



**louis de  
poortere** 



MAD MEN  
ATLANTIC  
FADING WORLD  
VINTAGE  
CAMEO  
BOBOHEMIAN

# LOUIS DE POORTERE RUGS

**2017**

The new rug collection by louis de poortere.  
Made in Belgium

**louis de  
poortere** 



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Graphic Design : Louis De Poortere  
Text : Louis De Poortere  
Photography : Louis De Poortere

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**COLLECTIONS**



## THE SLEEPING GIANT IS AWAKE

<< LIFE IS NOT A LONG QUIET RIVER >>

This famous quote aptly describes the history of Louis de Poortere. Founded in 1929 by its eponym, Louis' company had by the 1960s, become the backbone of the carpet weaving industry in Europe. The company has been consistently recognised by the high quality of its products and its commitment to serve and satisfy its customers at all cost. The next chapter in the story has many highs and a number of lows, which at times almost jeopardised the company's future. After 2000, the company was taken over by new shareholders with a fierce desire to establish once again a company worthy of the illustrious name Louis de Poortere. The journey has been long but even in times of global economic turmoil the original philosophy of Louis de Poortere led to a real rejuvenation of the company, recording numerous commercial successes, each founded on quality and service and always with a focus on innovation. Today we can say with pride that our reputation continues and in the words of one of our most loyal customers " the sleeping giant is awake".

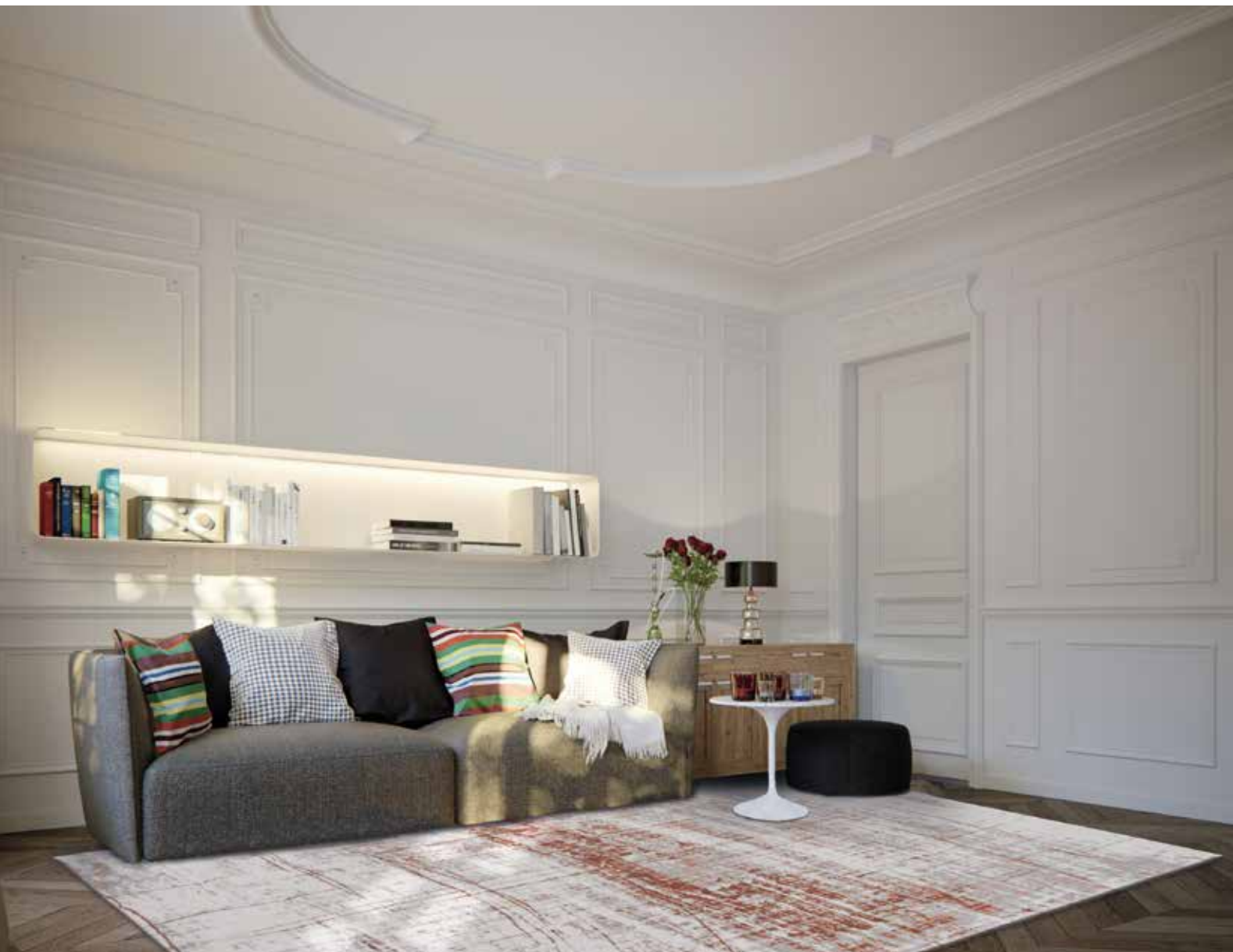
### PHILOSOPHY

The Louis De Poortere philosophy is based on a simple concept : we aim to be more than just a manufacturer of carpets.

In branching into home decorating, we have had to increase our creativity to meet your aesthetic requirements, and this has stimulated us to transform the generic into magic.

Because people are increasingly seeking beauty, elegance, value and comfort for their homes, our designers and technicians have created entire collections that are modern and accessible, and designed to bring you the utmost pleasure. Because your demands are becoming increasingly specific and your tastes more assured, we have developed bold concepts that are simple and attractive and will enable you to easily reach ultimate sophistication in your floorcovering. At Louis De Poortere you will find rugs, carpets, stair runners and even border rugs, which you can freely mix and match to make your decorating "home sweet home" experience a pleasure. Our passion is to offer you this pleasure.





Mad Men Griff 8956 Copperfield

## MAD MEN COLLECTION

### GRIFF

Madison Avenue runs between Park Avenue and Fifth Avenue in Manhattan. Since the Twenties, it has been the centre of the American advertising industry. The Madison Men were the golden boys of the Sixties, who "dreamed up" the images of the iconic brands of the USA. Inspired by this theme, De Poortere has created a new collection of "Vintage Sixties" rugs.

A mix of straight and broken lines, of dull and shining yarns, of smooth and ragged pencil strokes.

#### GRIFF

Here we find an indication of pain and disorder, of the rifts and big changes like Women's Lib, Vietnam, The Black Panthers, and May 68 but also of the creative energy of action painting in the late sixties.



# DESIGN OVERVIEW IN DIFFERENT SIZES

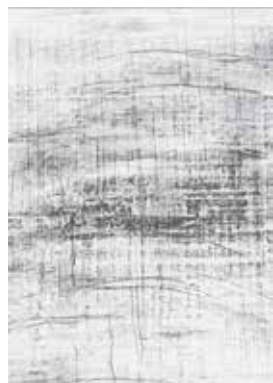
This overview gives an idea of the number of squares in the pattern for every size  
Optical effects are woven at random and can be different from one size rug to another



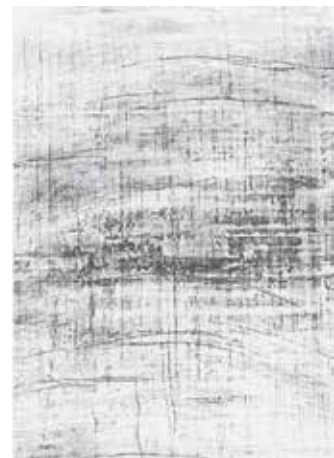
60 x 90 cm  
24" x 35"



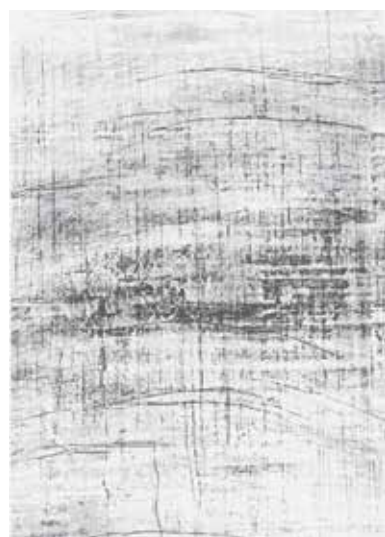
80 x 150 cm  
31" x 59"



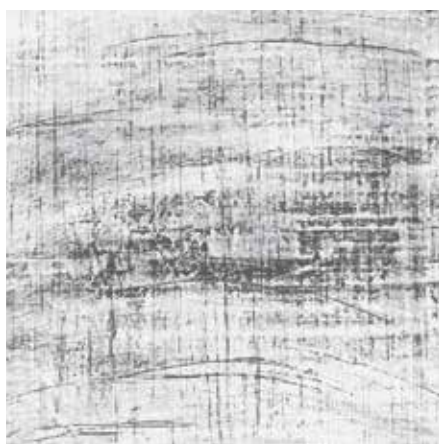
140 x 200 cm  
47" x 67"



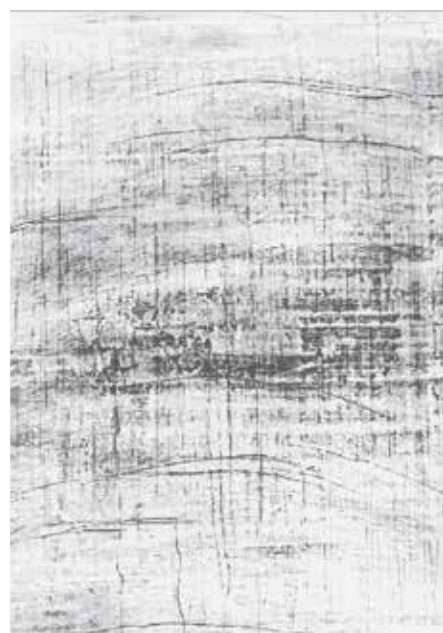
170 x 240 cm  
57" x 67"



