

# MADE-TO- MEASURE RUGS

FOR TAILORED COMFORT



itc<sup>®</sup>



INTRO <sup>4</sup>

THE BENEFITS FOR YOU <sup>7</sup>

SERVICE <sup>8</sup>

COLOUR MOODS <sup>10</sup>

PRODUCTS <sup>20</sup>

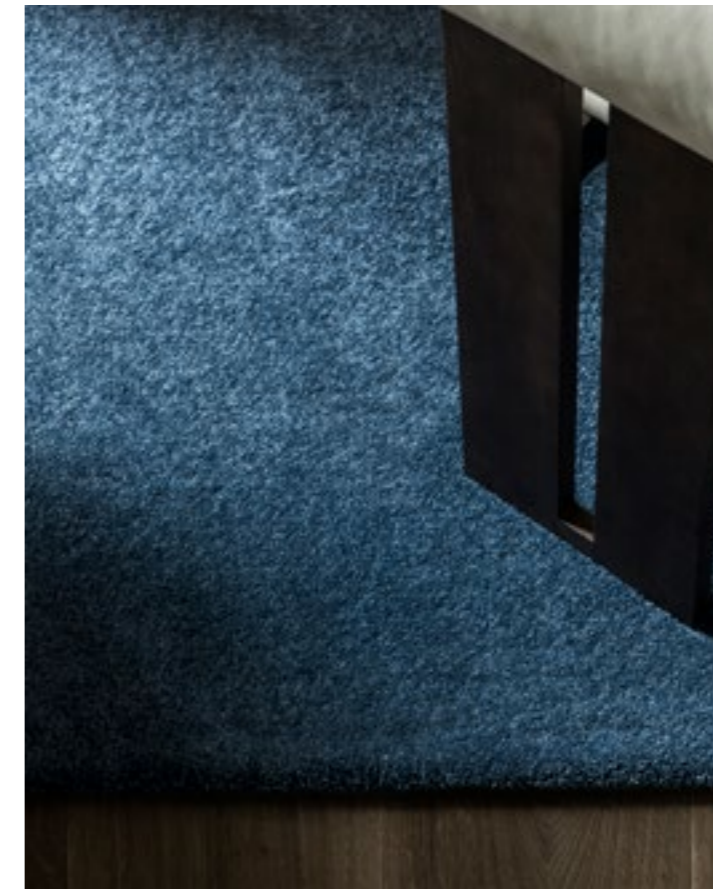
OUTRO <sup>46</sup>

INTRO

# TAILORED COMFORT WITH MADE-TO- MEASURE RUGS

At the heart of every home is a desire for beauty, comfort and versatility. And that's exactly what soft flooring provides with its inviting colours, textures and flexible sizing options. It's also an excellent insulator, keeping our feet warm during those chilly winter months and cooler during hot summers. For those with little ones running around or playing on the floor, soft flooring offers a cushioned and sound-absorbing surface that's comfortable and quiet. Depending on the room's style and function, wall-to-wall carpets or modular carpet tiles can be selected. Even if hard flooring is preferred, an area rug instantly adds softness and warmth.

An area rug is more than a simple piece of decoration, it's a luxurious addition to a home that marries function and aesthetics. It can unify a room and create balance, or divide a large space into distinct zones such as a dining area in an open-plan living space. But most importantly, an area rug can transform a space into a cosy retreat by adding colour, texture and luxurious softness. Making a home feel more comfortable and inviting, bringing people together.



**To offer even more tailored comfort, we've selected a rug offering that can be personalised to fit a space perfectly. The best part? We take care of everything. From selecting the latest colours and styles to handling production, finishing and delivery to your shop or warehouse.**



# THE BENEFITS FOR YOU

A rug can bring comfort and style to a home, but what can our made-to-measure rug service do for you?

Here's what we can offer:

## For your business:

- **Expanded product offering:** broaden your product range from flooring to decoration with high-quality rugs that meet the needs of residential applications.
- **A balanced selection of products:** our rugs come in a variety of colours, textures and structures that fit the dominant trends in home decor, so you'll always be up-to-date.
- **Peace of mind:** we handle everything from production to customisation to delivery, and even provide tailored sampling and marketing support.

## For your customers:

- **Personalisation:** our made-to-measure service allows your customers to choose the size, shape and type of finishing to meet their unique needs and tastes.
- **No waiting for happiness:** we pride ourselves on excellent lead times, so your customers can enjoy their custom rug without the wait.

# SERVICE: THINGS TO CONSIDER FOR A MADE-TO- MEASURE RUG

Our made-to-measure service allows your customers to choose the size, shape and type of finishing to meet their unique needs and tastes.

## DESIGN & COLOUR

We offer an extensive selection of loop pile, cut pile and tip-sheared structures, as well as colours to choose from. Whether it's a subtle colour accent or a bold statement piece, we've got you covered.

## SIZE & SHAPE

With our made-to-measure service, you give your customers the option to create an area rug tailored to their specific needs and tastes. We offer rectangular, square and round shapes, as well as organic shapes upon request.

