

MADE-TO- MEASURE RUGS

FOR TAILORED COMFORT



itc[®]



INTRO ⁴

THE BENEFITS FOR YOU ⁷

SERVICE ⁸

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PRODUCTS ²⁰

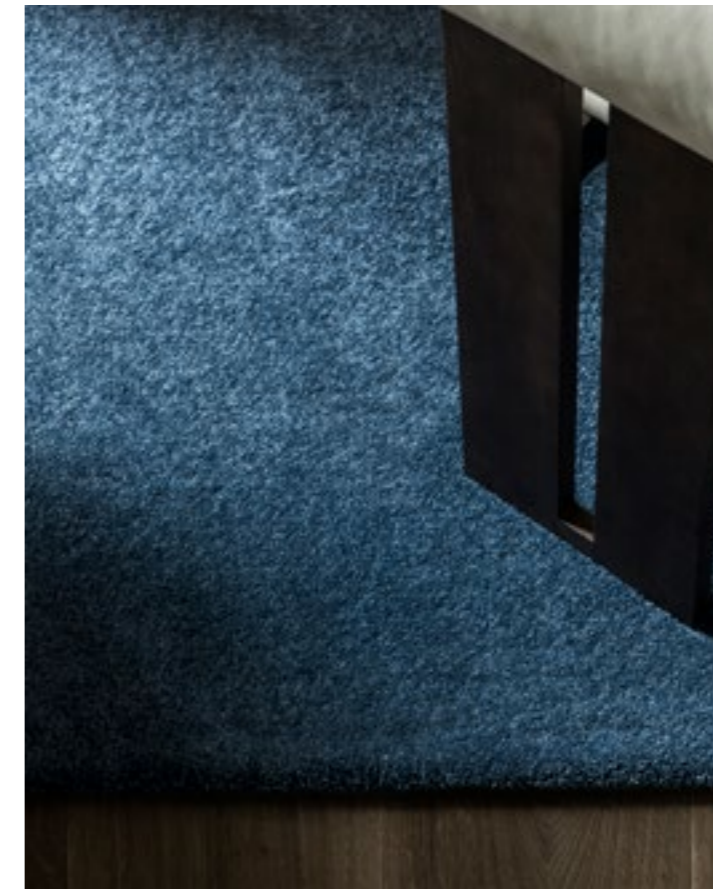
OUTRO ⁴⁶

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

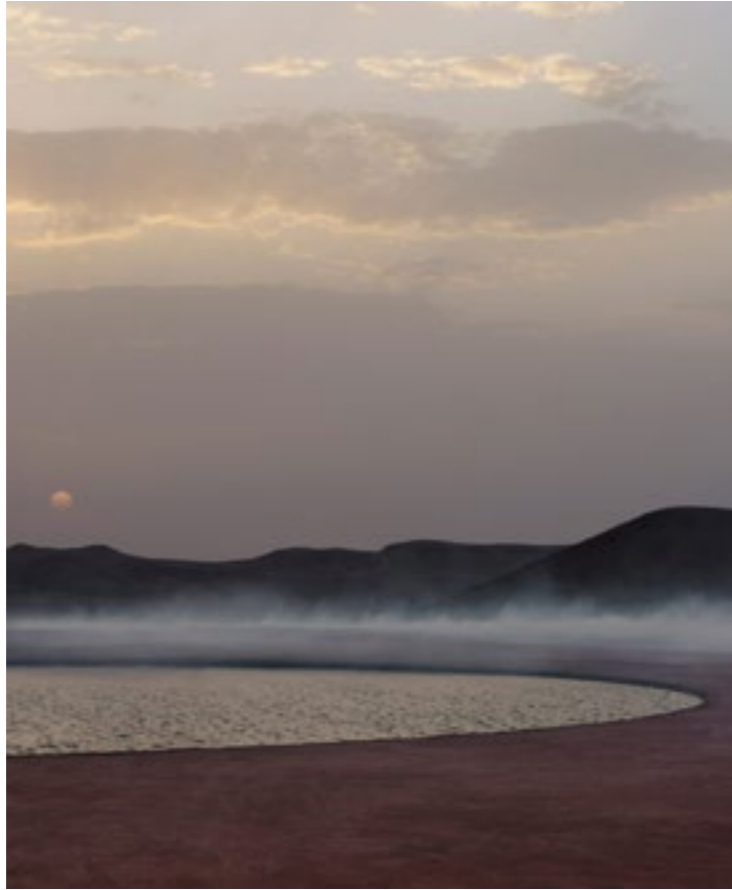
Colour is a crucial element in setting the tone for a space, and the colour of a rug is no exception. That's why we have curated four colour groups that are not only on-trend but also timeless, ensuring they'll work well in any interior. Whether you want to create softness with warm and gentle tones 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, close-up photograph of a wooden table with a blue mouse and a mousepad on a blue carpet. The table is made of light-colored wood with a visible grain. The mouse is blue and the mousepad is white with a grid pattern. The carpet is a deep blue with a textured, looped pile. The lighting is soft, creating gentle shadows under the table legs.

