

# CREATIVE RUGS FROM ALMEDAHL'S

The Selection 2020



**almedahls**



IT \_\_\_\_\_ IS

**MORE**

of a creative tool box and less of a collection.

It is more timeless and less time-sensitive.

It is both an aesthetical and functional compass in textile  
floor covering.

It is uncompromising quality and relentless passion for  
the product.

It is both prêt-à-porter and bespoke tailoring.

It is your path to creating rugs where each piece is an  
original; an expression of your creativity and skill.

**It is Creative Rugs from Almedahls.**



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**WE** \_\_\_\_\_ **ARE**

**INTRODUCING**

**CREATIVE  
RUGS**

**FROM ALMEDAHL'S**





# OUR

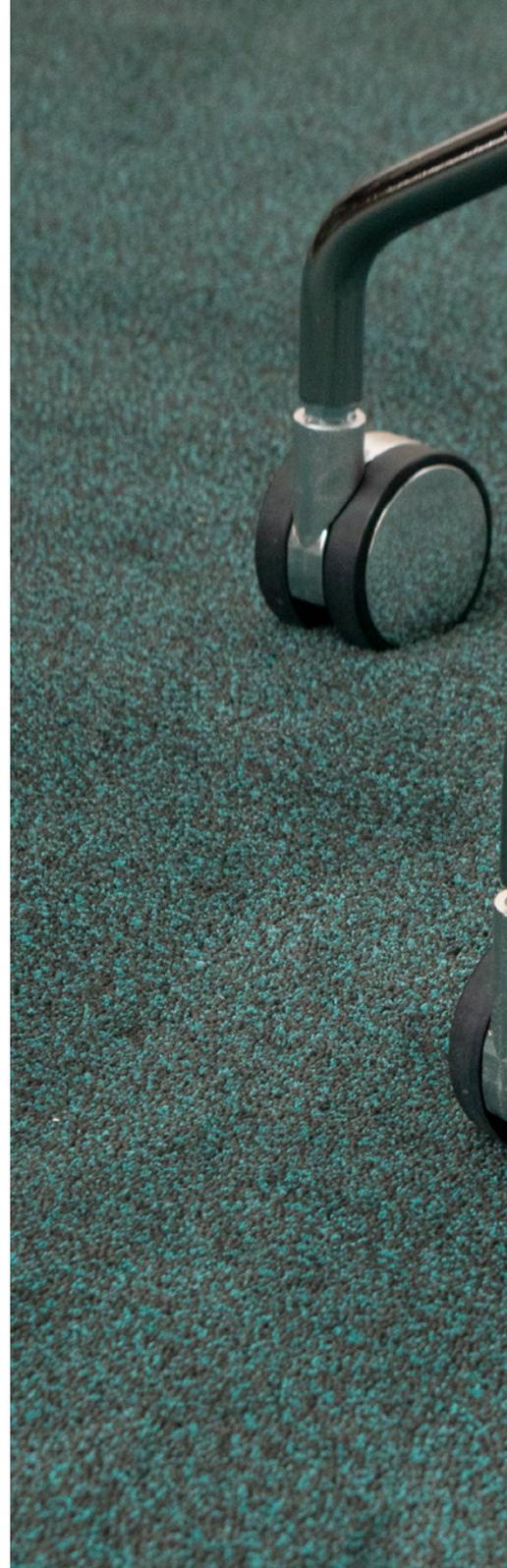
## **PARTNERS AND CUSTOMERS**

are generally in the business of designing unique, functional and beautiful spaces in which human beings may excel.

We are in the business of helping our partners and customers by developing products which allow for maximum freedom of creativity and expression, whilst ensuring stable and superior product performance.

## **CREATIVE RUGS ARE:**

- A standard product offer as well as a tool box for comprehensive choice in design, colour, texture, size and shape.
- Proven qualities and styles developed exclusively for public spaces.
- An invitation even to create customer-unique designs.
- Conceptually designed to enable as much creative leverage as possible.
- Accompanied by guidelines which allow for easy navigation and functional choice.





# FUNCTIONS

**Our rugs provide a number of (both familiar and less familiar) functions sought after by architects and interior decorators.**

## **Statement Of Aesthetics**

With choice of design, texture, shape and colour, rugs are signature furnishing items which will advance the expression of style and chosen design language.

## **Sound Absorption**

A rug plays a role in the acoustic design of the room as the rug will contribute to curb distortive sound in public spaces. Our rugs are sound tested and acoustics classified.

## **Hygiene**

A rug will retain dust and dirt which may otherwise circulate in the room and lessen the quality of the air, and the perception of cleanliness.

## **Accentuates Furniture**

Rugs accentuate the furnishing chosen for the room and enhance the overall interior. Sometimes by providing a colour- or texture based contrast to other material choices.

## **Comfort And Wellbeing**

Few humans fail to notice the soft, pleasant tactility of a rug, the sense of warmth and the richness of the material which brings comfort and sends a message about having made an effort.

## **Definition Of The Room**

A rug allows the interior decorator to create visual and physical spaces in the room; e.g. by introducing functional zones, boundaries or paths of traffic.

## **Flame Retardancy**

The majority of our Creative Rugs are inherently flame retardant as flame resistance is built into the fibre of the rug.

# HOW TO CHOOSE A CREATIVE RUG



## Type and purpose of room

- Office
- Hospitality
- Education
- Care
- Public area



## Traffic in the room

- Frequent traffic
- Moderate traffic
- Light traffic



## Planned placement of the rug in the room

- Close to source of dust and dirt
- Distanced to source of dust and dirt



## Function of the rug

- Statement of aesthetics
- Sound absorption
- Hygiene
- Accentuate furniture
- Comfort and wellbeing
- Definition of the room
- Flame retardancy



## Choice of pile height, cut / loop and density

Choose between 6 pile heights as well as cut and loop technique



## Choice of expression and colour

Choose from an extensive colour range and both predefined as well as bespoke design



## Choice of shape and size

From a maximum of 5 x 13 metres in one piece and in any shape you desire

# PRODUCT CHOICE

Our standard rugs are developed to work in multiple public spaces. For the sake of illustration, our standard range is categorised according to suitability for room types and level of traffic.

|  <b>ROOM TYPE AND TRAFFIC PATTERN</b>      |  <b>PRODUCT CHOICE CONSIDERATIONS</b> |  <b>MOST RELEVANT CREATIVE RUGS FROM ALMEDAHL'S</b>   |               |                          |                      |                         |                          |            |                    |              |                    |            |                    |  |
|---|--|--|---------------|--------------------------|----------------------|-------------------------|--------------------------|------------|--------------------|--------------|--------------------|------------|--------------------|--|
| <b>Frequent traffic</b><br>Hallways, halls, public offices, retail areas, education spaces and certain areas in restaurants | <b>Low pile</b><br><b>High density</b><br><b>Potentially rich design</b>   | <table border="0"> <tr> <td><b>Curve</b></td> <td><b>Plain</b> 10 or 12 mm</td> </tr> <tr> <td><b>Curve melange</b></td> <td><b>Rollo</b></td> </tr> <tr> <td><b>Grain</b> 10 mm</td> <td></td> </tr> </table>   | <b>Curve</b>  | <b>Plain</b> 10 or 12 mm | <b>Curve melange</b> | <b>Rollo</b>            | <b>Grain</b> 10 mm       |            |                    |              |                    |            |                    |  |
| <b>Curve</b>  | <b>Plain</b> 10 or 12 mm   |  |               |                          |                      |                         |                          |            |                    |              |                    |            |                    |  |
| <b>Curve melange</b>  | <b>Rollo</b>   |  |               |                          |                      |                         |                          |            |                    |              |                    |            |                    |  |
| <b>Grain</b> 10 mm  |  |  |               |                          |                      |                         |                          |            |                    |              |                    |            |                    |  |
| <b>Moderate traffic</b><br>Lounges, restaurants, meeting rooms, care facilities, office seating areas                       | <b>Low to medium pile</b><br><b>High density</b><br><b>Potentially rich design</b>                                       | <table border="0"> <tr> <td><b>Arcade</b></td> <td><b>Shift</b></td> </tr> <tr> <td><b>Candy</b></td> <td><b>Shimmer</b></td> </tr> <tr> <td><b>Flood</b></td> <td><b>Way</b></td> </tr> <tr> <td><b>Glans</b> 10 mm</td> <td><b>Weave</b></td> </tr> <tr> <td><b>Grain</b> 14 mm</td> <td><b>Yta</b></td> </tr> <tr> <td><b>Plain</b> 14 mm</td> <td></td> </tr> </table> | <b>Arcade</b> | <b>Shift</b>             | <b>Candy</b>         | <b>Shimmer</b>          | <b>Flood</b>             | <b>Way</b> | <b>Glans</b> 10 mm | <b>Weave</b> | <b>Grain</b> 14 mm | <b>Yta</b> | <b>Plain</b> 14 mm |  |
| <b>Arcade</b>   | <b>Shift</b>   |  |               |                          |                      |                         |                          |            |                    |              |                    |            |                    |  |
| <b>Candy</b>  | <b>Shimmer</b>   |  |               |                          |                      |                         |                          |            |                    |              |                    |            |                    |  |
| <b>Flood</b>  | <b>Way</b>   |  |               |                          |                      |                         |                          |            |                    |              |                    |            |                    |  |
| <b>Glans</b> 10 mm  | <b>Weave</b>   |  |               |                          |                      |                         |                          |            |                    |              |                    |            |                    |  |
| <b>Grain</b> 14 mm  | <b>Yta</b>   |  |               |                          |                      |                         |                          |            |                    |              |                    |            |                    |  |
| <b>Plain</b> 14 mm  |  |  |               |                          |                      |                         |                          |            |                    |              |                    |            |                    |  |
| <b>Light traffic</b><br>Lounges, seating areas, hotel rooms, single or multi-person offices etc.                            | <b>High pile</b><br><b>Lighter colors</b><br><b>Potentially detailed / intricate design</b>                              | <table border="0"> <tr> <td><b>Arcade</b></td> <td><b>Shimmer</b></td> </tr> <tr> <td><b>Flood</b></td> <td><b>Vila</b> 25 or 35 mm</td> </tr> <tr> <td><b>Glans</b> 12 or 14 mm</td> <td><b>Way</b></td> </tr> <tr> <td><b>Grain</b> 25 mm</td> <td></td> </tr> </table>  | <b>Arcade</b> | <b>Shimmer</b>           | <b>Flood</b>         | <b>Vila</b> 25 or 35 mm | <b>Glans</b> 12 or 14 mm | <b>Way</b> | <b>Grain</b> 25 mm |              |                    |            |                    |  |
| <b>Arcade</b>   | <b>Shimmer</b>   |  |               |                          |                      |                         |                          |            |                    |              |                    |            |                    |  |
| <b>Flood</b>  | <b>Vila</b> 25 or 35 mm  |  |               |                          |                      |                         |                          |            |                    |              |                    |            |                    |  |
| <b>Glans</b> 12 or 14 mm  | <b>Way</b>   |  |               |                          |                      |                         |                          |            |                    |              |                    |            |                    |  |
| <b>Grain</b> 25 mm  |  |  |               |                          |                      |                         |                          |            |                    |              |                    |            |                    |  |

# OUR TEXTILE FIBERS: THE ORIGINS OF QUALITY

Three distinct textile fibres are used in Creative Rugs from Almedahls: Wool, Flax and Tencel™.



