

OBJECT CARPET GmbH mourns the death of its founder and visionary, Roland Butz



OBJECT CARPET GmbH is deeply saddened to announce the death of its founder and visionary, Roland Butz. He passed away on 8th September 2023 in Zurich at the age of 82.

Roland Butz founded the company **OBJECT CARPET** in 1972 and left his mark on the carpet industry with his passion for design and quality. He recognised early on the potential of carpet as an aesthetic and functional element in architecture, especially in interiors such as hotels and offices. His distinctive flair for colour design and innovation set new standards in the industry

and established **OBJECT CARPET** as a premium brand on an international level.

He had a particular passion for artistic product photography. He presented carpet not only as a functional element but also as an art object, differentiating **OBJECT CARPET** from other suppliers and firmly anchoring the brand in the world of architecture and design.

“Roland Butz was not only an entrepreneur but also a visionary. His passion and commitment to quality and design made **OBJECT CARPET** what it is today. His passing leaves a void that cannot be filled. We are losing a pioneer, a mentor and an esteemed entrepreneur,” says Daniel Butz, CEO of **OBJECT CARPET**.

The **OBJECT CARPET** family will honour Roland’s legacy and continue his vision. Our thoughts are with his family at this difficult time.

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 customcut 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.

OBJECT CARPET products also received the evidence-based recommendation from the TÜV (German Technical Inspection Association) for safe use by allergy sufferers and 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." The utilization of recycled materials in production as well as a second life cycle for carpets after their use is now a matter of course for OBJECT CARPET: for example, together with UNStudio, OBJECT CARPET is committed in the "Future Perfect" project to create new value from discarded products.

OBJECT CARPET is making a real change in the industry with the first completely circular commercial property carpet, NEOO. After eight years of development work with NIAGA®, OBJECT CARPET presents the mono-material carpet NEOO, and takes circular to the next level. Numerous design and business awards, such as the renowned 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, Austria, and Switzerland.

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