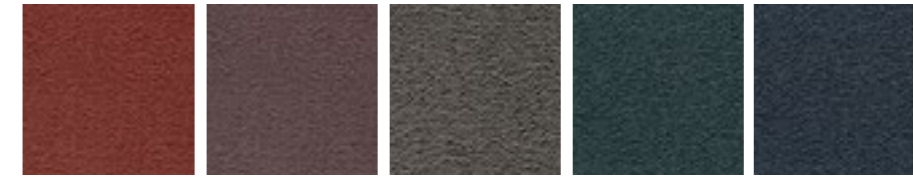
PRODUCTS

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

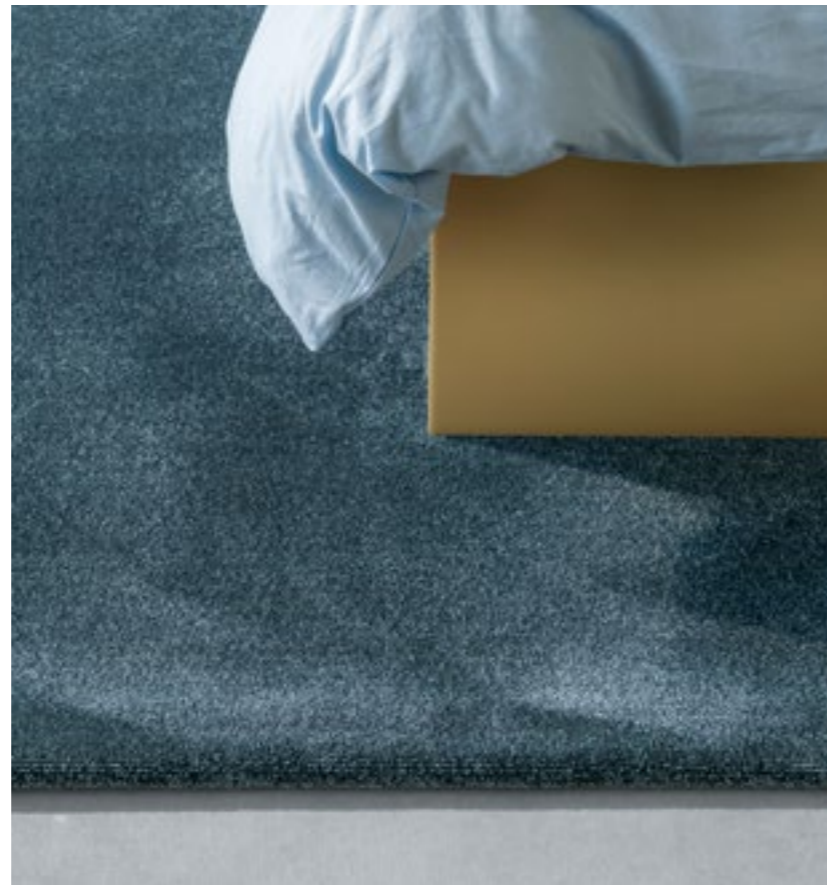
**INVITE SOFTNESS
AND GENEROSITY
INTO YOUR HOME
THROUGH JANE'S
VELVETY COTTON
LOOK.**

