

## VORWERK FLOORING WINS COVETED GOOD DESIGN AWARD 2018.

Hameln, Germany, December 2018.

Superior quality, sustainable innovations and global award-winning design. With the EXCLUSIVE 1015 carpet floor covering, Vorwerk flooring has won the GOOD DESIGN AWARD 2018 and can thus prove that its flatweave, which has already won numerous German awards, is also able to stand up to international competition.

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Winner of the GOOD DESIGN AWARD: EXCLUSIVE 1015, shown here in design 8264 and colour 5V57

### IT'S A VORWERK! WHEN GLOBAL AWARD-WINNING DESIGN KEEPS ON WINNING MORE AND MORE PRIZES.

In the world of design, the GOOD DESIGN AWARD is a highly coveted award, equivalent to the OSCAR® from the film industry. This year, Vorwerk flooring is one of the delighted winners of this international award – proving once again that the products from Vorwerk are a unique combination of quality, innovation and award-winning design.

For the second time, the company from Hameln, Germany has won the GOOD DESIGN AWARD, now with its carpet floor covering EXCLUSIVE 1015, which has already won multiple design awards. This means the manufacturer of carpet floor covering is setting standards both



nationally and internationally.

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#### **EXCLUSIVE 1015: POWERFUL ACCENT IN ANY ROOM.**

EXCLUSIVE 1015 from Vorwerk is a hard flooring which feels surprisingly like textile. With its extraordinary structures and iridescent 3D effects, it amazes the eye. Dark base material and a contrasting surface have been woven together ingeniously – to create a unique look, which lends this product its special character. The innovative weaving technique and an exciting interplay of yarn and design combinations come together to make EXCLUSIVE 1015 an extremely high-quality product that sets new standards in interior design for commercial buildings.

#### **THE OSCAR AMONG THE INTERNATIONAL AWARDS: GOOD DESIGN AWARD.**

The GOOD DESIGN AWARD is an annual award which has been handed out since 1950 from the *Chicago Athenaeum Museum of Architecture and Design*, in collaboration with the *European Centre for Architecture, Art, Design and Urban Studies*. The jury, which determines the winner of the award each year, is made up of renowned and experienced design specialists who have high standards and ensure that only the best products are honoured among the competition. To achieve this, the experts rate the same criteria that have been deemed important since the very first award: innovation, special functions and the ecological impact of a product. The award is therefore about highlighting sustainability, innovative thinking and creativity on an international scale – where products from Europe, Asia, Africa and North and South America compete against one another.

#### **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.



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