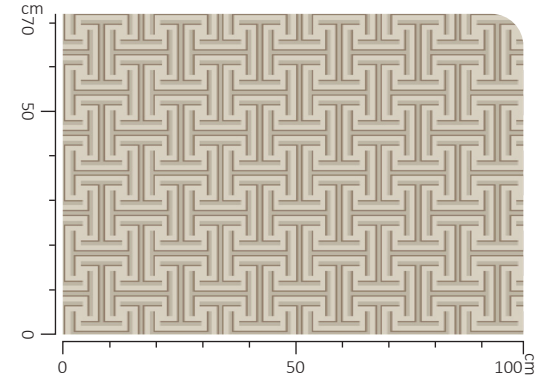




## Key Piece

regular

Experience timeless elegance with this key design piece: A geometrically-patterned rug, weaving together the classic and the contemporary to effortlessly transform your space.



Repeat: 17 cm ↔ x 17cm ↓

Available as stair runner (custom sizes) & wall to wall carpet (width 400 cm)



023901/a



023901/b



023901/c



023901/d



023901/e



023901/f



023901/g



023901/h



Axminster quality: over 250 years of expertise & craftsmanship

## Axminster quality

Axminster quality stair runners, wall-to-wall carpets, and area rugs are not just decorative elements for your home but practical components that protect your floors and provide comfort underfoot. In addition they instantly improve the acoustics.

When it comes to selecting materials for these areas, especially for high-traffic staircases, it's crucial to prioritize durability, robustness, and quality. That's why we recommend carpets in the Axminster quality.

Named after the town of Axminster in England where it was first developed in the 18th century, Axminster weave holds an impeccable reputation in the carpet industry. These exceptional carpets (80% New Zealand wool & 20% polyamide) are known for their vibrant colour combinations, their soft underfoot and above all, their incredible durability.

Axminster carpets are produced differently from conventional carpets. A unique weaving process intertwines the pile and backing yarns, which is then cut to create a U-shaped tuft. This process ensures a sturdy carpet construction with the ability to withstand heavy foot traffic and rigorous usage, making Axminster carpets perfect for stair runners that certainly need to work hard and endure impact, force, and gravity. One main advantage of Axminster weave is that it allows the carpet to retain its structure and integrity even in the face of repeated strain and pressure. The weave creates a secure pile, which means Axminster carpets won't shed or fray as easily as other carpets. As a result, the design and pattern remain clear and sharp, maintaining the visual aspects of your carpet for a long time.

### Carpet specification

- Carpet height: 9,5 mm (including backing)
- Pile height: 7,5 mm (without backing)
- Weight: 2230 gr/ m2
- Material yarn: 80% New Zealand wool + 20% poly
- Density & strength: 10-row, 2 ply (suitable for intensive traffic like hotel projects)
- Backing: jute (biodegradable and eco-friendly)

So, why choose an Axminster stair runner? If you're looking for something beyond aesthetics, a carpet that offers superior wear resistance, maintenance of design clarity, and a long lifespan, then Axminster is the right choice. Also, it's a

soft, classic carpet style, so it adds an element of timeless elegance to your stairway.

This brochure comprises our Axminster collection, full of unique designs (all exclusively designed in our studio) to fit your style and quality that fits your needs. Let your stair runner make a statement with Axminster-weave carpets and witness the perfect blend of resilience, charm, and superior quality.



Icon index: see page 92





## Environmental responsibility

Environmental responsibility, sustainability and product quality are paramount when selecting materials and looms for our collection. European-manufactured Axminster carpets fit the bill perfectly, presenting a blend of timeless appeal, durability, and environmental responsibility.

These carpets are produced in Europe under stringent regulations that ensure a minimal environmental impact during the manufacturing process.

Our Axminster carpet proudly holds

the GUT label, certified for creating a superior living environment. Beyond just comfort and design, it has been awarded an A+ label for outstanding low emissions, transforming your interiors while caring for your health. Upholding stringent EU standards, it also complies with the rigorous REACH chemicals legislation, ensuring your carpet is as environmentally responsible as it is luxurious.

The bespoke nature of these pieces means there's no overproduction, limiting waste and ensuring each carpet is a unique creation that meets the specific needs of its destined space.

But why exactly are Axminster carpets sustainable? The key lies in the materials we use for our Axminster quality.