**Wool**

The most widely used fibre in our rugs is wool. We use wool from New Zealand where the climate makes for a superior quality with longer wool fibres which ultimately translates to longer durability for our rugs. For centuries wool has been acknowledged by mankind for being resilient, durable, easy to dye, resistant to dirt and moisture, easy to clean, difficult to ignite, and an insulator against both heat and cold.

Our Spirit wool fibre is twisted twice and our Hardtwist fibre is twisted three times in the spinning process. Hence, Creative Rugs from Spirit fibre will be somewhat softer, whereas rugs from Hardtwist will be somewhat more durable.



**Flax**

Flax originates from plants and is, similar to wool, a natural fibre.

Flax grows quickly, thrives on natural water (no irrigation) and processing flax into yarn is primarily mechanical. Flax has therefore minimal environmental impact compared to other fibres.

The fibre's natural colours range from beige to grey have a high natural lustre and it has, as wool, insulation capabilities.

In dry condition, flax is a highly durable fibre and we use two-ply flax yarn, in combination with wool fibres, to create variations in reflection of light and thickness of fibre which installs a sense of richness in the rug.



**Tencel™**

Tencel™ consists of the fibre lyocell which is made from cellulose originating from eucalyptus wood. The eucalyptus trees grow fast and demand limited area of land, no water irrigation or pesticides.

The lyocell textile fibre in Tencel™ is harvested from FSC\*-certified farms and is created in a closed loop process where solvents are recovered and reused which makes it a sustainable alternative.

The structure of the fibre enables improved pick-up of dye whilst using less dye and water. This is resulting in vibrant colours which delivers a slight shine to a rug whilst making the rug more susceptible compared with rugs from pure wool fibre.

\* Forest Stewardship Council

# OUR CREATIVE RUG CRAFTSMANSHIP

**The front surface of a Creative Rug is what you see and feel every day. But the backside, the surface which is hidden from you, is just as important for the overall quality of the rug.**

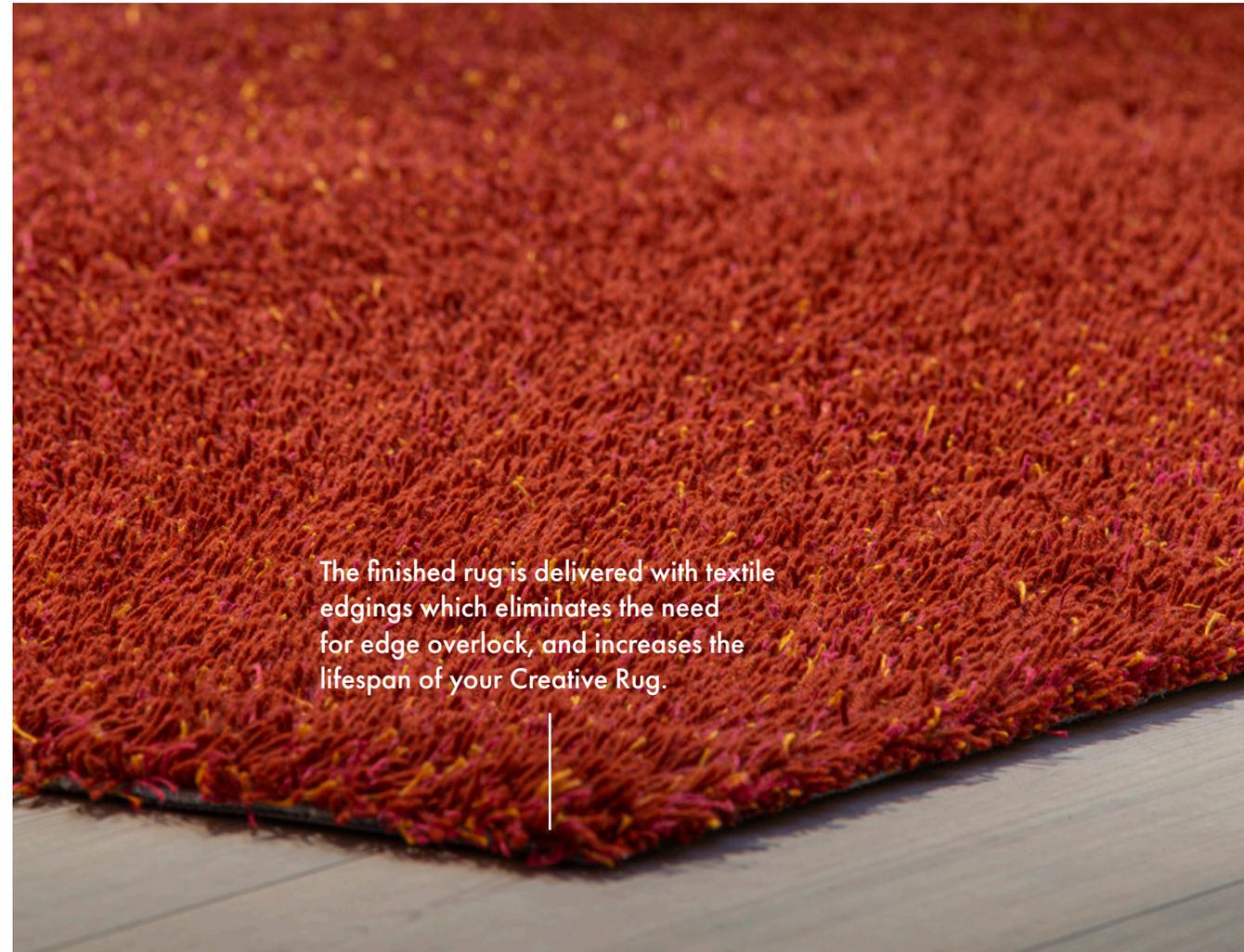
Our Creative Rugs are created in layers starting with a base fabric through which loops of textile fibre are tufted.

The tufting technique determines the character of the front surface: The cut pile technique creates a rug surface with vertical, open dense fibres. The loop pile technique creates closed loops on the surface, and the cut-loop technique combines vertical and looped fibres.

Finally, the rya technique is a variant of the cut pile technique, yet with longer fibres.

Generally speaking, loop pile is used for Creative Rugs with lower pile height, whereas cut pile offers more expressions for higher pile heights.

Once the front surface has been tufted and any additional processing of the front is complete, a stabilising layer is added on the back to lock the tufted structure. Hence, a mesh is applied which works as a stabiliser for the rug, and prevents the rug from changing shape. Further, the mesh provides an anti-slip function such that the rug will not slide on the floor.



The finished rug is delivered with textile edgings which eliminates the need for edge overlock, and increases the lifespan of your Creative Rug.

# THE COLOURS OF THE WORLD

**With Creative Rugs from Almedahls, we have made an effort to provide rich choice in every dimension thinkable: Size, shape, pile height, fibre – and colour.**

We consider colour to be a language of its own. A source of deep symbolic power. A trigger of human emotion. A sign of confidence and understanding.

We use a structured approach to colour selection under the leadership of our in-house design studio. It begins with identification of medium term trends which ultimately leads to colour themes, and specific colour tones.

Having said that, our colour culture is undeniably linked to our Nordic origins.

For a number of Creative Rugs, we have pre-selected the colours to choose from, and for others we are offering a comprehensive colour scale which may be used freely as a palette. The guiding principle is: Plenty.

Our most prolific fibre; the Spirit wool quality, is available in a set box with no less than 140 colour choices. Ranging from primary colours to organic tones which includes undyed naturals.

With our colour choices for Creative Rugs, we aim to give you an outlet for your creativity and skill with the colours of the world.



