

**ES IST EIN  
VORWERK!**



**WHEN MILLIONS  
OF SATISFIED CUSTOMERS  
HAVE FAVOURED ONE  
SINCE 1883.**

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**EINZIGARTIGE BODENBELÄGE *seit 1883.*  
UNIQUE FLOOR COVERINGS *since 1883.***



# IT'S A VORWERK! WHEN MILLIONS OF SATISFIED CUSTOMERS HAVE FAVOURED ONE SINCE 1883.

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**For more than 130 years, Vorwerk has been the most desirable brand for floor coverings.** Millions of satisfied customers vouch for the fact, all over the world. The reason for this is clear: Vorwerk is the only brand where they find this one-of-a-kind mixture of **superior quality, sustainable innovations** and **global award-winning design**. *We're going to prove it on the following pages.*



EINZIGARTIGE BODENBELÄGE *seit 1883.*  
UNIQUE FLOOR COVERINGS *since 1883.*

**IT'S A VORWERK!  
WHEN SUPERIOR  
QUALITY, SUSTAINABLE  
INNOVATIONS AND  
GLOBAL AWARD-WINNING  
DESIGN MEET UNIQUE  
FLOOR COVERINGS.**



**IT'S A VORWERK!  
WHEN SUPERIOR QUALITY  
ORIGINATES BY TESTING AND  
TESTING, AGAIN AND AGAIN.**

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**Because quality at Vorwerk is our highest priority,** we monitor all of our products by carrying out more than 15,000,000 individual tests every year. We also have a “zero-defects tolerance” – from production to delivery. We are the only company doing this – and with success, as the numerous independent environmental and quality labels that our products have been awarded show.

QUALITÄT

**IT'S A VORWERK!  
WHEN SUSTAINABLE  
INNOVATIONS LEAD THE WAY  
FOR THE WHOLE INDUSTRY.**

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**Affordable floor coverings for everyone (1883)**, the fluffy carpet at home (1955), the ecological carpet backing (1994) – revolutionary for people with allergies – or the first free-form carpet tile (2011) for an abundance of brand-new freedom in floor design. Time and again, it is the Vorwerk brand that perceives people's wishes and sets trends on the market to fulfil them.

INNOVATION



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**IT'S A VORWERK!  
WHEN GLOBAL AWARD-WINNING  
DESIGN KEEPS ON WINNING  
MORE AND MORE PRIZES.**

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**World-famous names, such as Roy Lichtenstein or Karl Lagerfeld**, have designed for Vorwerk. And the journey continues. To accomplish this we picture the floor covering as a canvas just waiting to be painted. Whether in a timeless or contemporary vein, reserved or progressive. The design world values this, as can be seen in the numerous awards we receive every year.

DESIGN

**IT'S A VORWERK!  
WHEN THE FLOOR TURNS INTO  
AN ART OF CRAFTSMANSHIP  
THANKS TO MORE THAN  
130 YEARS OF EXPERIENCE.**

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**In 1883 carpets were a luxury product.**

Driven by the idea of manufacturing the best floor coverings, our founding fathers brought British technology to Germany. The aim was to make carpets accessible to everybody. We continue this today – with the highest quality standards.



