



Press Release – Vorwerk flooring

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PROGRESSING GROWTH: VORWERK FLOORING LAUNCHES NEW PRODUCT RANGE

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The preparations are complete, the strategy for future growth is set, the product range has a new structure – the market launch of 49 new products in 3 product lines and 3 style worlds heralds the start of a new era for Vorwerk flooring. With millions of possibilities and a brand promise which customers can rely on, Vorwerk flooring is advancing to become the most desirable brand when it comes to floor coverings.

A TRIAD OF QUALITY, INNOVATION, DESIGN: TRIED-AND-TESTED VALUES CONTINUE TO SET THE STANDARD

The more than 130 years of Vorwerk history and the continually lived values within the company will continue to set the standard for the product range and all business activities in future too.

Highest quality: Over 15 million individual tests each year, independent environmental and quality labels, as well as a zero-errors tolerance – from the procurement of raw materials to production and delivery – underscore this standard which Vorwerk flooring has placed on itself.

Sustainable innovation: Vorwerk flooring can look back at a unique history of being an industry pioneer. It began in 1883 with the manufacture of floor coverings which everyone could afford. In 1955, Vorwerk developed the novel tufting technique, which brought fluffy carpets into the homes of post-war Germany for the first time. In 1994, Vorwerk introduced the first ecological coatings, which was followed by novel free-form tiles in 2011. To be continued ...

Internationally awarded design: The list of renowned artists and designers who have created designs for Vorwerk is long. Their special design, in combination with an exceptional product quality and an extraordinary level of innovation, have convinced specialist juries around the world time and time again to distinguish Vorwerk flooring with numerous design awards.



THE NEW PRODUCT RANGE: VERY EASY!

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In 2018, Vorwerk launched 49 products in more than 1,000 colour options, as broadloom, tile or free-form variants. These products are categorised into 3 product lines and 3 style worlds to provide a clear overview. The Vorwerk flooring ESSENTIAL LINE, the Vorwerk flooring SUPERIOR LINE and the Vorwerk flooring EXCLUSIVE LINE 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, 3 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.

THE PRODUCT LINES EN DETAIL: ESSENTIAL, SUPERIOR AND EXCLUSIVE LINE

The ESSENTIAL LINE from Vorwerk flooring:

Floor coverings in the best of quality for everyone

Materials and a craftsmanship which are better than just good – this is the new Vorwerk flooring ESSENTIAL LINE. This line stands out with amazing entry-level products for living spaces and offices and which are characterized by their high durability, functionality and fine feel. The design ranges from timeless to fashionable and sets a cosy accent full of character in the home or public spaces. The newest colour and construction design techniques guarantee the highest quality at all levels. Products of the Vorwerk flooring ESSENTIAL LINE are generally available in 15 colours.

The SUPERIOR LINE from Vorwerk flooring:

Premium quality for the 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 EXCLUSIVE LINE from Vorwerk flooring:

A product universe of superlatives

This product line is characterised by exclusivity. When it comes to material, craftsmanship and comfort, the absolute highest standards set the course. Special yarns combine with extraordinary colour worlds, textures and surfaces. Comfort is exceptional. With the qualities of the Vorwerk flooring EXCLUSIVE LINE, the most offbeat customer desires can be satisfied, with a design and product quality that are in a class of their own. Carpet as a lifestyle product and an expression of one's own individuality – that is the EXCLUSIVE LINE from Vorwerk flooring. The products of this line are generally available in 25 colours.

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THE STYLE WORLDS EN DETAIL: NATURE, CLASSIC AND ART DESIGN

NATURE Design

An oasis in hectic, digital times – this is what the style world NATURE Design offers, inspired by nature. Here is where intense green and leather nuances mix with earthy forest tones – based on the entire colour spectrum of the great outdoors. The design, too, with its leaf and bark structures, focuses on the patterns as they appear in nature. The textures with a wrinkle look, fringe or scherlis can be experienced at a touch, thus offering an emotional added value. The floor coverings of the NATURE Design style world not only meet all the standards of sustainability and ecology, they even exceed them.

CLASSIC Design

Calmness and consistency for a world in which trends are changing faster and faster – this is the CLASSIC Design style world. Tradition and modernity are united to create a classic, long-lasting style which continually amazes connoisseurs with ingenious and elegant details. The colours are clear and timeless, ranging from neutral grey and beige tones to deep blue nuances and warm purple to bold bordeaux red. The textures are suitable for high-stress areas. The CLASSIC Design style world showcases itself subtly, but with a clear message.

ART Design

The ART Design style world is made for people who seek out the different things in life. Dynamic colours, neon and shimmering effects, exciting combinations of futuristic and natural materials, express design – this style world challenges the emotions, is a confident protagonist in any room. Layering plays a leading role: ART Design amazes connoisseurs with printed, cut and stitched structures, with watercolour-like, blurred designs and ethnic influences. This style world breaks all the conventional rules and is radically individual.



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 internationally awarded 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.

When millions of possibilities make millions of wishes possible.

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