

NEWS - Text MOM

These past 2 years, our company has initiated quite a few changes.

First of all, Theresa Paulig has joined the company and taken the helm alongside her father, Thomas Paulig, to become the 9th generation of the family to lead us into the future. Theresa and Thomas Paulig will be present at the show Thursday the 24th in the afternoon and Friday the 25th in the morning.

One of the principal changes is the addition of a B2C platform which is a shift from our previously exclusive B2B approach.

Since last year, we have been working on being more visible and therefore, have improved our online presence, as well as placed more importance on getting our brand out there. As a part of this strategy, Paulig since 1750, has recently opened its own 200sqm flagship store in the center of Munich, allowing customers to come and experience our products first hand.

Within the framework of our new brand strategy, Paulig stands on several pillars with the most important divisions being Paulig since 1750 and Haro-Teppiche.

Paulig since 1750 is our most diverse brand which includes Paulig's signature hand-woven pure new wool rugs. This branch incorporates our core collections and newly revisited designs, Salsa (natural warp) and Beat (with black warp). In addition, we also offer two hand-knotted collections: Makalu, our fully customizable range made in Nepal and our Moroccan Berber collection.

Rugs from the Paulig since 1750 brand are sold exclusively through selected dealers, while Haro Teppiche mainly serves furniture stores and speciality markets.

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