

OBJECT CARPET

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Press release

Blue instead of red! The winners of the German Sustainability Award 2019 on the blue carpet from OBJECT CARPET

*Celebrities like Richard Gere, Ray Garvey, Christian Wulff, Dr. Eckart von Hirschhausen and Angélique Kidjo walked across the blue carpet from **OBJECT CARPET** on 7 December 2018 for the celebration of the **11th German Sustainability Award** at the Maritim Hotel Düsseldorf. With the sustainably produced **NYLTECC** carpet, **OBJECT CARPET** contributes to worldwide eco-friendliness and solidarity.*

The award winners on this memorable evening were Richard Gere, the musician Rea Garvey and the singer/songwriter Angélique Kidjo. Gere was honoured for his charitable work and lifelong dedication to human rights. For several decades, the avowed Buddhist has used his popularity to lend a voice to the peaceful resistance of Tibetans. Richard Gere is also committed to the fight against HIV/AIDS. He defends the rights of indigenous people with the human rights organisation "Survival International".

Rea Garvey received the honorary prize for his wide-ranging social and environmental commitment. One of his roles is as the founder of the Clear Water organisation. Since he first became aware of Ecuador's problems with drinking water in 2011, the singer has actively promoted the rights of over 2000 indigenous families, particularly in regards to their supply with clean water.

Angélique Kidjo was awarded for her decades-long humanitarian engagement, particularly for the education and equal rights of women in Africa. Since 2002, Angélique Kidjo has functioned as a UNICEF Goodwill Ambassador for the education of children and adolescents on the entire African continent. Angélique Kidjo has received numerous awards for her extraordinary commitment to the protection and promotion of human rights, including as "Ambassador of Conscience", the highest honour awarded by the human rights organisation Amnesty International, in 2016.

OBJECT CARPET is proud to support the shift to a sustainable lifestyle with the blue NYLTECC carpet made of 100 per cent recycled ECONYL® yarn.

More about NYLTECC at: www.object-carpet.com

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The secret star of the evening? The blue NYLTECC carpet from OBJECT CARPET made of 100 per cent recycled ECONYL® yarn and the award winner Rea Garvey (bottom).

Photos: © Raphael Stötzel



The science journalist and initiator of the German Sustainability Award Stefan Schulze-Hausmann (l.) with the honorary award winners Richard Gere (top) and Angélique Kidjo (bottom).

Photos: © Raphael Stötzel



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About OBJECT CARPET

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 custom-cut 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. All OBJECT CARPET styles are also free from harmful emissions and are bitumen-free, latex-free, and PVC-free. They bear the German Federal Environmental Agency's Blue Angel ecolabel. They have been tested by TÜV and are suitable for people with allergies. Thanks to invisible OC Protect dirt-and-stain protection, this carpet style effectively repels dirt, dust and liquids. Customers all over the world appreciate these qualities, from Google and Microsoft, Adidas and Marc Cain, to Porsche and Kempinski.

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 nominated by Ernst & Young for 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 “VIP carpet” for the German Sustainability Award ceremony. OBJECT CARPET's tiles, wall-to-wall and custom-cut carpets – under the name RUGX – received an evidence-based recommendation by the TÜV (German Technical Inspection Association) for allergy sufferers, and reduced dust content and particulate matter (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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