



Press Release – Vorwerk flooring

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IT'S A VORWERK! WHEN MORE THAN JUST ITS LOGO IS GREEN.

**VORWERK & CO.
TEPPICHWERKE GMBH & CO. KG**
Kuhlmannstraße 11
31785 Hameln
Tel. +49 (0)5151 103-0
Fax +49 (0)5151 103-377
www.vorwerk-flooring.com

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Superior quality, sustainable innovations and globally award-winning design – this unique combination is what the Vorwerk flooring brand stands for with its floor coverings. The traditional company has placed special value on quality since the very first day – and proves this with an eco-friendly, continually optimised production process as well as with sustainable products which are not only manufactured “green”, but also prove to provide healthier room concepts.

The over 130 years of Vorwerk history and values, which are continually lived up, will continue to be the standard for the product line-up and all company activities in future, too. More than 15,000,000 individual tests every year, independent environmental and quality labels as well as a zero-errors tolerance – from the procurement of raw materials to production and delivery – underscore the aspirations that Vorwerk flooring has for itself. The result is a floor covering which is especially long-lasting, complies with all relevant harmful chemical limits and is not only manufactured “green”, but has also been proven to make everyday life healthier.

LIVED SUSTAINABILITY AT VORWERK – PROVEN VALUES REMAIN THE STANDARD.

The idea of sustainability is deeply rooted in the company history of Vorwerk. The entire product chain for carpet manufacturing has been built on this aspiration and been continually optimised over the years. This can clearly be seen in the internal recycling station, which processes about 50 per cent of textile waste created from production and feeds it back into the production process.

The dosage of colours and the preparation stations take place in a very eco-friendly way. Batches with errors and residual solutions are avoided thanks to computer-controlled, and thus exact, dosing, whereby extensive waste disposal and expensive filter processes are eliminated.



HEALTHIER ROOMS THANKS TO HEALTHY FLOOR COVERINGS.

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Vorwerk flooring carpet floorings significantly reduced the amount of fine dust particles in the room. Thanks to this binding of fine dust particles, even allergy sufferers can breathe easier – making all Vorwerk flooring carpets ideally suited for people with allergies.

Thanks to the innovative textile backing coating, which has been specially developed by Vorwerk flooring, the new acoustic tiles even ensure a healthier room climate. The design construction eliminates the use of materials such as bitumen or PVC and thus does not emit any harmful emissions into the air. This has been confirmed by the US Carpet and Rug Institute with the Green Label Plus award. This also has the advantage that a true Vorwerk carpet is odour-neutral.

In addition to the advantages that a textile floor covering offers for the air, it also absorbs ambient noise, is kind to the body's joints and can even lower heating costs thanks to its heat-storing properties.

SUSTAINABLE PRODUCTS WITH OCEAN PLASTIC ECONYL®

Not only are the characteristics of Vorwerk flooring products sustainable and healthy – the materials which the superior-quality floor coverings are made from are too. For instance, the surfaces of many Vorwerk carpets are made of special yarns (fibres from ECONYL®), which are produced from 100% recycled material (e.g. from plastic particles reclaimed from the world's oceans).

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.

When millions of possibilities make millions of wishes possible.