

Vorwerk Flooring Press Release

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SUPERIOR 1064: ADD A SPLASH OF COLOUR TO YOUR HOME.

Hamelin, September 2019

Vibrant colours, a modern velvety look, and exceptional comfort – these are the hallmarks of the brand-new SUPERIOR 1064 carpet from the Best of Living collection from Vorwerk Flooring. One of the highlights from this collection, the SUPERIOR 1064 stands out for its beautiful colours and soft texture. What's more, it is also recommended for allergy sufferers.



The SUPERIOR 1064: Pure colour! Can also be combined with the new deluxe area rugs.

If the SUPERIOR 1064 is one thing, it's colourful! Available in a range of vibrant solid colour options, this beautifully crafted velour carpet is a statement piece that leaves a lasting impression. But, as well as adding a burst of colour, this quality carpet creates a warm, cosy ambience that gives every room an inviting feel, making you want to stay and enjoy the comfort it affords. The surface of the carpet shimmers as you walk on it, cushioning your feet with its velvety gloss fibres. Its soft feel makes it perfect for living areas and bedrooms but, thanks to its durability, the SUPERIOR 1064 is also an excellent choice for high-traffic areas in the home.

Another advantage with the SUPERIOR 1064 is that it is not only available as broadloom but also as a deluxe area rug, which can be a striking

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addition to any room. One of the most colourful products from the new <u>Best of Living Collection</u> from Vorwerk Flooring, this wonderfully luxurious carpet not only makes a statement but also sets new standards in flooring for the home – and is even recommended for allergy sufferers.

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The <u>SUPERIOR 1064</u> is available as broadloom from the roll in a 400cm width. It has been awarded a number of quality seals – CE, GUT and Green Label Plus – and has scored the best ratings for room emissions (VOC).

THE VORWERK FLOORING SUPERIOR LINE: PREMIUM QUALITY TO MEET THE HIGHEST STANDARDS

Classical and elegant, understated and timeless, artistic and expressive: The products from the SUPERIOR LINE by Vorwerk Flooring stand out for their individual design, which comes in a variety of options within the product line. The SUPERIOR LINE offers customers great diversity, with a whole world of exceptional colours and textures. The products are extremely hard-wearing yet beautifully soft, and stand out for their excellent quality and timeless appeal. Products from the SUPERIOR LINE by Vorwerk Flooring are generally available in 20 colours.

UNIQUE FLOOR COVERINGS SINCE 1883. MADE IN GERMANY. MADE BY VORWERK.

Since 1883, Vorwerk Flooring has been synonymous with products that offer a unique mix of superior quality, sustainable innovation and international award-winning design. Millions of satisfied customers have been furnishing their homes and offices with products from the traditional German manufacturer for over 130 years. Vorwerk has consistently pushed the boundaries within the flooring industry to offer products that are defined by enduring quality and style. Product development, manufacturing and quality assurance are carried out at the head-quarters in Hamelin, ensuring that the overarching brand promise – It's a Vorwerk! – is consistently delivered. When millions of possibilities make millions of wishes possible.

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