

# OBJECT CARPET

PRESS RELEASE – January 2016

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## OBJECT CARPET presents SMOOZY the first shag quality suited for contract spaces

*The company OBJECT CARPET, which was recently honored as one of the brands of century, is now introducing a new quality SMOOZY. SMOOZY feels light and downy to the touch. Unlike other super-soft semi-shag material on the market, SMOOZY is not only suitable for residential spaces but also for contract spaces that are heavily trafficked. SMOOZY boasts high durability and excellent functional features.*

SMOOZY the fluffy shag material has an elegant shimmering surface with intriguing light effects, bringing together elegance and cosiness in fascinating interiors. Upscale comfort is thus able to come to hotels, boutiques and private apartments. A downy surface combined with a slightly shimmering look achieves captivating light reflections and emphasizes the uniqueness of this charming product highlight.

For the production, an extremely lavish yarn was developed, consisting of over 1000 individual filaments that are as fine as silk and that conjure up an unmistakable charm.

SMOOZY is available in 21 current colors as RUGX or broadloom as well as carpet tiles beginning at 200m<sup>2</sup>. The standard version of SMOOZY is already equipped with the high-quality BlackThermo®Filz Akustik Plus back coating, offering noise reduction and walking comfort simultaneously.

As RUGX, SMOOZY can be delivered in four different borders that are all made by hand in Germany. Using the RUGX configurator, you can see and create unique designs at [www.object-carpet.com/konfigurator](http://www.object-carpet.com/konfigurator). The carpet can be seen in various surroundings and spaces: from the private apartment to the hotel lobby or a shop setting. Free samples can also be ordered online at [www.object-carpet.com](http://www.object-carpet.com).

Excellent raw material combined with a clever construction fulfill the highest standards of elegance, durability and maintenance. Warmth and sound absorption are enhanced through the unusual pile height. Completely synthetic, permanently antistatic and flame-resistant. Safe for the environment and health (certified by

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TÜV/GüT), SMOOZY improves the air in a room by reducing fine dust and is suitable for allergy sufferers.

## About OBJECT CARPET – Visions become reality

Since 1972, OBJECT CARPET has stood for quality, design and innovation in the commercial property sector. The courage to use a variety of colours has always characterised the company and ensured that it quickly became well known among architects. A sense of aesthetics, colour and architecture, in combination with advanced production, is expressed in elegant and unusual designs in the form of rugs, carpet tiles and fitted carpets. With over 1,200 textiles and colours as well as individual customised products, the OBJECT CARPET collection offers a unique variety for modern interiors. Design – durable, stylish and manufactured from carefully selected, high-quality raw materials. Characteristics that customers appreciate all over the world, from Google and Microsoft, through Adidas and Marc Cain, to Porsche and Kempinski. Numerous design and corporate prizes 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".

With innovative production techniques and sustainable methods of production, OBJECT CARPET moves in new directions and allows visions to become reality. OBJECT CARPET wall-to-wall and custom-cut carpets - under the name RUGX - received the evidence-based recommendation for allergy sufferers from the TÜV, and reduce atmospheric fine particulate levels (DAAB – German Allergy- and Asthma Association. Experience OBJECT CARPET's world of colour and materials in one of the company's eleven showrooms in Germany, Austria and Switzerland. OBJECT CARPET textiles find their way into hotels, shops, offices and living rooms throughout the world through branches in Europe, Australia, America and the Gulf states – manufactured by OBJECT CARPET. Made in Germany.

## Contact:

Yvonne Huber  
yvonne.huber@object-carpet.com  
Tel: 0711 / 3402-112

## Contact for journalists:

GeSK, Ziegelstr. 29, 10117 Berlin  
Tel.: +49 (0) 30/217 50 460  
Fax: +49 (0) 30/217 50 461,  
E-Mail: [pr@gesk.info](mailto:pr@gesk.info)  
[www.gesk.info](http://www.gesk.info)

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OBJECT CARPET was once again rated by Ernst & Young as one of the top 50 German luxury companies in addition to being honored in the book "Brands of the Century" by the publishing house Deutsche Standards – published by Dr. Florian Langenscheidt.

## Image Preview:



RUGX Carpet SMOOZY, Color 1603 Sand

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RUGX Carpet SMOOZY, Color 1603 Sand (Free form photo without blanket available upon request)



RUGX Carpet SMOOZY, Color 1610 Curry

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RUGX Carpet SMOOZY, Color 1610 Curry



RUGX Carpet SMOOZY, Color 1610 Curry (Free form photo without prop available upon request)

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SMOOZY Fitted Carpet 1609 Lilac