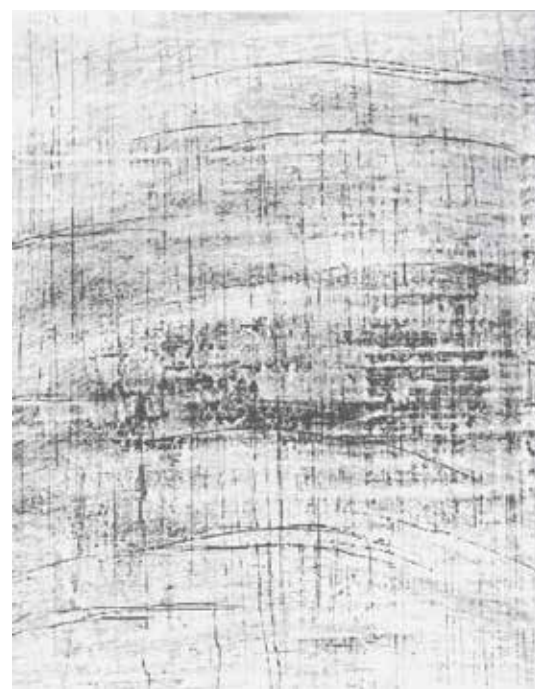
200 x 280 cm  
67" x 92"



230 x 230 cm  
7'6" x 7'6"



230 x 330 cm  
7'6" x 10'8"



280 x 360 cm  
9'2" x 11'10"



8956 COPPERFIELD



8926 METRO BLACK & WHITE



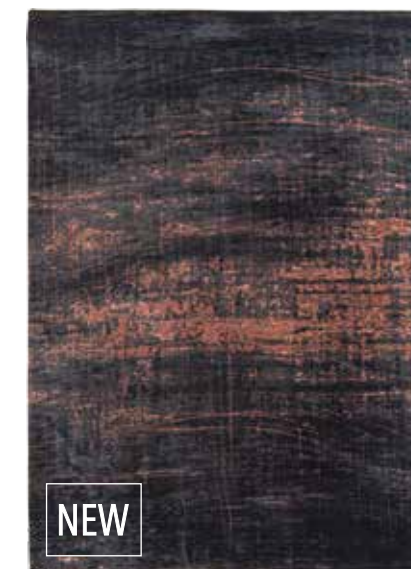
8419 COLUMBUS GOLD



8420 JERSEY STONE



8421 BRONX AZURITE



8925 SOHO COPPER

Note : colours and contrasts may vary due to the composition and structure of the fibres.

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Mad Men Griff 8926 Metro Black & White



Mad Men Griff 8419 Columbus Gold



Mad Men Griff 8420 Jersey Stone

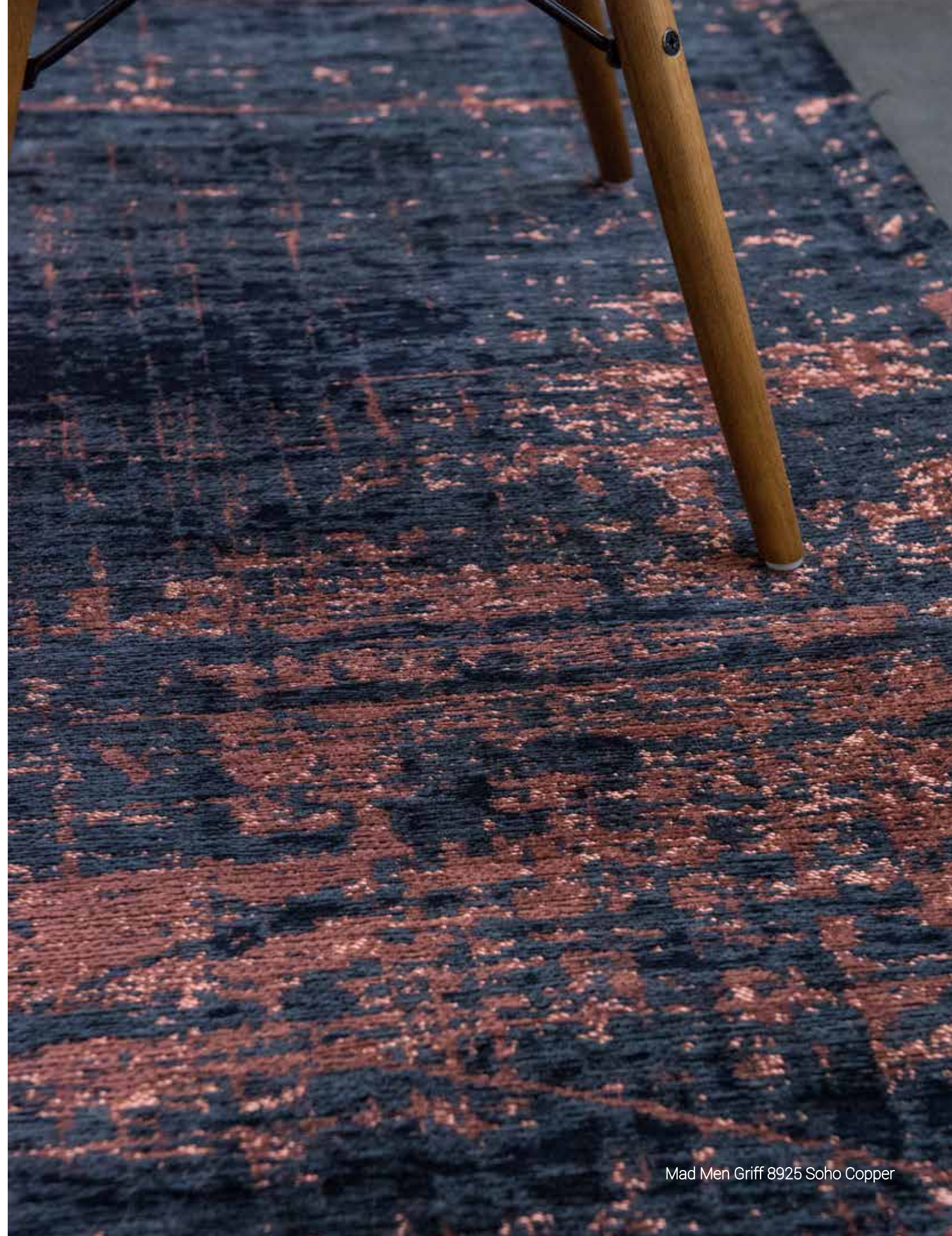


Mad Men Griff 8421 Bronx Azurite





Mad Men Griff 8925 Soho Copper



Mad Men Griff 8925 Soho Copper





Mad Men Jacob's Ladder 8425 Harlem Contrast

## MAD MEN COLLECTION

### JACOB'S LADDER

Madison Avenue runs between Park Avenue and Fifth Avenue in Manhattan. Since the Twenties, it has been the centre of the American advertising industry. The Madison Men were the golden boys of the Sixties, who "dreamed up" the images of the iconic brands of the USA. Inspired by this theme, De Poortere has created a new collection of "Vintage Sixties" rugs.

A mix of straight and broken lines, of dull and shining yarns, of smooth and ragged pencil strokes.

#### JACOB'S LADDER

Stands for the uneasy but exhilarating climb on the social ladder. It is the way the advertising industry pictures society. More, better, higher, richer... But the climb can be tricky even if the rungs are glittering.



# DESIGN OVERVIEW IN DIFFERENT SIZES

This overview gives an idea of the number of squares in the pattern for every size  
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60 x 90 cm  
24" x 35"



80 x 150 cm  
31" x 59"



140 x 200 cm  
4'7" x 6'7"



170 x 240 cm  
5'7" x 6'7"



200 x 280 cm  
6'7" x 9'2"



230 x 230 cm  
7'6" x 7'6"



230 x 330 cm  
7'6" x 10'8"



280 x 360 cm  
9'2" x 11'10"



8425 HARLEM CONTRAST



NEW

8927 TRIBECA BLUE



NEW

8951 COPPERTONE



NEW

8929 WHITE PLAINS



NEW

8928 CENTRAL YELLOW

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Mad Men Jacob's Ladder 8927 Tribeca Blue



Mad Men Jacob's Ladder 8951 Coppertone









Mad Men Jacob's Ladder 8929 White Plains



Mad Men Jacob's Ladder 8929 White Plains





Mad Men Jacob's Ladder 8928 Central Yellow







Mad Men Sky Scrapper 8413 Hudson Grey

## MAD MEN COLLECTION

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### SKY SCRAPER

Madison Avenue runs between Park Avenue and Fifth Avenue in Manhattan. Since the Twenties, it has been the centre of the American advertising industry. The Madison Men were the golden boys of the Sixties, who "dreamed up" the images of the iconic brands of the USA. Inspired by this theme, De Poortere has created a new collection of "Vintage Sixties" rugs. A mix of straight and broken

lines, of dull and shining yarns, of smooth and ragged pencil strokes.

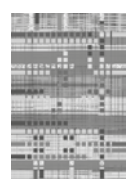
#### SKY SCRAPER

This design shows you the straight lines of the buildings and the avenues in the late fifties and the early sixties. Cool colours of the day and rich colours of the night are mixed with the shining windows of the busy offices.

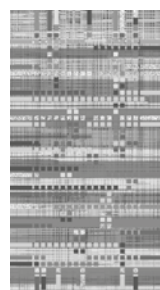


# DESIGN OVERVIEW IN DIFFERENT SIZES

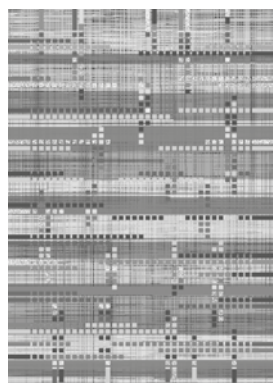
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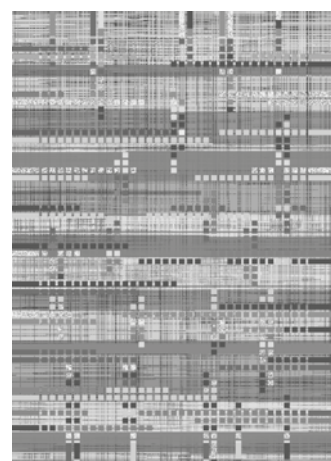
60 x 90 cm  
24" x 35"



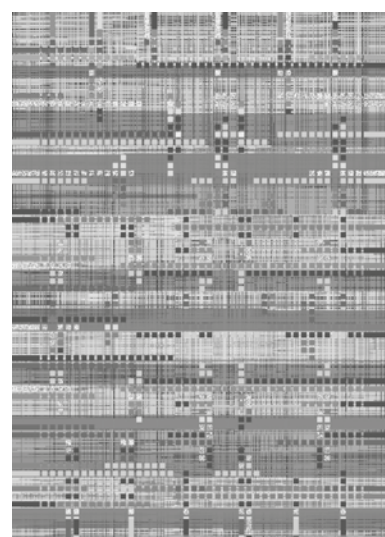
80 x 150 cm  
31" x 59"



