

**SCHÖNER  
WOHNEN**  
KOLLEKTION



## Design expertise potentiated: the Schöner Wohnen collection

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In search of a partner for broadloom carpet for the Schöner Wohnen collection, Europe's largest interior design magazine felt that AW was the natural choice. A passion for quality, insight into the living preferences of the modern customer, an eye for trends... Schöner Wohnen and AW are motivated by the same drives.

### **The partners**

With more than three million readers every month, Schöner Wohnen has been the doyen of the interior design press for more than fifty years. The magazine leads the field in making contemporary home design dreams come true, both online and in print. With successful collections such as Sensualité® and Invictus®, AW also demonstrates that it knows what customers want.

### **The collection**

The concept of the Schöner Wohnen collection is both well known and unique in the German interior design sector: home decor from floor to ceiling, developed by the magazine's experienced editorial team together with quality manufacturers. AW created eight qualities of broadloom carpet especially for Schöner Wohnen, in subtly glossy and silkily matt colours with an attractive price tag. Now more than ever, durable softness has been brought within everyone's reach.

### **Specialist retailing**

Schöner Wohnen carpet will be available primarily from specialist interior design shops in Germany: a collection developed by home design experts deserves to be presented to the customer by experts. That way, customers are sure of personal advice, perfectly tailored to their own taste in home decor.

**AW will present the Schöner Wohnen collection at Domotex 2016. Visit Hall 6, where the team will tell you what makes the two partners the perfect match when it comes to contemporary home comfort.**

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*AW is a European manufacturer of tufted broadloom carpet, with production facilities in Ronse (Belgium) and Liberec (Czech Republic) and sales of approximately 152 million euros (2014). Thanks to a focus on innovation and the expertise of 600 employees, AW is one of the most significant trend-setters in the carpets sector. AW has built lasting partnerships with business customers in more than 60 countries. Its most important markets are the United Kingdom, Germany, France, Scandinavia and Central Europe.*

*For full information about AW visit: [www.carpetyourlife.com](http://www.carpetyourlife.com)*

### **More information:**

Lynn Van de Wiele, Press Officer

Tel. +32 55 230 313 – Mobile: +32 498 52 99 92 – E-mail: [lynn.van.de.wiele@awe.be](mailto:lynn.van.de.wiele@awe.be)