

# OBJECT CARPET

Press release  
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## OBJECT CARPET at the imm cologne 2020: Successful premiere for the new design concept FORUM

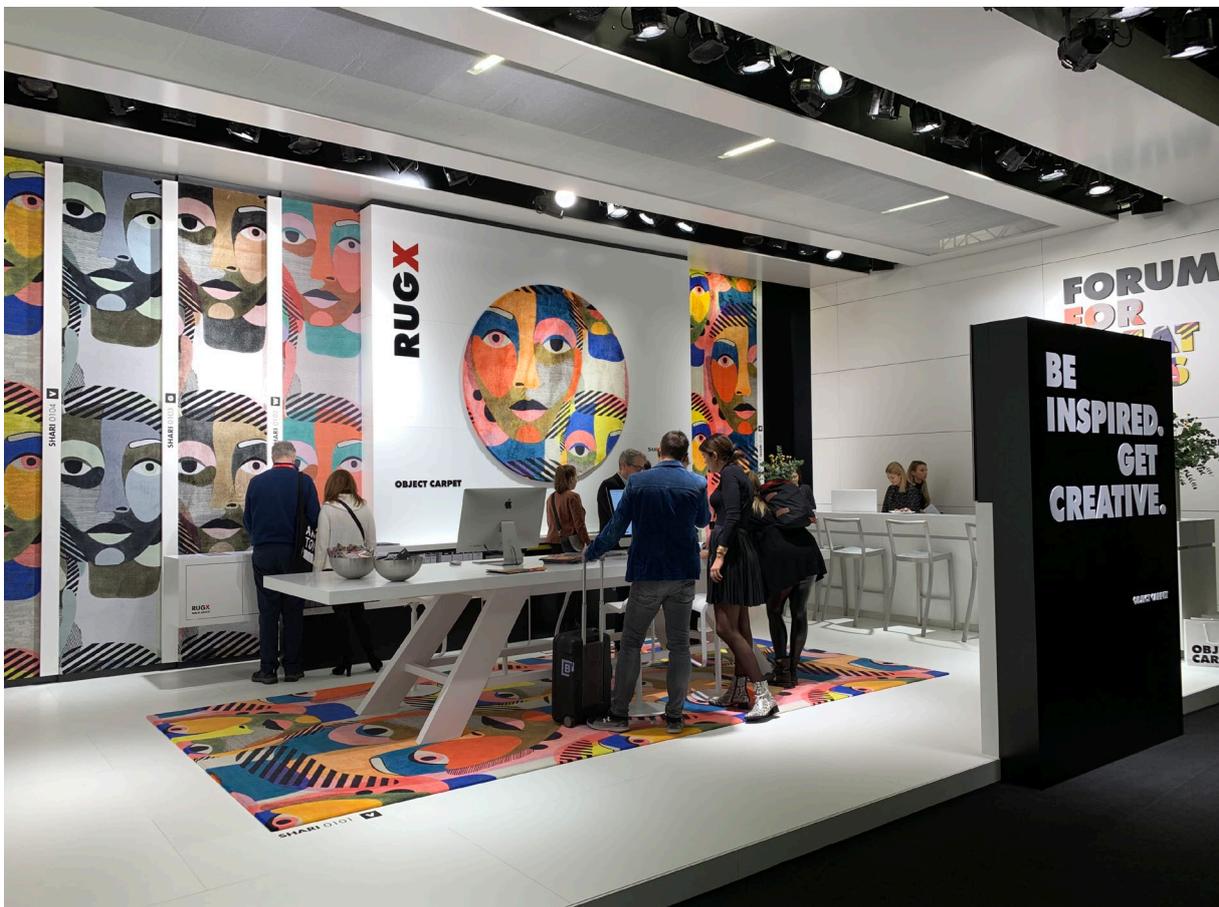
The flooring specialist **OBJECT CARPET** turned the imm cologne international furniture fair into its very own forum for inspiring exchange between planners, architects, interior designers and other interested visitors. The innovative creative concept **FORUM FOR GREAT IDEAS** was presented for the first time at the exhibition booth and was immediately met with great approval.