our

**STANDARD**

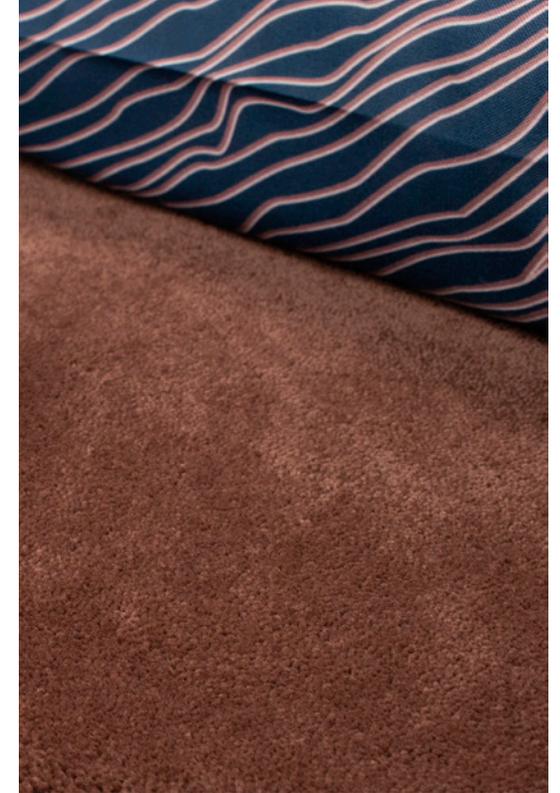
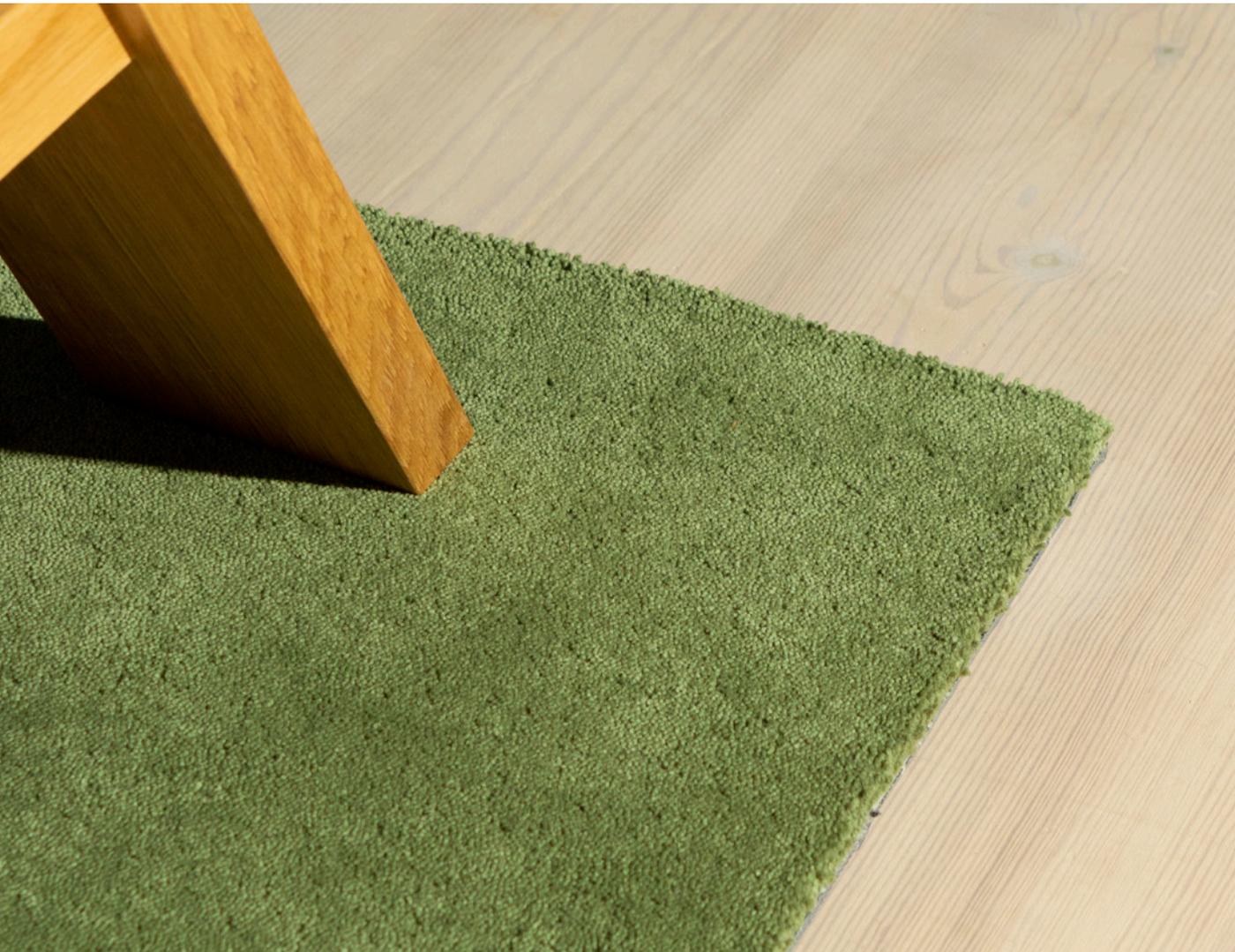
yet

**CUSTOMISED**

choices

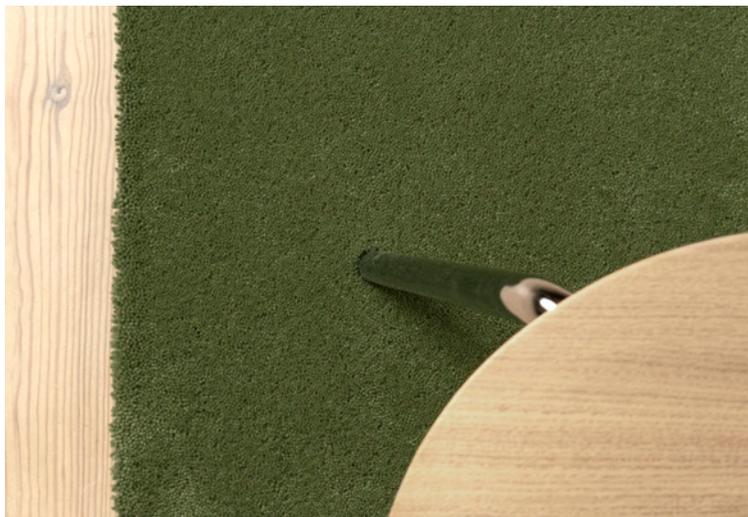
# GRAIN

Is a sibling of Plain. Both Grain and Plain are uni-colour rugs with a surprising number of expressions. The fibre base of Grain is the wool Hardtwist in 53 colour shades. Grain is available in both loop- and cut pile and heights of 10, 14 and 25 mm respectively. A truly versatile rug for all spaces and traffic intensities depending on the choice of pile height and technique.





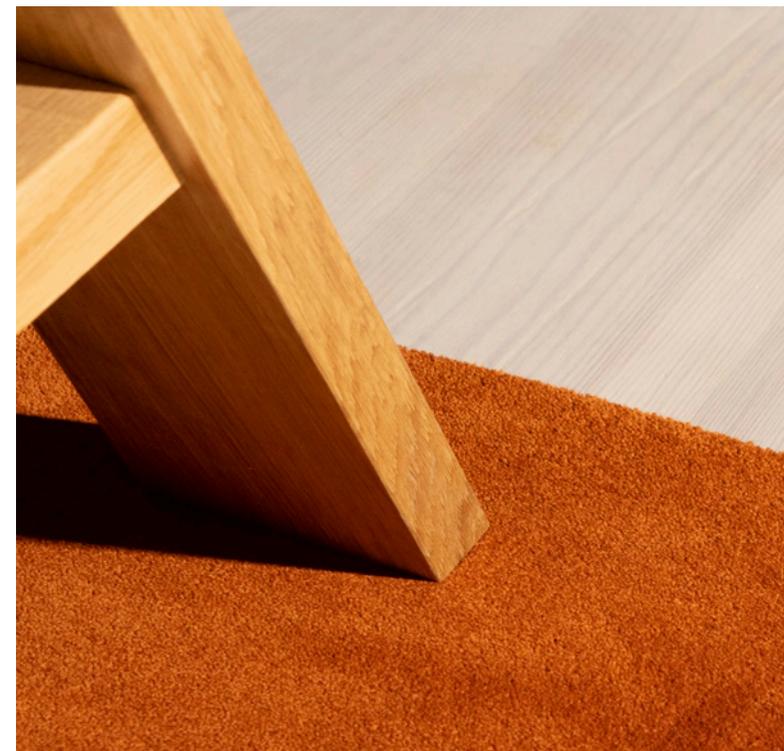
|               |   |
|---------------|---|
| Productnumber | 100710 (10 mm loop)<br>100711 (14 mm cut)<br>100712 (25 mm cut) |
| Designer      | Studio Almedahls  |
| Width         | Max size of 5 x 13 m  |
| Material      | 100% wool Hardtwist   |
| Weight        | 4 100 g/m <sup>2</sup>  |
| Pile Height   | 10 mm loop / 14 mm cut / 25 mm cut                              |
| Tuft density  | 39 000 tuft / m <sup>2</sup>                                    |
| Colourways    | 53  |
| Other Info    | Sound class D according to ISO 354                              |



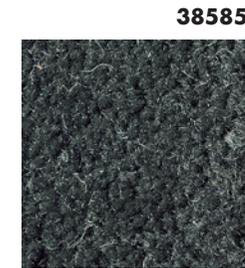
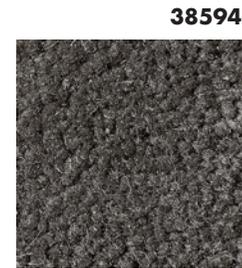


## PLAIN

Is a sibling of Grain. Both Plain and Grain are uni-colour rugs with a surprising number of expressions. The character of Plain is shaped by wool Spirit in 140 standard colours. 3 pile heights (10, 12 and 14 mm) provide plenty of opportunities to place Plain in spaces with frequent and moderate traffic. Loop technique involves somewhat less light reflection and therefore a matt surface. Cut technique delivers more radiance.



|               |   |
|---------------|---|
| Productnumber | 100707 (10 mm loop)<br>100708 (12 mm cut)<br>100709 (14 mm cut) |
| Designer      | Studio Almedahls  |
| Width         | Max size of 5 x 13 m  |
| Material      | 100% wool Spirit  |
| Weight        | 3 500 g/m <sup>2</sup>  |
| Pile Height   | 10 mm loop / 12 mm cut / 14 mm cut                              |
| Tuft density  | 39 000 tuft /m <sup>2</sup>                                     |
| Coloursways   | 140   |
| Other Info    | Sound class D according to ISO 354                              |



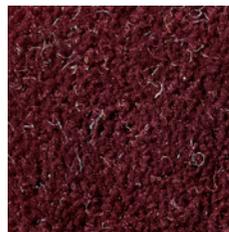
**35693**



**35605**



**31754**



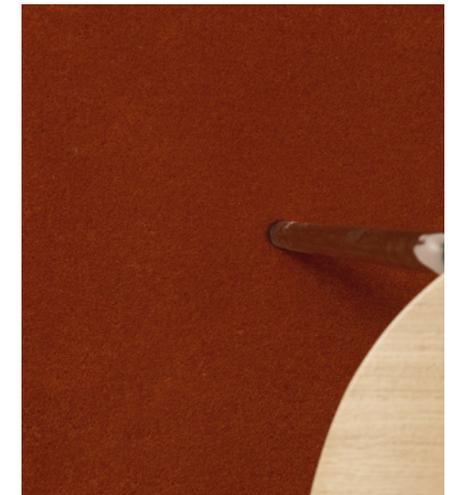
**32663**



**32701**



**32700**



# GLANS

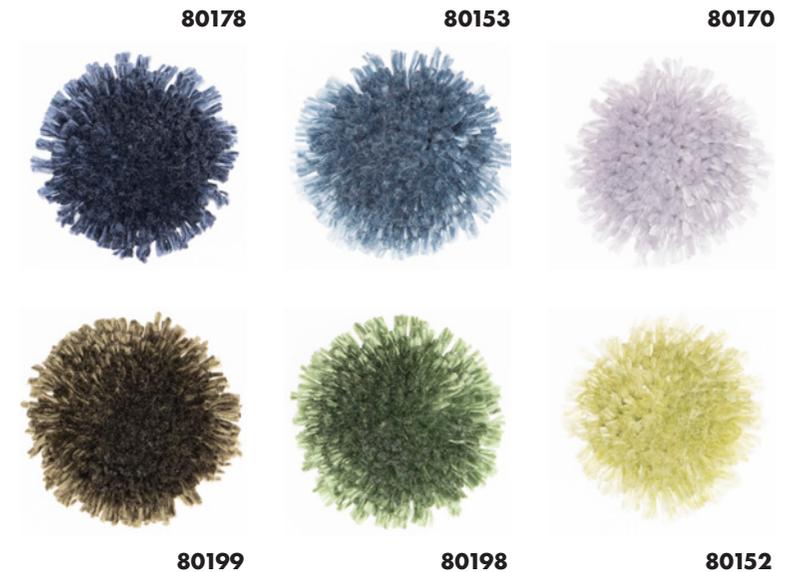
Glans is based on 100% Tencel™ fibre which instils a beaming, gleaming personality in Glans. You may choose different Glans expressions through 3 pile heights in both cut and loop technique.