With a maximum width of 4 metres (or 3.9 metres for Volume finishing) and an unlimited length, these rugs can be customised to fit any space. We also have some options available with a width of up to 5 metres.

## FINISHING OPTIONS

The choice of finishing can completely transform the look of the rug. We offer two options:

- **Volume** – For a plush and luxurious look, the edges of the rug are folded over and strengthened with a thick, felt backing with sound-absorbing and anti-slip properties.
- **Border** – For a refined and sophisticated look, the rug is edged with a pre-defined, matching bias band. As an extra option, you can add an anti-slip backing for extra safety.

Please note that not all finishings are suitable for all carpet types.

|                  | Border without anti-slip backing | Border with anti-slip backing | Volume |
|------------------|----------------------------------|-------------------------------|--------|
| Jane             | x                                | x                             | o      |
| Mae              | x                                | x                             | x      |
| Tove             | x                                | x                             | x      |
| Primrose         | x                                | x                             | x      |
| Cashmere Velvet  | x                                | x                             | x      |
| Natural Embrace  | x                                | x                             | x      |
| Vivid Opulence   | x                                | x                             | x      |
| Savage Abundance | x                                | x                             | x      |
| Royale           | x                                | x                             | x      |
| Mehari NTL       | x                                | x                             | x      |
| Frances          | x                                | x                             | x      |



# COLOUR MOODS

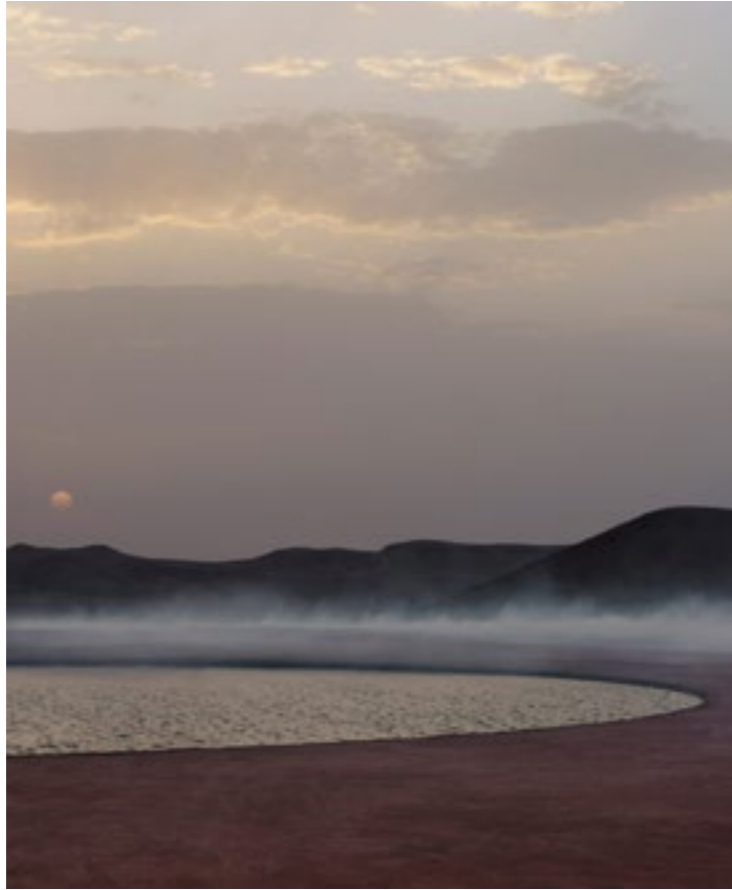
Colour is a crucial element in setting the tone for a space, and the colour of a rug is no exception. That's why we have curated four colour groups that are not only on-trend but also timeless, ensuring they'll work well in any interior. Whether you want to create softness with warm and gentle tones in a relax nook or bedroom, or create a bold statement with vibrant hues in a lounge or dining area, our colour selections are guaranteed to elevate and enrich any space.

Explore our colour moods – EARTH, TIDE, SPIRIT and ESSENCE.



### **EARTH**

This colour palette is all about warm, natural colours that reflect the beauty of the earth. Think shades of terracotta, green, ochre and warm brown that bring the inviting and peaceful feeling of nature into a home.



## TIDE

Imagine a tranquil sea with a gentle breeze blowing over the water. The colours around you blend together in a beautiful array of blues, sandy hues and soft pastels, creating a calming and rejuvenating atmosphere.





### **SPIRIT**

Sometimes an interior needs a pop of colour to make a bold statement. Deep red, raspberry and aubergine shades energise and draw the eye, adding a sense of excitement and luxury to a room.



### **ESSENCE**

For a more pared-down and minimalist look, a neutral colour palette is the perfect choice. Whites, creams, beiges and greys add balance and contribute to a timeless and sophisticated ambience.



A high-angle photograph of a modern wooden coffee table with a curved top and four tapered legs. The table is positioned on a dark blue, textured carpet. In the top right corner, a portion of a laptop with a blue mouse is visible. The word "PRODUCTS" is written in a bold, white, sans-serif font across the lower right portion of the image.

