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OBJECT CARPET: MIA Vamil tax programme supports environmentally friendly assets - sustainability pays off in the Netherlands.

OBJECT CARPET, the sustainable carpet specialist, is one of the companies whose products have been approved for tax benefits in the Netherlands. Thanks to MIA Vamil – a tax incentive for companies to invest in environmentally friendly business assets.

Design, sustainability and health – these values have already shaped **OBJECT CARPET** for over 50 years. The premium manufacturer from Denkendorf near Stuttgart specialises in carpet designs and resolutely focuses on ecological and health-conscious aspects in its production. This commitment is receiving active support from the Dutch government. It carried out testing on **OBJECT CARPET** products for the MIA Vamil tax programme and had some good news to report: The Netherlands Enterprise Agency (RVO) currently recognises 30 products in various colour and design qualities as a particularly eco-friendly investment and thus provides financial benefits.

The agency is part of the Ministry of Economy and cooperates with governments, knowledge centres, international organisations and numerous partners domestically and abroad. "It's a special honour for us that the independent Dutch authorities actually created a new category with the highest sustainability rating for our innovative Niaga® technology," explains Daniel Butz, CEO of **OBJECT CARPET**. Together with the Dutch company Niaga®, the carpet experts developed a completely recyclable and health-promoting carpet that stands out with its innovative design, can be routed into the ecologic cycle and boasts an infinite number of lifecycles.

Ecologically significant research and trend-setting "green deals," as the Dutch government calls them, will get an even bigger boost thanks to the MIA Vamil tax incentive programme. This programme comprises two parts: the environmental investment subsidy (MIA), where up to 45% of the investment costs can be deducted from the taxable profit and the environmental investment depreciation scheme (Vamil). Here companies have the option of writing off the investment costs 75% over 5 years, or 75% all at once (the remaining 25% can be written off using the standard existing method). This translates into significant benefits for the customers of **OBJECT CARPET**. They can take advantage of both MIA and Vamil benefits. For the product POODLE as an example, the subsidies pay off with a 36% investment allowance (MIA) plus 75% flexible depreciation (Vamil) in cash.

Through this the Dutch government is creating incentives for investing in environmentally friendly operating resources and products. With a total of over 1,000 styles and colours, as well as individually customised products, **OBJECT CARPET** offers a unique product diversity for modern interior design, manufactured from high-quality raw materials. All **OBJECT CARPET** flooring is made in Germany – and also free of bitumen, latex, PVC and harmful emissions. It bears the "Blue Angel" ecolabel of the German Federal Environment Agency, is tested by TÜV and ideal for people with allergies.



RUGX SILKY SEAL 1211 - Fotocredit: OBJECT CARPET | ©Andreas Hoernisch Photographie



VELAA - Fotocredit: OBJECT CARPET | ©Andreas Hoernisch Photographie

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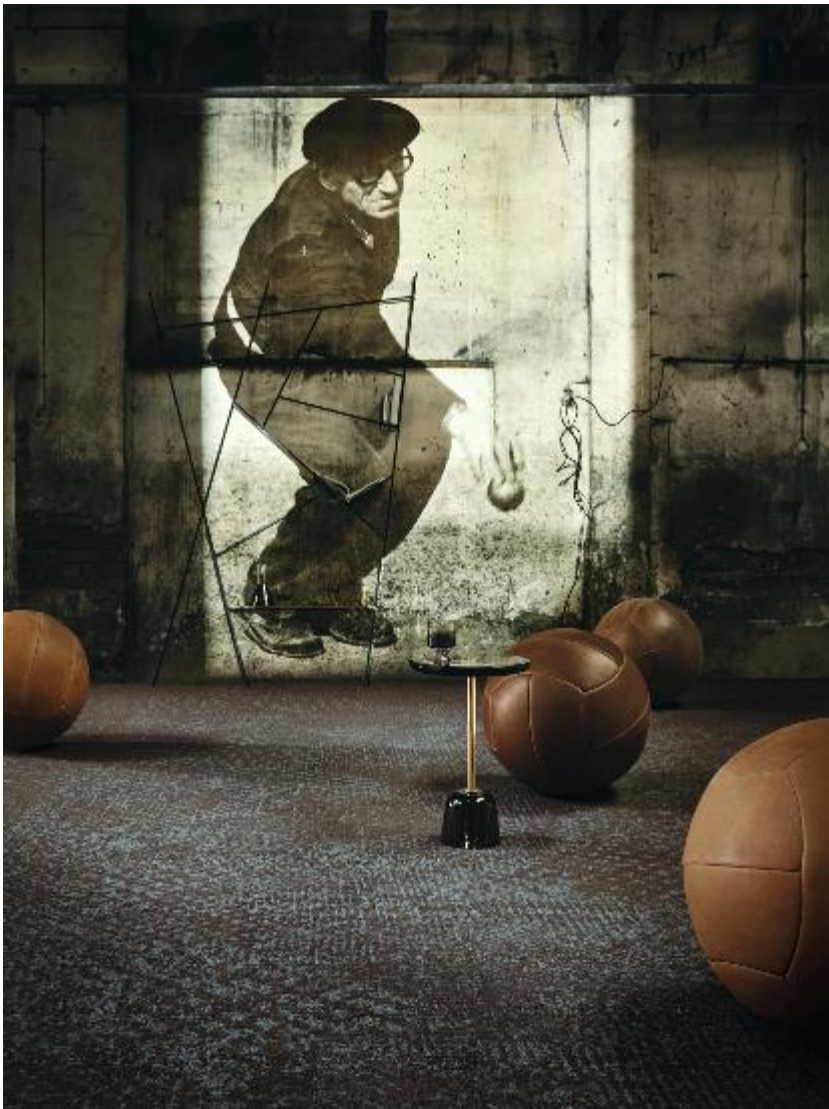
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About OBJECT CARPET

Since 1972, **OBJECT CARPET** has stood for quality, design and innovation in the commercial property sector. A sense of aesthetics and color, in combination with advanced production techniques, results in elegant and unusual designs in the form of rugs, carpet tiles and custom-cut carpets (RUGX). With over 1,000 styles and colors as well as individually-customized 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. Making carpets from recycled materials and the aspiration to give it a whole second lifecycle is a matter of principle for **OBJECT CARPET**. To reduce its own environmental footprint, **OBJECT CARPET** resolutely focuses on sustainable solutions and invests in new technologies. So it was no surprise that the company was selected to provide the "VIP carpet" for the German Sustainability Award ceremony. **OBJECT CARPET** products received the evidence-based recommendation from the TÜV (German Technical Inspection Association) for safe use by allergy sufferers and they reduce dust content and particulate matter. Partners and customers around the world, such as Porsche, Daimler, Google and Adidas appreciate this, as do initiatives like "Healthy Seas."

Numerous design and business awards, such as the widely respected Good Design and Red Dot Awards, 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. Experience **OBJECT CARPET**'s world of color and materials in any one of the company's showrooms in Germany, Switzerland, Austria and Netherlands.

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