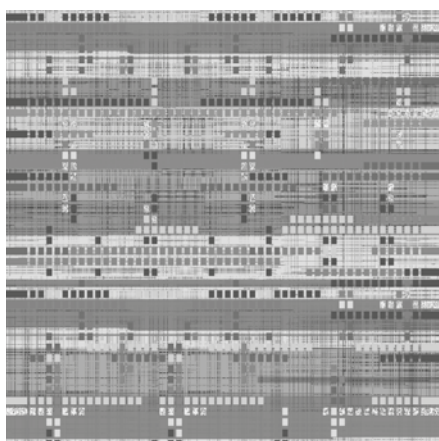
140 x 200 cm  
4'7" x 6'7"



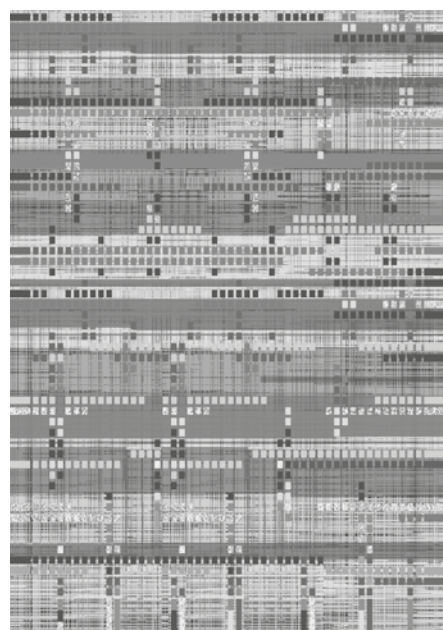
170 x 240 cm  
5'7" x 6'7"



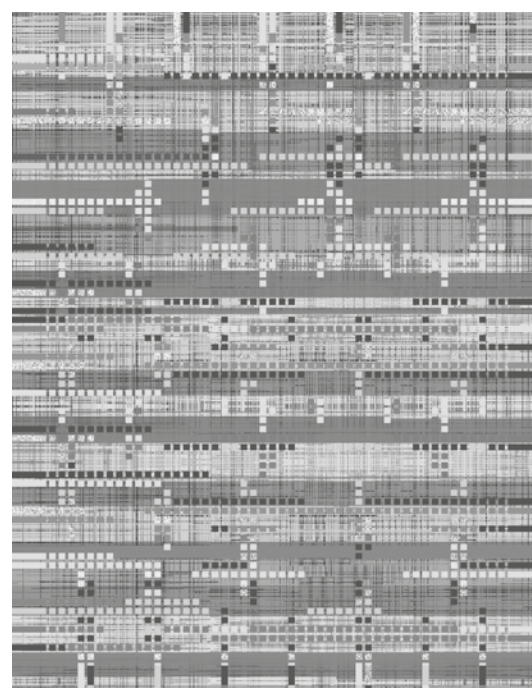
200 x 280 cm  
6'7" x 9'2"



230 x 230 cm  
7'6" x 7'6"



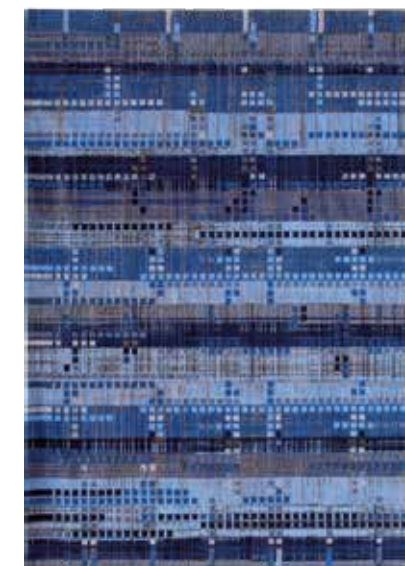
230 x 330 cm  
7'6" x 10'8"



280 x 360 cm  
9'2" x 11'10"



8413 Hudson Grey



8426 Rockefeller Blue

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Mad Men Sky Scraper 8426 Rockefeller Blue





Atlantic Ocean 8485 Blue Stripes

## ATLANTIC COLLECTION

### OCEAN

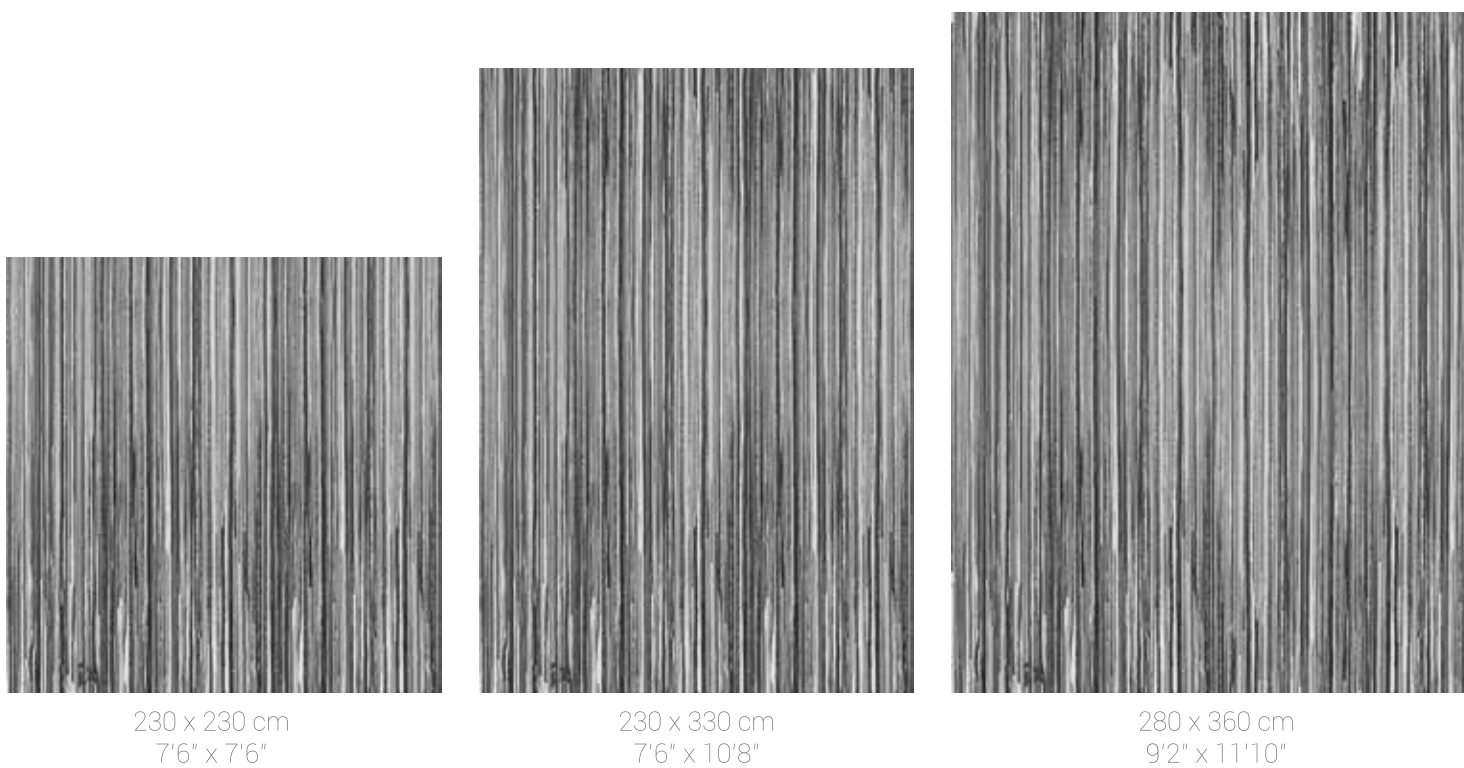
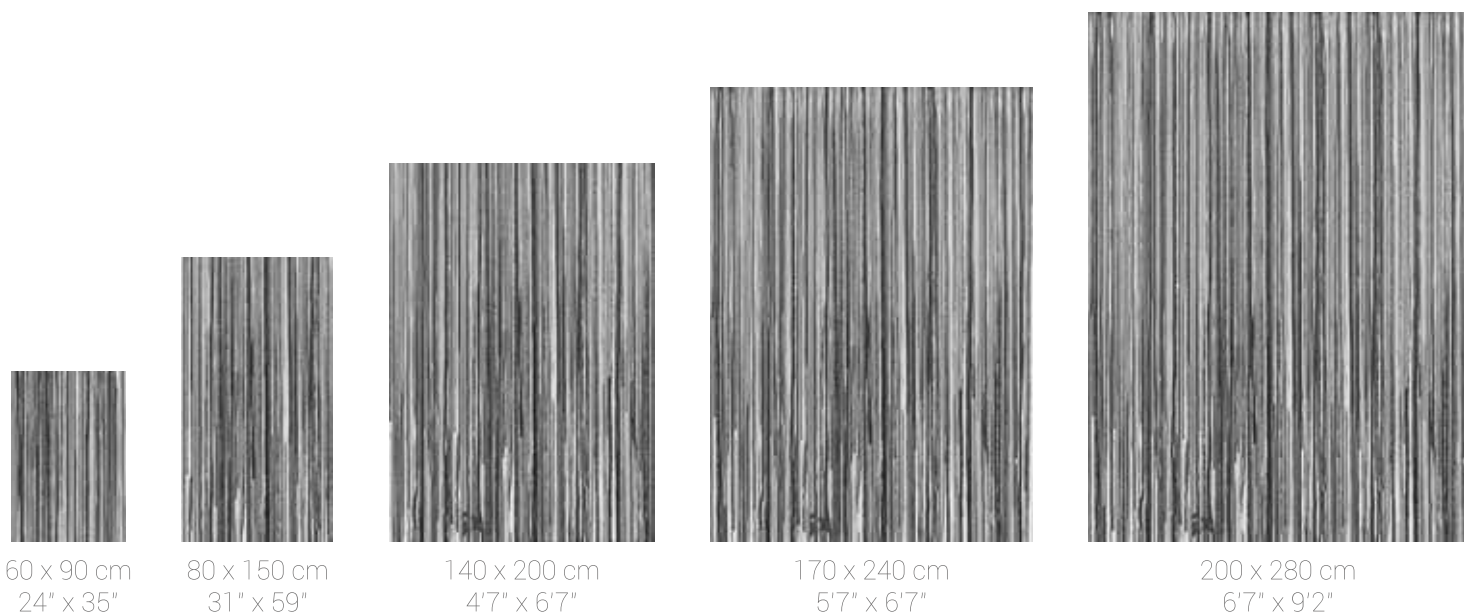
Over a century of skill and craftsmanship is woven into every rug we produce. Woven on jacquard Wilton looms with cotton chenille yarns, each beautiful rug has multiple layers of texture, distressed areas and intricate stitching detail to give a true 'vintage' look.

