



**Press Release – Vorwerk flooring**

**PAGE**

1/2

## **DOUBLE THE SUCCESS: VORWERK WINS GERMAN BRAND AWARD AND DEUTSCHLAND TEST.**

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**Hameln, Germany, June 2018.**

**An excellent start to the summer: Vorwerk flooring is delighted about two awards in different categories. The traditional German manufacturer of floor coverings is winner of the German Brand Award 2018 in the category “Industry Excellence in Branding” with its EXCLUSIVE 1015 carpet. Moreover, end consumers voted Vorwerk flooring the winner of the DEUTSCHLAND TEST 2018 in the category “Carpet floor coverings”.**

### **ON THE RIGHT COURSE: NEW 2018 BRAND STRATEGY.**

The winning of both awards confirms once again that the new brand strategy, which Vorwerk flooring launched in early 2018, is on the right course for the future. Based on the three pillars of superior quality, sustainable innovations and globally award-winning design, the strategy is accompanied by a newly designed and extremely simplified structure of the product line-up. All carpets are clearly sorted in “3 product lines. 3 style worlds. Millions of possibilities.”: the product lines Vorwerk flooring ESSENTIAL LINE, Vorwerk flooring SUPERIOR LINE and Vorwerk flooring EXCLUSIVE LINE as well as the style worlds NATURE | Design, CLASSIC | Design and ART | Design. This makes it much easier for customers to find the right carpet for them. For the remainder of this year, Vorwerk will successively be launching a total of 49 new products for homes and commercial buildings, available in over 1,000 colours.

### **WINNER OF DEUTSCHLAND TEST 2018.**

For the major DEUTSCHLAND TEST 2018, the company was scrutinised by 1.1 million end consumers, who were questioned about the product quality of nearly 1,500 manufacturer, retailer and umbrella brands from a total of 110 groups of wares – from foodstuffs to clothing to home appliances and technology. Vorwerk was the winner of the category “Carpet floor coverings” in the DEUTSCHLAND TEST, a brand of the business magazine *FOCUS-MONEY*, once again underscoring the brand promise “Unique floor coverings since 1883”.



**WINNER OF GERMAN BRAND AWARD: EXCLUSIVE 1015.**

**PAGE**  
2/2

Given jointly by the German Design Council and the German Brand Institute for successful brands and brand communication, the German Brand Award has distinguished the carpet EXCLUSIVE 1015, one of the new highlights from Vorwerk flooring. The hard flooring feels surprisingly like textile and amazes the eye with its extraordinary structures and iridescent 3D effects. Dark base material and a contrasting surface have been woven together ingeniously – to create a unique look, which lends this product its special character. The innovative weaving technique and an exciting interplay of yarn and design combinations come together to make EXCLUSIVE 1015 an extremely high-quality product that sets new standards in interior design for commercial buildings.

But that's not all. Two additional companies within the Vorwerk Group were honoured with German Brand Awards: Vorwerk Kobold (in the categories "Product Brand of the Year", "Kitchen & Household Appliances" and "Brand Creation – Integrated Campaign" for the campaign "Ein Grund mehr für Vorwerk") and Vorwerk Twercs (winner in the category "Brand Creation Print").

**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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