

SUPERIOR 1010: COMFORT FOR THE HOME OR OFFICE.

Hameln, Germany, May 2018.

The SUPERIOR 1010 carpet from Vorwerk is a new frieze velours which is extremely comfortable yet robust at the same time. Its good acoustics go one step further in making this carpet a true all-rounder in the home or in virtually any number of public spaces. The elegant tone-in-tone blend, which characterises this carpet, provides a homely and lively effect.



SUPERIOR 1010, Colour 1M26.

High-quality, brand-name polyamide fibres, which have been integrated into the carpet, make SUPERIOR 1010 exceptionally robust. Thanks to its ingeniously blended texture, the aesthetics of this carpet ensure a visually strong appearance. Twenty beautiful tones from the NATURE Design and CLASSIC Design style worlds are available for SUPERIOR 1010. They range from traditional colours such as grey, blue and anthracite to a classic red and warm, cosy autumn hues such as beige, orange and mustard.

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SUPERIOR 1010 is available in broadloom with a width of 400 cm. It boasts four renowned eco labels – CE, Green Label Plus, Life Balance and GUT – and top marks of A+ for low room emissions (VOC).

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THE VORWERK FLOORING SUPERIOR LINE: PREMIUM QUALITY FOR HIGHEST STANDARDS

Classic elegance, timeless subtlety or avant-garde expressiveness: the products of the Vorwerk flooring SUPERIOR LINE stand out with their individual design, which varies extremely within the product range. An entire world of exceptional colours and textures is what makes this product line so rich and multi-faceted. The Vorwerk flooring SUPERIOR LINE – robust products with a comfortable feel which amaze not only with their extraordinary material quality but also their timelessness, and that certain something. Products of the Vorwerk flooring SUPERIOR LINE are generally offered in 20 colours.

THE NEW PRODUCT RANGE: VERY EASY!

The Vorwerk flooring SUPERIOR LINE is part of the brand range, which consists of “3 product lines. 3 style worlds. Millions of possibilities”. In addition to the Vorwerk flooring SUPERIOR LINE, the company offers products in the Vorwerk flooring ESSENTIAL LINE and the Vorwerk flooring EXCLUSIVE LINE. These product lines vary in their manufacturing process, material quality and durability, as well as in their selection of designs and colours – for high, higher and the highest standards. Additionally, three different style worlds are provided: NATURE Design, CLASSIC Design and ART Design. Each features a combination of their own patterns and textures. In this way, millions of combination options are available – ensuring every individual customer desire is satisfied.

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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When millions of possibilities make millions of wishes possible.

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