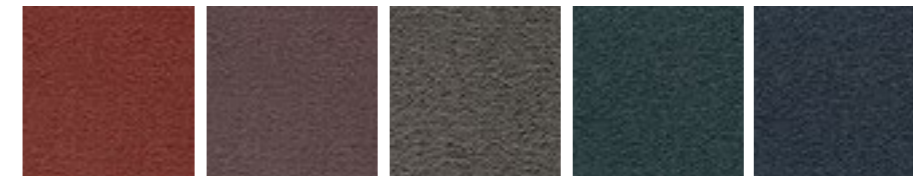
**PRODUCTS**

# JANE

## LEGACY COLLECTION



32 42 45 94 91 24 52



67 48 98 29 78

### PRODUCT FEATURES

| STRUCTURE     | PILE HEIGHT | YARN    | PERFORMANCE | BACKING   |
|---------------|-------------|---------|-------------|-----------|
| Fine cut pile | Medium      | 100% PA | Very high   | Twin back |

For further general information, check our technical document.\*

### APPLICATIONS

Relax nook, bedroom, dressing

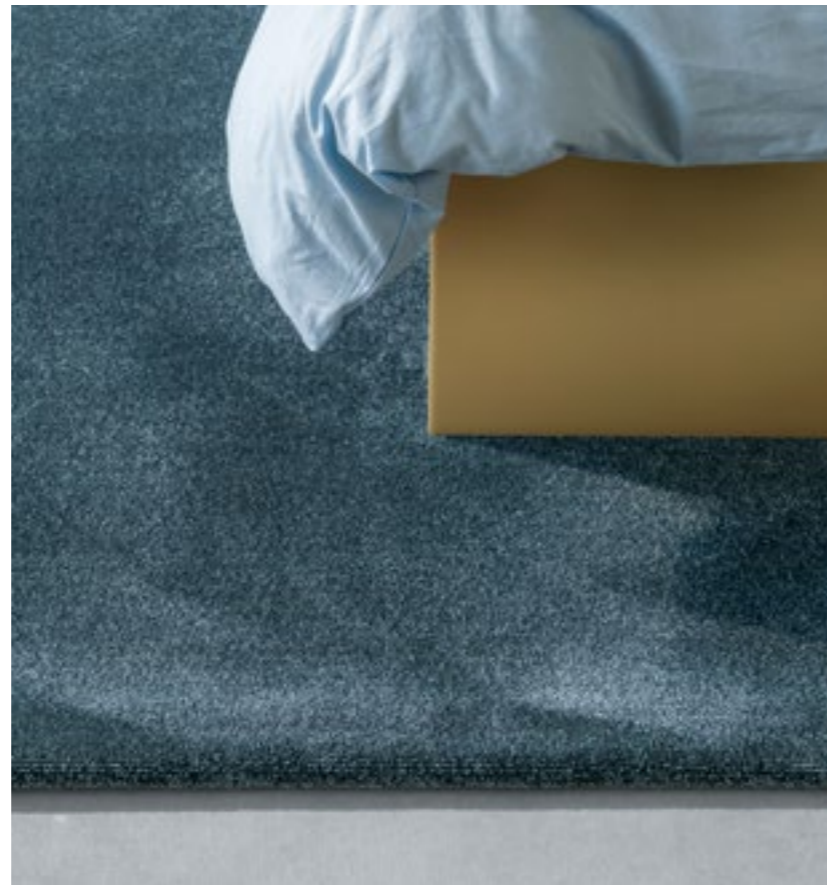
**INVITE SOFTNESS  
AND GENEROSITY  
INTO YOUR HOME  
THROUGH JANE'S  
VELVETY COTTON  
LOOK.**

**Its matt finish and rich colours balance interiors,  
imbuing them with a cosy and serene mood.**

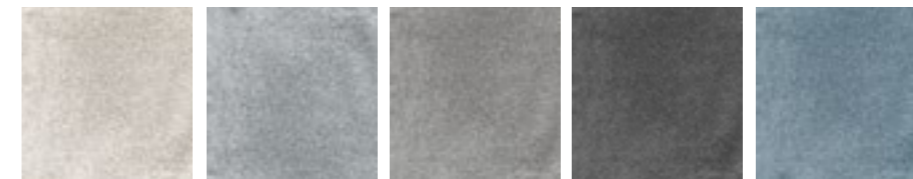
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# MAE

## LEGACY COLLECTION



31 38 45 52 67 16 28



92 94 96 198 79

### PRODUCT FEATURES

| STRUCTURE     | PILE HEIGHT | YARN    | PERFORMANCE | BACKING   |
|---------------|-------------|---------|-------------|-----------|
| Fine cut pile | Medium      | 100% PA | Very high   | Twin back |

