

Press Release - Vorwerk flooring

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SUPERIOR 1035 AND SUPERIOR 1035 SL SONIC:

MODERN TRADITION.

Hameln, Germany, August 2018.

When tradition suddenly extremely modern is, then it's a SUPERIOR 1035. The matt fibres in combination with subtly gleaming yarns exude an especially ingenious mix of yarns. Used in a traditional small-scale pattern, this combination lets SUPERIOR 1035 appear sometimes more, sometimes less blended depending on the hue.







SUPERIOR 1035, colour 3L51.

The modern cross-over-cut (COC) with a fine pattern stands out with an especially lively style, which is particularly robust against soiling and also very durable. Thanks to 20 different colours from the NATURE Design and CLASSIC Design style worlds, this carpet offers a wide selection for each area of use. Whether classic colours such as blue, wine red or green for hotels, grey and beige tones for a wide spectrum of spaces, stylish accents for lobby areas or multi-toned designs for the office – SUPERIOR 1035 offers everything.



SUPERIOR 1035 is available as broadloom in a width of 400 cm or as stable, bitumen and PVC-free acoustic tiles. In addition, this carpet has been awarded various labels – Green Label Plus, CE, Life Balance, DGNB and GUT – along with A+ for low room emissions (VOC).

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THE VORWERK FLOORING SUPERIOR LINE: PREMIUM QUALITY FOR HIGHEST STANDARDS

Classic elegance, timeless subtlety or avant-garde expressiveness: the products of the Vorwerk flooring SUPERIOR LINE stand out with their individual design, which varies extremely within the product range. An entire world of exceptional colours and textures is what makes this product line so rich and multi-faceted. The Vorwerk flooring SUPERIOR LINE – robust products with a comfortable feel which amaze not only with their extraordinary material quality but also their timelessness, and that certain something. Products of the Vorwerk flooring SUPERIOR LINE are generally offered in 20 colours.

THE NEW PRODUCT RANGE: VERY EASY!

The Vorwerk flooring SUPERIOR LINE is part of the brand range, which consists of three product lines and three style worlds. In addition to the Vorwerk flooring SUPERIOR LINE, the company offers products in the Vorwerk flooring ESSENTIAL LINE and the Vorwerk flooring EXCLUSIVE LINE. These product lines vary in their manufacturing process, material quality and durability, as well as in their selection of designs and colours – for high, higher and the highest standards. Additionally, three different style worlds are provided: NATURE Design, CLASSIC Design and ART Design. Each features a combination of their own patterns and textures. In this way, millions of combination options are available – ensuring every individual customer desire is satisfied.

UNIQUE FLOOR COVERINGS SINCE 1883. MADE IN GERMANY. MADE BY VORWERK.

Vorwerk flooring and its products have stood for a unique mix of superior quality, sustainable innovations and global award-winning design since 1883. For more than 130 years, millions of satisfied customers have been enjoying products from this traditional German manufacturer in their homes and offices. At the same time, Vorwerk has continually redefined the limits of floor coverings to offer products whose style and quality never go out of fashion even after many years. Product development, production and quality assurance take place at headquarters in Hameln,



Germany, and guarantee that the all-encompassing brand promise of "It's a Vorwerk!" is kept thanks to perfect performance.

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When millions of possibilities make millions of wishes possible.

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