



## AW again presents numerous innovations at Domotex 2014

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*From 11 up to and including 14 January 2014 AW, leading producer of broadloom carpet, again participates in Domotex, specialized trade fair in Hannover. Within the framework of this participation AW is proud to present to you a few innovations:*

- **Sensualité®**: the new brand of super soft carpet for the bedroom which is at the same time very strong and resilient. Come and experience it yourself in our “black box” at booth A20 in Hall 6!
- The **Lifestyle Display 2.0**, developed on the basis of mini stories, stands for a unique experience of AW’s ‘Carpet Your Life’ concept in the store.
- **Short films** on the specific advantages of broadloom carpet (in the field of acoustics, soundproofing, safety, energy saving, comfort).
- **‘La Collection Prestige’**: AW’s innovative and flexible sample case for the hospitality sector.

For each of the above innovations the press information file contains a specific text revealing more details. Texts and (high-resolution) footage can be downloaded via FTP server:

FTP: <ftp://ftp.awe.be>  
Login: aw@domotex2014  
Password: aw2014

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AW is a leading producer of broadloom carpet, with production plants in Ronse (Belgium) and Liberec (Czech Republic). The company achieves a turnover of 135 million Euros and employs 450 people. The most important markets are the United Kingdom, Germany, France, Scandinavia and Central Europe.

Pay us a visit from 11 up to and including 14 January 2014 at Domotex 2014 in Hannover (Germany). You will find us in Hall 6, booth A20.
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For more information:

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