Marie Bathellier is an artist living and painting on the Isle of Yeu off the Atlantic coast of France. Surf, sand and driftwood are her daily source of inspiration and have been transformed into two rug designs: Surf and Ocean.



# DESIGN OVERVIEW IN DIFFERENT SIZES

This overview gives an idea of the number of squares in the pattern for every size  
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**8485 BLUE STRIPES**



**8592 GREEN STRIPES**



**8630 GREY STRIPES**

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Atlantic Ocean 8592 Green Stripes



Atlantic Ocean 8630 Grey Stripes





Atlantic Ocean 8486 Blue Waves

## ATLANTIC COLLECTION

### SURF

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Marie Bathellier is an artist living and painting on the Isle of Yeu off the Atlantic coast of France. Surf, sand and driftwood are her daily source of inspiration and have been transformed into two rug designs: Surf and Ocean.

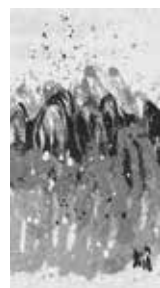


# DESIGN OVERVIEW IN DIFFERENT SIZES

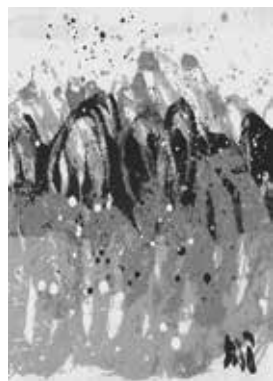
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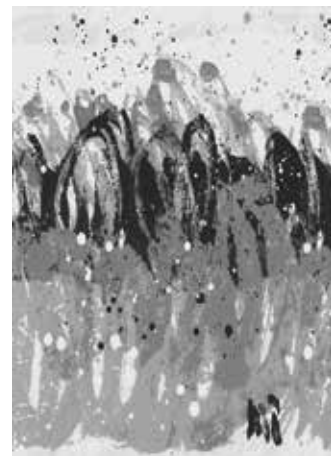
60 x 90 cm  
24" x 35"



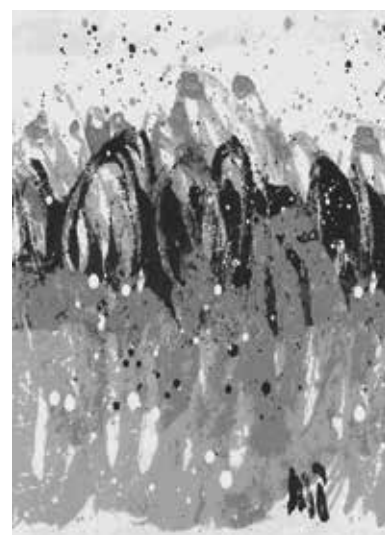
80 x 150 cm  
31" x 59"



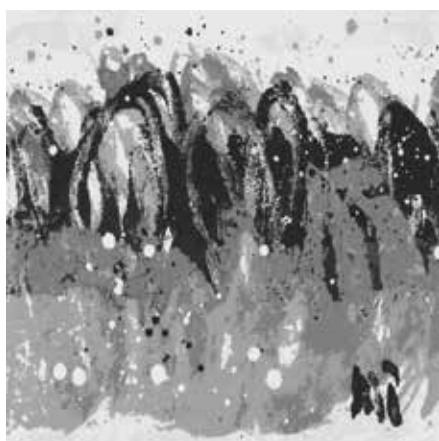
140 x 200 cm  
47" x 67"



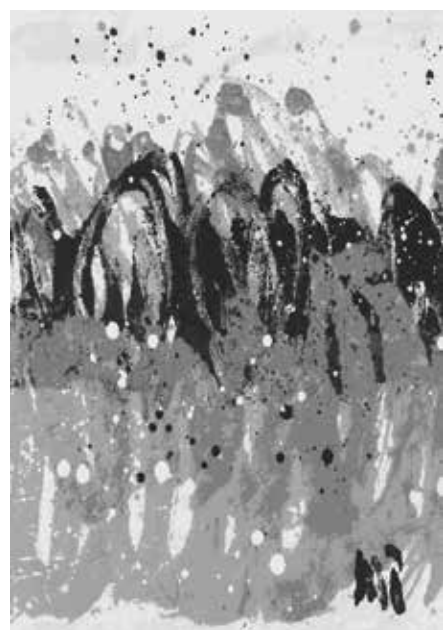
170 x 240 cm  
57" x 67"



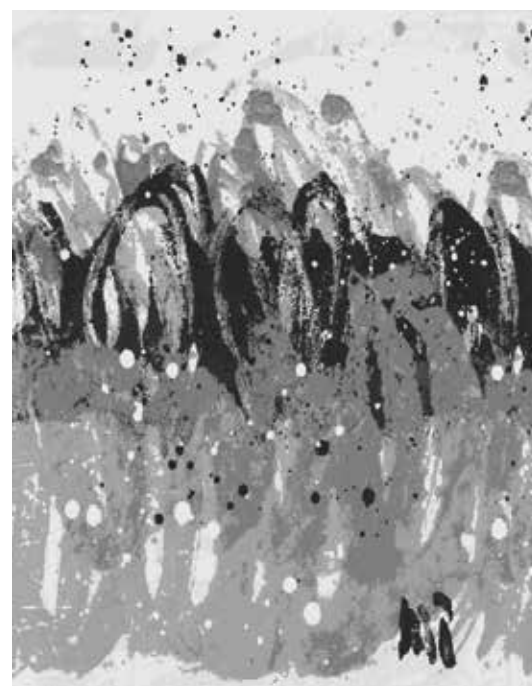
200 x 280 cm  
67" x 92"



230 x 230 cm  
7'6" x 7'6"



230 x 330 cm  
7'6" x 10'8"



280 x 360 cm  
9'2" x 11'10"



8486 BLUE WAVES



8640 GREY WAVES

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Atlantic Ocean 8486 Blue Waves



Atlantic Ocean 8640 Grey Waves





Fading World Generation 8636 Pear Cream

## FADING WORLD COLLECTION

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### GENERATION

Over a century of skill and craftsmanship is woven into every rug we produce. Woven on jacquard Wilton looms with cotton chenille yarns, each beautiful rug has multiple layers of texture, distressed areas and intricate stitching detail to give a true 'vintage' look.

The next generation of the Fading World collection has links with the disruptive events of the Sixties, when the upcoming generation upset the establishment. Hence the bold streaks and the "aggression of time" on the colours and the classical design.



# DESIGN OVERVIEW IN DIFFERENT SIZES

This overview gives an idea of the number of squares in the pattern for every size  
Optical effects are woven at random and can be different from one size rug to another



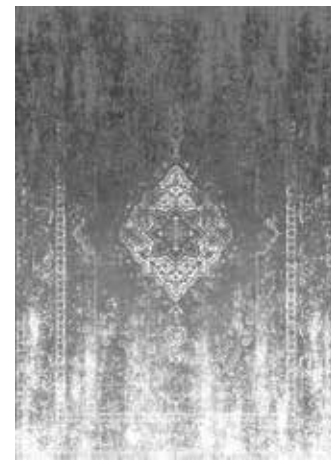
60 x 90 cm  
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230 x 330 cm  
7'6" x 10'8"



280 x 360 cm  
9'2" x 11'10"



8633 BEIGE SKY



8635 BEIGE CREAM



8636 PEAR CREAM



8638 YUZY CREAM



8637 MANGO BROWN



8634 RASPBERRY CREAM



8639 GREY NEUTRAL

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Fading World Generation 8633 Beige Sky



Fading World Generation 8635 Beige Cream





Fading World Generation 8638 Yuzu Cream



Fading World Generation 8638 Yuzu Cream





Fading World Generation 8637 Mango Brown



Fading World Generation 8634 Raspberry Cream





Fading World Generation 8639 Grey Neutral





Fading World Agra Sur 8942 Grey Beige

## FADING WORLD COLLECTION

### AGRA SUR

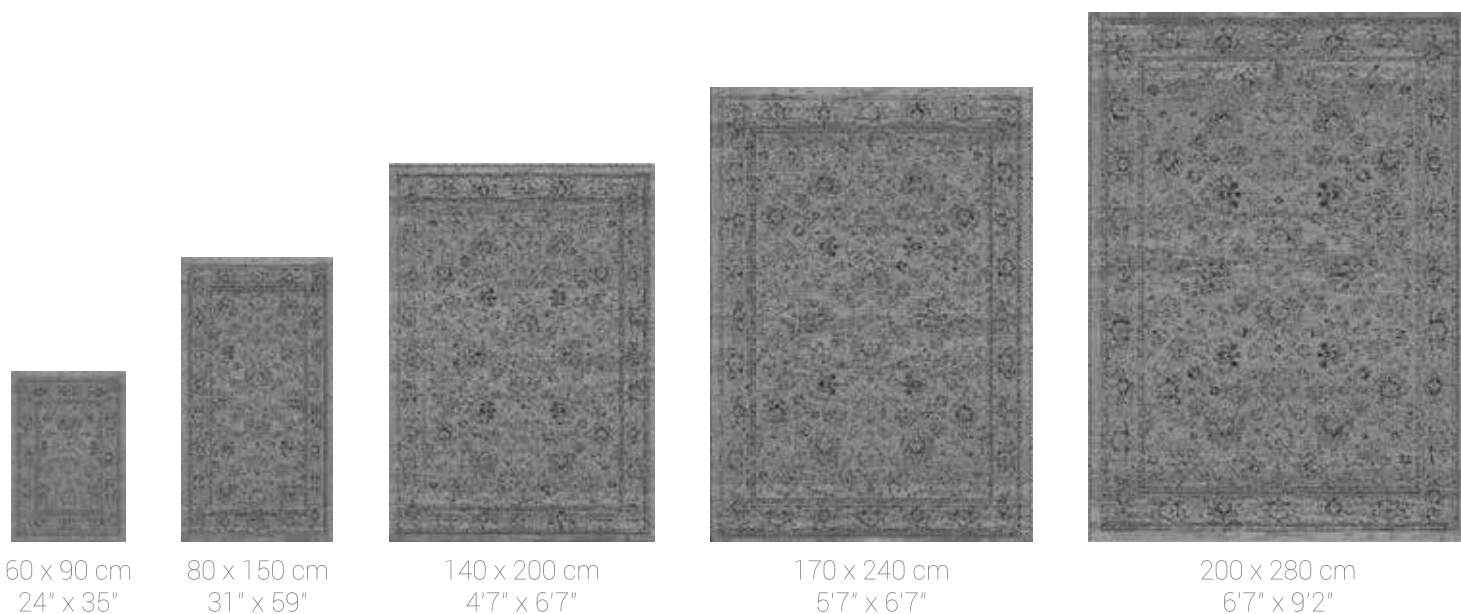
Over a century of skill and craftsmanship is woven into every rug we produce. Woven on jacquard Wilton looms with cotton chenille yarns, each beautiful rug has multiple layers of texture, distressed areas and intricate stitching detail to give a true 'vintage' look.

