

VORWERK flooring ESSENTIAL LINE ★  
VORWERK flooring **SUPERIOR LINE** ★★  
VORWERK flooring EXCLUSIVE LINE ★★★

3 PRODUKTLINIEN. 3 STILWELTEN. MILLIONEN VON MÖGLICHKEITEN.  
3 PRODUCT LINES. 3 STYLE WORLDS. MILLIONS OF POSSIBILITIES.



VORWERK flooring

## **SUPERIOR LINE** ★★

**SUPERIOR 1012**



*Broadloom*



*Acoustic carpet tile*



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



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

**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.*



## 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.**

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-errors 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.

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

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.

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

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, which can be seen in the numerous awards we receive every year.





**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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**More than 130 years ago 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: in numerous designs and the highest quality.



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

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**From timeless to trendy, from low key to striking, all products are available in 15 colours, lots of them even in 25 or 30.** If, contrary to expectations, the right nuance is not among them, our “Made-to-Order Tailoring” is able to make any desired colour you choose.\*

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



# 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.

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 with our style worlds NATURE | Design, CLASSIC | Design or ART | Design fulfil nearly every wish.

## 3 PRODUCT LINES

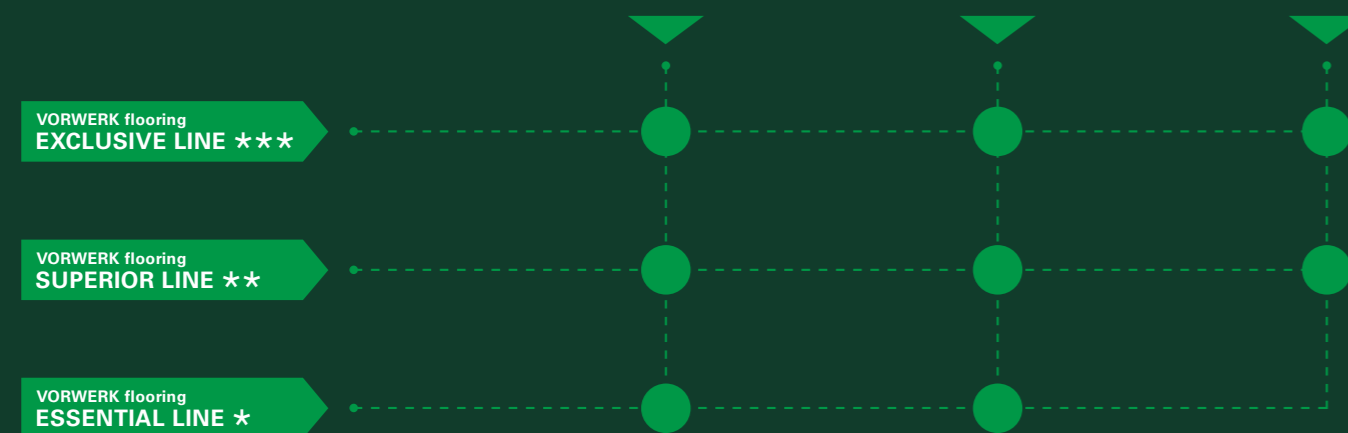
## 3 STYLE WORLDS



NATURE | Design

CLASSIC | Design

ART | Design



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.

Whether timelessly elegant, inspired by nature or artistically offbeat, with NATURE | Design, CLASSIC | Design and ART | Design, you define the attitude towards life on your Vorwerk. Regardless of whether you prefer to enjoy it at home or in the office.

**Vorwerk flooring ESSENTIAL LINE.**  
The product line which sets standards right from the start.

**Vorwerk flooring SUPERIOR LINE.**  
The product line which raises the high level of comfort even higher.

**Vorwerk flooring EXCLUSIVE LINE.**  
The product line which delivers superlatives that measure up to our customers' demands.

