

PRESS RELEASE 2021 – WEEK 03

When things get dirty: never without rubber! Model-specific boot liners and floor mats from Rameder

Just sweep the dirt under the rug? This questionable tactic certainly does not work in the boot of your car. After all, the carpet is permanently bonded to the vehicle interior. A much better idea: a wipeable insert in the form of a vehicle-specific boot liner that can be removed for cleaning. Rameder, Europe's largest supplier for car transport solutions, has been offering a new product for this purpose since the end of 2020. Perfectly tailored rubber floor mats are also available for a large number of car models. Source: www.rameder.eu.

Boots are carpet deserts with many oases – for dirt and moisture. But in reality, the loop carpets are more like quicksand. They mercilessly hold on to any type of dirt, letting it sink ever deeper into the material until even a vacuum cleaner can hardly reach it. Another chapter in this horror story are stains or the grooves and impressions made by heavy and sharp-edged objects. But all this hardship can be avoided: Simply place one of the new vehicle-specific boot liners from **Rameder** on top of the carpet and pull the rug out from under the feet of dirt and moisture.

Of course, this high quality product is not actually made of rubber. In fact, it is a highly robust TPE polymer material with excellent anti-slip properties thanks to the special profile. The raised edge prevents liquids from spilling onto the carpet underneath. Perfectly tailored to the contours of the respective boot, the liners are always a perfect fit. For ordering, customers can simply select the respective car model at the following link: www.rameder.eu/car-accessories/car-boot-liners/. A nice detail: The model name of the vehicle is embossed into the mat. And what about dirty feet in the passenger compartment? **Rameder** also offers [vehicle-specific rubber floor mats](#).

Also visit our blog at: www.kupplung.de/magazin

... or our Facebook page: www.facebook.com/rameder.de

Press contact: Rameder; Jens Waldmann, Am Eichberg Flauer 1; D-07338 Leutenberg OT Munschwitz
Phone: +49 36734 35 750; fax: +49 36734 35-753; email: j.waldmann@kupplung.de

Press contact: IKmedia GmbH; Oliver Schielein; Andreas Hempfling; Friedenstrasse 33;
D-90571 Schwaig b. Nürnberg; phone.: +49 911 570320 0; fax: +49 911 570320-69; email: ah@ikmedia.de