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

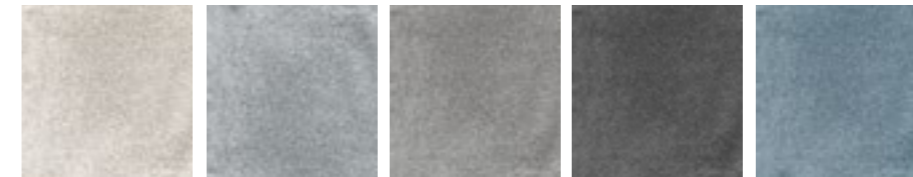
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MAE

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

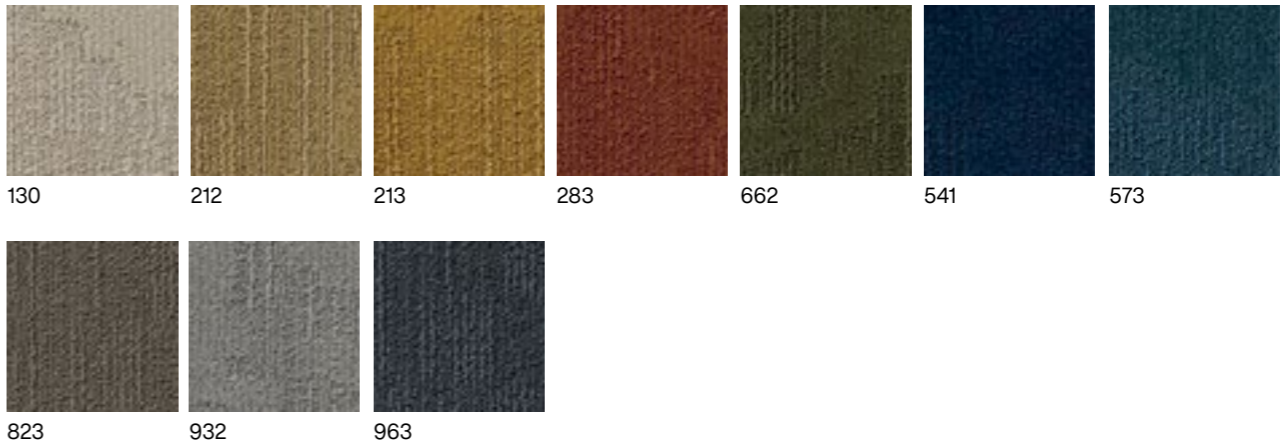
CHARACTERISED BY AN EXCEPTIONALLY DENSE, HIGH PILE AND GENTLE SHEEN.

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



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.

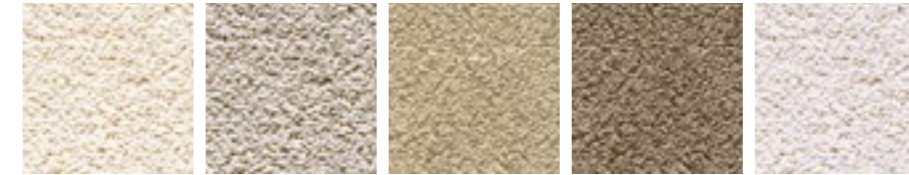
Frances shows a delicate, slightly carved-out surface that casts shadows and highlights. It emphasises a luxurious design in a broad range of earthy tones destined to promote opulence in interiors.