Because of its unique light reflection, Glans will almost illuminate your choice of furnishing from beneath and highly effectively frame the chosen décor whilst adding a touch of glamour.





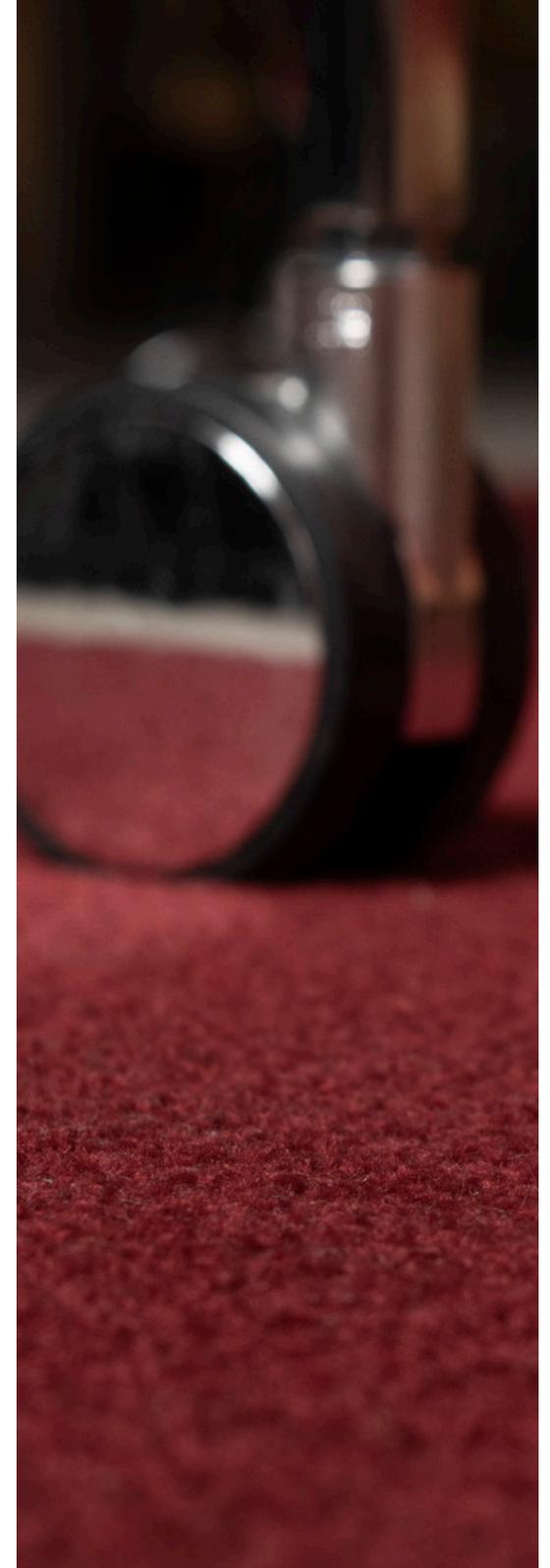
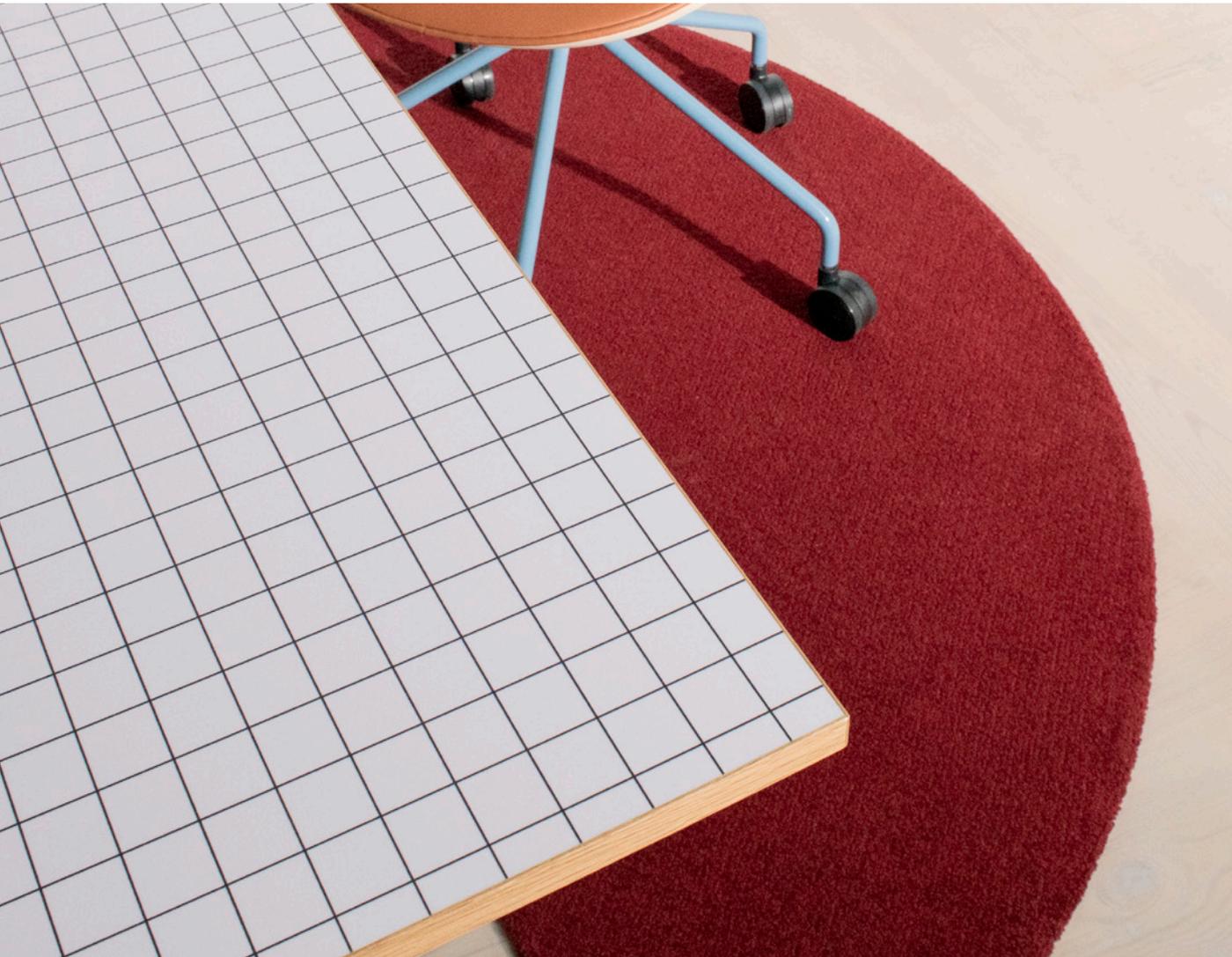
|               |   |
|---------------|---|
| Productnumber | 101728 (10 mm loop)<br>101561 (12 mm cut)<br>101727 (14 mm cut) |
| Designer      | Studio Almedahls  |
| Width         | Max size of 5 x 13 m  |
| Material      | 100% TENCEL™  |
| Pile Height   | 10 mm loop / 12 mm cut / 14 mm cut                              |
| Tuft density  | 39000 tuft / m <sup>2</sup>                                     |
| Colourways    | 70  |
| Other Info    | Sound class D according to SS-EN ISO 354                        |