**NATURE | Design.**  
Inspired by nature.  
Interpreted by Vorwerk.

**CLASSIC | Design.**  
Stylish at home and timeless.  
Interpreted by Vorwerk.

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






## IT'S A SUPERIOR 1012! WHEN IT MAKES A GROOMED APPEARANCE AT ALL TIMES.



1. Thanks to its high-quality, brand-name polyamide fibres, the multi-coloured frieze velours provides pleasant comfort and highest durability.
2. It is extremely long-lasting, robust and easy to care for, making it especially ideal for high-traffic building spaces. It continually provides a groomed appearance, as its multi-colouring grants it characteristics that perfectly hide grime.
3. The dimensionally stable, bitumen and PVC-free acoustics tile, with significantly enhanced sound absorption and acoustic values, sets new standards in the market.

## IT'S A VORWERK! WHEN THE ALL-INCLUSIVE DELIVERY PROMISE IS KEPT.

-  **1 Our 1<sup>st</sup> delivery promise:**  
We at Vorwerk flooring promise that we will ship out all **in-stock items** of up to **50 square metres** within **three days**, and up to **600 square metres** within **three weeks** (tuft) or **four weeks** (woven and tiles) after receipt of the order.
-  **2 Our 2<sup>nd</sup> delivery promise:**  
We at Vorwerk flooring promise that we will ship out orders of up to **300 square metres** within **three days** after receipt of the order.
-  **3 Our 3<sup>rd</sup> delivery promise:**  
We at Vorwerk flooring promise that we will provide a delivery date and **minimum quantity** after **three days** at the latest for **non-stock items, custom quantities** or **special colours, and special construction designs** within **eight days**.

Take us at our word.





# NATURE | Design

## SUPERIOR 1012



Inspired by nature.  
Interpreted by Vorwerk.



8J43



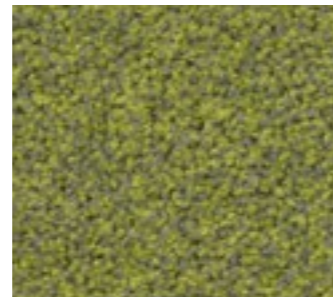
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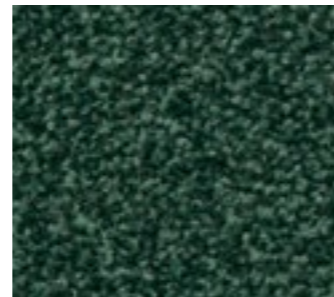
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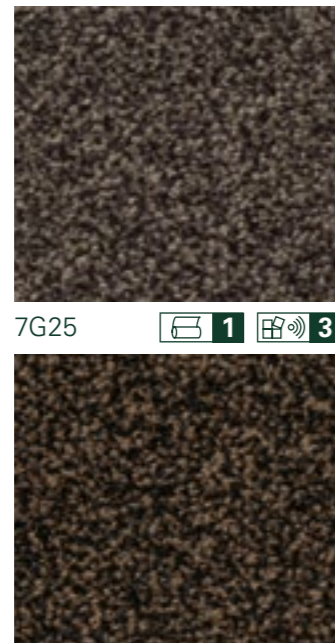
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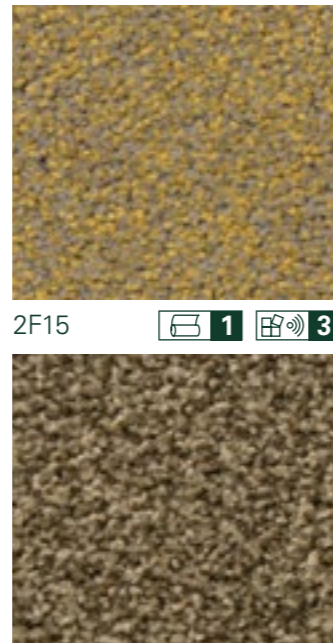
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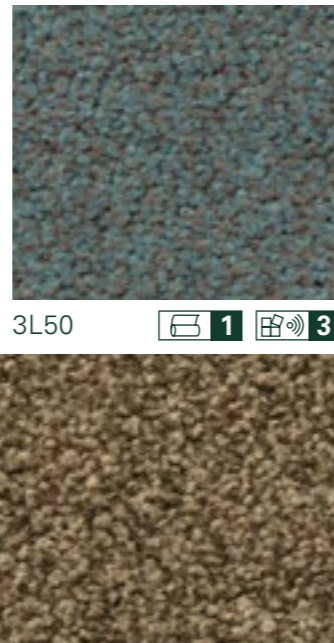
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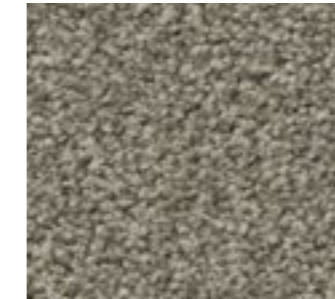
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# CLASSIC | Design

