



Summit International Flooring

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## **OBJECT CARPET Celebrated as Brand of the Century** **Press Release**

Berlin, Germany- On November 24<sup>th</sup> at the largest brand gala, in Berlin, Germany, OBJECT CARPET was awarded “Brand of the Century”. The award was presented by Dr. Florian Langenscheidt, who publishes the book **Stars 2016**, a collection of German brands with great international presence. The book, which is published every 3<sup>rd</sup> year, was also presented at the gala that took place at the Adlon Hotel in Berlin. Daniel Butz, CEO at OBJECT CARPET, says about the book, “we were very delighted to be presented in this form. Regardless of our having been chosen, I share the vision of this book project as a wonderful idea since a brand is always something more stable than only a product. A brand also epitomizes values.” OBJECT CARPET was celebrated as a brand of the century along with brands like, Adidas, BMW, Mercedes Benz, Nivea, Mustang, and Porsche.

In August, OBJECT CARPET was also listed amongst the “Top 50 Luxury Brands in Germany” for the second year. The study is conducted by the renowned consulting firm, Ernst & Young in cooperation with the INLUX Institute for Luxury. Along with OBJECT CARPET, the list acclaims leading brands such as Montblanc, Robert Weil, Porsche, and BMW.

Summit International Flooring (SIF) is proud to be the only US partner for Object Carpet. “It’s obvious to us that OBJECT CARPET would have been included in these top luxury lists,” says, Marc Becker, SIF National Sales Director, “The quality and over all aesthetic cannot be matched. OBJECT CARPET is perfect for those that want a high end luxury look and feel to their space.” For more information about OBJECT CARPET contact your local representative or [contact us](#) directly.





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Daniel Butz, OBJECT CARPET CEO, Julia Butz, and Dr. Florian Langenscheidt  
Photo credit: Deutsche Standards/ pj-k-atelier

### **About OBJECT CARPET**

Since 1972, OBJECT CARPET has stood for quality, design and innovation in the commercial property sector. The courage to use a variety of colors has always characterized the company and ensured that it quickly became well known among architects. A sense of aesthetics, color and architecture, in combination with advanced production, is expressed in elegant and unusual designs in the form of rugs, carpet tiles and fitted carpets. With over 1,200 textiles and colors as well as individual customized products, the OBJECT CARPET collection offers a unique variety for modern interiors.

Design – durable, stylish and manufactured from carefully selected, high-quality raw materials: characteristics that customers appreciate all over the world, from Google and Microsoft, through Adidas and Marc Cain, to Porsche and Kempinski. Numerous design and corporate prizes have demonstrated OBJECT CARPET's outstanding design competence and corporate achievement; most recently, OBJECT CARPET was again listed by Ernst & Young in their "Top 50 German luxury brands".

With innovative production techniques and sustainable methods of production, OBJECT CARPET moves in new directions and allows visions to become reality. OBJECT CARPET wall-to-wall and custom-cut carpets - under the name RUGX - received the evidence-based recommendation for allergy sufferers from the TÜV, and reduce atmospheric fine particulate levels (DAAB – German Allergy- and Asthma Association. OBJECT CARPET textiles find their way into hotels, shops, offices and living rooms throughout the world through branches in Europe, Australia, America and the Gulf states – manufactured by OBJECT CARPET. Made in Germany.

### **ABOUT SUMMIT INTERNATIONAL FLOORING**

Summit International Flooring, headquartered in Florham Park, N.J., was founded in 2003, and is one of the nation's premier independent flooring suppliers and consultants, providing the most unique and high quality of floor coverings – ranging in part, from [Fletco Carpets](#) (Denmark), to [OBJECT CARPET](#) (Germany), to [DICKSON woven vinyl](#) (France), to [Van Besouw](#) (Holland), to [Edel Grass](#) (Holland), to [Best Wool Carpets](#) (Holland), to Cormar Carpet (UK). Serving top design firms, architects, and floor covering professionals who require top-quality goods with innovative design and exceptional value, Summit International Flooring is the exclusive U.S. distributor of many specialty floor coverings. For more information, visit [www.Summit-Flooring.com](http://www.Summit-Flooring.com), e-mail [info@summit-flooring.com](mailto:info@summit-flooring.com), or call +1 (877) 4963566.

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