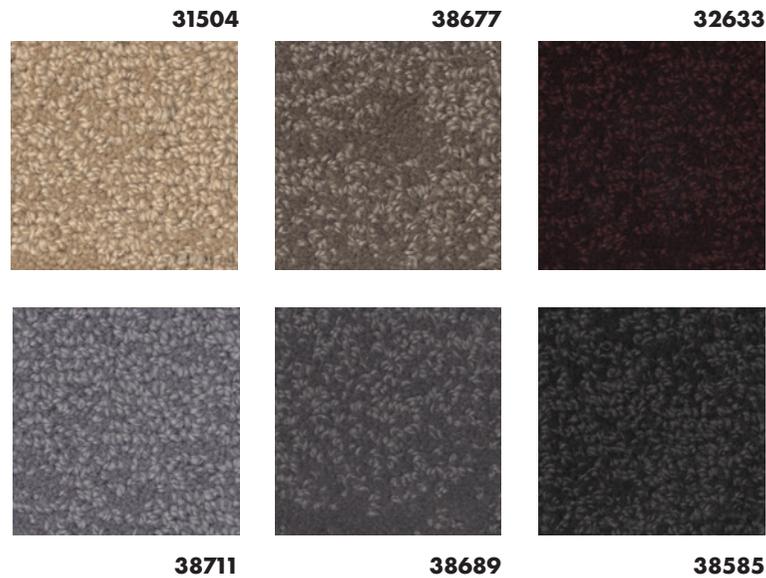


# ROLLO

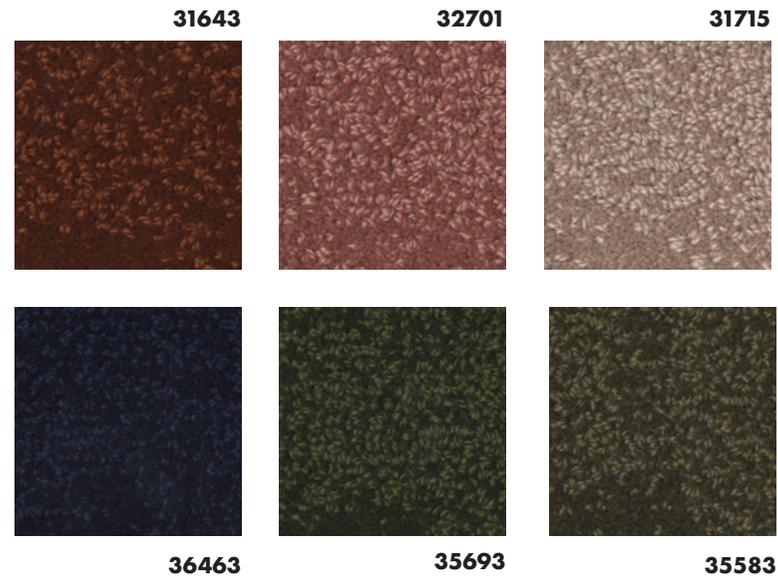
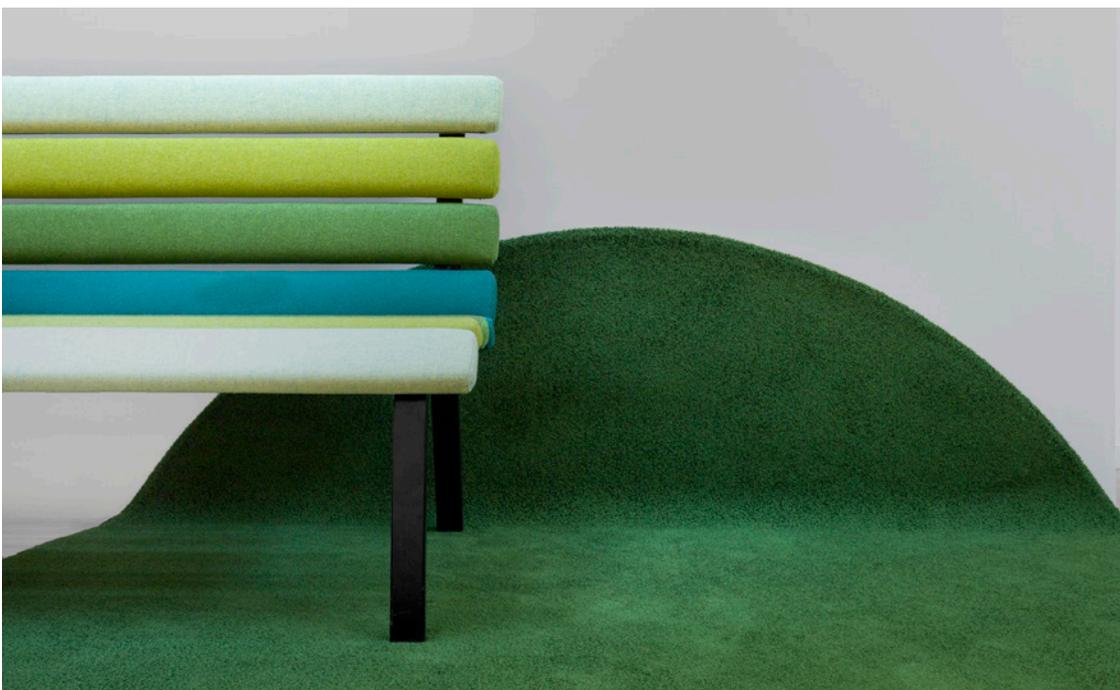
Rollo is designed to deliver a beautiful, yet resilient, textile surface for spaces with frequent traffic and even office chairs with wheels.

The dense structure and feel of Rollo comes from 8 mm loop and cut pile wool Spirit in one colour and choosing from the Spirit colour box with 140 choices. This combination of techniques also powers the melange radiance of Rollo.





|               |                                    |
|---------------|------------------------------------|
| Productnumber | 100287 (8 mm cut/loop)             |
| Designer      | Studio Almedahls                   |
| Width         | Max size of 4 x 6 m                |
| Material      | 100% wool Spirit                   |
| Pile Height   | 8mm cut & loop                     |
| Tuft density  | 39 000 tuft/m <sup>2</sup>         |
| Colourways    | 140                                |
| Other Info    | Sound class D according to ISO 354 |



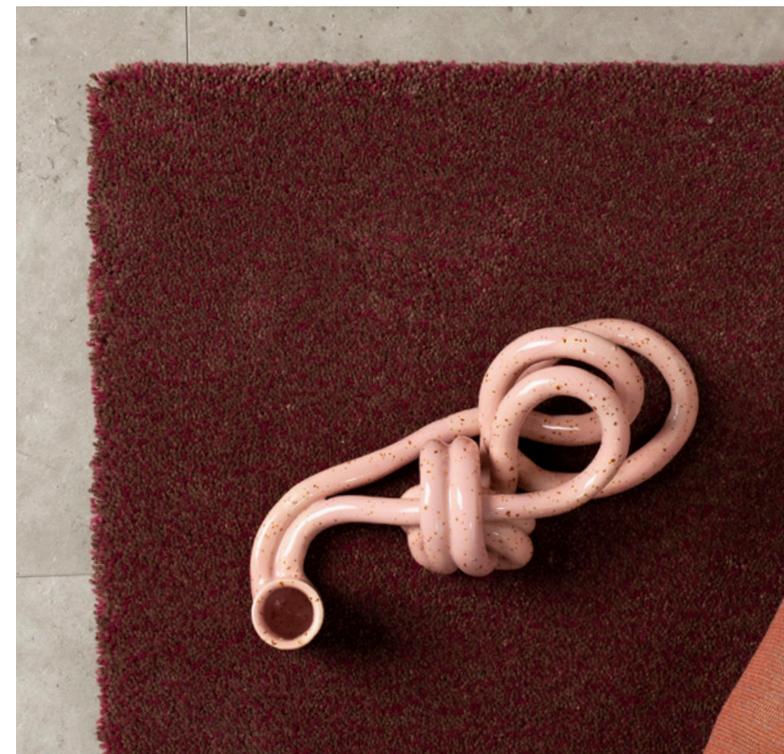


## CANDY

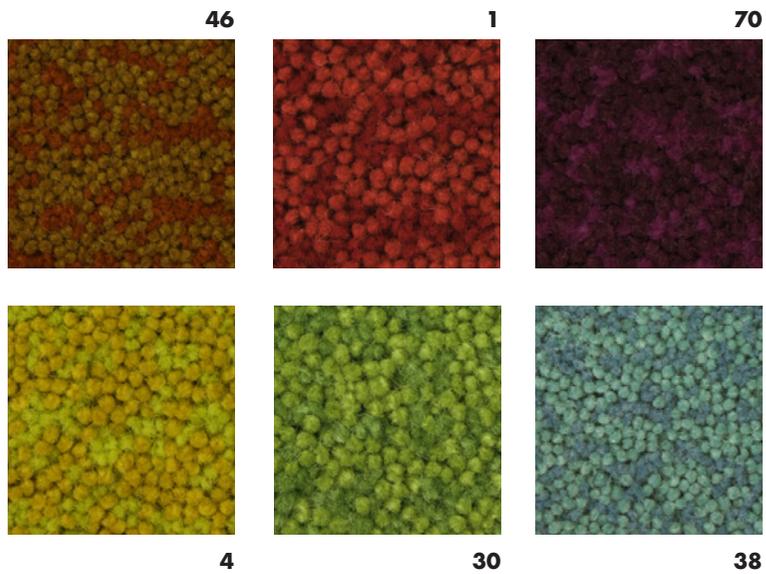
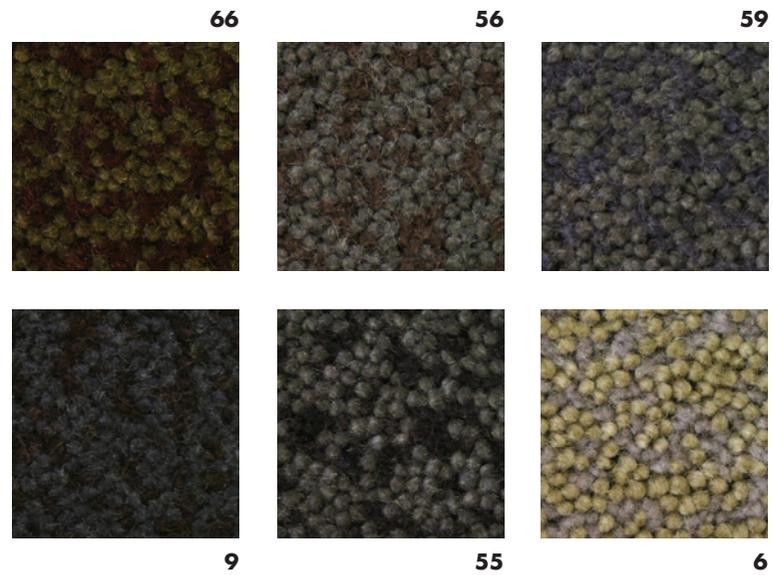
Candy combines wool Spirit with Hard Twist in cut pile technique which makes for a dense rug despite a 14 mm pile height.

The interplay between Spirit and Hard Twist, and the option to use two colours, means that Candy projects a muffled, hazy surface which blends to form a dynamic colour façade.

Candy offers rich, luxurious depth of fibre combined with the purity of wool.



