

OBJECT CARPET

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PRESS RELEASE

FREESTILE by OBJECT CARPET: A new generation of flooring opens up new possibilities – CREATE THE UNEXPECTED

OBJECT CARPET presents FREESTILE, next generation carpet tiles: an innovative, especially flat weaving technique gives the floor covering its trim modern – for a carpet tile – extremely hard surface, yet still preserves all advantages of textile floor coverings with regard to comfort and health.

FREESTILE is not only **robust** and **minimalistic** like a hard surface, but also preserves the proven advantages of textile, woven surfaces: This includes **the enhancement of room acoustics** (up to 20% in comparison with other hard surfaces). Also very high **slip resistance** as well as unrivaled **pleasant walking comfort** make carpeted floors a sought-after element in interior design. FREESTILE has proven itself as a forward-looking overall concept: A carpet tile which unites innovative design, outstanding usefulness and sustainable environmental management at the highest level.

Innovative Break with Convention

True innovations break conventional standards – for over 40 years, OBJECT CARPET's unconventional thinking has been the driving force in making carpet flooring that is ever better in quality, function, design and environmental responsibility. FREESTILE fully fulfills this pursuit of improvement in every way. From below, OBJECT CARPET's fitting answer to the enormous demands of dimensional stability and acoustics is its innovative **Acoustic Plus Back Coating** on highly compressed and thermo-fixed PET fleece. Visible from above is an exceptionally finely structured, attractive looking surface with a very classy appearance, which is also **eminently suitable for people with allergies** (TÜV-certified). **FREESTILE demonstrably reduces particulate matter** by over 50% in comparison to (stone) tiles or parquet floors. The GUI certification confirms these outstanding test results, which Web-Flex incidentally also passed with flying colours.

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Functional, innovative and exceptional in design

Heavily frequented zones, for example in hotels, airports, sales rooms or trade fairs and convention centres are the field of application for this unique variable and robust OBJECT CARPET collection. Cultural metropolises steeped in history were godfathers to the sketches of **designer duo Kathrin und Mark Patel**. From Antwerp to Marrakesh, from Tokyo and back again – here the design itself breaks boundaries. **16 different, individualistic models in 4 respective color schemes** constitute the point of departure of a **unique spatial design**. The key feature is that each motif is cut into a large individual 50 x 50 cm tile. Freely laid, an ever new total picture is created, which is surprisingly harmonious. In addition an **innovative digital printing procedure** on the **newly developed woven structure** in combination with **intelligent designs** provide unexpected effects. A **multi-dimensional experience**, which confers fascinating depth to the floor covering and makes every room and every floor an unmistakable original.

Free of Conventions, Free of Toxins

PET is the **exclusive** source material for the **textile elements**, which can be re-used after their period of use. The company from Denkendorf is not only in tune with the times in terms of design, but also the subject of **sustainability** is firmly anchored in their corporate philosophy. Thus OBJECT CARPET sets new quality standards, especially in highly frequented walking areas. Keeping floor coverings low in emissions and odours is also pertinent in this respect – FREESTILE is DiBt and GUT tested and certified, and therefore a secure and environmentally friendly flooring solution for both **private living quarters** and **public spaces**.

Therefore once again, also with FREESTILE, OBJECT CARPET asserts its claim to being one of the **most innovative carpet producers** on the market. Because responsible utilisation of resources is just as much state of the art as luminous colours, and original patterns and textures.

FREESTILE – An Overview of Characteristics:

- Free of PVC and bitumen
- Suitable for people with allergies (TÜV tested and certified)
- Reduces particulate matter (GUI Certificate)
- Low in emissions (tested and certified by DIBT)

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- Low in odours (GUT tested and certified)
- Improves room acoustics and reduces footfall sounds
- Fibrous material manufactured from 100 % PET (100 % recyclable)
- Newly developed digital printing without use of water and drying processes
- Simple installation without glue adhesion
- Low-maintenance
- Surefootedness and high walking comfort via integrated comfort underlay
- Suitable for DGNB and LEED certified buildings

Create the unexpected – Design your own ideas in the new tile configurator at www.object-carpet.com/freestyle.

About OBJECT CARPET – Visions become Reality

Since 1972, OBJECT CARPET has stood for quality, design and innovation in the public sector. At OBJECT CARPET, beauty and everyday suitability always belong together. The carpets are durable and robust with a bold variety of colours. The sense of aesthetics, colour and architecture, in combination with progressive manufacturing, finds expression in luxurious and extraordinary designs in the form of carpets, carpet tiles and made-to-measure rugs. With over 1,200 qualities and colours, as well as individual customized designs the OBJECT CARPET Collection represents a unique range made of selected high-value raw materials for modern interior design. Customers world-wide appreciate this, from Google and Microsoft to Adidas and Marc Cain right up to Porsche and Kempinski, as well as the German Pavilion Consortium of Expo 2015.

Numerous design and entrepreneur prizes such as the red dot award are proof of excellent design competence and company performance. Last but not least, according to a study by Ernst & Young OBJECT CARPET is one of the “Top 50 German Luxury Goods Companies” and was chosen by Langenscheidt as one of the “Brands of the Century”.

With innovative manufacturing technology and sustainable methods of production OBJECT CARPET is treading new paths and turning visions into reality. Appropriately the company was chosen to provide the “red carpet” for the presentation of the German Sustainability Prize 2015. OBJECT CARPET carpet flooring and made to measure rugs – under the name RUGX – are verifiably recommended by TÜV for people with allergies and reduce particulate matter in the air (DAAB – German Allergy and Asthma Association). Experience the world of colours and materials in one of the OBJECT CARPET showrooms in Germany, Austria and Switzerland.

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