Agra was the residence of the Moghul sultans. Their palaces were strewn with colourful carpets showing typical flower patterns. These colours and patterns have been dug up from the De Poortere archives and revisited in the distressed look of our Fading World collection.



# DESIGN OVERVIEW IN DIFFERENT SIZES

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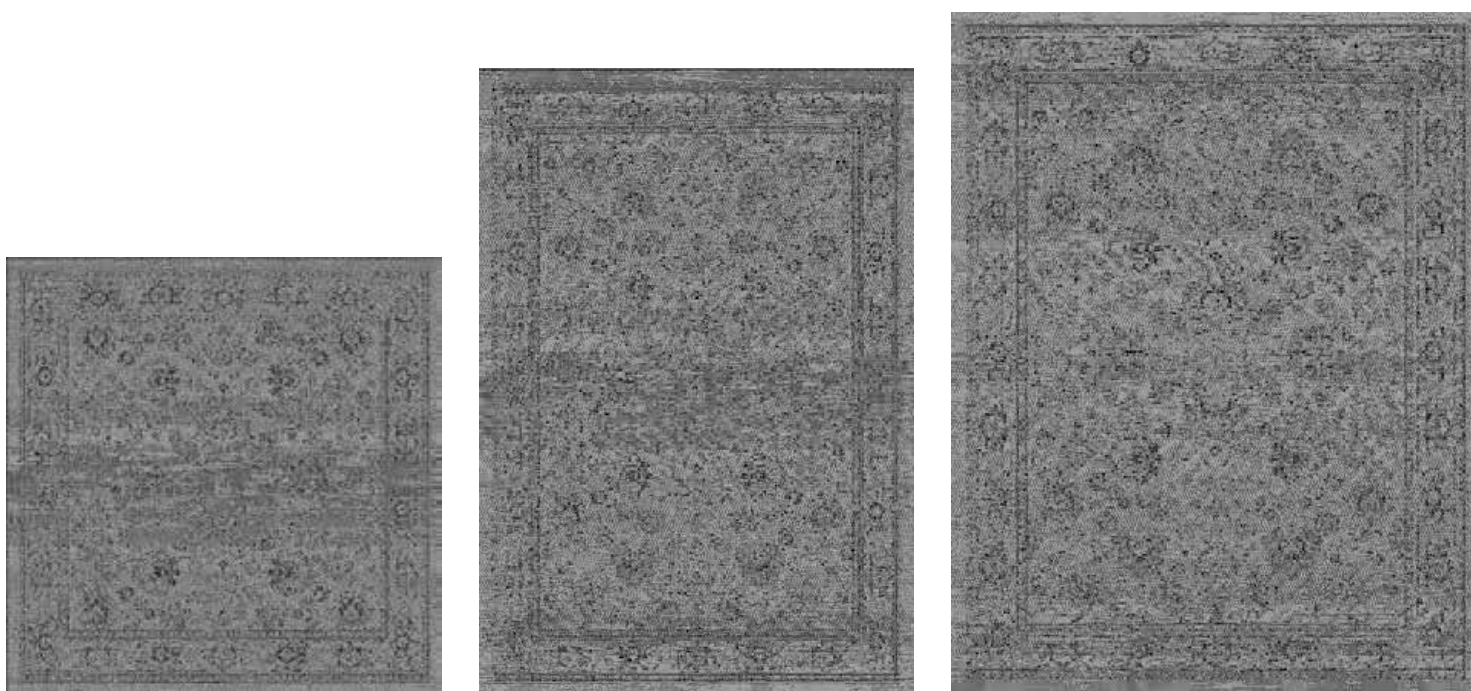
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170 x 240 cm  
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200 x 280 cm  
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230 x 230 cm  
7'6" x 7'6"

230 x 330 cm  
7'6" x 10'8"

280 x 360 cm  
9'2" x 11'10"



**8942** GREY BEIGE



**8948** ANTIQUE WHITE



**8943** LIGHT BLUE ORANGE



**8940** GREY RED



**8950** SLATE BLUE

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Fading World Agra Sur 8948 Antique White



Fading World Agra Sur 8943 Light Blue Orange





Fading World Agra Sur 8940 Grey Red



Fading World Agra Sur 8950 Slate Blue





Fading World Medallion 8383 Salt & Pepper

## FADING WORLD COLLECTION

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### MEDALLION

The central pattern or medallion of this rug is an ancient classic. Weaving-in distressed areas and the erasing of pattern sections in this design allows you to incorporate a piece of history in your home. While the addition of vibrant colour accents make the rugs both contemporary and stylish.

Over a century of skill and craftsmanship is woven into every rug we produce. Woven on jacquard Wilton looms with cotton chenille yarns, each beautiful rug has multiple layers of texture, distressed areas and intricate stitching detail to give a true 'vintage' look.









**8383** SALT & PEPPER



**8382** WHITE PEPPER



**8381** BLACK PEPPER



**8259** JADE OYSTER



**8255** GREY TURQUOISE



**8261** PINK FLASH



**8263** MINERAL BLACK



**8257** GREY EBONY



**8256** EBONY



**8258** JADE



**8254** BLUE NIGHT



**8260** SCARLET

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# DESIGN OVERVIEW IN DIFFERENT SIZES

This overview gives an idea of the number of squares in the pattern for every size  
Optical effects are woven at random and can be different from one size rug to another

A grid of eight small images showing the rug design in various sizes. Each image is accompanied by its dimensions in centimeters and inches.

 60 x 90 cm 24" x 35"	 80 x 150 cm 31" x 59"	 140 x 200 cm 4'7" x 6'7"	 170 x 240 cm 5'7" x 6'7"	 200 x 280 cm 6'7" x 9'2"
 230 x 230 cm 7'6" x 7'6"	 230 x 330 cm 7'6" x 10'8"	 280 x 360 cm 9'2" x 11'10"		





Fading World Medallion 8382 White Pepper



Fading World Medallion 8381 Black Pepper





Fading World Medallion 8263 Mineral Black



Fading World Medallion 8254 Blue Night





Fading World Medallion 8257 Grey Ebony

Fading World Medallion 8256 Ebony







Fading World Medallion 8259 Jade Oyster



Fading World Medallion 8258 Jade





Fading World Medallion 8255 Grey Turquoise



Fading World Medallion 8255 Grey Turquoise





Fading World Medallion 8261 Pink Flash



Fading World Medallion 8260 Scarlet





Fading World Old Kilim 8270 Atlantic Deep

## FADING WORLD COLLECTION

### OLD KILIM

Our Old Kilim rugs are a modern interpretation inspired from very old kilim designs. Here the motives and objects in the design's geometric formation are almost lost in the weave, giving a subtle and sophisticated rug in colours which are entirely modern and suitable for any interior.

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8270 ATLANTIC DEEP



8272 WINDSOR BLUE

CM	INCH
60 x 90	24" x 35"
80 x 150	31" x 59"
140 x 200	4'7" x 6'7"
170 x 240	5'7" x 7'10"
200 x 280	6'7" x 9'2"
230 x 230	7'6" x 7'6"
230 x 330	7'6" x 10'8"
280 x 360	9'2" x 11'10"



Fading World Old Kilim 8272 Windsor Blue

Note : colours and contrasts may vary due to the composition and structure of the fibres.

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Vintage Multi 8981 Bruges Blue

## VINTAGE COLLECTION

Our "patchwork" rugs are inspired by an eclectic mix of designs from the East, combined with original European archives of the 18th century. This beautiful combination of design gives a rich flavour of our historic past. The modern and rustic colours allow our rugs to be teamed with every possible interior style.

Over a century of skill and craftsmanship is woven into every rug we produce. Woven on jacquard Wilton looms in a combination of pure new wool and cotton chenille, each beautiful rug has multiple layers of texture, distressed areas and intricate stitching detail to give a true 'vintage' look.





NEW

8982 GHENT BEIGE



NEW

8985 ANTWERP RED



8084 YELLOW



NEW

8981 BRUGES BLUE



8107 FORGET ME NOT



8108 BLUE DENIM



8370 FOLIAGE



8103 ORANGE PURPLE



8014 RED



8105 TURQUOISE



8015 AZUR



8006 SEA BLUE



8106 SPRING LEAVES



8101 BLACK & WHITE

Note : colours and contrasts may vary due to the composition and structure of the fibres.

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Vintage Multi 8105 Turquoise

## DESIGN OVERVIEW IN DIFFERENT SIZES

This overview gives an idea of the number of squares in the pattern for every size  
Optical effects are woven at random and can be different from one size rug to another

60 x 90 cm 24" x 35"	80 x 150 cm 31" x 59"	140 x 200 cm 4'7" x 6'7"	170 x 240 cm 5'7" x 6'7"	200 x 280 cm 6'7" x 9'2"
230 x 230 cm 7'6" x 7'6"	230 x 330 cm 7'6" x 10'8"	280 x 360 cm 9'2" x 11'10"		





