

OBJECT CARPET x LIDL France

Exceptional flooring solutions for a future-oriented headquarters



Photo: Alexis Paol

*The architectural firm Atelier M3 Architectes selected **OBJECT CARPET's** 0701 LEAH FORUM Velours and GLORY 1512 ALUMINIUM models to outfit the floors of LIDL France's new headquarters. These solutions combine acoustic performance, aesthetic qualities and modernity and will now accompany the group's continued growth and ambitions.*

Located in Châtenay-Malabry, near Paris, the new LIDL France headquarters covers 36,500 m². Collaborative workspaces, an integrated store, landscaped gardens, sports facilities, seminar rooms and catering solutions transform the whole complex into a real living space, designed to encourage exchange and development.

Integrated sustainability, bold design

Led by Atelier M3 Architects, the project follows an ambitious environmental approach, to which **OBJECT CARPET** flooring solutions contribute significantly. The design, acoustic comfort and certificates HQE ('exceptional') and BREEAM ('excellent') of the products were key factors in their selection.

The metallic appearance of the GLORY collection is the result of precise work with Antron® fibre, whose certification guarantees optimal durability, even under intensive use. In the acoustic tile version and ALUMINIUM colour, this model covers more than 850 m² and structures the spaces. "This colour allowed us to clearly define certain areas and create decorative islands with different uses," says the Technical Manager for Major Projects at LIDL France.

The corridors are covered with 0701 LEAH FORUM Velours acoustic tiles, appreciated for their subtle patterns, elegance and durability. All FORUM carpets feature the WELLTEx® circular acoustic backing. Based on DUO technology, they set new benchmarks in circularity.



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"We were looking for low-emission materials with a low carbon footprint, in line with the labels we were aiming for. Beyond that, our company is committed to building with materials that are more environmentally responsible and produced as close as possible to our sites," explains the Technical Manager.

Like all **OBJECT CARPET** textiles, these models are designed without bitumen, latex or PVC and carry the German eco-label Blauer Engel.

A project praised for its exemplary environmental performance

With 5,000 m² of green space and 2,500 m² of solar panels on the roof, LIDL France's new premises combine modernity, functionality and environmental responsibility, reflecting the values of a rapidly expanding group.

"Employees already perceive the space as high-quality and comfortable. The carpet provides hotel-level acoustics and a genuine walking comfort," adds the Technical Manager for Major Projects.

The building has been awarded the 'exceptional' level of the French 'Haute Qualité Environnementale' (High Environmental Quality) certification as well as the 'excellent' level under the British BREEAM standard.

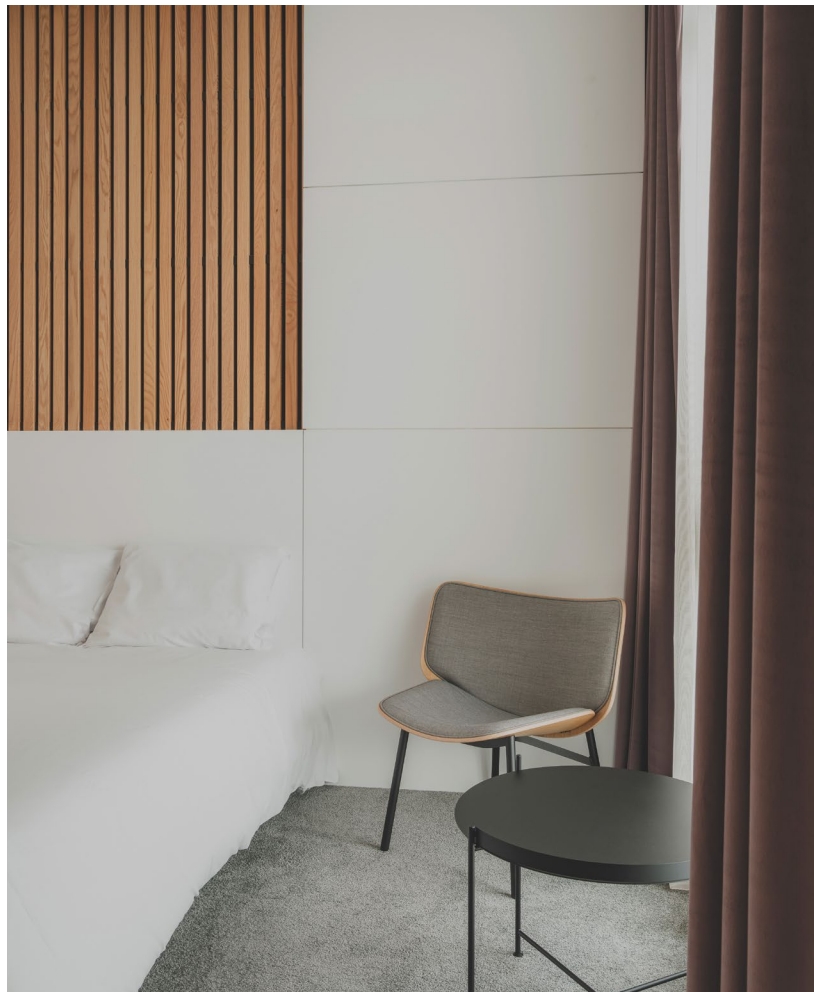


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About **OBJECT CARPET**

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.

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