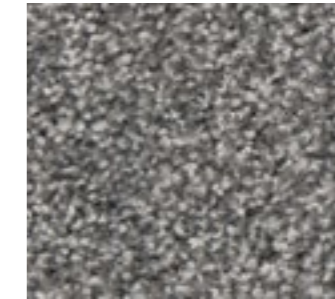
## SUPERIOR 1012



Stylish at home and timeless.  
Interpreted by Vorwerk.



5W93



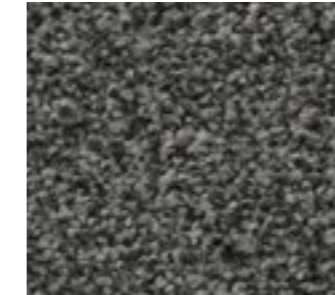
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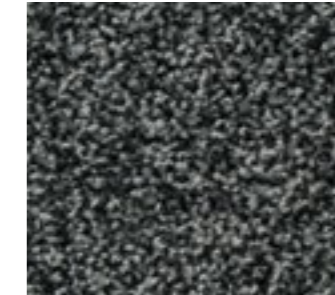
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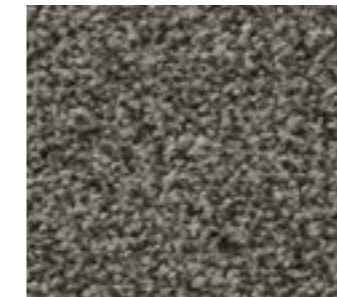
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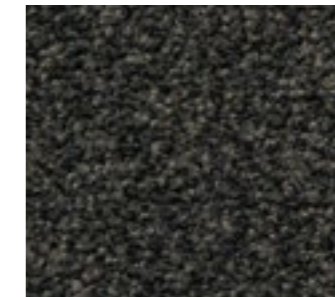
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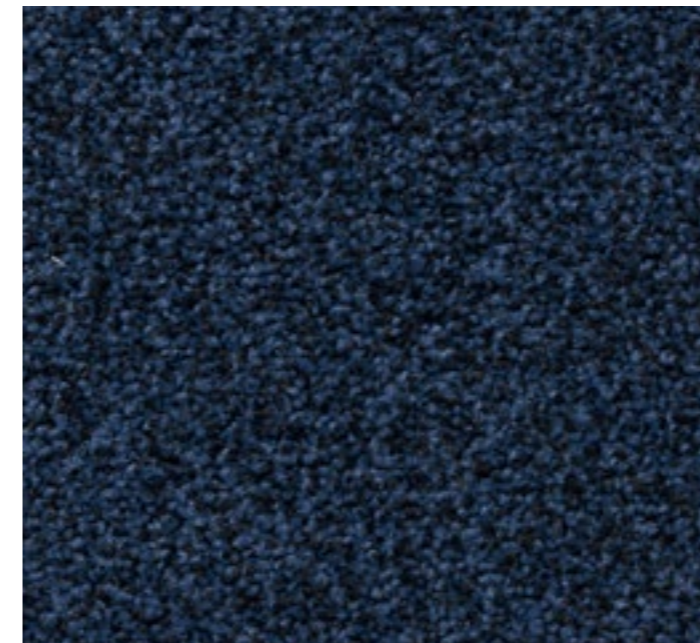
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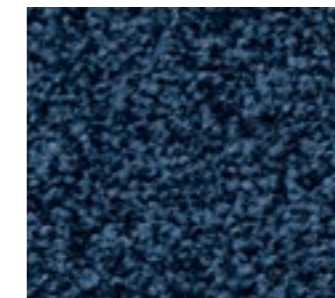
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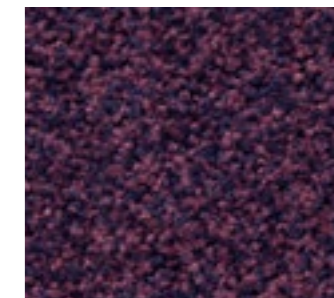
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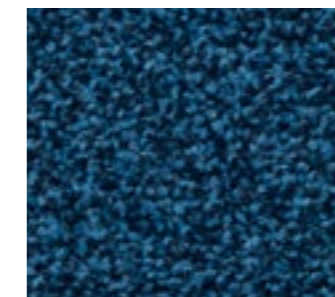
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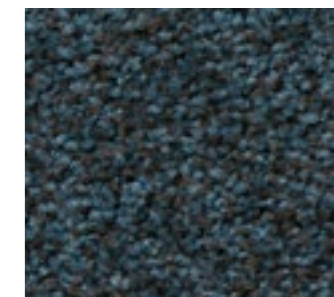
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3N89



