **OBJECT CARPET**





**RUGX AARHUS**

Foto: **OBJECT CARPET**



**RUGX MARRAKESH**

Foto: **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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