

# OBJECT CARPET

**PRESS RELEASE – August 2015**

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## **OBJECT CARPET introduces the new “OBJECT CARPET MANUFAKTUR” luxury brand**

*The OBJECT CARPET company - recently selected once again by Ernst & Young as one of the “TOP 50 Luxury Brands in Germany” - introduces the new luxury line “OBJECT CARPET MANUFAKTUR” for the high-end sector. The new line will be presented for the first time on September 4 at MAISON & OBJET in Paris. Two quality levels will be introduced, in two especially noble natural materials: PURE SILK and PURE WOOL.*

### **OBJECT CARPET MANUFAKTUR**

OBJECT CARPET MANUFAKTUR ushers in a new era for the OBJECT CARPET label. The brand stands for luxury carpets in both private and commercial sectors. Only the finest, highest-quality materials are employed: pure silk and pure wool. These carpets distinguish themselves through timeless elegance and natural durability - for luxury homes, 5-star hotels and high-end jewellery and luxury brand boutiques.

Working with such noble natural materials as silk and wool has always required particular care and dedication. Traditionally, carpets in these materials have always been more than simple insulation; on the contrary, they have been considered as objects of particular value, and as singular design elements. With the new MANUFAKTUR collection, OBJECT CARPET returns to these traditional materials, and carries over the artistry of traditional carpet making into today. The new collection thus reflects a deep respect for nature - through material selection, high-grade artisan production, and colouring. These carpets are timeless, vibrant and powerfully expressive. They provide a natural luxuriance which ennobles spaces and defines an ambiance in a singular manner - from sensual to earthy, from exotic to homey. In the MANUFAKTUR Collection, OBJECT CARPET introduces two qualities, in two especially noble natural materials: PURE SILK and PURE WOOL - creating luxury you can feel.

### **PURE SILK**

The PURE SILK line distinguishes itself through unique, hand-woven textiles in the finest, shimmering natural silk. Natural variations in the colour and structure of this precious natural material provide it with particular character. The singularly fine fibre structure refracts light and thereby provides the carpet with an intensely shimmering appearance. The effect of the delicate fabric varies according to viewing angle, from brilliant to sensual, from shining to mysterious. This optical

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effect is characteristic of silk carpets, and underlines their natural elegance. With its incomparable radiance, the PURE SILK line provides spaces with special emotional character. Alongside its graceful elegance, PURE SILK is distinguished by an astounding durability. It is available both as broadloom and as a rug (RUGX) in 25 exclusive colours. The silk collection thus introduces numerous possibilities for interior finishing.

## **PURE WOOL**

The new PURE WOOL quality is woven from pure, soft virgin wool. This perceptibly natural material breathes, warms, and provides a room with a comfortable atmosphere thanks to its humidity-regulating action. Wool has always been treasured for its durability - the particular structure of wool fibres provide them with outstanding elasticity and bounce. Gentle dyeing processes ensure that the wool's natural protective layer is maintained. Wool, like silk, is a renewable, biodegradable raw material, making it an intelligent ecological choice. Aesthetically, PURE WOOL stands for natural, timeless elegance. Comfortably reserved in colour, yet nonetheless present, this carpet provides a calming, comfortable room ambience. Available as running material or custom-fit RUGX, in 16 gentle colours, the PURE WOOL line provides great design freedom.

## **PURE SILK und PURE WOOL auch abgepasst nach Maß als RUGX**

RUGX carpets by OBJECT CARPET are unique carpets, custom-tailored to measure. They can be individually configured by form, colour, size and binding, making nearly all imaginable formats possible. These pieces allow placement of exclusive highlights within a space, bringing out individual areas of an interior. All standard RUGX carpets are provided with a highest-quality BlackThermo®Felt backing, making them acoustically effective, slip-resistant, and dimensionally stable while also providing thermal insulation. With the RUGX configuration tool at [www.object-carpet.com/konfigurator](http://www.object-carpet.com/konfigurator), OBJECT CARPET offers an on-line tool to design carpets precisely according to customer needs and desires.

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## **About OBJECT CARPET - Visions become reality**

Since 1972, OBJECT CARPET has stood for quality, design and innovation in the commercial property sector. The courage to use a variety of colours has always characterised the company and ensured that it quickly became well known among architects. A sense of aesthetics, colour 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 colours as well as individual customised 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. Experience OBJECT CARPET's world of colour and materials in one of the company's eleven showrooms in Germany, Austria and Switzerland. 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.

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OBJECT CARPET was again listed by Enst & Young in their "Top 50 German luxury brand".

## Image Preview



Image PURE SILK, colour 2510 jungle

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Image PURE SILK, colour 2523 ruby



Image PURE SILK, colour 2507 azure

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Image PURE SILK, colour 2508 malachite



Image PURE SILK, colour 2518 silver

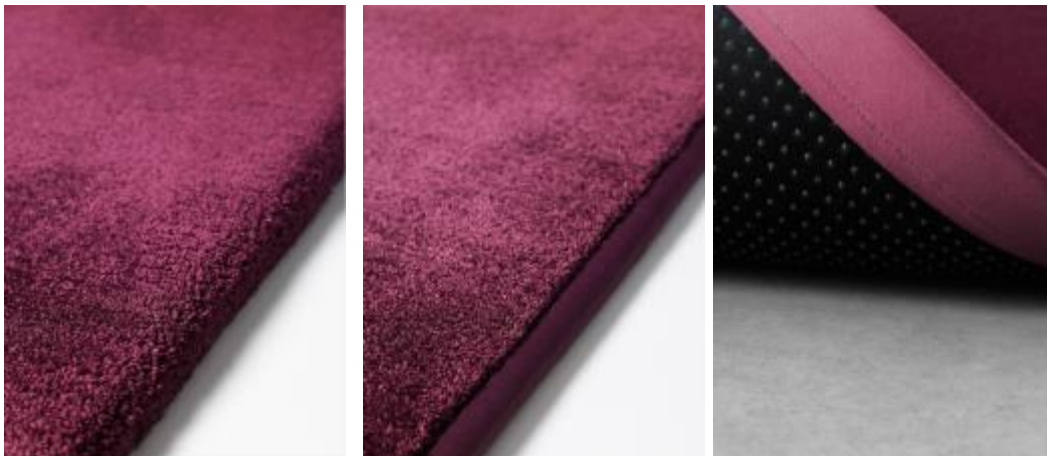


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Image PURE SILK, colour 2520 onyx



PURE SILK images with special made and bordered RUGX-Carpets as well as BlackThermo®Felt backing with non-slippery naps (left to right)

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Image PURE WOOL, colour 2603 windflower



Image PURE WOOL, colour 2613 wolf



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Image PURE WOOL, colour 2605 sand



Image PURE WOOL, colour 2610 forest

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Image PURE WOOL, colour 2616 berry



PURE WOOL images with special made and bordered RUGX-Carpets as well as BlackThermo®Felt backing with non-slippery naps (left to right)