**IT'S A VORWERK!  
WHEN MILLIONS OF  
POSSIBILITIES MAKE MILLIONS  
OF WISHES POSSIBLE.**

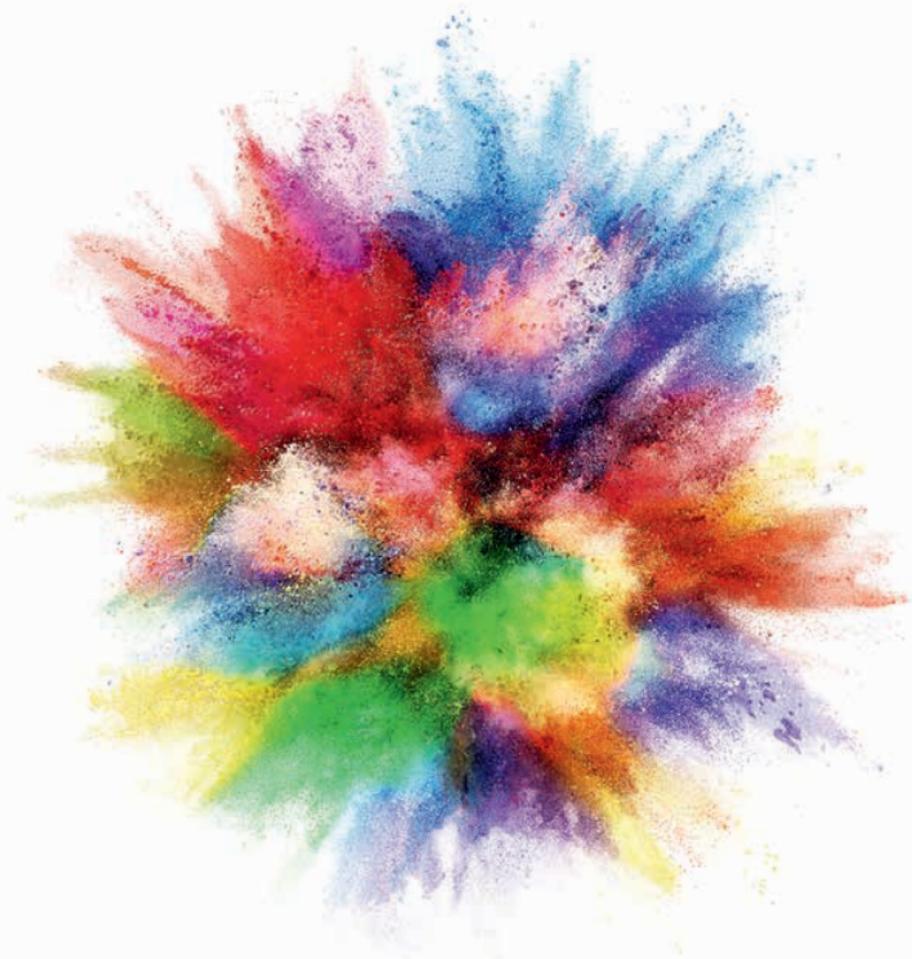
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**To make every desire feasible**, all products are available in 15 colours, and many in up to 30. Our “Made-to-Order Tailoring” caters to any offbeat wishes.\*

\*We produce exclusively for you starting at a quantity of 400 square metres tuft and 100 square metres woven.



**EINZIGARTIGE BODENBELÄGE** *seit 1883.*  
**UNIQUE FLOOR COVERINGS** *since 1883.*



**IT'S A VORWERK!**

**WHEN WE CAN PROVE OUR CREDO "UNIQUE  
FLOOR COVERINGS SINCE 1883" WITH 3 PRODUCT LINES,  
3 STYLE WORLDS AND MILLIONS OF POSSIBILITIES.**

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**Our unique range of products is the guarantee that you will find the most beautiful and best floor coverings at Vorwerk.** Our product lines **Vorwerk flooring ESSENTIAL LINE**, **Vorwerk flooring SUPERIOR LINE** and **Vorwerk flooring EXCLUSIVE LINE** together with our style worlds **NATURE | Design**, **CLASSIC | Design** or **ART | Design** fulfil nearly all wishes.\*

\*We produce exclusively for you starting at a quantity of 400 square metres tuft and 100 square metres woven.



**NATURE** | Design



**CLASSIC** | Design



**ART** | Design

VORWERK flooring  
**EXCLUSIVE LINE \*\*\***

VORWERK flooring  
**SUPERIOR LINE \*\***

VORWERK flooring  
**ESSENTIAL LINE \***



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**IT'S A VORWERK!**  
**WHEN 130 YEARS OF EXPERIENCE**  
**AND THE BEST CRAFTSMANSHIP MERGE**  
**TO FORM 3 PRODUCT LINES.**

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**Whether broadloom, tile or free-form** – with our three product lines **Vorwerk flooring ESSENTIAL LINE**, **Vorwerk flooring SUPERIOR LINE** and **Vorwerk flooring EXCLUSIVE LINE**, you define the material, the feel, the construction design and resilience of your new Vorwerk, from high to the very highest standards.