Vintage Multi 8982 Ghent Beige



Vintage Multi 8985 Antwerp Red





Vintage Multi 8084 Yellow

Vintage Multi 8370 Foliage







Vintage Multi 8103 Orange Purple



Vintage Multi 8014 Red

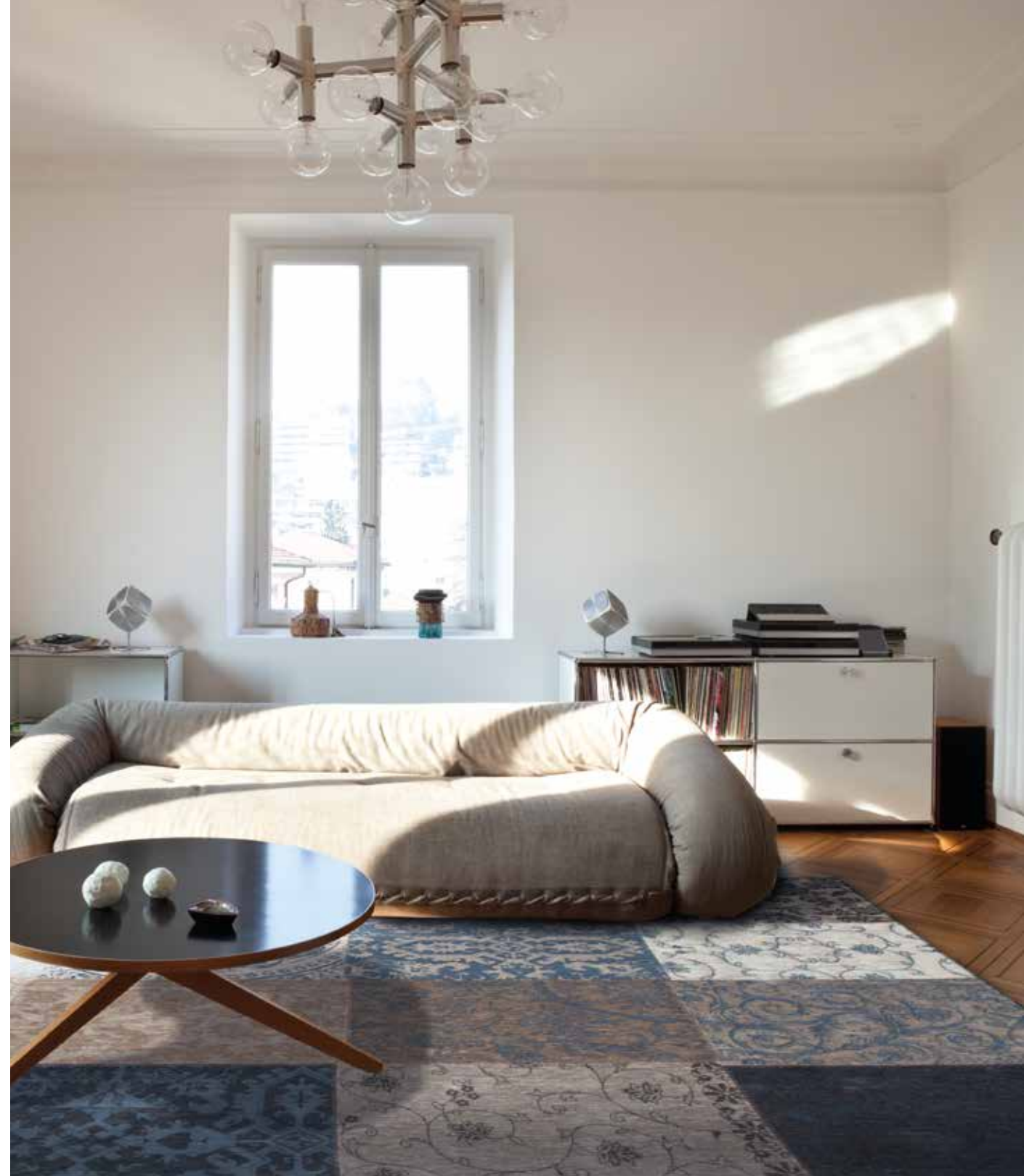








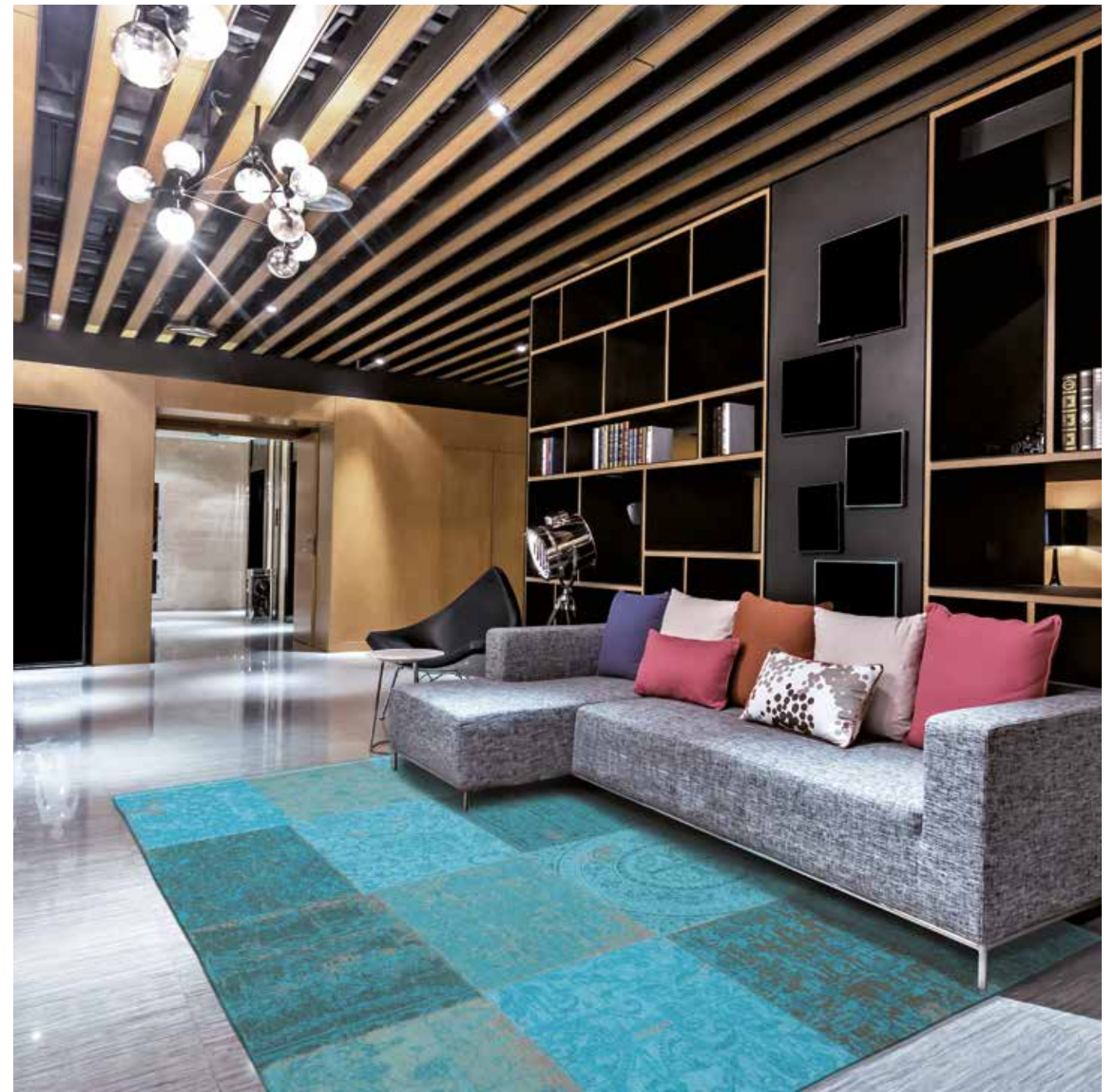
Vintage Multi 8107 Forget Me Not



Vintage Multi 8108 Blue Denim



Vintage Multi 8105 Turquoise



Vintage Multi 8015 Azur





Vintage Multi 8006 Sea Blue



Vintage Multi 8106 Spring Leaves





Vintage Multi 8101 Black & White



Vintage Multi 8981 Bruges Blue





Cameo Multi 8239 Vanilla Dream

## CAMEO COLLECTION

Our "patchwork" rugs are inspired by an eclectic mix of designs from the East, combined with original European archives of the 18th century. This beautiful combination of design gives a rich flavour of our historic past. The modern and rustic colours allow our rugs to be teamed with every possible interior style.

Over a century of skill and craftsmanship is woven into every rug we produce. Woven on jacquard Wilton looms in a combination of pure new wool and cotton chenille, each beautiful rug has multiple layers of texture, distressed areas and intricate stitching detail to give a true 'vintage' look.



# DESIGN OVERVIEW IN DIFFERENT SIZES

This overview gives an idea of the number of squares in the pattern for every size  
Optical effects are woven at random and can be different from one size rug to another



