

## **VORWERK WINS 2020 GERMAN DESIGN AWARD FOR OUTSTANDING DESIGN.**

**Hamelin, November 2019.**

**The German Design Award in the ‘Excellent Product Design – Home Textiles and Home Accessories’ category is going this year to Vorwerk Flooring. The company from Hamelin impressed the panel of judges with the innovative design of its ‘FLAKE’ free-form tile, which was presented at the BAU trade fair in Munich at the beginning of the year.**



*A high degree of modularity: The new ‘FLAKE’ free-form tile from Vorwerk impressed the jury.*

### **AWARD-WINNING DESIGN – THE ‘FLAKE’ FREE-FORM TILE.**

The ‘FLAKE’ tile from Vorwerk Flooring’s new tile collection won over the panel of judges at the German Design Awards with its outstanding design and was named the winner in the ‘Excellent Product Design – Home Textiles and Home Accessories’ category.

Inspired by the Far East, the format of the ‘FLAKE’ tile offers plenty of scope to be creative with floor designs. Thanks to the many colours, contrasting layers and variety of available patterns, this free-form tile can be used to give any interior space a unique atmosphere.

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## **THE GERMAN DESIGN AWARD FOR 2020.**

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As one of the world's leading centres of competence for architecture and design, the German Design Council operates at the interface between designers and the building sector. The awards from the German Design Council are regarded as an independent, internationally renowned hallmark of excellence for contemporary developments and creative achievements. At the GERMAN DESIGN AWARDS, the international panel of judges gives recognition to products and projects that make an outstanding contribution to international design. The independent panel of experts that decides on the winning entries is made up of representatives from the fields of architecture, interior design, design and brand communication.

The award ceremony will be held in Frankfurt on 7 February 2020.



## **UNIQUE FLOOR COVERINGS SINCE 1883. MADE IN GERMANY. MADE BY VORWERK.**

Since 1883, Vorwerk Flooring has been synonymous with products that offer a unique mix of superior quality, sustainable innovation and international award-winning design. Millions of satisfied customers have been furnishing their homes and offices with products from the traditional German manufacturer for over 130 years. Vorwerk has consistently pushed the boundaries within the flooring industry to offer products that are defined by enduring quality and style. Product development, manufacturing and quality assurance are carried out at the headquarters in Hamelin, ensuring that the overarching brand promise – It's a Vorwerk! – is consistently delivered.

When millions of possibilities make millions of wishes possible.

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