For further general information, check our technical document.\*

### APPLICATIONS

Lounge area, bedroom

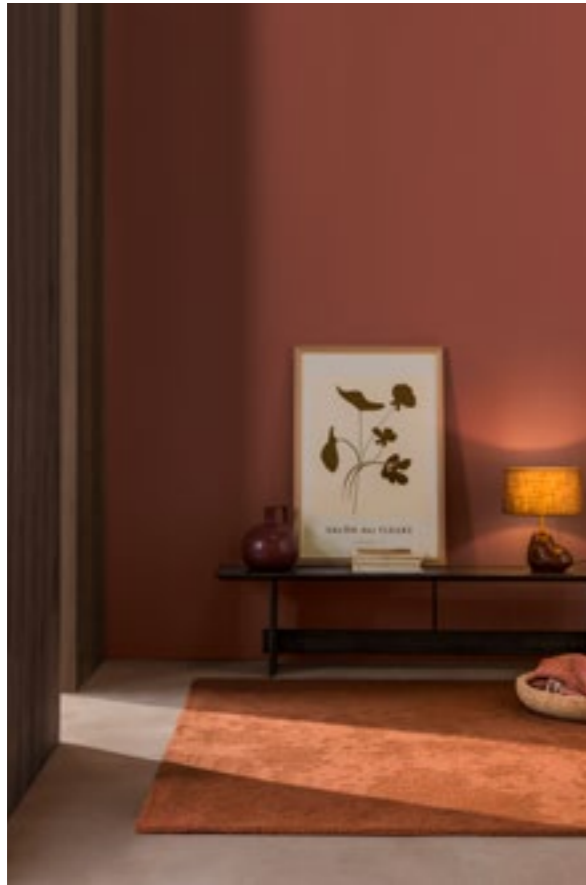
**CHARACTERISED BY AN EXCEPTIONALLY DENSE, HIGH PILE AND GENTLE SHEEN.**

Mae casts an ultra-chic and abundant silhouette that envelops a room in glamour. Taking our expertise in high-performing velour carpets to its peak.

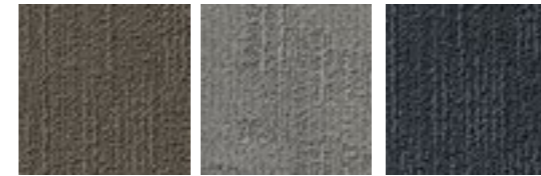
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# FRANCES

## LEGACY COLLECTION



130 212 213 283 662 541 573



823 932 963

### PRODUCT FEATURES

| STRUCTURE            | PILE HEIGHT | YARN                         | PERFORMANCE | BACKING   |
|----------------------|-------------|------------------------------|-------------|-----------|
| Tipsheared loop pile | Low         | 100% PA regenerated - Econyl | Very high   | Twin back |

For further general information, check our technical document.\*

### APPLICATIONS

Lounge area, dining area, dressing, home office, hallway, entrance

**THIS UNIQUE  
CARPET  
CREATION  
IS ALL ABOUT  
SENSORY  
TEXTURES.**

Frances shows a delicate, slightly carved-out surface that casts shadows and highlights. It emphasises a luxurious design in a broad range of earthy tones destined to promote opulence in interiors.

**YMPACT**

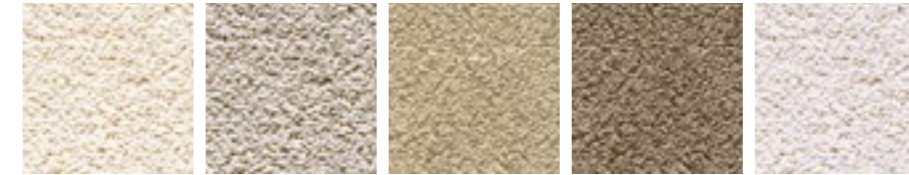
SUSTAINABLE  
CARPET ATTITUDE

BELYSSE™

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# TOVE

## HAVEN COLLECTION



31 34 33 37 92

### PRODUCT FEATURES

| STRUCTURE     | PILE HEIGHT | YARN  | PERFORMANCE | BACKING   |
|---------------|-------------|---|-------------|-----------|
| Fine cut pile | Very high   | 100% PA Solution Dyed with 35% allocated recycled feedstock | Very high   | Twin back |

For further general information, check our technical document.\*

### APPLICATIONS

Lounge area, relax nook, dining area, bedroom, dressing, child's room

**TOVE IS A HIGH-PERFORMING, RESPONSIBLY CRAFTED CUT PILE WITH SERIOUS LUXURY CREDENTIALS.**

Its impressive quality and cocoon-like feel transport any space to magnificence. Ideal for home owners looking to create sanctuaries, where they can fully unwind.



