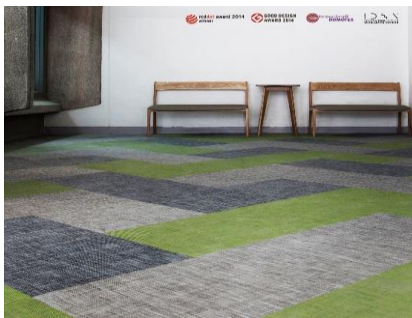




'LOOM+' of NOX Corporation Named a 'Top Winner' in IDEA 2015 Award

July 15, 2015, Seoul, South Korea — NOX Corporation has been named a top winner in one of the world's most prestigious design competitions—the [Industrial Designers Society of America \(IDSA\)](#)'s [2015 International Design Excellence Awards \(IDEA\)](#) for a woven design flooring brand 'LOOM+'.

More than 1,700 products from around the world were entered in IDEA 2015, as the competition marks its 35th year and IDSA celebrates its 50th anniversary. The Silver and Gold winners will be revealed August 22 when the conference culminates in grand style with the IDEA Ceremony at Benaroya Hall in Seattle.



“This award is a great reflection of NOX Corporation’s commitment to creative product design,” said Dan Koh, CEO. “LOOM+ was designed specifically with hospitality and office environments in mind, and given the positive response we’ve received from the market we expect this product to be used across all segments. Proven by winning, ‘Red Dot Design Award 2014’, ‘Good Design Award 2014’ and ‘Innovations@DOMOTEX Hannover 2015’, we continue to lead the trend of LVT flooring.”

PRODUCT DETAIL

LOOM+ is the innovative woven flooring solution combining PVC fabric and adhesive-free loose-lay system. Its LVT backing 'NOX Ecotecture® Multi-layer Property', proven in more than 50 countries, ensures the most stable and durable installation for heavy traffic spaces. The wide choice of colors and patterns, as well as two module types (50 x 50, 50 x 100 cm) provides unlimited creativity and design potential.

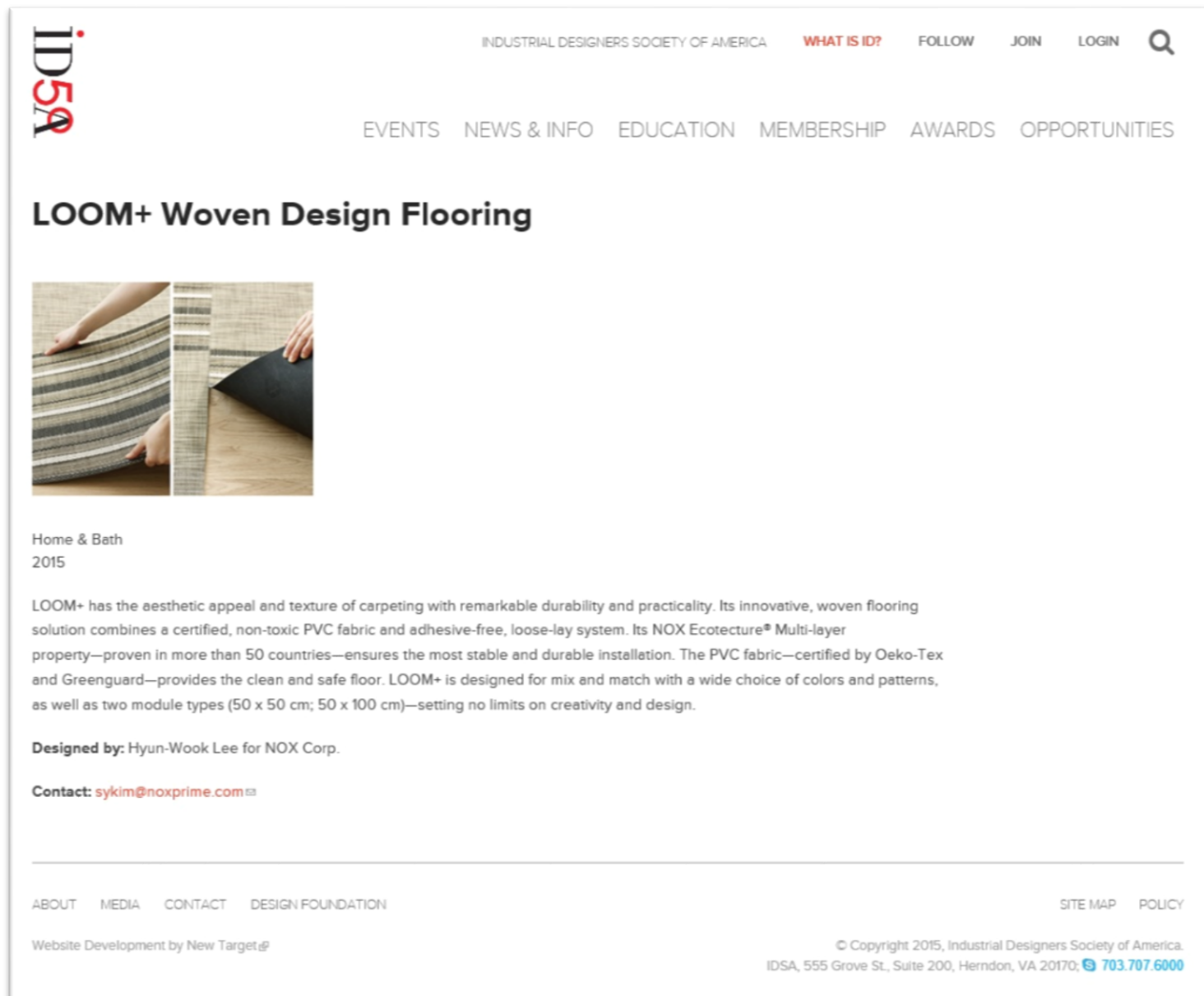
'Floor Score' certified-PVC backing and adhesive-free loose-lay system minimizes environmental impact. The convenient loose-lay system is easy to install, and 'Oeko-Tex' and 'Greenguard'- certified PVC fabric is hygienic and free from bacteria, dust mites and fungus.