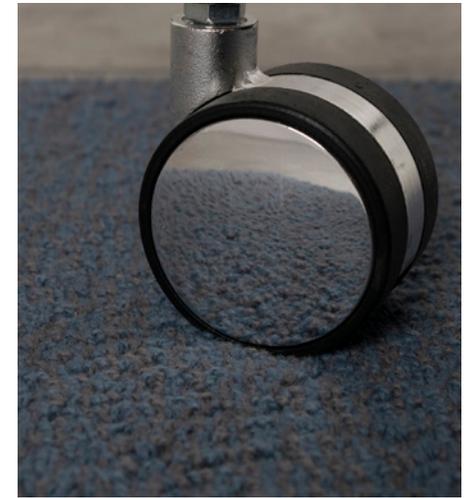
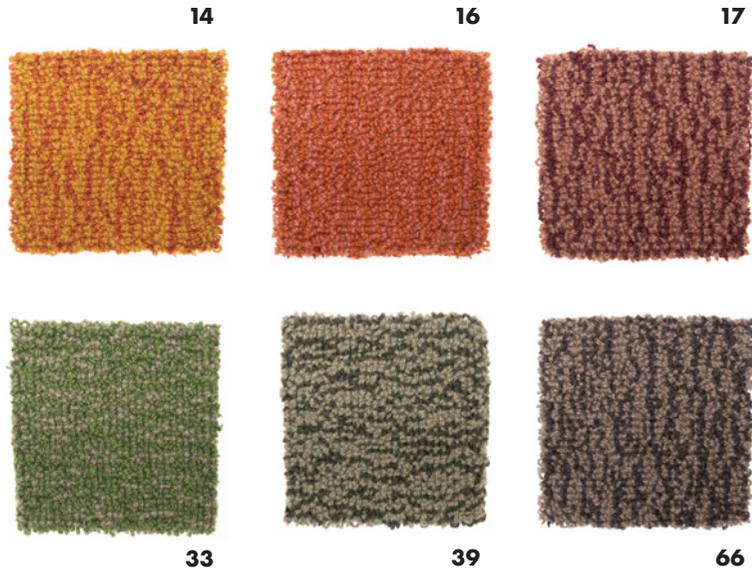
|               |                                    |
|---------------|------------------------------------|
| Productnumber | 100273 (14 mm cut)                 |
| Designer      | Studio Almedahls                   |
| Width         | Max 5 x 13 m                       |
| Material      | 100% wool                          |
| Pile Height   | 14 mm cut                          |
| Tuft density  | 39 000 tuft/m <sup>2</sup>         |
| Colourways    | 26                                 |
| Other Info    | Sound class D according to ISO 354 |



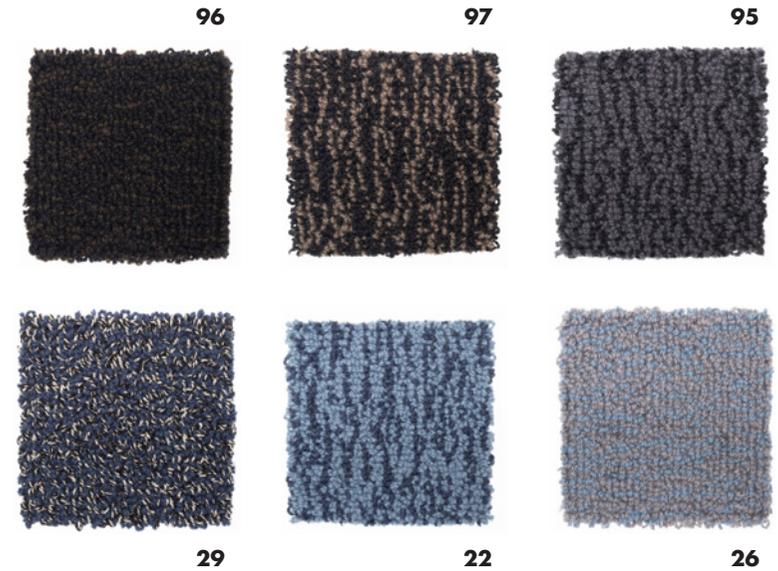
# CURVE

Curve is a low pile (8 mm) rug in a base colour supplemented with irregular threads of matching colour to give Curve a dynamic sense of motion. The loop technique and low pile makes Curve a versatile and durable rug which will work well in spaces with all levels of traffic. The fibre is wool Spirit and the feel of this rug is one of genuine textile craft and origin.



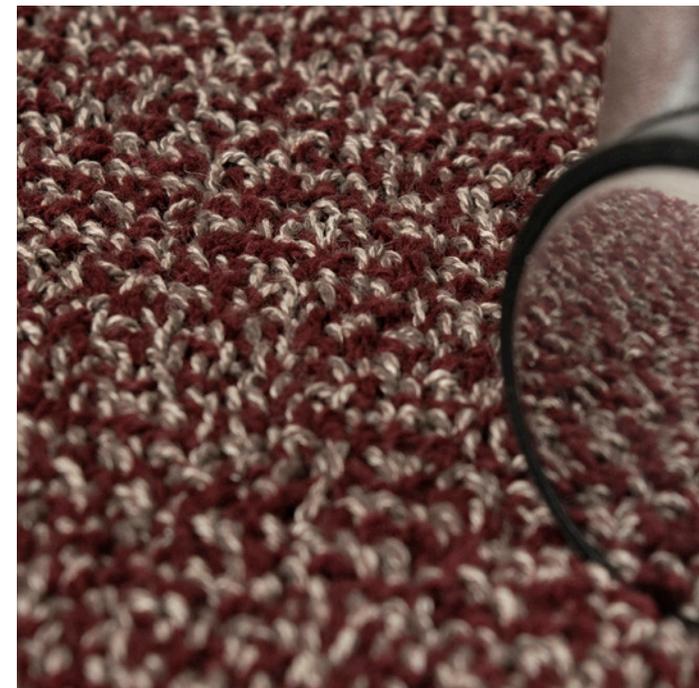


|               |  |
|---------------|--|
| Productnumber | 101729 (8 mm loop)                       |
| Designer      | Studio Almedahls                         |
| Width         | Max size of 5 x 13 m                     |
| Material      | 100% wool spirit                         |
| Pile Height   | 8 mm loop                                |
| Tuft density  | 39000tuft /m <sup>2</sup>                |
| Colourways    | 140                                      |
| Other Info    | Sound class D according to SS-EN ISO 354 |



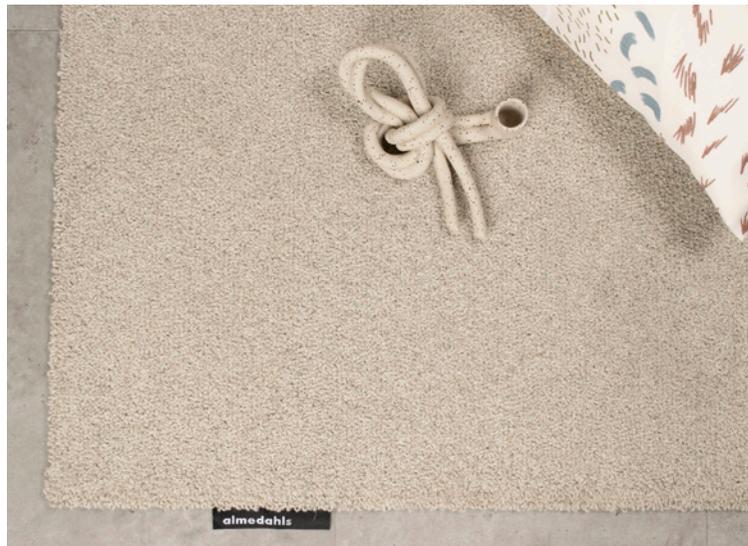
# CURVE MELANGE

Curve melange is distilled from Curve by adding flax fibre and using 3 colours per rug. The pile height is a low 8 mm and the main fibre remains New Zealand wool Spirit. The use of wool and flax produces a more crude surface and feel. The fibre blend also yields a lively visual play which attracts the eye without stealing the room.





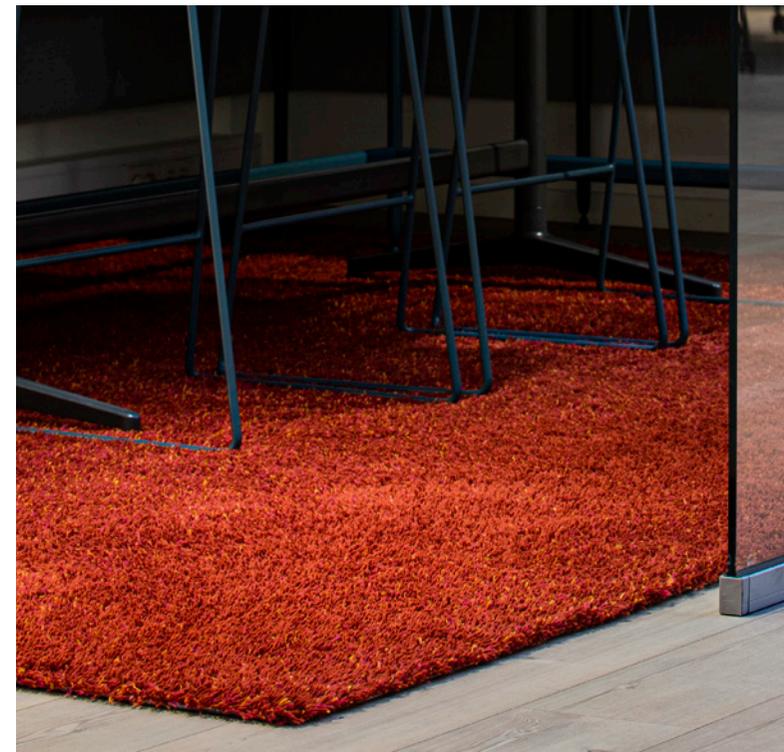
|               |  |
|---------------|--|
| Productnumber | 101730 (8 mm loop)                       |
| Designer      | Studio Almedahls                         |
| Width         | Max size of 5 x 13m                      |
| Material      | 75% wool / 25% flax                      |
| Pile Height   | 8mm loop                                 |
| Tuft density  | 39000 tuft/m <sup>2</sup>                |
| Colourways    | 140                                      |
| Other Info    | Sound class D according to SS-EN ISO 354 |





## VILA

Vila is like a rich, deep textile lawn with fibres in different colour shades, thicknesses and textures. This effect is achieved through the combination of wool Hardtwist and flax in matching colour tones. Vila is made in 25 and 35mm cut pile, and is chosen for rooms and spaces with light traffic where the almost calming effect of Vila contributes to meaningful meetings.



|               |  |
|---------------|--|
| Productnumber | 100293 (25 mm cut)<br>100294 (35 mm cut) |
| Designer      | Studio Almedahls                         |
| Width         | Max size of 5 x 13 m                     |
| Material      | 70% wool / 30% flax                      |
| Pile Height   | 25 mm cut/ 35 mm cut                     |
| Tuft density  | 25 000 tuft /m <sup>2</sup>              |
| Colourways    | 49                                       |
| Other Info    | Sound class D according to ISO 354       |

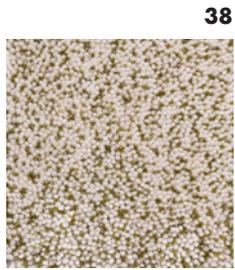


# YTA

Yta is a denser and more groomed version of Vila. Fibres are wool Hardtwist and flax in matching colour tones same as Vila. A pile height of 14 mm gives density and introduces Yta to spaces with moderate traffic at the same time as the flax fibres deliver sparks of contrast and an intriguing visual attraction.