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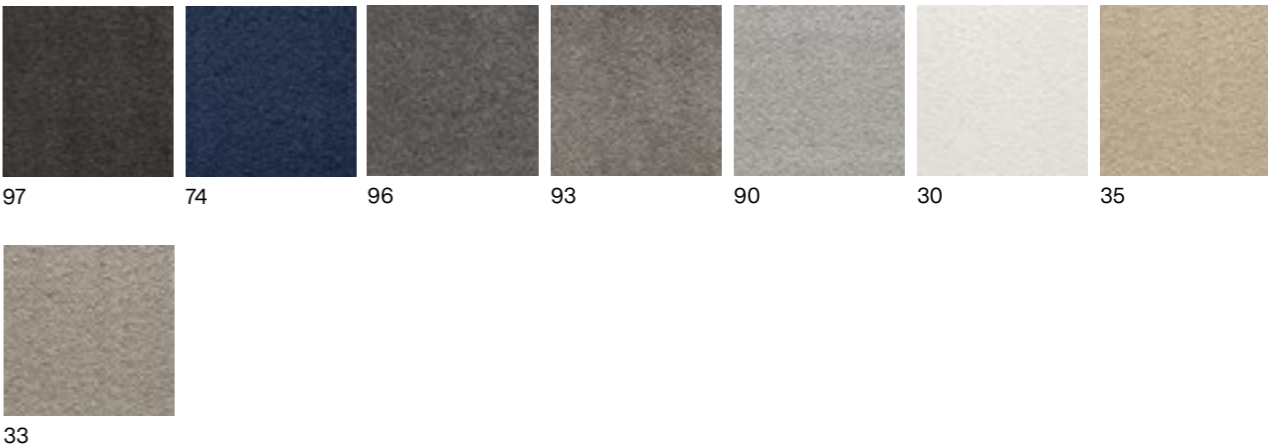
# PRIMROSE

## ETERNITY COLLECTION



**WITH ITS DURABLE CONSTRUCTION AND RESISTANCE TO FADING, PRIMROSE BOASTS A BEAUTIFUL AND BALANCED GLOSS THAT WILL REMAIN VIBRANT OVER TIME, JUST LIKE THE FLOWER IT'S NAMED AFTER.**

**Made with solution dyed yarn, Primrose is a high-performing cut pile that combines easy maintenance with stunning colourfastness.**



### PRODUCT FEATURES

| STRUCTURE     | PILE HEIGHT | YARN       | PERFORMANCE | BACKING   |
|---------------|-------------|------------|-------------|-----------|
| Fine cut pile | High        | 100% PA SD | Very high   | Twin back |

For further general information, check our technical document.\*

### APPLICATIONS

Lounge area, relax nook, dining area, bedroom, dressing, child's room

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# CASHMERE VELVET

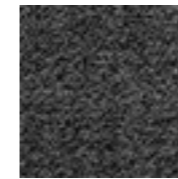
## SOFT ORIGINS COLLECTION



**WITH ITS WARM, EARTHY TONES AND INTERIOR STATEMENT COLOURS, THIS CUT PILE SUPERBLY BALANCES GLOSS, COMFORT AND DENSITY.**



31      41      54      16      27      93      96



98

### PRODUCT FEATURES

| STRUCTURE        | PILE HEIGHT | YARN     | PERFORMANCE | BACKING   |
|------------------|-------------|----------|-------------|-----------|
| Average cut pile | High        | 100% PES | Low         | Twin back |