This face will stay in your memory: **SHARI**, the extravagant new design by the designer duo Kathrin and Mark Patel, was omnipresent at this year's imm cologne. The expressive face drawn in bold colours adorned **OBJECT CARPET's** carrier bags, which were seen everywhere you looked on the fairgrounds. **SHARI** was also the focus of attention at the traditional manufacturer's stand in Hall 11.1 and attracted many looks. The **OBJECT CARPET** stand was in the form of a white cube, the perfect stage for the statement floor covering, which is available as sheet material, acoustic tile or fitted **RUGX** carpet. **SHARI** decorated the floor of the booth and faced the visitors from the walls – in four different colour compositions and four available materials: "structured loop", "woven fabric", "velour" and "gloss velour". A round **SHARI** as a **RUGX** carpet showed **OBJECT CARPET's** exemplary variety of forms.

Numerous visitors wanted to experience the premiere of **FORUM** live and flocked to **OBJECT CARPET's** booth, where they could inspect and touch the high-quality carpet surfaces. They also eagerly leafed through digital and analogue catalogues, as **SHARI** is only one of 18 new designs Kathrin and Mark Patel created for **FORUM FOR GREAT IDEAS**, each of which is available in four colours and four materials. They have names like **LEAH, LINUS, SOFIA, MILEY, LOUIS, BRAD** or **KIMI** and all have their own personality. **OBJECT CARPET** offers more than 1,000 creative ideas for different styles to its customers.

The impressive design freedom of **FORUM FOR GREAT IDEAS** goes far beyond the 18 designs presented and their numerous variants. The designs by Kathrin and Mark Patel are intended as suggestions and should inspire customers to create their own creative designs. With **FORUM** by **OBJECT CARPET**, it is possible to realize a self-created design or to transform your personal ideas into a unique carpet with the support of flooring experts. Starting at 100 square metres, **OBJECT CARPET** is able to create individual custom-made designs in extremely precise print quality using advanced production techniques - for spacious private apartments and houses, hotel lobbies, restaurants, waiting areas or modern offices.

In addition to the stylistic variety and the virtually unlimited planning possibilities, the **FORUM** carpet creations are also impressive due to their environmentally-friendly and health-promoting properties as well as their durability and suitability for commercial use. All **FORUM** materials are equipped with **WELLTEX® Akustik Plus**. The **WELLTEX® Akustik Plus** carpet backing consists of recycled PET material and is free of bitumen, PVC, latex, odours and harmful emissions. It improves both the acoustics and the indoor climate. The innovative back construction from **OBJECT CARPET** is completely sustainable and suited for healthy living. **WELLTEX®** has already won several awards and received another distinction at the imm cologne: **Netzwerk Boden** named **WELLTEX®** "Floor of the Year 2020". The award ceremony took place on 14.01.2020 at the **OBJECT CARPET** stand in Cologne. With this repeated distinction for **WELLTEX®**, the big **FORUM** premiere and the successful trade fair appearance, **OBJECT CARPET** is starting the new furniture season with a bang.

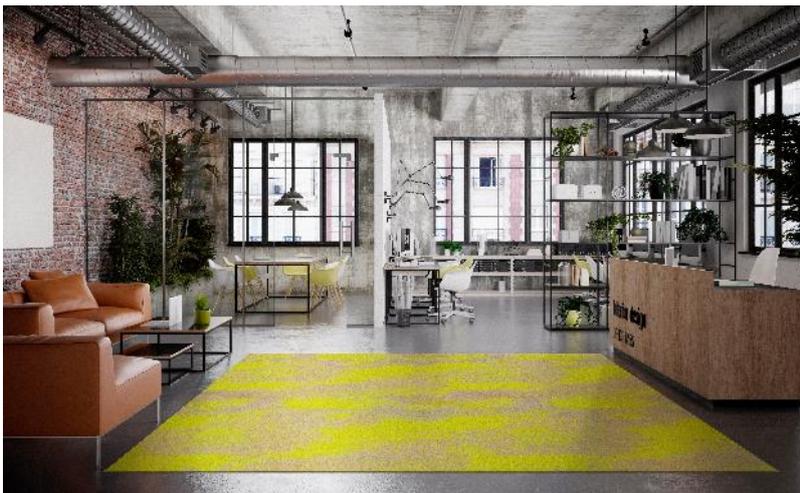


**OBJECT CARPET** exhibition booth at the imm cologne 2020  
**Photo: OBJECT CARPET**



FORUM "LEAH"

**Photo: OBJECT CARPET**



FORUM "KIMI"

**Photo: OBJECT CARPET**



FORUM "SHARI"

**Photo: OBJECT CARPET**



FORUM "SOFIA"

**Photo: 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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