Choose from 47 standard colours.

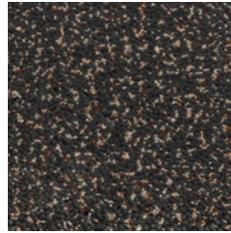




38



656



560



555



669



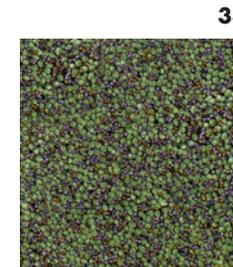
568



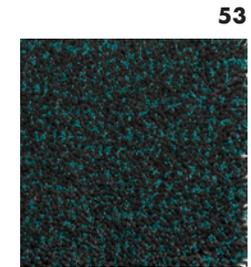
|               |  |
|---------------|--|
| Productnumber | 100278 (14 mm cut)                       |
| Designer      | Studio Almedahls                         |
| Width         | Max size of 5 x 13 m                     |
| Material      | 70% wool / 30% flax                      |
| Pile Height   | 14 mm cut                                |
| Tuft density  | 39 000 tuft / m <sup>2</sup>             |
| Colourways    | 47                                       |
| Other Info    | Sound class D according to SS-EN ISO 354 |



322



33



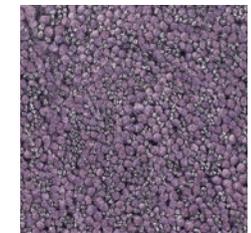
53



768



19



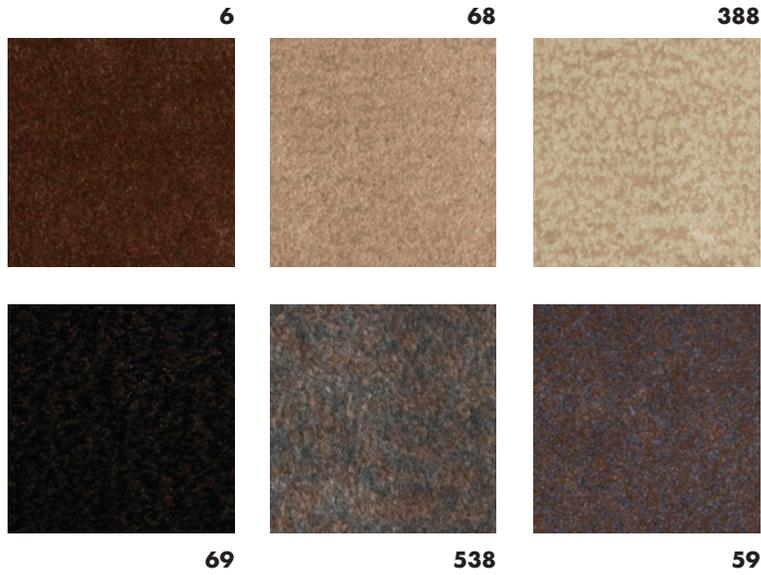
75

# SHIMMER

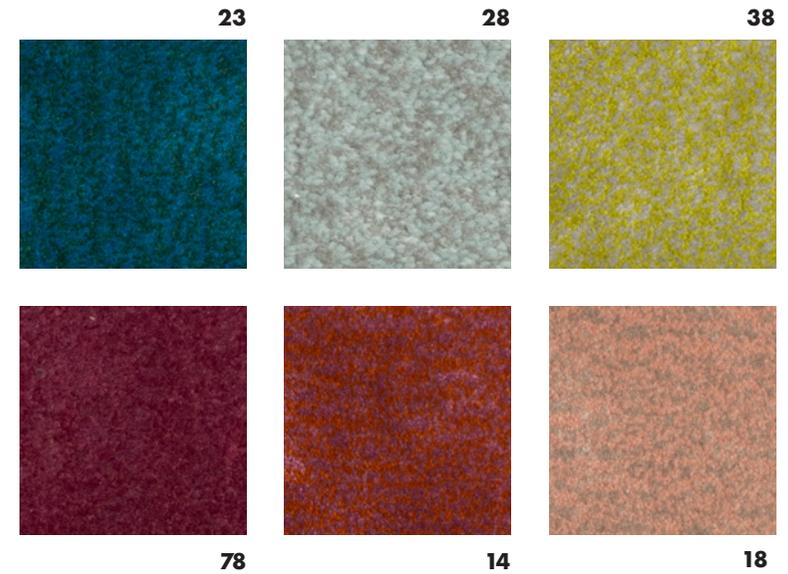
Shimmer combines the glowing quality of Tencel™ with the matt appearance of wool Spirit. The result is a fascinating surface which changes character depending on the angle of the light, and has a silky smoothness. A further intriguing play with light and colour may be added in Shimmer by using 2 colours.

Shimmer is offered in 10mm cut pile, and in 27 standard colours





|               |                                    |
|---------------|------------------------------------|
| Productnumber | 101408 (10 mm cut)                 |
| Designer      | Studio Almedahls                   |
| Width         | Max size of 5 x 13 m               |
| Material      | 50% Wool / 50% Tencel™             |
| Pile Height   | 10 mm cut                          |
| Tuft density  | 39 000 tuft / m <sup>2</sup>       |
| Colourways    | 27                                 |
| Other Info    | Sound class D according to ISO 354 |





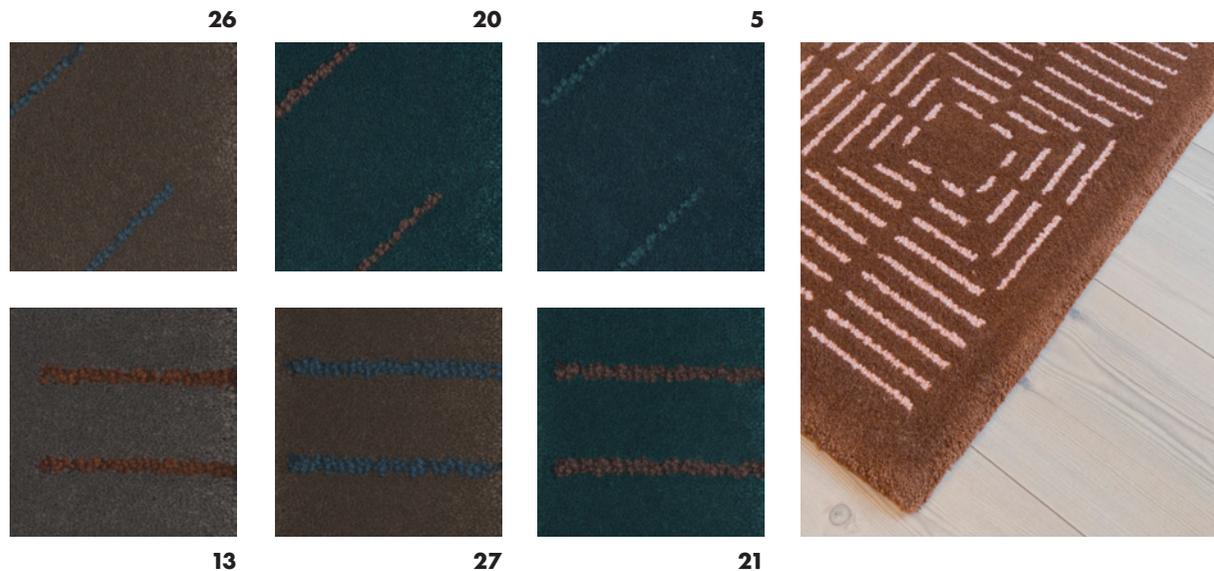
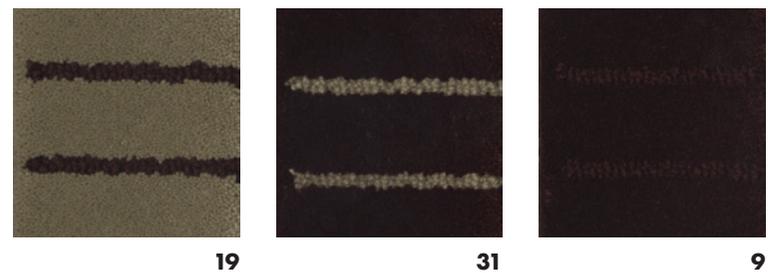
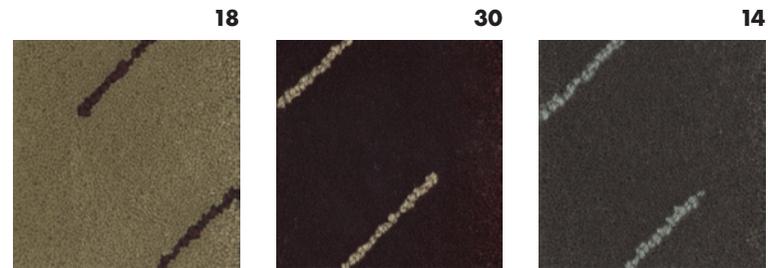
## **LINES OF ILLUSION SHIFT / WEAVE**

Rugs Shift and Weave are from the Lines of Illusion collection, for architects by architects, which features designs with depth, and an illusion of structure. For Shift and Weave, depth is literal as contrasting lines are carved into the 14mm cut pile and accentuated with a matching or contrasting colour of your choice from the 140 choices in the wool Spirit standard colour scale.