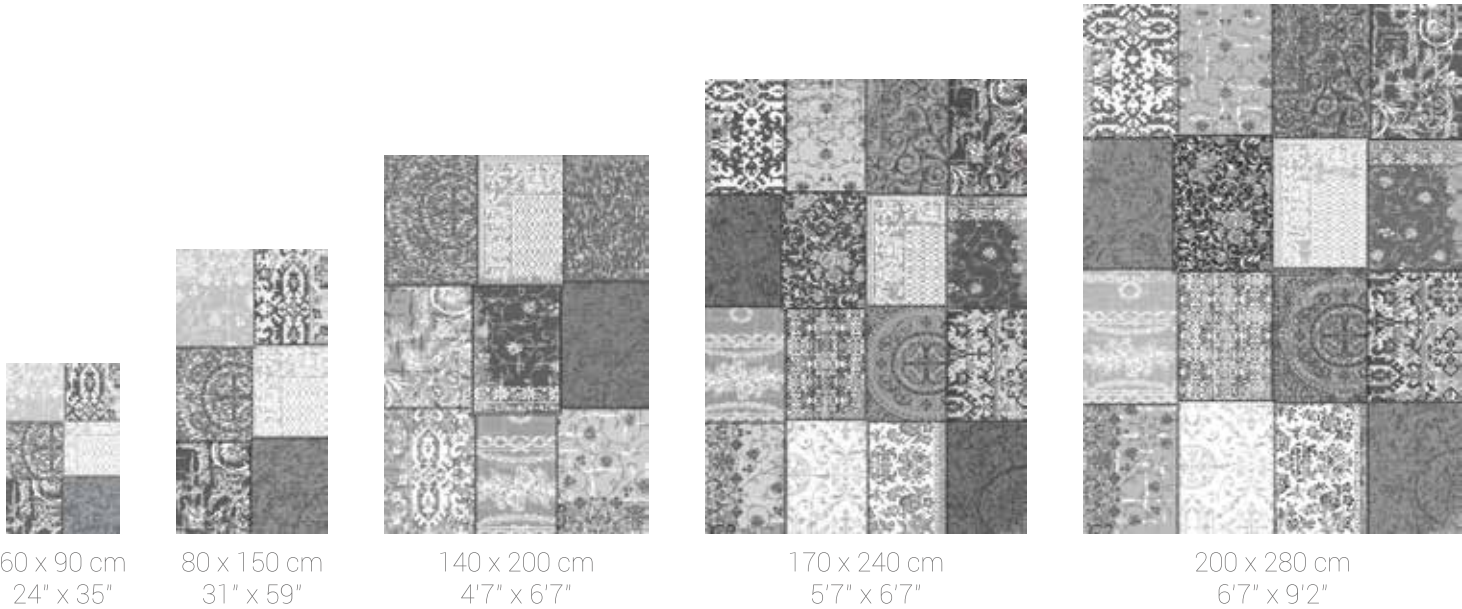
**8239** VANILLA DREAM



**8236** PINCH OF CINNAMON



**8240** PALE PISTACHIO



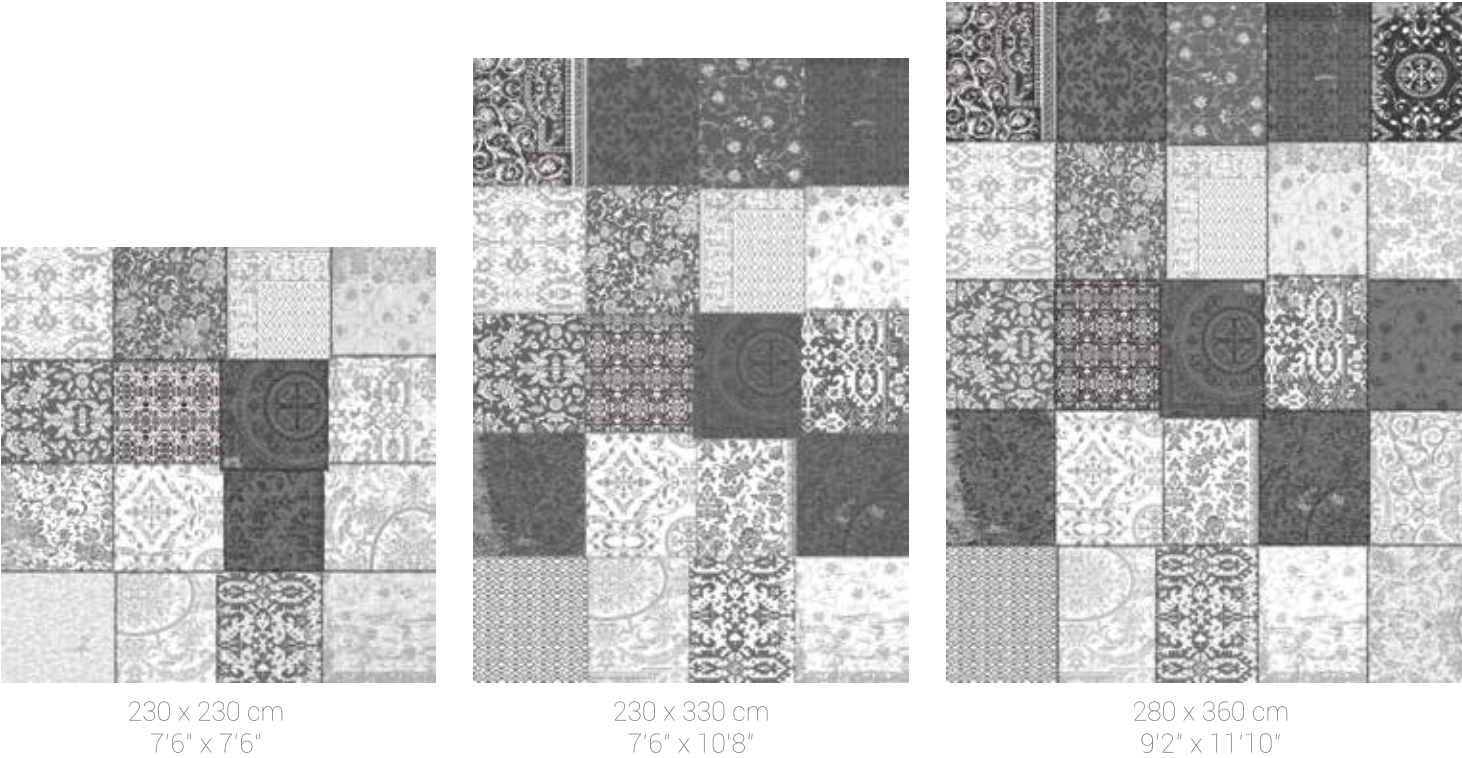
**8237** GUSTAVIAN BLUE



**8238** BOLSHOI PINK



**8372** LAVENDER



Note : colours and contrasts may vary due to the composition and structure of the fibres.

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Cameo Multi 8236 Pinch Of Cinnamon