For further general information, check our technical document.\*

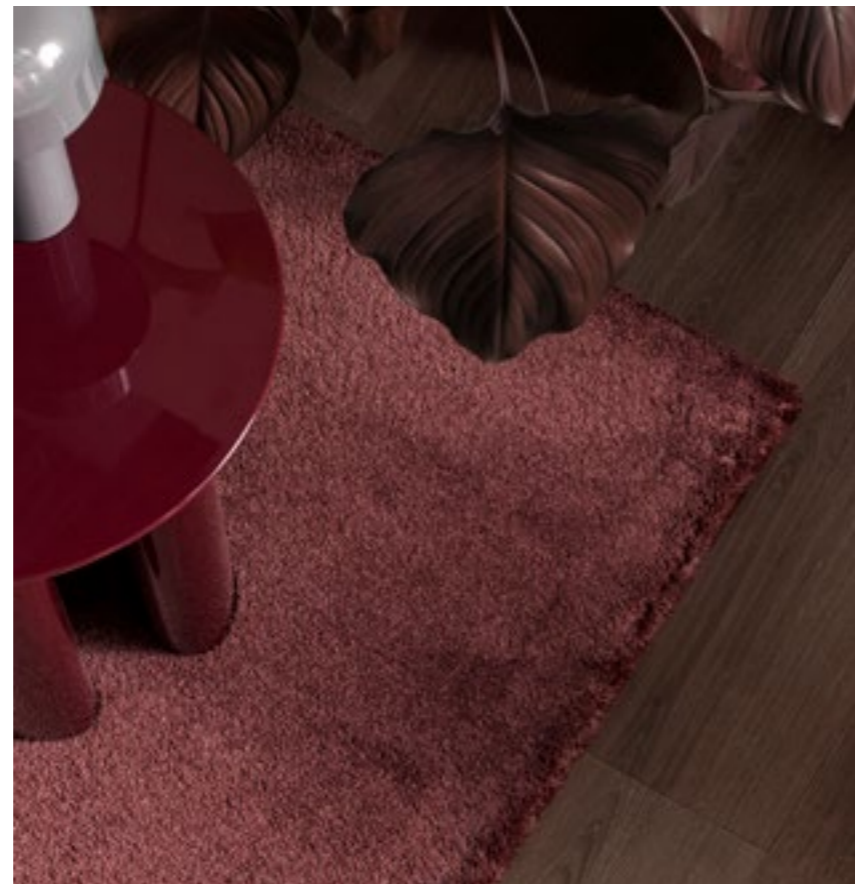
### APPLICATIONS

Lounge area, relax nook, dining area, bedroom

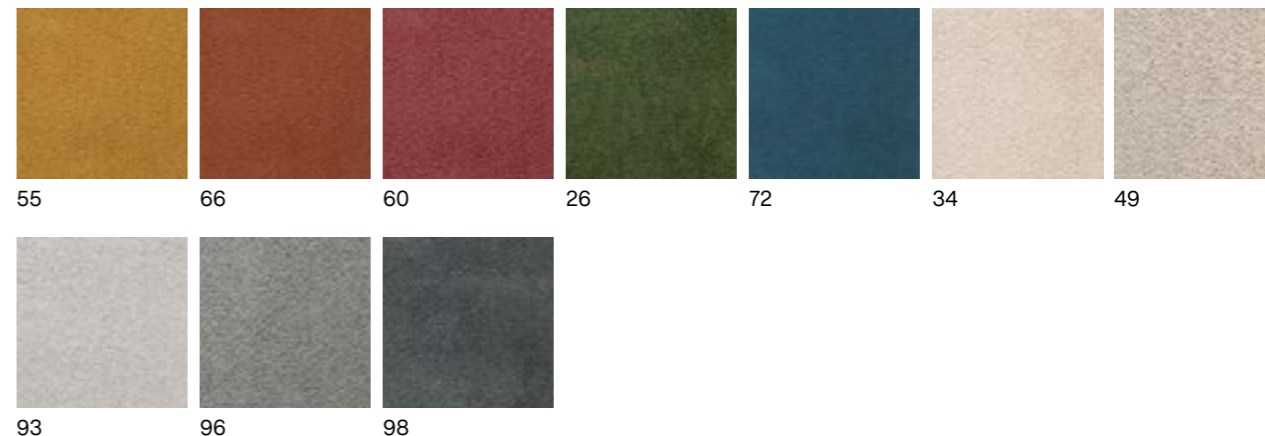
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# NATURAL EMBRACE

## WILD LUXURY COLLECTION



**INSPIRED BY THE NATURAL ELEGANCE OF A MOUNTAIN LAKE, THIS FINE AND STYLISH CUT PILE INSTILLS A SENSE OF CALM, MAKING YOU FEEL IN HARMONY WITH NATURE.**



### PRODUCT FEATURES

| STRUCTURE      | PILE HEIGHT | YARN    | PERFORMANCE | BACKING   |
|----------------|-------------|---------|-------------|-----------|
| Bulky cut pile | High        | 100% PA | Very high   | Twin back |

For further general information, check our technical document.

### APPLICATIONS

Lounge area, relax nook, dining area, bedroom, dressing, child's room

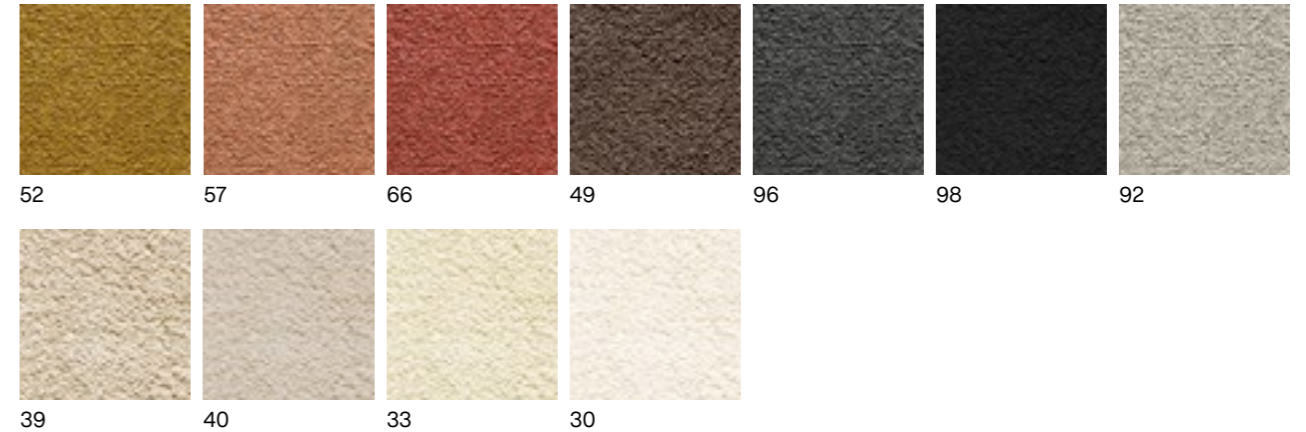
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# VIVID OPULENCE

## WILD LUXURY COLLECTION



**INSPIRED BY  
COLOURFUL SILK,  
THIS FINE CUT PILE  
OOZES LUXURY  
AND ADDS A LIVELY  
TOUCH.**



### PRODUCT FEATURES

| STRUCTURE     | PILE HEIGHT | YARN    | PERFORMANCE | BACKING   |
|---------------|-------------|---------|-------------|-----------|
| Fine cut pile | High        | 100% PA | Very high   | Twin back |

For further general information, check our technical document.