Shift and Weave lead the eye and inspire curiosity in a manner loyal to modern interior decoration and the furnishing at large.



|               |  |                              |
|---------------|--|------------------------------|
| Productnumber | Shift 101614   | 1 colour (14/12 mm cut/loop) |
|               | Shift 101616   | 2 colour (14/12 mm cut/loop) |
|               | Weave 101615   | 1 colour (14/10 mm cut/loop) |
|               | Weave 101617   | 2 colour (14/10 mm cut/loop) |
| Designer      | D. Lavonius Jarefeldt / A. Alriksson /<br>S. Wessley-Gromark |                              |
| Width         | Max size of 4x6 m  |                              |
| Material      | 100% wool Spirit   |                              |
| Pile Height   | Shift  | 12 mm loop & 14 mm cut       |
|               | Weave  | 10 mm loop & 14 mm cut       |
| Tuft density  | 39 000 tuft /m <sup>2</sup>                                  |                              |
| Colourways    | 140  |                              |
| Other Info    | Sound class D according to ISO 354                           |                              |



# ARCADE, FLOOD & WAY

by Professor Josef Frank

The uniqueness of the bold designs of Professor Josef Frank comes from a confident blend of geometric and organic shapes. The rugs Way, Flood and Arcade will excel in public spaces with frequent to moderate traffic where these unique rugs may be allowed to capture the eye and move humans visually and physically through a room. For Way, Flood and Arcade alike, the fibre is wool Spirit.



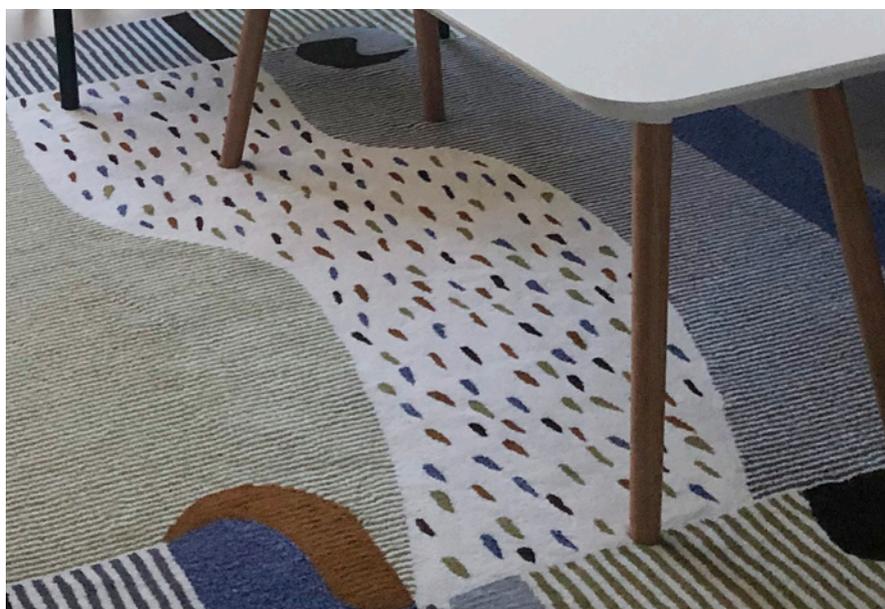
**Arcade**

|               |   |
|---------------|---|
| Productnumber | Arcade 100270 (14 mm cut)<br>Flood 100276 (14 mm cut)<br>Way 100292 (12 mm cut) |
| Designer      | Professor Josef Frank   |
| Width         | Max size of 5 x 13 m  |
| Material      | 100% wool Spirit  |
| Pile Height   | Arcade 14 mm cut<br>Flood 14 mm cut<br>Way 12 mm cut                            |
| Tuft density  | 39 000 tuft /m <sup>2</sup>   |
| Colourways    | Arcade 140<br>Flood 140<br>Way 140  |
| Other Info    | Sound class D according to ISO 354  |

**Way**



**Flood**







# DESIGNED BY \_\_\_\_\_ YOU

**Whilst all Creative Rugs are unique in terms of combining colour, shape and size, we even offer you the opportunity to create the ultimate expression of your creativity and skill:**

**To design your own rug with a pattern of your own making.**

A Creative Rug designed by you can be a signature piece in your next project. An illustration of an architectural theme, a corporate symbol or an elaborate, bespoke design.

The process is managed by our in-house design studio, and draws upon years of experience in the art of developing rugs for public spaces.

Our team will guide you all the way, and requires nothing more from you than a design sketch or an interior decoration plan.

We have co-developed bespoke rugs for e.g. offices, hotels, embassies, ceremonial spaces, entertainment areas and designer homes.

Creative Rugs designed by you is the ultimate expression of your creativity and skill.





## NEED WE SAY

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# MORE

**More than** 1,000 options in terms of e.g. colour and pile height on a proven platform of standard rugs.

**Qualities developed** especially for the needs of professionals and for public space purposes.

**European Union origin** with short lead times for public space projects.

**Access to create** truly individual rugs in terms of fibre, design, colour, size, shape and quality. Each product is an original.

**Technical and creative support** from in-house design studio of Almedahls.

**Anti-slip backing** and edging which extends product life.

**Superior value** and durability.

**A wide colour scale** with ample choice.

**A sustainable and responsible** product based on natural fibres with high wear resistance.

**The power of family.** Creative rugs from Almedahls are carefully aligned with our other products in terms of quality, design and function.

# STANDARD RANGE OVERVIEW

| PRODUCT                                   | Page         | MATERIAL / QUALITY |                 |              |             | PILE HEIGHT       |             |             |            |            |            |                     | COLOUR OPTIONS # |
|---|--------------|--------------------|-----------------|--------------|-------------|-------------------|-------------|-------------|------------|------------|------------|---------------------|------------------|
|   |              | Wool Spirit        | Wool Hard-twist | Flax / Linen | Tencel™     | 8 mm              | 10 mm       | 12 mm       | 14 mm      | 25 mm      | 35 mm      | Pile height options |                  |
| <b>Grain</b>                              | <b>16-17</b> |                    | <b>100%</b>     |              |             |                   | <b>Loop</b> |             | <b>Cut</b> | <b>Cut</b> |            | <b>3</b>            | <b>53</b>        |
| <b>Plain</b>                              | <b>18-19</b> | <b>100%</b>        |                 |              |             |                   | <b>Loop</b> | <b>Cut</b>  | <b>Cut</b> |            |            | <b>3</b>            | <b>140</b>       |
| <b>Glans</b>                              | <b>20-21</b> |                    |                 |              | <b>100%</b> |                   | <b>Loop</b> | <b>Cut</b>  | <b>Cut</b> |            |            | <b>3</b>            | <b>70</b>        |
| <b>Rollo</b>                              | <b>22-23</b> | <b>100%</b>        |                 |              |             | <b>Cut / Loop</b> |             |             |            |            |            | <b>1</b>            | <b>140</b>       |
| <b>Candy</b>                              | <b>24-25</b> | <b>50%</b>         | <b>50%</b>      |              |             |                   |             |             | <b>Cut</b> |            |            | <b>1</b>            | <b>26</b>        |
| <b>Curve</b>                              | <b>26-27</b> | <b>100%</b>        |                 |              |             | <b>Loop</b>       |             |             |            |            |            | <b>1</b>            | <b>140</b>       |
| <b>Curve melange</b>                      | <b>28-29</b> | <b>75%</b>         |                 | <b>25%</b>   |             | <b>Loop</b>       |             |             |            |            |            | <b>2</b>            | <b>140</b>       |
| <b>Vila</b>                               | <b>30-31</b> |                    | <b>70%</b>      | <b>30%</b>   |             |                   |             |             |            | <b>Cut</b> | <b>Cut</b> | <b>2</b>            | <b>49</b>        |
| <b>Yfa</b>                                | <b>32-33</b> |                    | <b>70%</b>      | <b>30%</b>   |             |                   |             |             | <b>Cut</b> |            |            | <b>1</b>            | <b>47</b>        |
| <b>Shimmer</b>                            | <b>34-35</b> | <b>50%</b>         |                 |              | <b>50%</b>  |                   | <b>Cut</b>  |             |            |            |            | <b>1</b>            | <b>27</b>        |
| <b>Shift</b>                              | <b>36-37</b> | <b>100%</b>        |                 |              |             |                   |             | <b>Loop</b> | <b>Cut</b> |            |            | <b>2</b>            | <b>140</b>       |
| <b>Weave</b>                              | <b>36-37</b> | <b>100%</b>        |                 |              |             |                   | <b>Loop</b> |             | <b>Cut</b> |            |            | <b>2</b>            | <b>140</b>       |
| <b>Arcade</b><br>by Professor Josef Frank | <b>38-39</b> | <b>100%</b>        |                 |              |             |                   |             |             | <b>Cut</b> |            |            | <b>1</b>            | <b>140</b>       |
| <b>Flood</b><br>by Professor Josef Frank  | <b>38-39</b> | <b>100%</b>        |                 |              |             |                   |             |             | <b>Cut</b> |            |            | <b>1</b>            | <b>140</b>       |
| <b>Way</b><br>by Professor Josef Frank    | <b>38-39</b> | <b>100%</b>        |                 |              |             |                   |             | <b>Cut</b>  |            |            |            | <b>1</b>            | <b>2</b>         |

# CARING FOR CREATIVE RUGS

**Not least thanks to the natural fibres we use, keeping your Creative Rug crisp and clean is easy.**

The ability of the wool fibre to repel dirt is part of the reason for the enduring quality and long lifespan of the wool rug. Due to the open structure, the fibre is dyed inside out, which again means that a Creative Rug will maintain its colour strength and lustre for a long time.

The natural fibre has a built-in elasticity which makes it adaptable and able to spring back following pressure. A mark left by a piece of heavier furniture may for instance be taken away by brushing the fibres back up.

With a high natural content of nitrogen and humidity, Creative Rugs from wool require higher levels of oxygen than is available in the air in order to burn. Hence wool rugs are naturally flame resistant and will not ignite from e.g. a cigarette or fire spark.



## We recommend that you:

—  
Vacuum clean your Creative Rug regularly.  
—

—  
Remove stains and dirt quickly. Use a dry dishcloth and work from the edge to the centre of the stain. Dry dirt may initially be removed with a spoon or the blade of a knife.  
—

—  
Follow the laundry and cleaning instructions which comes with the rug, and use professional rug cleaning services.  
—

—  
Change the direction of the rug from time to time to ensure even wear.  
—



**CREATIVE**  
**RUGS**  
**FROM ALMEDAHL**

Almedahls AB  
Box 265  
SE-511 23 Sweden  
Phone +46 (0) 320 79 40 00

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[www.almedahls.se](http://www.almedahls.se)  
[@almedahlsdesign](#)

**almedahls**