SUCCESS STORY: THE NEW TEXtiles SL COLLECTION

Presented in January at a number of international trade fairs, the carpet-tile collection TEXtiles SL from Vorwerk flooring was received positively by the market. Vorwerk flooring has been able to establish the product line in more than 35 countries within the shortest of time spans accompanied by a successful launch among German retailers.

The particularly appealing and inspirational presentation in the form of an artist’s portfolio replaces the classic sample case. This new type of representation together with the overall concept for the collection – displaying manifold options for combining SHAPES, COLOURS and STRUCTURES – has been highly acclaimed by the retail trade: After the first two months, over 70 per cent of the allotment had already been placed on the market. Quantities went above all to flooring contractors and interior designers in Germany, Austria, Switzerland and France.

The possibilities offered by the collection are easily, quickly and effectively grasped by the user. It takes merely a few moments to gain a constructive overview of the shapes and products. The different articles shown open up an infinite number of combinations to the viewer, comprised of the widest variety of shapes, lush and reserved hues, and a range of structures. Jörg-Michael Kogelfranz, Sales Manager for Germany, happily reports that: “Even we were a bit surprised by the market’s enthusiasm for TEXtiles SL. When followed up by talks with customers regarding the low minimum-order quantities and the short delivery times, they’re absolutely convinced.”

What proved to be equally attention-getting were the sets of architect’s cards directed explicitly towards the profession. Distributed in a total of 36 countries, the first print
run was already out of stock while still in the production phase. In this case Vorwerk flooring was able to report very strong demand from Scandinavian countries. Johannes Schulte, President and CEO at Vorwerk flooring, views the initial results as an affirmation of the Vorwerk brand and product development at the company: “These first sales figures show that Vorwerk has a keen feel for the market’s demands and understands how to unite them with quality, creativity and ecological awareness.”

TEXtiles SL: NO LIMITS TO DESIGNING
Vorwerk flooring is opening up new horizons for creative floor design with TEXtiles SL, the new modular collection of carpet tiles. Unique shapes, colours and one-of-a-kind articles in this innovative product line support architects, spatial planners and interior designers in making their design concepts a reality, right down to the last detail. Working together with renowned designers Werner Aisslinger and Hadi Teherani, tiles arose in highly expressive and diversely combinable geometries. The free-form shapes by Aisslinger and Teherani along with a line of rectangular formats are available in completely new worlds of colour and a variety of textures to achieve surprising point-of-view effects. The result: The floor is turned into a distinctive spatial element, an integral part of an architectural synthesis of the arts.

ABOUT VORWERK FLOORING
Vorwerk flooring is one of the leading international suppliers of high-quality carpets, carpet tiles and elastic, organic flooring. All Vorwerk products for residential living spaces and the commercial, site-oriented sector are produced in Germany. Innovation, quality and ecology form the basis of all activities at Vorwerk, and always with a concerned eye towards people’s well-being. All of the collections are comprised of high-grade models oriented towards diversity, all the way to fascinating luxury collections which can also be custom-made individually on request. Above and beyond these, Vorwerk offers collections and special editions that originate in co-operation with internationally renowned architects, designers and artists. These and other cultural projects form the cultural essence of the brand. Vorwerk flooring stands for sophistication, creativity and intelligence revolving around the central theme of the floor. And turn the company into a supportive element of architecture, as well as a coveted design brand that is much in demand, time and again.
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