**nora systems shows its many facets in the "House of Design"**

**Custom solutions and classic design are a recipe for success**

*Weinheim, Germany, January 2019 –* House of Design – This is the motto of the nora exhibition stand at the 2019 BAU trade fair. It presents the winning formula of the Weinheim rubber specialists in a nutshell. Design is a significant factor in the corporate success of nora systems. The central theme of the house typifies the nora systems design approach: a robust, complex construction with many various aspects and options – meaning separate rooms. A quick tour of the house:

**The basement: Classic design – in a new guise or original finish**

nora systems focuses on combining tradition and innovation: The design teams at nora keep a watchful eye on current colour and material trends and continuously develop the nora range of designs and surfaces to satisfy changing market requirements. The re-engineering of norament grano 2018 and the current relaunch of noraplan signa, the all-time best-selling nora floor covering, show that even products that have proven successful for many decades still have great design potential. This rubber floor covering has impressed customers since the market launch in 2007 thanks to its versatility with regard to accessory options and the range of colours and functions, in short: the system concept. nora design classics can also form the icing on the design-concept cake in modern buildings, such as the new taz building in Berlin, opened in October 2018. Here, over 4600 square meters of norament 825 were installed in total, more than 50 years after the rubber flooring with the characteristic pastille design conquered the market. noraplan uni was the very first nora floor covering and it is still popular with architects across the world for furnishing prestigious buildings, such as the Barenboim-Said Akademie in Berlin. The music academy was fitted with noraplan uni in a rusty red shade, a custom colour that emphasises the industrial character of the building. Advertising agencies, architecture firms and large trading companies, such as Zalando, also use this timeless and elegant classic design in their multispace offices.

**New interior designs: individual inlays and custom colours**

A further component in the House of Design is the wide range of custom solutions with regard to colours, surfaces, inlays or special formats. The demand for these is increasing and more and more companies wish to position themselves as brands. For instance, floors can be designed using the corporate livery or the company logo can be integrated into the floor covering. The Weinheim rubber specialists can fulfill almost any request from inlays and custom colours to combining the surface of one floor covering with the technical properties of a different floor covering, such as an outstanding non-slip finish. Today, more than a quarter of all commissions are custom productions. There are no limits: any kind of floor design is possible. Experts at the nora inlay center produce complex logos, lettering or signs that are accurate to the millimeter using highly advanced ultrasonic cutting machines. Entire rooms can also be designed as a single enormous inlaid surface. This approach was used in the Erika-Fuchs-Haus Comic Museum in Schwarzenbach an der Saale, in the German football museum in Dortmund and in the Ladybird Early Learning Centre in Dubai. A matching floor-laying plan is included to ensure that the floor can be fitted quickly and without error. Floor coverings that feature inlays are laid seamlessly, as are all other nora floors. This prevents any joints from spoiling the attractive appearance of the floor. A new and additional milling machine has been in operation at the Weinheim inlay center since 2018. Using this innovative technology, the inlays are only milled into the upper surface of the floor covering. This method keeps the lower layer of the floor covering sealed and absolutely waterproof. This is a huge advantage, particularly in rail vehicles, where passengers transport large volumes of moisture into the carriages.

**Expansion: nora systems and Interface merger**

Today, the company can look back over seven decades of experience in manufacturing rubber floors, steptreads and system solutions. Almost seventy years after laying the foundation stone, nora systems is now being integrated into the Interface family. This involves extending the original building and adding new rooms. From January 2019, this closer integration will be visibly demonstrated by the new company logo “nora by Interface”.\*

\* The text can be printed. We ask for a specimen copy. The copyright information for the photos can be found under Image Properties >> Details.

***About nora systems***

*nora systems develops, produces and markets high-quality, elastic floor coverings as well as shoe components under the nora® brand. The company, which has its headquarters in the German town of Weinheim, was created from Freudenberg Bausysteme KG in 2007 and, as the global market leader, has shaped the development of rubber floor coverings for many years. With its more than 1,100 employees, nora systems generated a turnover of € 229.1 million in 2017. In 2018, nora systems was acquired by Interface Inc., Atlanta (USA). Interface is the world's largest manufacturer of modular carpet tiles for the commercial sector.*

**Press contact:**

**nora systems GmbH**

Dr. Nadia Gondolph-Möllmann

Corporate Communications Manager

Höhnerweg 2-4

69469 Weinheim

Tel.: +49 (0) 6201 805676

Mail: presse@nora.com

Internet: www.nora.com/de