



PAM'S PLATFORM



Let's Talk Rugs

by Pam Paisley
A+D Lookup

First off, I want to thank all of the wonderful rug reps in A+D Lookup.

We have 116 reps available to provide resources for both indoor and outdoor rugs.

I took to the streets and asked designers what are some of the deciding factors that you use when selecting rugs for your project? The top three answers were:

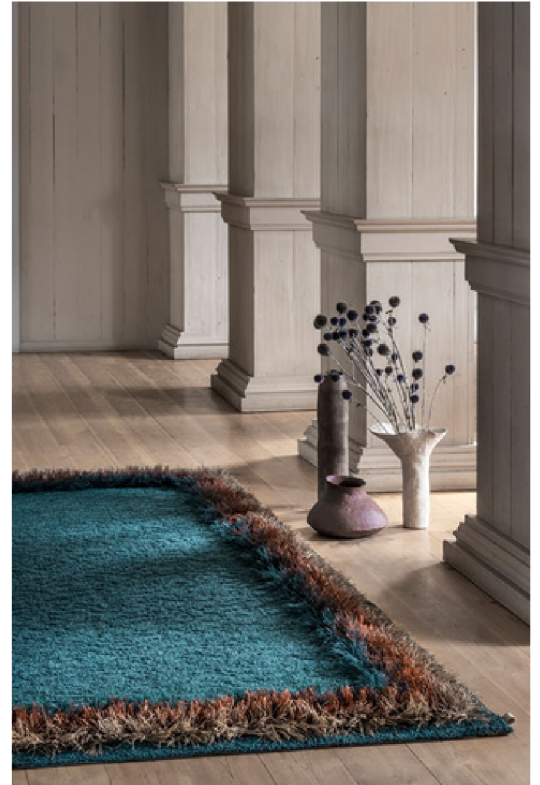
1. Lead time...no surprise here!
2. Construction and ability to get a strike off quickly.
3. Creating unique and seamless transitions from public space to rooms with coordinating products.

On the following pages, I have listed a few of the manufacturers that are available in A+D Lookup with reps ready to assist with any project along with some facts and stats about their lines.

To contact any of the reps, use A+D Lookup as a resource to reach out for more information.

Kasthall

- **Quick Lead Times** // 5-7 weeks for production, 2-3 weeks for custom samples. Two day delivery on available standard sample orders. Next day when your timeline requires it.
- **Design Customization** // For over 130 years, they have owned and operated their own factory. This allows them to have complete control over the production process which gives an almost limitless customization options. Kasthall's Scandinavian heritage is synonymous with their design philosophy.
- **Quick response times** // Their reps will always respond to you same day and work to get you everything you need as quickly as possible.



Elevate Wool Rugs

- **Custom Elevate Wool** // 4 weeks development sample and 12-16 weeks production.
- **Custom Nylon Rugs** // 4 weeks development sample and 8-10 weeks production.
- **Broadloom Cut & Serge** // 3-4 weeks if the material is in stock, 6-8 weeks if the material needs to be made.



Art of Floors

- **Intuitive Website** // Tools created to make the design process easy. Ability to save your palette with a click and then apply it to any other design. They have a "Shuffle Colors" feature that rearranges the placement of colors within the design.
- **Completely Customizable** // Any color, any size, any construction.

Red Rock Carpet

- **Local** // Manufactured in Douglasville, GA allowing for quick lead times, 3-8 weeks, depending on custom setup. They have 35 years experience and specialize in wool and wool blend combinations.
- **Design Customization** // Standard designs and colors along with unique customization capabilities available.
- **Unique** // Most unique machine-made capabilities for rugs made in the US.



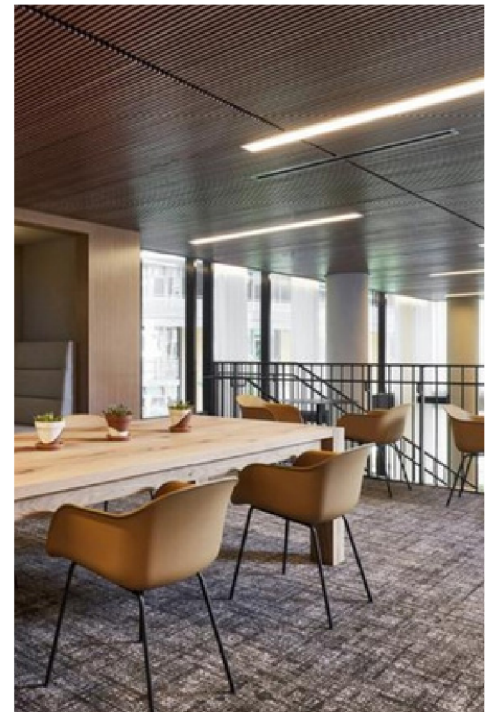
Modern Nature Design Rugs

- **Custom Sizes** // Custom rugs in any size, shape, and have over 500 designs to choose from. Capability to also create a custom design.
- **Handmade** // Hand-knotted, hand-loomed, hand-tufted, and cut pile with prices starting at \$19 per square foot.
- **Quick Custom Lead Times** // Over 1,200 colors to choose from and lead times of 70-90 days for a fully custom rug.



Brintons

- **Loose Lay Axminster Rugs** // Non-slip pad is attached. Features all of the attributes of a durable woven rug - 80% wool, 20% nylon Axminster. Various specifications available to meet any design in up to 32 colors, customizable shapes, sizes, and binding colors.
- **Hand-Tufted Rugs** // Luxurious 100% wool hand-tufted rugs. Capability to add in viscose or silk for elegant highlights or accents. Completely customizable shapes, sizes, and colors. Various techniques available - cut and loop as well as carving. Perfect for high-end suites or lobby feature rugs.



Jamie Stern

- **Design Customization** // Offers a variety of constructions with unlimited color, size and shape options. Custom rugs and carpet are made as easy as standard. Most designs are available in hand-tufted, hand-knotted and axminster constructions.
- **Sustainable** // Natural, biodegradable fibers including 100% New Zealand wool, bamboo silk, hemp, linen and nettle. The benefits of this commitment can be seen in our rugs' durability, flexibility and sustainability.
- **Quality** // Carpets and rugs begin with the time-honored manufacturing traditions of Nepal, India and China. These techniques date back hundreds and even thousands of years and have consistently produced natural products of the highest quality. We are proud to play a small role in continuing these traditions while still maintaining Lead times are typically 8-12 weeks.



Bloomsburg

- **Made in the USA** // They are the only mill in the country that weave the Axminster nylon and the only mill in the world that weave Axminster, Velvet, and Wilton woven products under one roof.
- **Rich History** // Langhorne Carpets is the longest running Wilton Mill in the US. Since 1931, they only weave Wilton, wool is their yarn system.



Obeetee Rugs

- **Customizable** // Each of their designed rugs can be recolored using their colors bank and also resized to fit your project specifications. They have 72 stocked colors in 100% New Zealand wool
- **Quick Lead Time** // 2 week production for strike-offs after rendering approval, 6-8 week production time for orders up to 15' x 20' size.