Cameo Multi 8240 Pale Pistachio

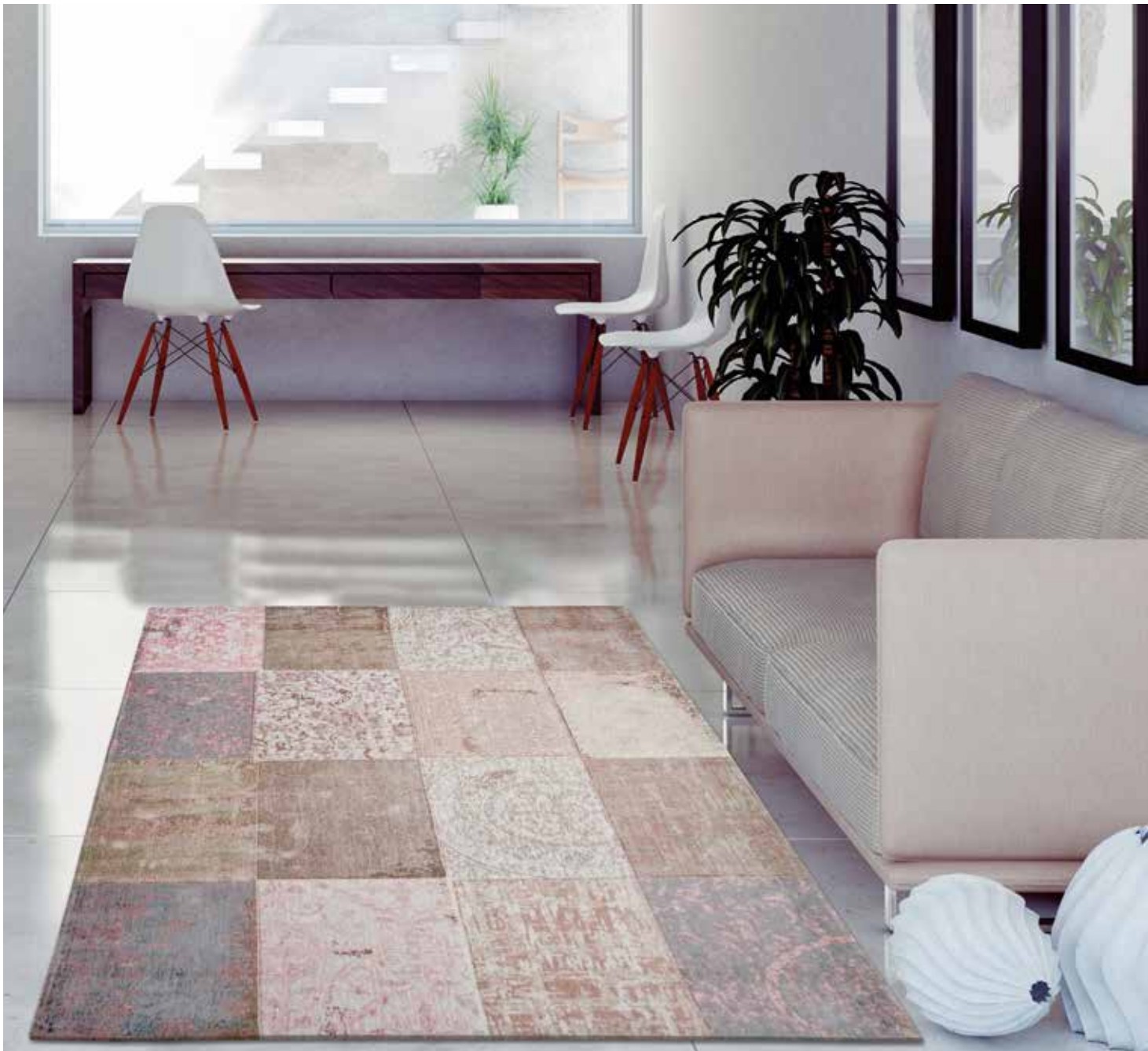


Cameo Multi 8237 Gustavian Blue

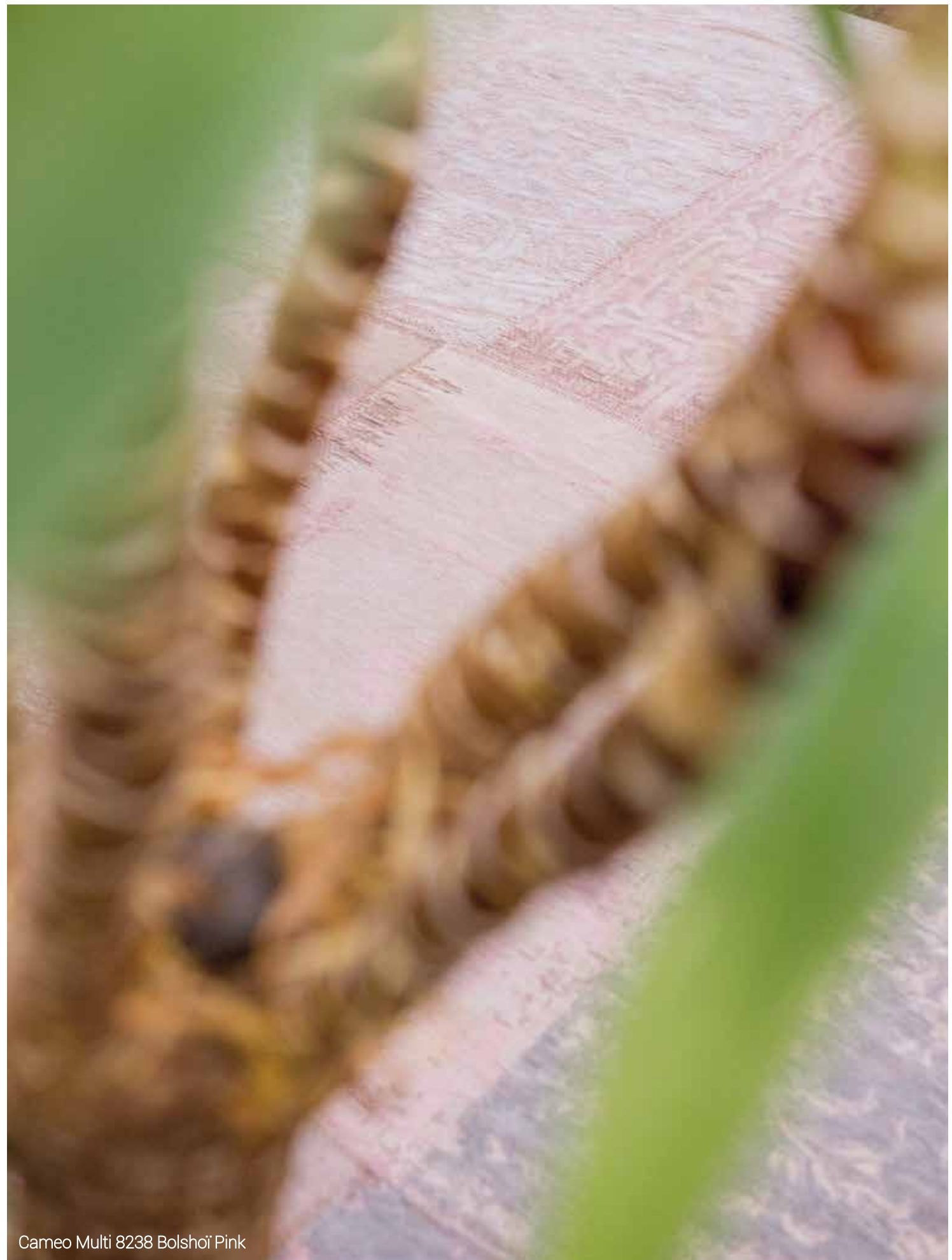


Cameo Multi 8372 Lavender





Cameo Multi 8238 Bolshoi Pink



Cameo Multi 8238 Bolshoi Pink





## BOBOHEMIAN COLLECTION

### KILIM

A zest of « bourgeois » and a twist of « bohemian », such is the cocktail this series is made of. Tribal kilims are mixed with daring colours. Over a century of skill and craftsmanship is woven into every rug

we produce. Woven on jacquard Wilton looms with cotton chenille yarns, each beautiful rug has multiple layers of texture, distressed areas and intricate stitching detail to give a true 'vintage' look.



# DESIGN OVERVIEW IN DIFFERENT SIZES

This overview gives an idea of the number of squares in the pattern for every size  
Optical effects are woven at random and can be different from one size rug to another



60 x 90 cm  
24" x 35"



80 x 150 cm  
31" x 59"



140 x 200 cm  
4'7" x 6'7"



170 x 240 cm  
5'7" x 6'7"



200 x 280 cm  
6'7" x 9'2"



230 x 230 cm  
7'6" x 7'6"



230 x 330 cm  
7'6" x 10'8"



280 x 360 cm  
9'2" x 11'10"



8912 WOODSTOCK WHITE



8908 GLASTONBURY GREY



8915 BLACK RUSSIAN



8907 VODKARAMBAR



8906 BLUE LAGOON



8914 GRENADA COCKTAIL

Note : colours and contrasts may vary due to the composition and structure of the fibres.

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## DESIGN OVERVIEW IN DIFFERENT SIZES

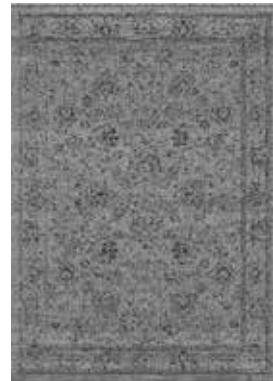
This overview gives an idea of the number of squares in the pattern for every size  
Optical effects are woven at random and can be different from one size rug to another



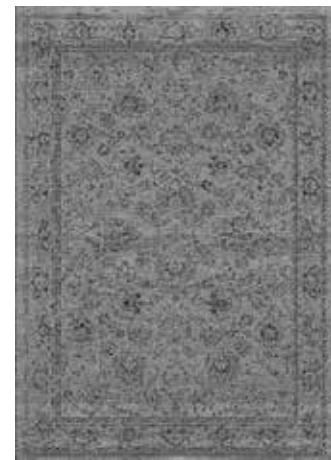
60 x 90 cm  
24" x 35"



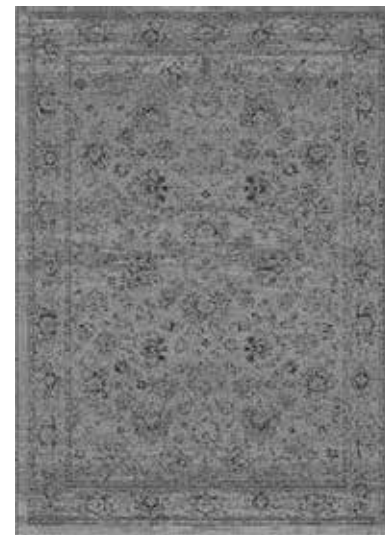
80 x 150 cm  
31" x 59"



140 x 200 cm  
4'7" x 6'7"



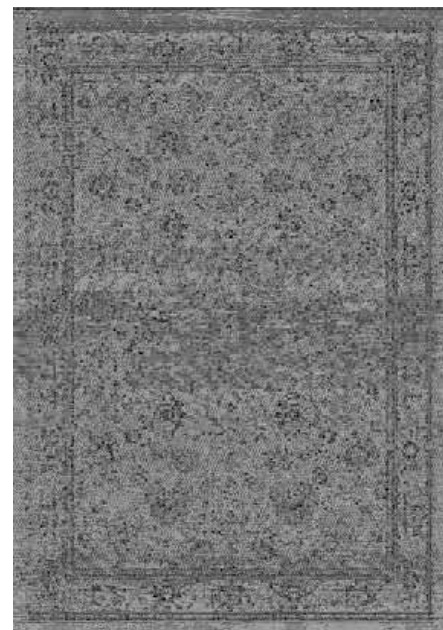
170 x 240 cm  
5'7" x 6'7"



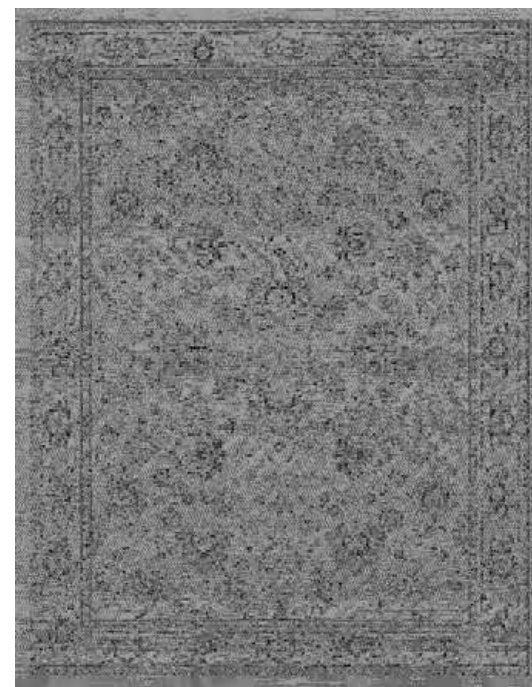
200 x 280 cm  
6'7" x 9'2"



230 x 230 cm  
7'6" x 7'6"



230 x 330 cm  
7'6" x 10'8"



280 x 360 cm  
9'2" x 11'10"







BoBohemian Collection 8908 Glastonbury Grey



BoBohemian Collection 8915 Black Russian





BoBohemian Collection 8907 Vodkarambar



BoBohemian Collection 8906 Blue Lagoon





BoBohemian Collection 8914 Grenada Cocktail



BoBohemian Collection 8914 Grenada Cocktail



VINTAGE COLLECTION



8981 8982 8985 8370 8103 8014 8084



8106 8006 8015 8105 8107 8108 8101

CAMEO COLLECTION



8239 8236 8240 8237 8238 8372

MAD MEN COLLECTION



8956 8926 8419 8420 8421 8925



8425 8928 8929 8951 8927 8413 8426

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ATLANTIC COLLECTION



8485 8592 8630 8486 8640

BOBOHEMIAN COLLECTION



8912 8908 8915 8907 8906 8914

FADING WORLD COLLECTION



8383 8382 8381 8263 8257 8256 8259



8258 8255 8254 8261 8260 8272 8270



8633 8635 8636 8638 8637 8634 8639



8942 8948 8943 8940 8950

CM	INCH
60 x 90	24" x 35"
80 x 150	31" x 59"
140 x 200	47" x 67"
170 x 240	57" x 7'10"
200 x 280	67" x 9'2"
230 x 230	7'6" x 7'6"
230 x 330	7'6" x 10'8"
280 x 360	9'2" x 11'10"



## TECHNICAL SPECIFICATIONS

Qualité Kwaliteit Qualitätsbezeichnung Quality	The Vintage Collection	The Fading World Collection	The Cameo Collection	The BoBohemian Collection	The Mad Men Collection	The Atlantic Collection
Technique de fabrication Fabricagemethode Herstellungsverfahren Manufacturation process	Jacquard Flatweave	Jacquard Flatweave	Jacquard Flatweave	Jacquard Flatweave	Jacquard Flatweave	Jacquard Flatweave
Composition Samenstelling Zusammensetzung Composition	15% WOOL 85% CO	100% CO	15% WOOL 85% CO	15% WOOL 85% CO	85% CO 15% PES	85% CO 15% PES
Composition double-dossier Samenstelling rug tapijt Zusammensetzung Teppichrücken Backing composition	Natural Anti-Slip Latex	Natural Anti-Slip Latex	Natural Anti-Slip Latex	Natural Anti-Slip Latex	Natural Anti-Slip Latex	Natural Anti-Slip Latex
Hauteur Hoogte Gesamthöhe Height	3 mm 0,12"	3 mm 0,12"	3 mm 0,12"	3 mm 0,12"	3 mm 0,12"	3 mm 0,12"
Poids Gewicht Gewicht Weight	1500 Gr l m <sup>2</sup> 52,9 oz l sqy	1500 Gr l m <sup>2</sup> 52,9 oz l sqy	1500 Gr l m <sup>2</sup> 52,9 oz l sqy	1500 Gr l m <sup>2</sup> 52,9 oz l sqy	1500 Gr l m <sup>2</sup> 52,9 oz l sqy	1500 Gr l m <sup>2</sup> 52,9 oz l sqy



Flammability according to BS 4790  
 Flammability according to CFR 1630-FF 1-70  
 Flame resistance according to CAN CGSB 4.2-27.6  
 Determination of formaldehyde according to ISO 14184-1  
 Prohibit azo dyes free according to EN 14362-1

Available sizes for all collections

CM	INCH
60 x 90	24" x 35"
80 x 150	31" x 59"
140 x 200	4'7" x 6'7"
170 x 240	5'7" x 7'10"
200 x 280	6'7" x 9'2"
230 x 230	7'6" x 7'6"
230 x 330	7'6" x 10'8"
280 x 360	9'2" x 11'10"



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