

OPTICS. HAPTICS. ACOUSTICS. VORWERK LAUNCHES NEW SONIC TILE LINE.

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The first new products from Vorwerk flooring are now on the market – and the next novelties are already in the pipeline. The company is catering to the changing requirements for textile floor coverings in commercial building spaces – both on the national and international markets – and especially the growing demand for modular types of installation. As a result, Vorwerk flooring has developed the SONIC line of tiles further and, from early 2019, will be setting a new standard in the area of acoustics with the SONIC tile backing.



Especially in high demand internationally: SUPERIOR 1028 SL SONIC, design 1037, colour 5W83.

MODERN MODULARITY – VORWERK BANKS ON MILLIONS OF POSSIBILITIES.

The new SONIC tile line from Vorwerk flooring is one thing above all: the highest standard in modularity. In line with the brand promise “When millions of possibilities make millions of wishes possible”, the company is now offering new SONIC tiles in the standard format along

with fresh, novel free-form tiles, which are available in the Vorwerk style worlds NATURE | Design (organic shapes with flat angles), CLASSIC | Design (squares which vary only slightly from the standard) and ART | Design (freer multiple corners).

Thanks to the modularity of the textile SONIC tiles, it's possible to combine various carpets with one another and thus realise new interior design ideas that enable subtle accents and, at the same time, provide a true highlight with character.

With a selection of various colours, shapes and types of tile, custom textile floor mosaics can be created which offer an extra touch of uniqueness in terms of their optics, haptics and acoustics.

INTERNATIONAL RELEVANCE: ACOUSTICS.

Vorwerk has noticed that both in national and international commercial building spaces, the overall goal is to optimise the spatial concept and design the atmosphere in a way that makes life there better and the space cosier – while ensuring productivity at the same time.

For this reason, Vorwerk flooring has now launched the SL SONIC acoustic tile as a standard product in the tile line and adapted it for international needs. At the same time, the entire palette of modular tiles has been redesigned, enhanced and expanded to include internationally relevant carpets.

An example of this is the new tile carpet SUPERIOR 1028. In addition to its outstanding acoustic values, it forms an excellent basis for eco-friendly interior design.

SUSTAINABLE, HEALTHY ROOM ACCENT.

Sustainability is writ large at Vorwerk flooring. Which is why the surfaces of some SL tiles are made of special yarns (fibres from ECONYL®). These are produced from 100% recycled material (e.g. plastic particles reclaimed from the world's oceans).

Moreover, when it comes to the backing, attention is paid to ensuring no materials are used which could emit harmful emissions to the air. Thus, products are free from bitumen or PVC, and yet are extremely stable and feature the use characteristics consumers expect from Vorwerk.

This has the advantage that Vorwerk carpet tiles are odour-neutral. They also significantly reduce the fine dust in rooms, allowing allergy sufferers to breathe easier. As a result, all Vorwerk flooring SL SONIC acoustic tiles are ideal for people with allergies.



Sustainable acoustic tile: SUPERIOR 1052 SL SONIC, in the colours 3Q10 and 9F87.

**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 global award-winning 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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