

## PRESS RELEASE

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### **FREESTILE by OBJECT CARPET: A new generation of tile carpets is opening up new possibilities – CREATE THE UNEXPECTED**

*With FREESTILE, OBJECT CARPET has introduced the next generation of tile carpet. An innovative, impressively flat weave gives the floor covering its modern, reduced – and, for a carpet tile – incredibly hard surface that still manages to retain all the comfort- and health-related advantages of a textile-based floor covering. Moreover, 16 intelligent designs provide exciting opportunities for creative imaginations to run free.*

In addition to being **resilient** and **minimalist** like hard flooring, FREESTILE also offers the proven advantages of a woven textile surface. These include improving the **acoustic qualities of a room** (up to 20% compared to other hard flooring types). The high degree of **slip resistance** and peerlessly **pleasant walking comfort** have also made this textile flooring a sought-after furnishing. FREESTILE proves to be forward-thinking in its overall design: a carpet tile that combines innovative design, excellent utility, and sustainable environmental management at the highest level.

#### **Innovative break with tradition**

Real innovation shatters traditional standards – for over 40 years, unconventional thinking has been the driving force behind OBJECT CARPET's efforts to continually improve carpet flooring: as regards quality, function, design and environmental responsibility. FREESTILE lives up to this dedication to improvement in every sense. The new **Acoustic Plus underside coating** made of highly compressed, through-air bonded PET fleece is OBJECT CARPET's answer to increased demands for dimensional stability and improved acoustics. What is seen from above, by contrast, is a very finely structured, discreet surface with a particularly impressive appearance. It is furthermore especially **suitable for people with allergies** (TÜV certified). FREESTILE has been shown to **reduce dust particle levels** by over 50% in comparison to (stone) tiles or parquet flooring.

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GUI certification further confirms the excellent test results, which incidently were also achieved by Web-Flex with Bravour.

## Functional, innovative and extraordinary in design

This uniquely variable and robust collection from OBJECT CARPET is best suited for areas with **significant foot traffic**, such as in hotels, airports, showrooms or conference and convention centres. The **design duo Kathrin and Mark Patel** were inspired by historically rich cultural metropolises. From Antwerp to Marrakesh to Tokyo and back again – design transcends borders. Sixteen different, distinctive models, each available in four different colour options, form the starting point for a **unique room design**. The real attraction is that each motif is cut into individual 50 x 50cm tiles. Laid freely, the tiles make for an ever-new overall visual impression which manages to remain strikingly consistent. Furthermore, the **innovative digital technique** for printing on the **newly developed weave structure** combined with **clever patterning** provides for unexpected effects. A **multidimensional experience** that lends the flooring a fascinating depth and renders each and every room and floor a unique specimen.

## Free from conventions, free from harmful substances

The **sole raw material** for the **textile elements** is **PET**, which can be recycled after the product's useful life. The Denekndorf-based company thus keeps apace with the times not only in matters of contemporary design; it is also enduringly dedicated to **sustainability**. OBJECT CARPET sets new standards of quality precisely in those areas that see the highest levels of foot traffic. It is also critical in this case to ensure that flooring produces **minimal emissions and is odourless**. DiBT and GUT tested and certified, FREESTILE is a safe and environmentally friendly flooring solution for **private homes and public spaces**. FREESTILE has once again secured OBJECT CARPET's reputation as one of the most **innovative carpet manufacturers** in the market. The responsible use of resources is just as on-trend as the luminous colours, original patterns and textures.

## FREESTILE – Key features at a glance:

- PVC-free and bitumen-free
- suitable for people who suffer from allergies (tested and certified by TÜV, Germany's Technical Inspection Association).
- Reduction of dust particle levels (GUI certification)
- low in emissions (tested and certified by DiBT)

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odourless (GUT tested and certified)

Improves a room's acoustic environment and reduces noise from footfall Fibre material made from 100% PET (100% recyclable)

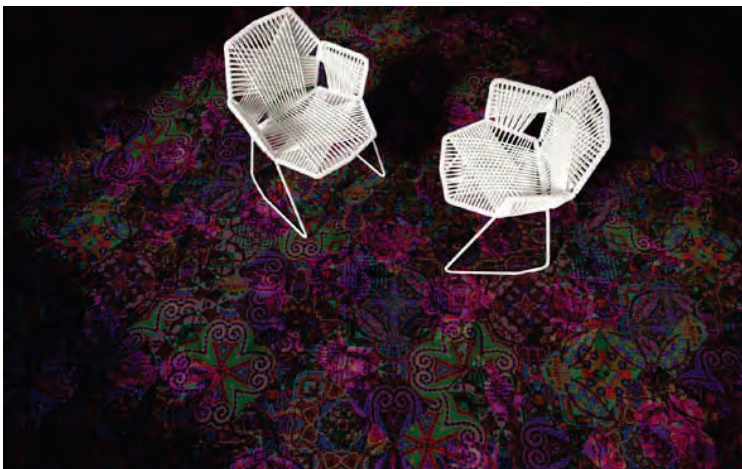
newly developed digital printing without the use of water and drying process easy installation without adhesion

easy to care for

Slip-resistant and excellent walking comfort thanks to high density reverse coating suitable for DGNB and LEED-certified buildings

Create the Unexpected – Bring your own ideas to life in the **new tile configurator** at [www.object-carpet.com/freestile](http://www.object-carpet.com/freestile).

**Image preview:**



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## About OBJECT CARPET – Where visions become reality

Since 1972, OBJECT CARPET has stood for quality, design and innovation in the commercial property sector. At OBJECT CARPET, beauty and practicality always go hand in hand. The carpets are durable and robust, with an exciting colour palette. A sense of aesthetics, colour and architecture, in combination with advanced production techniques, results in elegant and unusual designs in the form of rugs, carpet tiles and fitted carpets. With over 1,200 styles and colours as well as individually-customised products, the OBJECT CARPET collection offers a unique diversity for modern interior design, manufactured from carefully selected, high-quality raw materials. Customers all over the world appreciate these qualities, from Google and Microsoft, Adidas and Marc Cain, to Porsche, Kempinski and the Arge German Pavilion at Expo 2015.

Numerous design and corporate prizes, such as the widely respected Red Dot Award, 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" and was selected by Langenscheidt as one of their "brands of the century".

With innovative production techniques and sustainable manufacturing methods, OBJECT CARPET is a pioneering enterprise that enables design visions to become reality. So it was no surprise that the company was selected to provide the "red carpet" for the German Sustainability Award ceremony in 2015. OBJECT CARPET's wall-to-wall and custom-cut carpets – under the name RUGX – received the evidence-based recommendation by the TÜV (German Technical Inspection Association) for allergy sufferers, and reduce atmospheric dust particle levels (DAAB – German Allergy - and Asthma Association). Experience OBJECT CARPET's world of colour and materials in any one of the company's showrooms in Germany, Austria, and Switzerland.

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