Icon index: see page 92



At the base of each Axminster carpet, you'll find a backing made of jute, a highly sustainable, renewable, and biodegradable resource- a far cry from the non-biodegradable synthetics used in other forms of carpeting. This plant-based material also consumes less water during growth compared to other crops, making it environmentally attractive from the cultivation stage itself.

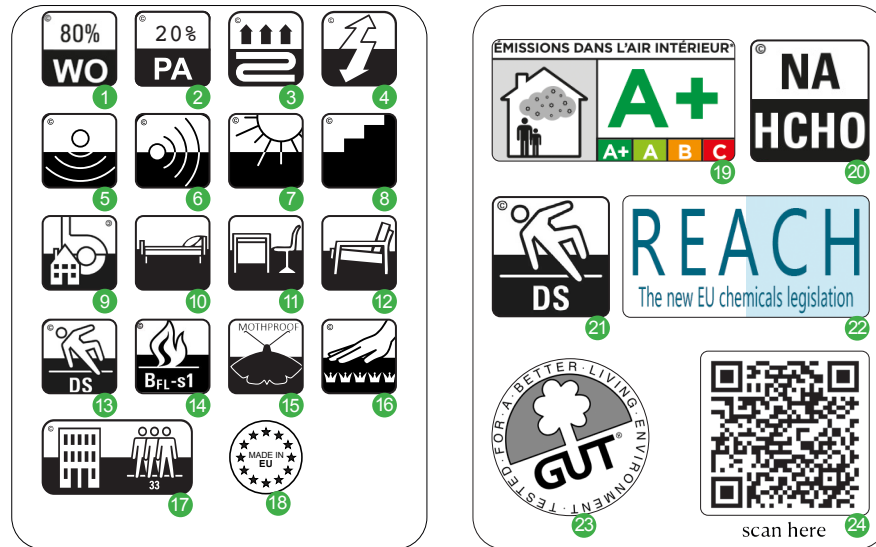
The main body of an Axminster carpet is made from wool, a natural, renewable, and highly durable fiber that provides quality, resilience, and longevity. A long lifespan incurs less need for replacement, reducing the overall material production and waste that comes from frequently changing carpets. Moreover, wool is a fantastic insulator and acts as a natural air purifier, absorbing harmful pollutants from the air, thus contributing to a healthier interior environment in your home.

Therefore, choosing Axminster carpet does not only infuse your spaces with sophistication and premium craftsmanship but also contributes towards a more sustainable future. In our journey towards creating homes and spaces that cherish and respect the environment, opting for such durable and responsibly sourced products is a step in the right direction.

# Cracking our carpet icons code

What do these flooring symbols mean?

Our Axminster quality holds a variety of symbols and icons to describe the quality and environmental certification of our carpet. On this page we will explain these symbols so you can check if our quality fits the requirements of your project & suits your needs.



- 1 80 % New Zealand wool (WO)
- 2 20% polyamide (PA)
- 3 Suitable for use with underfloor heating
- 4 Antistatic
- 5 Reduction of impact noise
- 6 Sound absorption
- 7 Lightfastness
- 8 Suitable for stairs
- 9 Suitable for chair castors, occasional use
- 10 Suitable for bedrooms

- 11 Suitable for home office
- 12 Suitable for living room
- 13 This standard specifies that carpets must meet certain safety requirements. This standard also defines slip resistance.
- 14 Class B, flame retardant
- 15 mothproof
- 16 Luxury Class LC 5: the number of crowns indicates how soft and comfortable the underfoot is. 5 crowns is the most comfortable.
- 17 Suitable for areas with heavy public traffic like hotels, reception halls, offices & entrance areas.
- 18 Made in Europe
- 19 The letters indicate the level of emission of the product in volatile pollutants into the indoor air of a room: the rating "A+" indicates that the product emits very little.
- 20 No formaldehyde added (NA = not added).
- 21 The EN 14041 standard specifies that carpets must meet certain safety requirements. This standard also defines slip resistance. Textile floor coverings must therefore have a dynamic coefficient of friction >0.3 when dry and clean. If this is the case, the product can be marked with the symbol "DS"
- 22 The REACH icon signifies the EU's safety regulations for chemical usage in industries like textile flooring. If a product features this icon, it complies with the REACH framework, implying responsible and safe chemical handling during its production.
- 23 All products under the GUT label are stringently tested for harmful substances and emissions according to the latest findings and techniques available.
- 24 Scan for more GUT info