



AW once again introduces you to numerous innovations at Domotex 2015

From 17 up to and including 20 January 2015 AW, Europe's 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:

- **Invictus®**: AW's newest brand of broadloom carpet uses sensational iVinci® SDO yarn and is characterized by unsurpassed comfort. **Invictus ... intended** for winners only. Come and discover this absolute novelty in our Black Box in Hall 6, booth A20.
- End result after 1 year of **Sensualité®**: this brand of supersoft bedroom carpet that is **well known by now in the BtoB environment** and that is also very **wear-resistant proved a tremendous success in 2014**. Not only did the brand and the accompanying products sell like hot cakes all over the world; AW was also awarded two prestigious international awards for "Sensualité". No less than 6 qualities will be added to the "Sensualité" collection in 2015.
- **Sensualité®**: in the meantime the **official partner of the BMW Masters**, a world class golf tournament that appeals to "Sensualité" to install luxury carpet in the VIP lounges and all other rooms.

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@domotex2015
Password: aw2015

AW is a European leading producer of broadloom carpet, with production plants in Ronse (Belgium) and Liberec (Czech Republic). The company achieves a turnover of approx. 150 million Euros (2014) and employs 500 people. The company exports to over 50 countries. Its main markets are the United Kingdom, Germany, France, Scandinavia and Central Europe.

Pay us a visit from 17 up to and including 20 January 2015 at Domotex in Hannover (Germany). You will find us in Hall 6, booth A20.

For more information:

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