# PRODUCT LINES

VORWERK flooring  
**ESSENTIAL  
LINE \***

Our product line **ESSENTIAL LINE** is the first of three and sets standards right from the start by using materials and a craftsmanship that is better than merely good. You can see this in the high level of durability, the excellent functionality and the fine touch. To achieve this, the latest dyeing and construction design technologies are used with the aim to meet even the highest quality standards.



VORWERK flooring

## SUPERIOR LINE \*\*

Our product line **SUPERIOR LINE** raises a high level of comfort even higher. To achieve this, it captivates with a wonderful tactile feel and a high degree of robustness. The products intend to be an absolute highlight, not only today but tomorrow and beyond as well, whether in a residential or a business environment.



VORWERK flooring

## EXCLUSIVE LINE \*\*\*

Our product line **EXCLUSIVE LINE** makes sure that the ultimate in demands encounters an offer that equally ensures the ultimate. With products that are based exclusively on superlatives when it comes to materials, craftsmanship and comfort. For example by using out-of-the-ordinary yarns, which come together to create outstanding colours, textures and designs.





ESSENTIAL 1008, Color 7G03





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**UNIQUE FLOOR COVERINGS** *since 1883.*

SUPERIOR 1010, Color 1M26

**IT'S A VORWERK!  
WHEN IT BRINGS ALONG  
STYLE AND ALSO 3 STYLE WORLDS  
TO GO WITH IT.**

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**With our three style worlds** NATURE | Design, CLASSIC | Design and ART | Design, you design the attitude towards life on your Vorwerk. Whether at home or at the office, whether timelessly elegant, inspired by nature or artistically offbeat.

**STYLE WORLDS**

## **NATURE | Design**

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**Inspired by nature.  
Interpreted by Vorwerk.**

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**Our style world NATURE | Design is the “feel-good” choice for all those who value naturalness and warmth.** The world of colours has been inspired by

nature. The design convinces by its patterns, such as of leaves. The uneven structures or float stitches offer special sensual experiences with materials which overmatch all guidelines for sustainability and ecology.

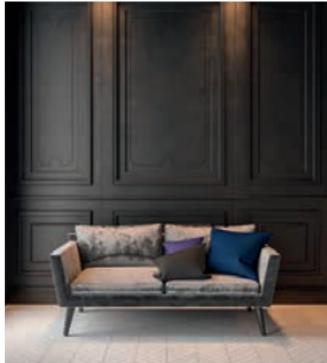


## CLASSIC | Design

**Stylish at home and timeless.  
Interpreted by Vorwerk.**

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**Traditional meets modern to form a classic style.** The design language is forthright, the colour schemes invoke the proven and established to make a timeless flooring design possible. With neutral shades of grey or beige accentuated by warm purplish hues: from deep blue to a vibrant bordeaux red. To bring calmness into a world whose trends change faster and faster every day.



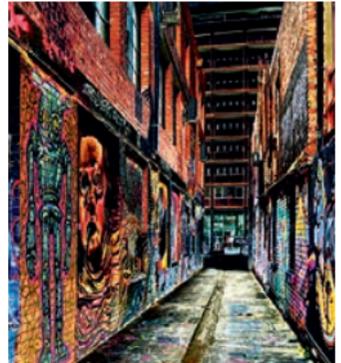
## ART | Design

**Award-winning, limited and simply unique.  
Interpreted by Vorwerk.**

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**Our style world ART | Design is the design statement  
for all those who want to break with conventions.**

With unusually expressive creations that deliberately play with optical or thematic clashes. “Anything works”: from futuristic impressions, glossy or reflective fibres, which join with natural or synthetic ones to form remarkable combinations.





**NATURE** | Design  
EXCLUSIVE 1009, Color 4F75



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**CLASSIC** | Design  
SUPERIOR 1013, Color 5D93

**IT'S A VORWERK!  
WHEN IT PAYS OFF FOR YOU  
IN MORE THAN ONE WAY.**

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**A Vorwerk pays for itself in more than one way.** Not only does it last a very long time on average, it is also easier to transport as it does not weigh much, and it is quite elastic in order to be installed quickly and simply. Everything which makes you save time, money and expensive tradesman fees.





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**IT'S A VORWERK!  
WHEN YOU CANNOT WAIT  
TO OWN ONE.**

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