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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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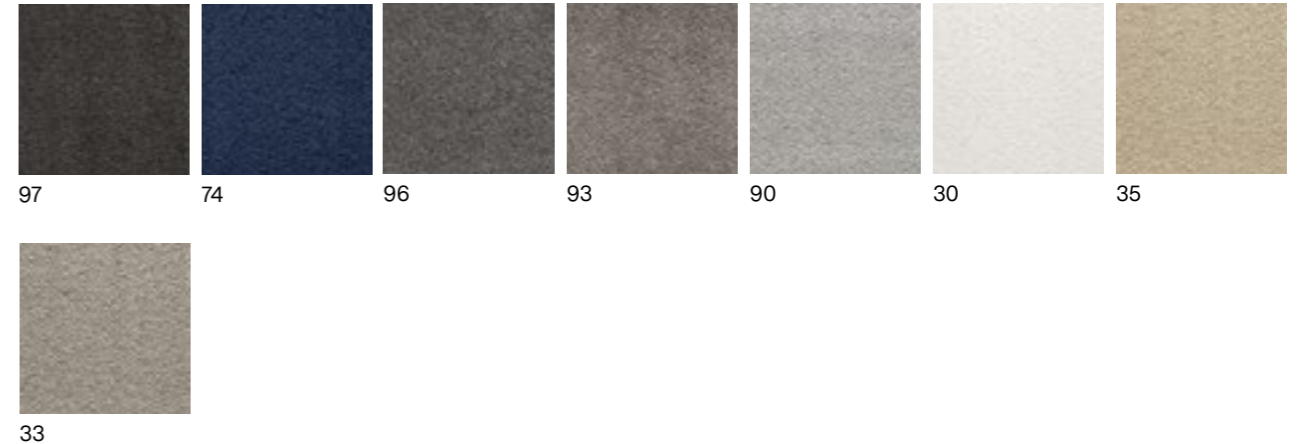
PRIMROSE

