



**Press Release – Vorwerk flooring**

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## **VORWERK FLOORING: USING MODULARITY TO CREATE SUSTAINABLE GROWTH.**

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**Hameln, Germany, October 2018.**

**Since early 2018, Vorwerk flooring has been rolling out its new strategy – both nationally and internationally. The line-up has not only been restructured, it has also been completely redesigned. With the concept “3 product lines. 3 style worlds. Millions of possibilities.”, Vorwerk flooring has developed an easy-to-understand structure in a market which has been rather non-transparent to date. The launch of 49 new products was the start of the new strategy in 2018. From 2019, Vorwerk flooring will be taking the next step in this strategy with the launch of a new generation of tile products.**

### **RELEVANT PRODUCTS, RELEVANT SUPPORT. VORWERK FLOORING SETS NEW STANDARDS.**

Vorwerk flooring sets both national and international standards. In 2018, the company launched 49 new products, including the innovative flatweave EXCLUSIVE 1015, which has been distinguished with the German Brand Award. And if that weren't enough: next year, Vorwerk is focusing even more on the international market and offering market-relevant products along with the right support. The main topic of 2019 is “Modularity & International Relevance”. It serves as the basis for the new SONIC tile offers, catering to national as well as international needs and whose launch is being supported by a newly developed online product configurator (available late 2018). In addition to novel colours and the high-quality, sustainable characteristics you've come to expect from “made in Germany”, the acoustic tiles provide a higher level of modularity thanks to their new free-forms. At the same time, the SONIC tile backings will be the standard for the tile line.

### **UNIQUE FLOOR COVERINGS SINCE 1883. MADE IN GERMANY. MADE BY VORWERK.**

Vorwerk flooring and its products have stood for a unique mix of superior quality, sustainable innovations and global award-winning design since 1883. For more than 130 years, millions of satisfied



customers have been enjoying products from this traditional German manufacturer in their homes and offices.

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At the same time, Vorwerk has continually redefined the limits of floor coverings to offer products whose style and quality never go out of fashion even after many years. Product development, production and quality assurance take place at headquarters in Hameln, Germany, and guarantee that the all-encompassing brand promise of “It’s a Vorwerk!” is kept thanks to perfect performance.

When millions of possibilities make millions of wishes possible.

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