



**Press release – Vorwerk flooring**

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## **WHEN MORE THAN JUST THE LOGO IS GREEN – VORWERK FLOORING PUBLISHES LIFE BALANCE 2018 REPORT**

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**Superior quality, sustainable innovations and global award-winning design – the Vorwerk flooring brand stands for this unique combination in all of its floor coverings. The traditional company has placed special value on sustainability from the very beginning and proves this with an environmentally conscious production process which is continually optimised, as well as with sustainable products which are not only manufactured in a “green” way, but that are proven to make room concepts healthier too. Everything the company has done for sustainability has now been published in the annual LIFE BALANCE Report.**

### **TRIED-AND-TESTED VALUES REMAIN THE STANDARD**

The over 130-year-old Vorwerk history and its continually lived-out values will remain the standard for both the product line-up and all business actions in future too. More than 15 million individual tests every year, independent environmental and quality labels, as well as a zero-defects tolerance – from the raw materials to production to delivery – underscore this standard which Vorwerk flooring places on itself. The result is a floor covering which is particularly long lasting, has been tested for harmful substances and is not only manufactured in a “green” way, but that has been proven to make everyday life healthier.

### **SUSTAINABILITY AS IT IS LIVED OUT AT VORWERK**

The idea of sustainability is deeply rooted at Vorwerk in the company's history. The entire production chain for carpet manufacturing has been built up around this standard and optimised continually over the years. This is especially seen in the internal recycling station, which processes about 40 per cent of the textile waste resulting from production and feeds this back into the production process. The dye dosage and coating stations likewise function in a very eco-friendly way: defective batches and left-over material are avoided thanks to computer-controlled and thus exact dosing, meaning complicated waste disposal and expensive

**EINZIGARTIGE BODENBELÄGE *seit 1883.*  
UNIQUE FLOOR COVERINGS *since 1883.***

filter processes are eliminated.

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### **HEALTHY ROOMS THANKS TO HEALTHY FLOOR COVERINGS**

All textile floor coverings from Vorwerk flooring significantly reduce the amount of fine dust in rooms. Because the carpets absorb fine particles, even allergy sufferers can breathe easier – making Vorwerk flooring carpets suitable for people with allergies and even recommended for them. Thanks to their innovative textile backing, which has been specially developed by Vorwerk flooring, the new acoustic tiles from the house of Vorwerk also allow for a healthier room climate. This is because they avoid the use of bitumen or PVC – resulting in the advantage that a real Vorwerk carpet is also absolutely odour-neutral.

In addition to the advantages which a textile floor covering offers for the air quality, it is also noise absorbing and kind to the body's joints, and it can even lower heating costs with its insulating and thermal-storing characteristics.

### **SUSTAINABLE PRODUCTS WITH ECONYL® OCEAN PLASTIC**

Not only are the characteristics of Vorwerk flooring products sustainable and healthy – sustainability also play a role when it comes to the choice of material from which the high-quality floor coverings are made. For instance, the surfaces of some Vorwerk carpets are made of special yarns (ECONYL® fibres), which consist of 100 per cent recycled material (fishing nets). Some products from the house of Vorwerk have a share of recycled material that is up to 40 per cent. Thanks to the use of these environmentally-friendly materials, these carpets feature the GREEN LABEL PLUS and comply with the strict values laid down by the US Carpet and Rug Institute.

Information centred round the topic of sustainability at Vorwerk flooring can now be found online in the [LIFE BALANCE 2018](#) environmental report.

### **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.

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When millions of possibilities make millions of wishes possible.

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