



## **Sensualité®: brand-new collection of super soft carpet for the bedroom**

A treat for the senses!

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*Very soft yarn which is at the same time very strong. Someone with knowledge of the world of carpets realizes that the combination of those two elements is not self-evident. And yet it is possible. That is proved by **Sensualité®**, a new brand of super soft carpet for the bedroom which is at the same time very strong and resilient. This is a brand-new collection by AW, leading producer of broadloom carpet, which is presented for the very first time at Domotex, the specialized trade fair in Hannover (Germany) which takes place from 11 up to and including 14 January 2014.*

### **iSense®**

A typical feature of **Sensualité®** is the iSense® yarn, a unique and **extremely soft polyamide** which is also **very strong and resilient**. Those features make **Sensualité® particularly suited for the bedroom**. Don't we all want to get out of bed barefoot and feel a super soft, warm and comfortable carpet under our feet which can stand hard wear?

### **4 qualities, 4 unique experiences**

**Sensualité®** is available in 4 qualities, each with their own specific features when it comes to composition, look & feel: 'Séduction', 'Sensation', 'Silhouette' and 'Secret'.

- 'Séduction': has everything to seduce: irresistible softness in combination with a strong resilience, available in 20 colours;
- 'Sensation': carbon copy of 'Séduction', characterized by light frisé yarn, available in 18 colours;
- 'Silhouette': carpet with countless faces, available in 8 hues;
- 'Secret': pure luxury for all senses, available in 18 colours.

To promote these different qualities, supporting promotional material was developed per type of broadloom carpet, including a **Sensualité® display and Sensualité® films and photographs**.

### **Official launch**

The official launch of **Sensualité®** will take place **on Saturday 11 January 2014** at **Domotex in Hannover**. During a special event with unique experience in the "black box" AW customers and invitees will have the chance to experience this brand-new super soft carpet for the very first time.

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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.

The **Sensualité**® collection is produced in Belgium. It will be presented for the very first time at Domotex 2014 from 11 up to and including 14 January 2014 in Hall 6, booth A20 in Hannover (Germany).

**Sensualité**® and iSense® are registered brands of Associated Weavers Europe NV.

For more information:

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