



**Vorwerk Flooring Press Release**

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## **VORWERK FLOORING WINS ANOTHER COVETED GOOD DESIGN AWARD FOR 2019.**

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**Superior quality, sustainable innovation and international award-winning design: the 'FLAKE' free-form tile has scooped its third honour, taking Vorwerk flooring to its second straight GOOD DESIGN AWARD in the process. This fresh triumph comes a year after the EXCLUSIVE 1015 flat weave secured a famous victory for the company.**



*GOOD DESIGN AWARD 2019 winner: the 'FLAKE' free-form tile.*

### **IT'S A VORWERK! WHEN THE INTERNATIONAL DESIGN AWARDS JUST KEEP COMING.**

In the world of design, the GOOD DESIGN AWARD is a coveted international honour widely considered to be the industry's equivalent of the Oscars. Vorwerk flooring was once again among the winners for 2019, serving as further testament to the unique blend of quality, innovation and award-winning design featured in Vorwerk products.

This marks the Hamelin-based company's second straight triumph at the GOOD DESIGN AWARDS, with its multi-award winning 'FLAKE' free-form tile wowing the jury on this occasion. Vorwerk flooring continues to set standards on a national and international level.

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#### **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.

#### **THE OSCARS OF THE INTERNATIONAL DESIGN WORLD: THE GOOD DESIGN AWARDS.**

The GOOD DESIGN AWARDS have been presented every year since 1950 by the *Chicago Athenaeum Museum of Architecture and Design* in collaboration with the *European Centre for Architecture, Art, Design and Urban Studies*. The jury that selects the winners each year is composed of renowned and experienced design specialists. Thanks to their exacting standards, they ensure that only the best products are able to rise above the competition. The key criteria applied by the experts have never changed since their inception: innovation, outstanding functionality and even each product's ecological influence. The award therefore represents a celebration of sustainability, innovative thinking and creativity on an international level, with products from Europe, Asia, Africa, North America and South America all vying for recognition.



#### **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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