



The AWESOME² guarantee: everyone will be happy with their choice of carpet

Picking the wrong coffee is annoying, selecting the wrong outfit from your wardrobe can be embarrassing. But imagine choosing the wrong carpet, an investment that will influence your home interior for years. With AWESOME², AW banishes the choices you could regret.

The paradox

Barry Schwartz, successful author of *The Paradox of Choice*, discovered long ago that the ability to choose is liberating, but too much choice leads to paralysis. Carpets are no exception: customers often can't see the wood for the trees. AWESOME², the shop-in-shop featuring an interactive tool invented by AW, makes selecting a carpet a positive experience.

AWESOME²

AW's shop-in-shop combines successful concepts and innovations: Sensualité[®], Invictus[®], Schöner Wohnen, Lifestyles and more. Customers can browse among the carpet collections, arranged in clearly organised and streamlined displays. Do you have a specific colour preference? A specific budget? Are you looking for a carpet to go with your wallpaper? A few simple steps are enough for AW's interactive tool to take you to the carpet that matches your wants exactly.

Carpet experience

AW's interactive shop-in-shop not only makes customers happy with their choice of carpet, it also enables the retailer to enhance his shop quickly and easily with a tool that adds great value to the shopping experience. AWESOME² increases involvement and helps the shop floor team to accompany the selling process even more successfully.

Archie Weaver points the way to the AW Black Box ... You too can opt for a unique experience and discover AWESOME² at Domotex 2016.

AW is a European manufacturer of tufted broadloom carpet, with production facilities in Ronse (Belgium) and Liberec (Czech Republic) and sales of approximately 152 million euros (2014). Thanks to a focus on innovation and the expertise of 600 employees, AW is one of the most significant trend-setters in the carpets sector. AW has built lasting partnerships with business customers in more than 60 countries. Its most important markets are the United Kingdom, Germany, France, Scandinavia and Central Europe.

For full information about AW visit: www.carpetyourlife.com

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