

FLAKE PICKS UP ANOTHER AWARD: WINNER OF THE ICONIC AWARDS: INNOVATIVE INTERIOR 2020.

VORWERK & CO.
TEPPICHWERKE GMBH & CO. KG
Kuhlmannstrasse 11
31785 Hamelin
Tel. +49 (0)5151 103-0
Fax +49 (0)5151 103-377
www.vorwerk-flooring.de

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The ‘FLAKE’ free-form tile from Vorwerk Flooring has come away with another award: after winning the German Design Award in the ‘Excellent Product Design – Home Textiles and Home Accessories’ category last month, it has now also triumphed at the ICONIC AWARDS: Innovative Interior 2020.



Pure originality: The new ‘FLAKE’ free-form tile from Vorwerk.

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

The ‘FLAKE’ free-form tile from Vorwerk Flooring’s new collection of carpet tiles was not only a great success at last month’s German Design Awards. The new tile from Vorwerk Flooring also impressed the judges at the ICONIC AWARDS on account of its outstanding design and was named the winner in the ‘Innovative Interior’ category.

Based on an oriental motif, the ‘FLAKE’ tile provides scope for creativity and imagination in configuring floor designs. Because of the many colours, contrasting layers and variety of available patterns, the free-form tile can be used to give any interior space a unique quality.

THE ICONIC AWARDS: INNOVATIVE INTERIOR 2020.

The ‘ICONIC Awards: Innovative Interior’ recognise the very best products in

EINZIGARTIGE BODENBELÄGE seit 1883.
UNIQUE FLOOR COVERINGS since 1883.

the field of interior design. The competition provides a unique platform for architects, product designers and property developers to engage in dialogue with the interior design industry. The awards are highly sought-after, as they highlight the latest trends in an ever-expanding market. Vorwerk Flooring had already won an award earlier this year in the Innovative Architecture category at the ICONIC Awards. On this occasion, the company was recognised for its exhibition stand at the BAU 2019 trade fair, which showcased its new range of free-form tiles.

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The award ceremony will be held at the Kölnischer Kunstverein in Cologne on 12 January 2020.



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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.

PRESS CONTACT

VORWERK FLOORING

Vanessa Meyer

Marketing Manager

Tel. +49 (0)5151 103-382

vanessa.meyer@vorwerk-teppich.de

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