



## BEST RANKINGS FOR FINE DUST

A study on fine dust particle pollution in indoor rooms conducted on behalf of DAAB, the German Allergy and Asthma Association, by GUI, an institute involved with the environment and indoor room analysis, confirmed as far back as 2005: carpeting reduces fine dust by half. Whereas the figure for fine dust particle pollution lies at 62.9 µg/m<sup>3</sup> when smooth flooring is used, well above the statutory threshold for fine dust particles in air outdoors, carpeting was rated at 30.4 µg/m<sup>3</sup> for fine dust particle pollution, a best ranking!

That's why Vorwerk carpets and carpet tiles are recommended on the whole for people with allergies. Even current medical textbooks have expressly voiced their approval in favour of using Vorwerk carpeting due to its tested compatibility for people suffering from allergies. The new Vorwerk Life Balance label merges all the distinctions and recommendations into one reliable and comprehensive seal of approval.

**Vorwerk Life Balance – for a feeling of assurance and a healthy home!**

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VKF-Nr. 901764 10/2013



GUI-Prüfnr. FST/APT/SPT 100-299

## THREE BENEFITS, ONE SEAL OF APPROVAL: VORWERK LIFE BALANCE



## CERTIFIED QUALITY



Well-being and health in one's own home has always been a major concern at Vorwerk. The company has declared the production of environmentally aware and health-conscious products to be a fundamental element of its corporate philosophy. High-quality carpets and carpet tiles for an added 'plus' to the quality of life.

The ecological quality of Vorwerk carpets has been confirmed over and over again for many years by numerous German and international environmental labels – including HQE and Green Label Plus.

Working in co-operation with renowned German institutes for testing & certification, Vorwerk has developed a label that provides greater orientation and certainty so that you can rely on this high standard in the future, too: Vorwerk Life Balance. A promise to continue to ensure your health and well-being.

## THE NEW LABEL

Life Balance is a seal of approval that labels the outstanding quality of all Vorwerk carpets and carpet tiles for you. It stands for the comprehensive approach towards offering sustainable, health-conscious and environmentally aware products across the entire value chain and to produce them under optimal social conditions.

### The label certifies the special advantages of Vorwerk products:

Carpets and carpet tiles absorb sound and help to save energy. They bind harmful fine dust particles in indoor air to a particularly high degree, dust that poses a special burden for people with allergies.

### The Life Balance benefits at a glance:

- products tested for harmful substances, energy-saving and **recommended for people with allergies**
- confirmed by independent testing & certification institutes
- high quality standards and extensive testing criteria
- applies to all Vorwerk carpet and carpet-tile collections

## FROM ECO BALANCE TO LIFE BALANCE

As early as 1997 Vorwerk Carpets had already begun presenting itself proactively to international auditing committees on a regular basis, bodies that confirm the sustainable ecological and responsible actions taken at Vorwerk. The carpetworks takes its role as a pioneer in the industry and impulse provider seriously; in 2010 Vorwerk launched the Eco Balance programme, an agenda that places the ecological, social and economic aspects of sustainability in a symbiotic context.

In 2013 the idea behind Eco Balance is being developed further and newly realigned for the future bearing a new name and a highly expressive label: Vorwerk Life Balance.



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