Highlights :

- The premium woven flooring solution combining PVC fabric and high-quality luxury vinyl tile backing for extreme **durability and stability**
- Quick and easy **loose-lay** installation **without glue**
- Certified **non-toxic, phthalate-free** and fiberglass-free PVC fabric
- **Easy to clean** and maintain
- Infinite array of colors and textures with original designs **awarded**
- **Clean-cut edges** ensuring that it will collect no lint

For more information about LOOM+, visit <http://www.loomplus.com>.

And also you can preview IDEA 2015 TOP Winners by visiting <http://www.idsa.org/awards/idea/loom-woven-design-flooring>



The screenshot shows the top portion of a website page. At the top left is the ID50 logo. To the right are navigation links: INDUSTRIAL DESIGNERS SOCIETY OF AMERICA, WHAT IS ID?, FOLLOW, JOIN, LOGIN, and a search icon. Below these are more navigation links: EVENTS, NEWS & INFO, EDUCATION, MEMBERSHIP, AWARDS, OPPORTUNITIES. The main heading is "LOOM+ Woven Design Flooring". Below the heading is a photograph showing hands installing a woven floor mat. Under the photo, the text reads "Home & Bath 2015". A paragraph describes the product's features: "LOOM+ has the aesthetic appeal and texture of carpeting with remarkable durability and practicality. Its innovative, woven flooring solution combines a certified, non-toxic PVC fabric and adhesive-free, loose-lay system. Its NOX Ecotecture® Multi-layer property—proven in more than 50 countries—ensures the most stable and durable installation. The PVC fabric—certified by Oeko-Tex and Greenguard—provides the clean and safe floor. LOOM+ is designed for mix and match with a wide choice of colors and patterns, as well as two module types (50 x 50 cm; 50 x 100 cm)—setting no limits on creativity and design." Below this is the designer information: "Designed by: Hyun-Wook Lee for NOX Corp." and contact info: "Contact: sykim@noxprime.com". At the bottom of the page, there are links for ABOUT, MEDIA, CONTACT, DESIGN FOUNDATION, SITE MAP, and POLICY. The footer includes "Website Development by New Target" and copyright information: "© Copyright 2015, Industrial Designers Society of America. IDSA, 555 Grove St., Suite 200, Herndon, VA 20170; ☎ 703.707.6000".

Ссылка на источник:

[Industrial Designers Society of America
2015 International Design Excellence Awards \(IDEA\)](http://www.idsa.org/awards/idea/loom-woven-design-flooring)