

## ESSENTIAL 1008: INSPIRED BY NATURE.

Hameln, Germany, April 2018.

**Natural aesthetics, modern accents: the tone-in-tone, loop-pile carpet ESSENTIAL 1008 is amazing connoisseurs with its classic look, making it a timeless and long-lasting companion in any living space. The natural and, at the same time, contemporary colours, which combine perfectly with the texture of the carpet, lend it a special character. A product which creates an oasis of serenity in ever-changing times.**

**VORWERK & CO.  
TEPPICHWERKE GMBH & CO. KG**  
Kuhlmannstraße 11  
31785 Hameln  
Tel. +49 (0)5151 103-0  
Fax +49 (0)5151 103-377  
[www.vorwerk-flooring.com](http://www.vorwerk-flooring.com)



*Natural look: the ESSENTIAL 1008, Colour 7G03.*

The loop pile made of high-quality polyamide fibres is a homage to the textures found in nature. Just as natural is the colour spectrum. A light grey, a gentle rosé, a bright blue, a light green and an entire palette of natural tones as well as soft, pastel nuances – this is the colour world of ESSENTIAL 1008, which is part of the Vorwerk flooring NATURE Design and CLASSIC Design style worlds. The association with classic wool tones, which congenially combine with the character of this carpet, creates a long-lasting and beautiful product that is robust and, at the same time, surprisingly soft.



Furthermore, ESSENTIAL 1008, which is available as broadloom in the widths 400 cm and 500 cm, proudly gleams with the CE and GUT labels and boasts top marks for low room emissions (VOC).

**PAGE**  
2/3

## **THE VORWERK FLOORING ESSENTIAL LINE: FLOOR COVERINGS IN THE BEST OF QUALITY FOR EVERYONE**

Materials and a craftsmanship which are better than just good – this is the new Vorwerk flooring ESSENTIAL LINE. This line stands out with amazing entry-level products for living spaces and offices and which are characterized by their high durability, functionality and fine feel. The design ranges from timeless to fashionable and sets a cosy accent full of character in the home or public spaces. The newest colour and construction design techniques guarantee the highest quality at all levels. Products of the Vorwerk flooring ESSENTIAL LINE are generally available in 15 colours.

## **THE NEW PRODUCT RANGE: VERY EASY!**

The Vorwerk flooring ESSENTIAL LINE is part of the brand range, which consists of three product lines and three style worlds. In addition to the Vorwerk flooring ESSENTIAL LINE, the company offers products in the Vorwerk flooring SUPERIOR LINE and the Vorwerk flooring EXCLUSIVE LINE. These product lines vary in their manufacturing process, material quality and durability, as well as in their selection of designs and colours – for high, higher and the highest standards. Additionally, three different style worlds are provided: NATURE Design, CLASSIC Design and ART Design. Each features a combination of their own patterns and textures. In this way, millions of combination options are available – ensuring every individual customer desire is satisfied.

## **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 internationally awarded 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. 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.

**PAGE**

3/3

**PRESS CONTACT**

VORWERK FLOORING

Vanessa Meyer

Junior Marketing Manager

Tel.: +49 (0)5151 103-382

[vanessa.meyer@vorwerk-teppich.de](mailto:vanessa.meyer@vorwerk-teppich.de)

Approved for publication – please provide a copy of published articles.