### APPLICATIONS

Relax nook, bedroom, dressing, home office

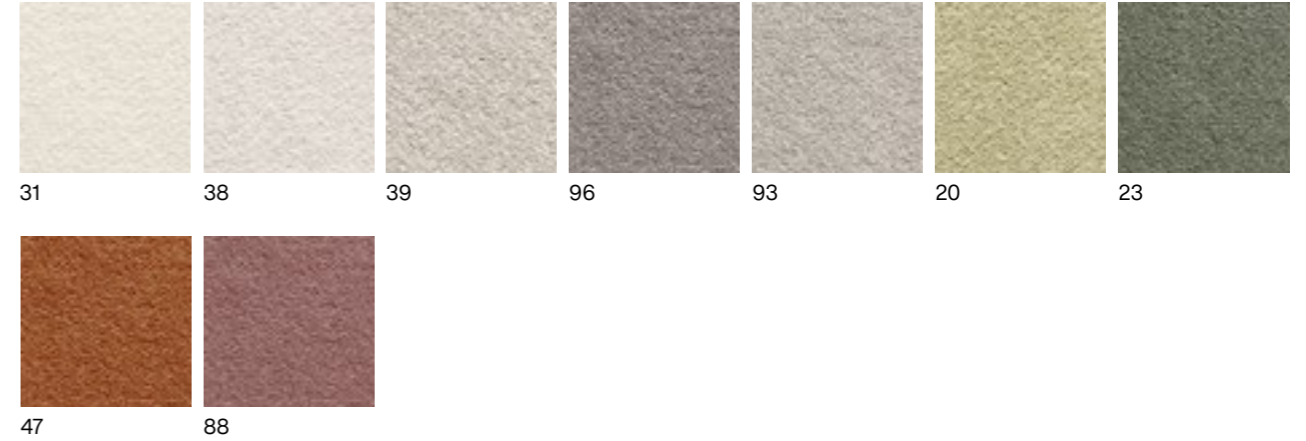
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# SAVAGE ABUNDANCE

## WILD LUXURY COLLECTION



**ADD INSTANT ELEGANCE TO YOUR INTERIOR WITH THIS FINE AND SILKY CUT PILE, AVAILABLE IN SUBTLE AND STRIKING COLOURS.**



### PRODUCT FEATURES

| STRUCTURE     | PILE HEIGHT | YARN    | PERFORMANCE | BACKING   |
|---------------|-------------|---------|-------------|-----------|
| Fine cut pile | Medium      | 100% PA | Very high   | Twin back |

For further general information, check our technical document.\*

### APPLICATIONS

Lounge area, bedroom, dressing, home office

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# ROYALE

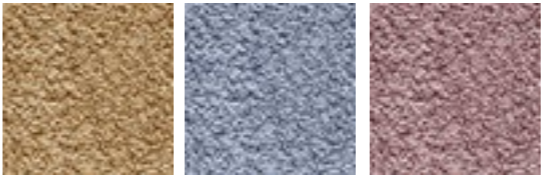
## SATINO COLLECTION



**LEAVE AN  
INDELIBLE MARK  
WITH THIS  
GLOSSY, HIGH-  
PERFORMANCE  
CUT PILE IN  
CLASSY NEUTRAL  
AND INTERIOR  
STATEMENT  
COLOURS.**



33      48      97      93      298      28      68



55      71      62

### PRODUCT FEATURES

| STRUCTURE        | PILE HEIGHT | YARN    | PERFORMANCE | BACKING   |
|------------------|-------------|---------|-------------|-----------|
| Average cut pile | High        | 100% PA | High        | Twin back |

For further general information, check our technical document.

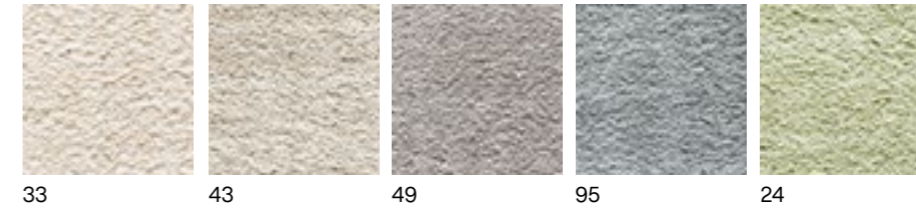
### APPLICATIONS

Lounge area, relax nook, bedroom, dressing, child's room

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# MEHARI NTL

## IMPRESS COLLECTION



### PRODUCT FEATURES

| STRUCTURE      | PILE HEIGHT | YARN    | PERFORMANCE | BACKING   |
|----------------|-------------|---------|-------------|-----------|
| Bulky cut pile | High        | 100% PA | Very high   | Twin back |

