

OBJECT CARPET

Press Release

May 2020

OBJECT CARPET wins the coveted PLUS X AWARD 2020

Once again... OBJECT CARPET has received an award for its innovative back construction. For the 9th time the health-promoting WELLTEX® Acoustic Tile has been crowned a winner.

The PLUS X AWARD is the world's most prestigious innovation award for brand quality in the fields of innovation, technology, sport and lifestyle. Every year, products are awarded in seven categories. WELLTEX® by OBJECT CARPET was awarded in four of seven categories in 2020: High Quality, Innovation, Ease of Use and Functionality. As a representative of all OBJECT CARPET acoustic tiles, the jury evaluated the VELAA material as a health-promoting acoustic tile.

The well-known award was presented by important representatives from various industries. OBJECT CARPET was able to convince the jury of the numerous positive characteristics of WELLTEX®. The jurists were especially impressed with the sustainable production method, as the WELLTEX® back construction consists of 100% ECONYL® yarn. It is free of bitumen, latex and PVC. OBJECT CARPET works together with the Healthy Seas initiative, which retrieves fishing nets from the sea and rescues sea creatures from an agonising death. Aquafil then processes this plastic waste into ECONYL® yarn, which is used to produce the stylish OBJECT CARPET carpets.

In this way, the Stuttgart brand contributes to the protection of the oceans. The company has also created the VELAA carpet especially for this purpose. In addition to being made from recycled nylon yarn, "VELAA" translates to "sea turtle" in *Dhivehi*, the official language of the Maldives. In keeping with the name, the design is reminiscent of the pattern on a turtle's back and the colours of the sea. When you buy this carpet, five percent of the proceeds are donated to the brave divers of the Healthy Seas initiative. OBJECT CARPET therefore shines not only with its fascinating patterns and innovative qualities, but also with its environmentally conscious production method.

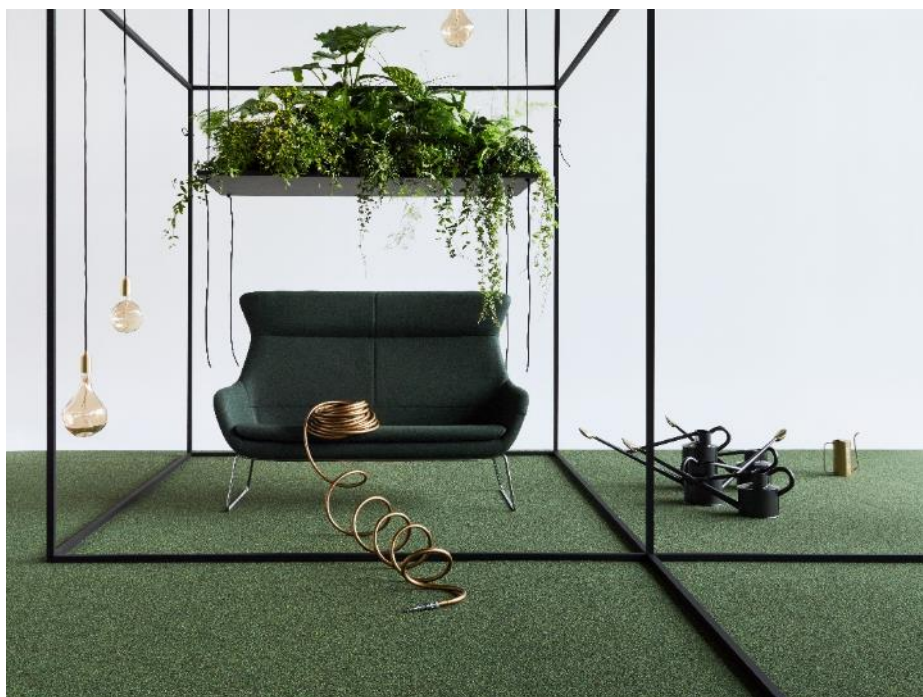
This environmental way of thinking benefits people as well. Thanks to its emission-free properties, WELLTEX® is also suitable for allergy sufferers. The synthetic materials bind fine dust and ensure better indoor air quality. This is proven by numerous seals of approval and certifications. The back tiles are recommended by the DAAB (German Allergy and Asthma Association), have been tested by the TÜV (Technical Inspection Association), have been awarded the Blue Angel and are certified with the GUT label (Association of Environmentally Friendly Carpets).

A further advantage of WELLTEX® is that the back construction ensures better acoustics and reduces the noise level and impact sound. Disturbing noises can be permanently reduced, which promotes long-term health. True to the motto "From waste to style", OBJECT CARPET combines fascinating carpet materials with green know-how and inspires with its health-promoting products.



- Top layer**
Example: CANYON/PLACES OF ORIGIN
from **ECONYL**
- Basic material**
made of 100% recycled PET
- Fibre and filament binding
made of acrylate dispersion – no latex!
- Glue with acrylate dispersion
No bitumen, no PVC!
- Cover fleece**
made of thermal fixed
100% recycled PET

WELLTEX® Acoustic Tile
Photo: OBJECT CARPET



WELLTEX Fine 800
Photo: OBJECT CARPET



VELAA 700

Photo: OBJECT CARPET

About OBJECT CARPET

Since 1972, OBJECT CARPET has stood for quality, design and innovation in the commercial property sector. A sense of aesthetics and colour, in combination with advanced production techniques, manifests in elegant and unusual designs in the form of rugs, carpet tiles and custom-cut carpets. With over 1,200 styles and colours as well as individually-customised products, the OBJECT CARPET collection offers a unique diversity for modern interior design, manufactured from high-quality raw materials. All OBJECT CARPET styles are also free from harmful emissions and are bitumen-free, latex-free, and PVC-free. They bear the German Federal Environmental Agency's Blue Angel ecolabel. They have been tested by TÜV and are suitable for people with allergies. This is appreciated by customers around the world, from the Berlinale to the "Healthy Seas" initiative.

Numerous design and business awards, such as the widely respected Red Dot and German Design Award, have demonstrated OBJECT CARPET's outstanding design competence and corporate achievements. For example, OBJECT CARPET was chosen as one of the "top 50 German luxury brands" by Ernst & Young and voted one of the "brands of the century" by Langenscheidt.

With innovative production techniques and sustainable manufacturing methods, OBJECT CARPET is a pioneering enterprise that enables design visions to become reality. So it was no surprise that the company was selected to provide the “VIP carpet” for the German Sustainability Award ceremony. OBJECT CARPET’s tiles, wall-to-wall and custom-cut carpets – under the name RUGX – are verifiably recommended by the TÜV (German Technical Inspection Association) for allergy sufferers, and reduce dust content and particulate matter in the air (DAAB – German Allergy - and Asthma Association). Experience OBJECT CARPET's world of colour and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

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