



Press release – Vorwerk flooring

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TWO-TIME CONSECUTIVE WINNER: VORWERK WINS THE GERMAN BRAND AWARD 2019.

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Hameln, Germany, June 2019.

For the second consecutive time, Vorwerk flooring is delighted to receive the German Brand Award. The traditional German manufacturer managed to take home the 2019 award in the categories “Product Brand of the Year” and “Interior”. This shows that the new brand strategy and the new structure of the Vorwerk Teppichwerke company are part of a promising concept.



Kirstine Seitzberg, CEO of Vorwerk flooring at the German Brand Awards.

WINNER OF THE GERMAN BRAND AWARD: “PRODUCT BRAND OF THE YEAR” AND “INTERIOR”.

The success of winning the award once again confirms that the new brand strategy, with which Vorwerk flooring set a course for the future from the beginning of 2018, is the right one. Carried by the pillars Superior Quality, Sustainable Innovations and Global Award-winning Design, the strategy follows a newly designed and extremely simplified structure of the product line-up.



All the carpets are now clearly organised 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, make it easier than ever for the customer to find their individual carpet. In the year 2018 alone, Vorwerk gradually launched a total of 49 new products, in over 1,000 colours, for living spaces and commercial buildings – which were then complemented by a newly redesigned acoustic tile line-up. In autumn of this year, the first home collection will hit the market in a new brand look.

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**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.

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