3N73



3L46



# SUPERIOR 1012

## TECHNICAL INFORMATION

	Broadloom	Acoustic carpet tile Sonic
Construction	5/64" Tufted velours, intermingled	5/64" Tufted velours, intermingled
Pile material	100% PA 6.6	100% PA 6.6
Formats	approx. 400 cm	approx. 50 x 50 cm
Durability rating	EN 1307 extreme 33	extreme 33
Number of tufts	EN 1307 approx. 2600 dm <sup>2</sup>	approx. 2600 dm <sup>2</sup>
Total thickness	EN 1307 approx. 7.0 mm	approx. 9.8 mm
Pile weight	EN 1307 approx. 1000 g/m <sup>2</sup>	approx. 1000 g/m <sup>2</sup>
Total weight	EN 1307 approx. 1765 g/m <sup>2</sup>	approx. 4270 g/m <sup>2</sup>
Fire rating	DIN EN 13501-1 C <sub>fi</sub> -s1	B <sub>fi</sub> -s1
Impact noise insulation	DIN EN ISO 10140 27 dB	29 dB
Sound absorption	DIN EN ISO 354 α <sub>w</sub> : 0.20	α <sub>w</sub> : 0.30
Additional properties		
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> </div> <div style="width: 45%; text-align: center;"> <div style="display: flex; justify-content: space-around;"> <div style="width: 48%;"> <p>Vorwerk &amp; Co. Teppichwerke GmbH &amp; Co. KG Kuhlmannstrasse 11 D - 31785 Hameln</p> <p>Tuftingartikel PA mit Textilrücken EN 1307</p> <p>DOP: 1062#2+6/509+508</p> <p>EN 14041:2004/AC:2006 1658</p> <p>Textile floor covering to be used within a building</p> </div> <div style="width: 48%;"> <p>Vorwerk &amp; Co. Teppichwerke GmbH &amp; Co. KG Kuhlmannstrasse 11 D - 31785 Hameln</p> <p>TEXtiles SL EN 1307</p> <p>DOP: 1062#12+13/527+528</p> <p>EN 14041:2004/AC:2006 1658</p> <p>Textile floor covering to be used within a building</p> </div> </div> </div> </div>		
<p>In the course of constant further development and quality improvement, we reserve the right to change technical data without prior notice. Technical data sheets, installation instructions, recommendations for cleaning, care and maintenance and texts for tenders can be found at: <a href="http://www.vorwerk-carpet.com">www.vorwerk-carpet.com</a></p>		



**Vorwerk & Co. Teppichwerke  
GmbH & Co. KG**  
Kuhlmannstrasse 11  
31785 Hameln  
Germany

**Telephone:**  
+49 (0) 5151 1030  
**Telephone sales + sample service:**  
+49 (0) 5151 103 734  
[info@vorwerk-teppich.de](mailto:info@vorwerk-teppich.de)  
[www.vorwerk-carpet.com](http://www.vorwerk-carpet.com)