

Press release

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OBJECT CARPET presents virtual 360° showroom with digital all-round advice**Virtual 360° showroom****Photo: OBJECT CARPET**

OBJECT CARPET is taking new and creative approaches to customer dialogue in the digital age: The textile flooring manufacturer presents a virtual 360° showroom with digital all-round advice. From now on, architects, planners and dealers can look around at <https://www.object-carpet.com/360> as if they were in a real showroom, experience digital content and products and have access to direct and personalised advice. "With our virtual showroom as a 360° experience, we want to further expand the customer dialogue, especially in these times, for digital and personal consultations, as well as offer a unique experience," says Marketing Director Martin Böhringer.

OBJECT CARPET CREATIVE SPACE – a virtual 360° experience. Infotainment? Have fun? Unique insights? Any time! All day every day. A complete experience offered not just during Covid times. Welcome to an entertaining virtual tour of the new Creative Space. You can discover the unique **OBJECT CARPET** creative cosmos here in a playful way. A 360° camera makes this possible. The expert team on site reveals what awaits every visitor in the showroom – including some surprises.

OBJECT CARPET brings its corporate and product world to the customer's workplace or home office and enables digital encounters and conversations, independent of time and space. All that is required is digital access, whether on a PC or mobile via tablets and smartphones. Every virtual visitor can obtain in-depth information about the products, collections and topics such as sustainability and references – and all within one platform – through videos, digital sample books and brochures, the configurator tool, and further information. Customers can decide for themselves whether they would prefer to discover the virtual **OBJECT CARPET** world on their own or in a video conference together with their personal contact and advisor.

At **OBJECT CARPET**'s new headquarters, the **OBJECT CAMPUS – City of Visions** in Denkendorf near Stuttgart, the real counterpart to the virtual showroom has been open since the beginning of 2020. The Creative Space gives **OBJECT CARPET** the platform it needs to present and stage products and collections, advise customers from all over the world as well as hold training courses and events, for which the adjacent OC Academy offers further opportunities for physical, hybrid and purely digital seminars and events. "As soon as it becomes possible again to meet and interact freely and light-heartedly in person on site, we will be offering an attractive destination with our Creative Space that is worth both the journey and the interaction. We are an open house and want to make the possibilities available to everyone, including customers, partners and all other interested parties," says Managing Director Daniel Butz.

<https://www.object-carpet.com/360>



Creative Space in the OBJECT CAMPUS

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 partners and 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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