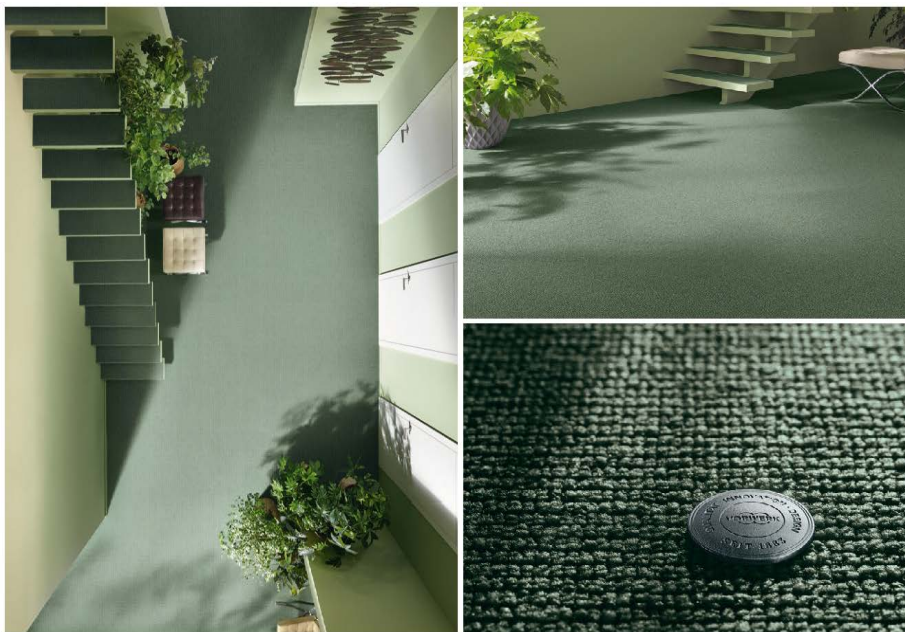


ESSENTIAL 1031: EXPRESSIVE WEAVE AESTHETICS.

Hameln, Germany, August 2018.

One of the classic highlights of the Vorwerk range is the ESSENTIAL 1031 line, exuding expressive weave aesthetics which are perfect for sophisticated interiors. Especially in offices, law firms and living spaces, the innovative tuft technique enjoys high acceptance and popularity.

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Classical highlight: ESSENTIAL 1031, Colour 4G29.

The loop, featuring weave aesthetics, has been a highlight of the product line-up for many years. The innovative tuft technique of the 1/10 loop, which creates ribbings running counter to the tuft direction, provides an elegant and robust weave look, together with the blended yarn used. The exciting feel, which is thanks to the high-low ribbing structure, ensures a particularly lively mottled style that can adorn both large office and living spaces.

This carpet is available in a total of 15 colours in the style worlds NATURE Design and CLASSIC Design. The palette of hues ranges from cosy nuances to contemporary greens, which also includes trendy colours such as petrol.



ESSENTIAL 1031 is available in broadloom with the width of 400 cm. It 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.

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When millions of possibilities make millions of wishes possible.

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