

Interface launches “Office On Wheels” at Hyderabad

Innovative initiative to showcase the company’s latest modular carpet collection ‘Human Nature’

Hyderabad, April 6, 2015: Leading carpet tile manufacturer Interface announced the launch of its new initiative “Office on Wheels” at Hyderabad today. The objective of this innovative initiative is to make the target group of architects and interior designers in Hyderabad aware of the company’s latest modular carpet collection, ‘Human Nature™’.

The Interface “Office On Wheels” is a mobile vehicle which will be parked near the offices of prominent architects and designers to better engage with the target group, while showcasing the latest collection ‘Human Nature’. The Interface sales team will explain this new collection to the architects and designers who have already been familiarized through invitations about the “Office On Wheels” visiting their premises.

Interface makes and sells the industry’s largest and most diverse range of carpet tiles, suitable for every kind of commercial installation. Interface modular flooring combines a high degree of functionality with a genuine sense of style. In all its ranges, Interface offers specifiers, architects and interior designers an almost infinite variety of colour combinations, textures and patterns.

Human Nature, the new carpet tile collection from Interface, is based on the premise that workplace interiors inspired by nature can inspire beautiful thinking. Designed by David Oakey, Interface’s long-time collaborator, Human Nature features five 25cm x 1m Skinny Planks™ carpet tile patterns that evoke a variety of earthly textures, from tumbled pebbles to freshly cut grass, all the while offering smooth transitions to surfaces that mimic traditional hard flooring, like well-worn wood and polished stone. The Skinny Planks format is one that naturally encourages design diversity.

The Skinny Planks design element flows fluidly from one tile to the next, creating a seamless broadloom look in linear installations. They also pair perfectly with 50cm and 1m square carpet tiles, and they are ideal for composing imaginative floor designs — herringbone patterns, inset area rugs, and directional patterns for way-finding. The mix of textures can be configured, as well, to help in delineating spaces that are intended for private work and those for collaboration. Additionally, the format offers another important advantage over hard surface flooring: carpet tile absorbs sound and allows for the inclusion of zones with improved acoustics, creating more comfortable, productive work environments.

Announcing the Interface “Office on Wheels” initiative at Hyderabad, **Mike Leney, VP Sales & Marketing, Asia Pacific, Interface** said, “Interface has always been in the forefront when it comes to innovative initiatives to reach out to our customers. This is yet another unique initiative by Interface to bring our path-breaking products to the literal doorsteps of our main target group comprised of architects and designers.”

“Visitors to the Interface “Office on Wheels” can see the various new patterns and designs and decide which would be best suited for their needs. The “Office on Wheels” initiative was launched in Bangalore earlier and received excellent response”, added **Mike Leney**.

Human Nature also embodies Interface’s 20-year history as a sustainability pioneer. Made with 100% recycled content nylon yarn, it is manufactured in Interface factories that are, on average, 39% more energy efficient and consume 83% less water than when the company began to rethink its impact on the environment two decades ago. Additionally, these manufacturing facilities now receive an average 35% of their energy from renewable sources.

“Scientists have found that humans crave sensory change and variation, though our work environments are often flat, unnatural places,” Oakey said. “And though there’s no doubt that the design community is drawn to the aesthetics of concrete, stone, and wood, the physical and acoustical benefits of soft surfaces are impossible to ignore. In Human Nature we’ve combined the best of both worlds — the hard surface look of planks with the benefits of soft, textured carpet tile that feels comfortable and natural underfoot.”

About Interface

Interface is a global leader in the design and production of carpet tiles. Its products combine beauty and innovation with functionality and environmental credentials to help customers bring their design vision to life.

For 41 years, the company has consistently led the industry through innovation, and now leads the industry in environmental sustainability. Headquartered in Atlanta, USA, Interface has manufacturing locations on four continents and sales in 110 countries.

Interface was one of the first companies to publicly commit to sustainability, when it made a pledge in the mid-nineties to eliminate its impact on the environment by 2020. Known as Mission Zero®, it influences every aspect of the business and inspires the company to continually push the boundaries in order to achieve its goal.

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