

OBJECT CARPET honoured as a 'Major German Brand 2026'



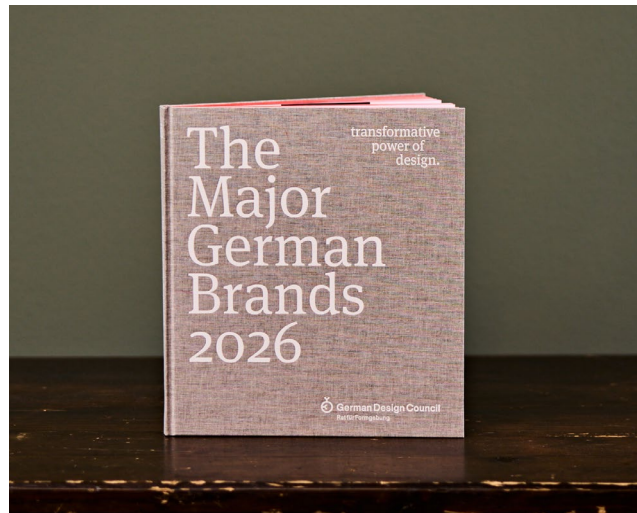
Martin Böhrringer, Head of Hospitality International, had the honor of accepting the award.

OBJECT CARPET has once again been honoured by the German Design Council as one of the 'Major German Brands 2026'. With this recognition, the Council acknowledges exceptional German brands that stand out for their design excellence, innovation and entrepreneurial responsibility 'Made in Germany'. The award thus underlines OBJECT CARPET's role as a pioneer and innovator in floor architecture, particularly in the field of circular economy.

Being featured in the renowned publication series "The Major German Brands" is a clear testament to OBJECT CARPET's continuous innovative strength. This year's edition highlights companies that drive transformation processes with solution-oriented and forward-thinking approaches. Guided by the motto "transformative power of design," it encourages a holistic understanding of design and its integration into corporate DNA. Design is

not only essential for product and brand differentiation, but should also be a key component in corporate strategy, transformation, and innovation.

OBJECT CARPET is presented in the book as a trailblazer in the industry: with its multi-award-winning carpet solutions, the company makes a significant contribution to the aesthetics and functionality of modern interior design. Particular emphasis is placed on its consistent focus on sustainability, recycling and circularity – principles that unite design with a clear commitment to environmental responsibility.



The ceremonial presentation of the new 'Major German Brands 2026' edition took place at an exclusive design gala at Soho House Berlin. The award motivates OBJECT CARPET to continue pushing the boundaries of circular design and material innovation, creating inspiring 'feel-good spaces' in the future.

Photos: GRAND VISIONS

About OBJECT CARPET

Since 1972, **OBJECT CARPET** has stood for quality, design and innovation in the commercial and home sectors. A sense of aesthetics and color, in combination with advanced production techniques, results in elegant and unusual designs in the form of rugs, carpet tiles and custom-cut carpets (RUGX). With over 1,000 styles and colors as well as individually-customized 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 Environment Agency's Blue Angel ecolabel. **OBJECT CARPET** products are also recommended by the TÜV (German Technical Inspection Association) for allergy sufferers and are proven to reduce dust content and particulate matter. Partners and customers around the world, such as Porsche, Daimler, Google and Adidas appreciate this, as do initiatives like "Healthy Seas".

The use of recycled materials and the systematic conversion of the product range to recyclable products have now become standard practice for **OBJECT CARPET**. The company set a milestone in 2022 with NEOO, the first completely circular carpet for the commercial sector. Eight years of development work together with NIAGA® produced a mono-material carpet that raises the bar for circularity. Building on this pioneering achievement, **OBJECT CARPET** has now gone one step further: DUO technology introduces the next generation of recyclable carpets. It consists of just two easily separable layers and combines maximal design versatility with minimal use of materials. The vision: step by step, the range is being converted to recyclable products – much of it already by the end of 2026.

Numerous design and business awards, such as the renowned Good Design and Red Dot Awards, attest to **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. **OBJECT CARPET** has also been an official partner of the Berlinale for many years, where its carpets not only ensure that the stars make a glamorous appearance but also help reduce the environmental footprint of Germany's largest film festival.

With innovative production techniques and sustainable manufacturing methods, **OBJECT CARPET** is a pioneering enterprise that enables design visions to become reality. Experience **OBJECT CARPET**'s world of color and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

Contact:

Yvonne Schumacher

Yvonne.Schumacher@object-carpet.com

Tel.: +49 711 3402 191

Contact for editorial offices:

GeSK | Ziegelstr. 29 | 10117 Berlin

pr@gesk.berlin

Tel.: +49 (0) 30/217 50 460

www.gesk.berlin