For further general information, check our technical document.\*

### APPLICATIONS

Lounge area, relax nook, bedroom, dressing, child's room

**THE SUBTLE  
COLOUR  
VARIATIONS AND  
ABRASH EFFECT  
OF THIS BULKY CUT  
PILE ADD A UNIQUE  
CHARACTER TO  
YOUR SPACE.**

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Our collection never ceases to develop. Today, we're proud to offer you an extensive and diverse product range that does more than just cover floors. It provides solutions that inspire and elevate.

As we venture into the realm of home decor, we're excited to see how our made-to-measure rugs will decorate interiors. From luxurious, dense cut piles to beautifully sculptured tip-sheared structures that bring both comfort and allure to homes.

Explore all our rug options by registering to our partner portal at [my.itc-carpets.com](https://my.itc-carpets.com).

[itc-carpets.com](https://itc-carpets.com)



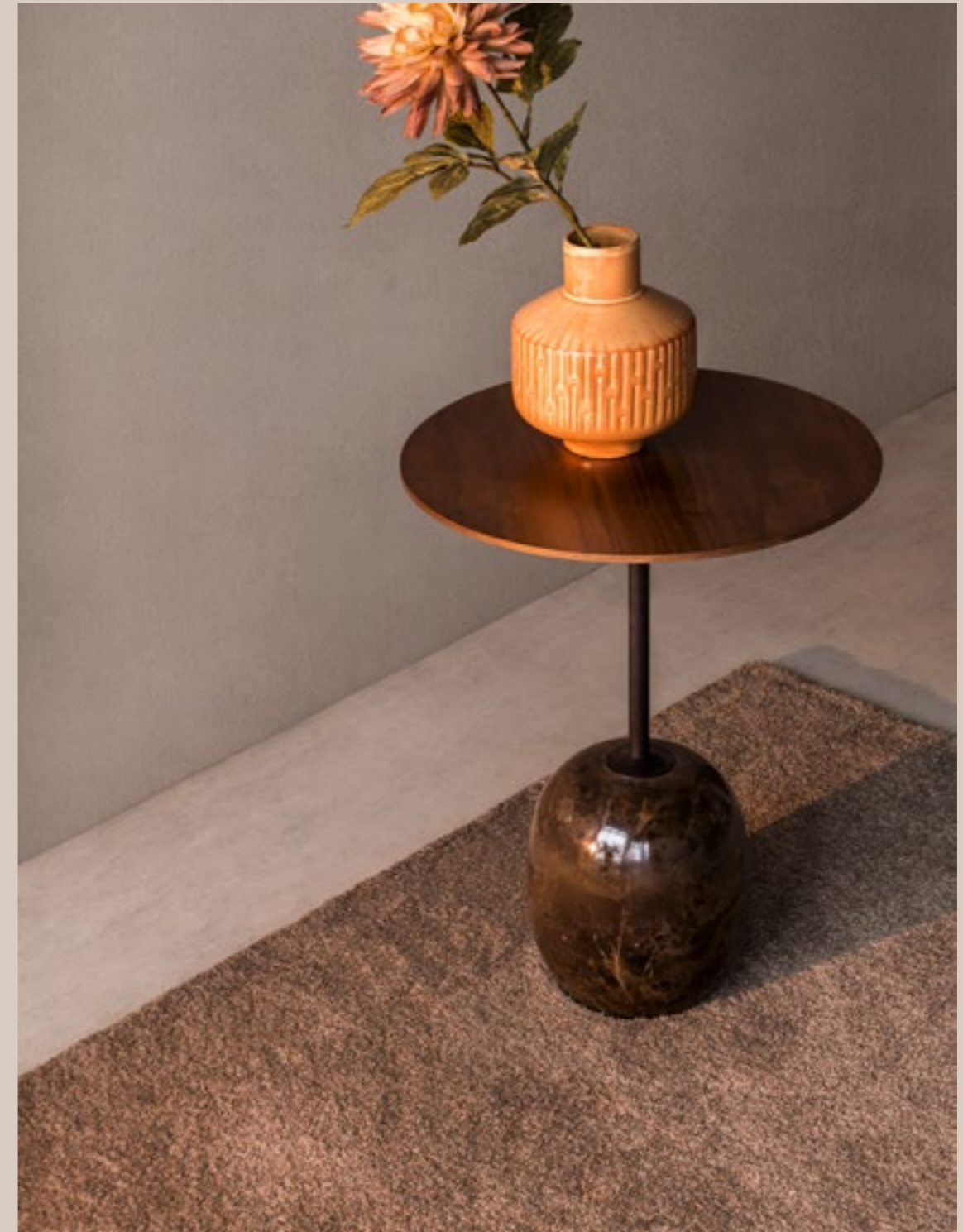
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