



**Press Release – Vorwerk flooring**

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## **ESSENTIAL 1027: ECO-FRIENDLY AND ROBUST.**

**Hameln, Germany, August 2018.**

**Thanks to the smooth, subtly mottled loop of ESSENTIAL 1027, Vorwerk flooring ensures the perfect climate in any room. The eco-friendly carpet, made of recycled yarns, sets new standards on the market and offers a colour palette customised to every building space. A product ideal for any area, ESSENTIAL 1027 is also suitable for allergy sufferers.**

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*Customized to building spaces: ESSENTIAL 1027, Colour 3N95.*

The new ESSENTIAL 1027 carpet is a classic within the Vorwerk flooring brand range. The smooth, subtly mottled 1/10 loop not only features the standard characteristics of a genuine Vorwerk – such as odour-neutral and dust-binding fibres – the upper material of this flooring is made entirely of ECONYL®, which is recycled from old fishing nets, for instance. Furthermore, this carpet has been awarded Bestnote for low room emissions (VOC). Thanks to all these features, ESSENTIAL 1027 scores big in every room. The colour palette with 20 different hues subtly highlights every kind of furnishing and discreetly blends into any interior.

ESSENTIAL 1027 is available in broadloom with the width of 400 cm. It

**EINZIGARTIGE BODENBELÄGE seit 1883.**  
**UNIQUE FLOOR COVERINGS since 1883.**



also shines with several labels – CE, Green Label Plus and GUT – and with Bestnote for its low room emissions (VOC).

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### **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 “3 product lines. 3 style worlds. Millions of possibilities”. 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 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. 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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