

SUPERIOR 1011: MORE COLOURS AND COMFORT.

Hameln, Germany, May 2018.

Robust feeling – expressive aesthetics: SUPERIOR 1011, the frieze print velours carpet based on SUPERIOR 1010, is a true multi-talent. Stable and comfortable at the same time, this new carpet stands out with its dynamic frieze texture – featuring a defining extra design touch. High-quality, brand-name polyamide fibres combine cosy, soft characteristics with high durability, allowing this carpet to make a fine figure in both public and private spaces.

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SUPERIOR 1011, Design 4327-4, Colour 1M54.

Four characteristic designs in a total of 13 colours make this product particularly striking and call up associations with reflecting water surfaces, delicate leaf structures, intensive vintage looks as well as lively terrazzo surfaces. SUPERIOR 1011 relies on unique accents of colour, making it a walk-on eye-catcher. A carpet of the Vorwerk flooring style world NATURE Design, this carpet puts the focus on structures inspired by nature and on the vintage look, mainly with the use of intensive aqua tones, earthy yellow-green nuances, rich petrol with terracotta components, as well as deep blue and red with gold details.



The harmonious colour palette of this fourth design rounds out the aesthetics of this line, which have been inspired by terrazzo surfaces, with classic grey, blue and red hues.

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SUPERIOR 1011 is available as broadloom in a width of 400 cm and features four eco labels – CE, Life Balance, Green Label Plus and GUT – in addition to A+ for low room emissions (VOC).

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 three product lines and three style worlds. 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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