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

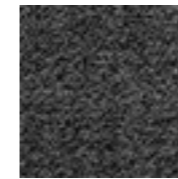
SOFT ORIGINS COLLECTION



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.*

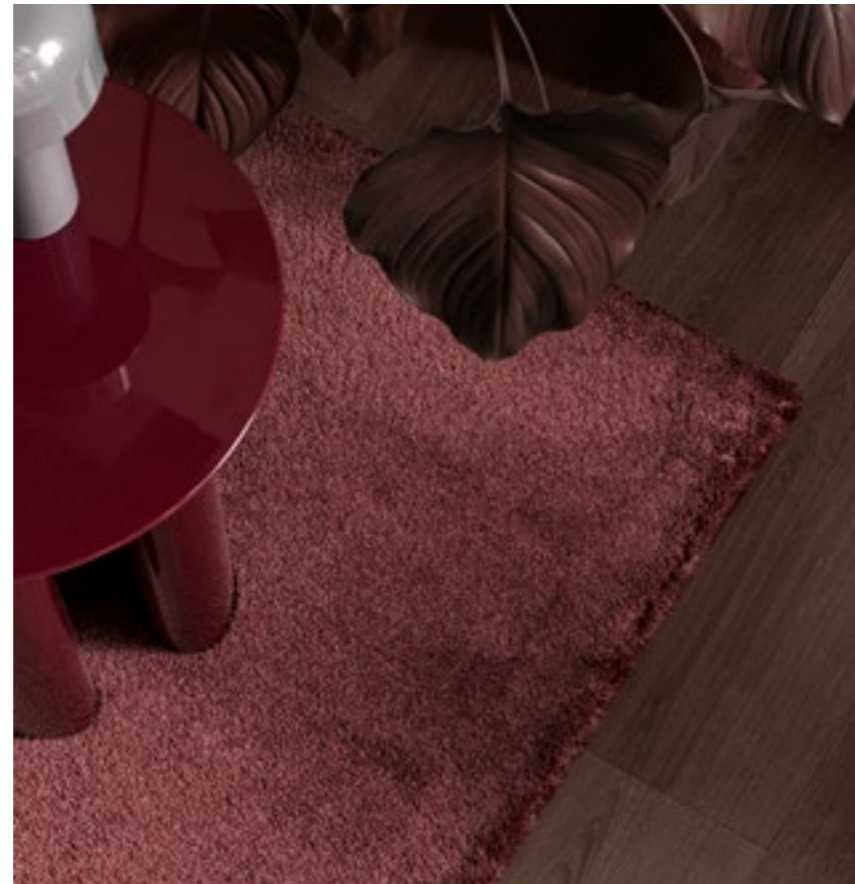
APPLICATIONS

Lounge area, relax nook, dining area, bedroom

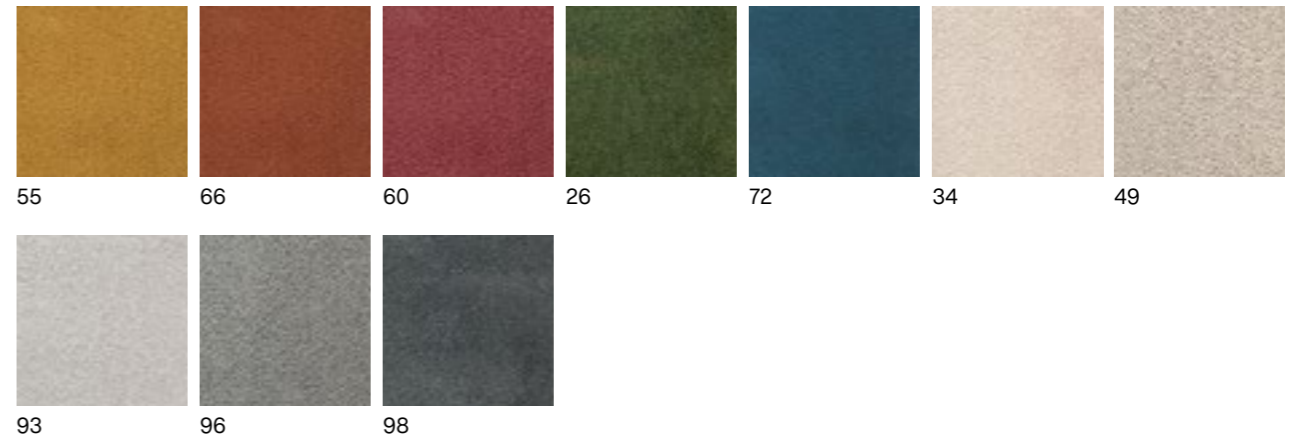
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NATURAL EMBRACE

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

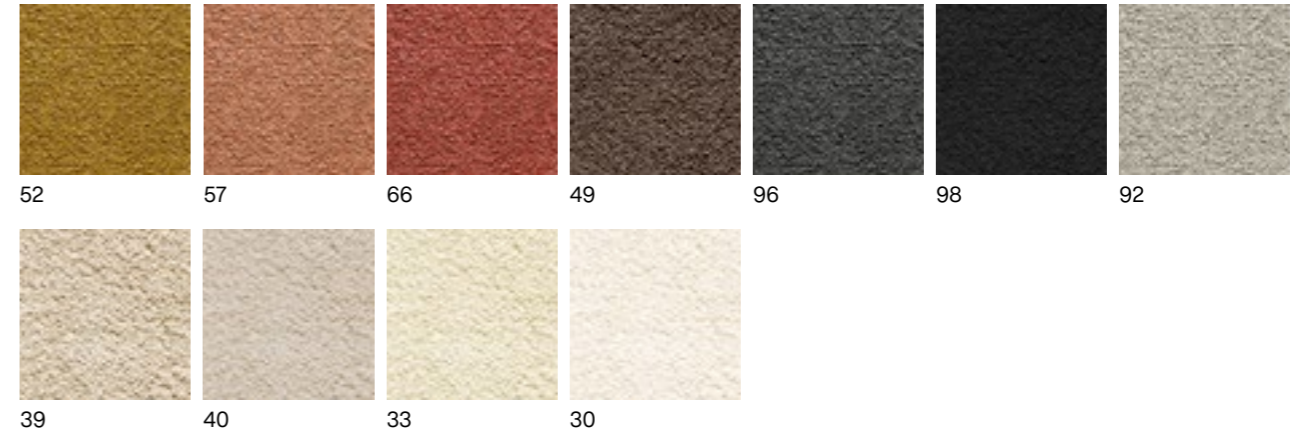
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VIVID OPULENCE

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

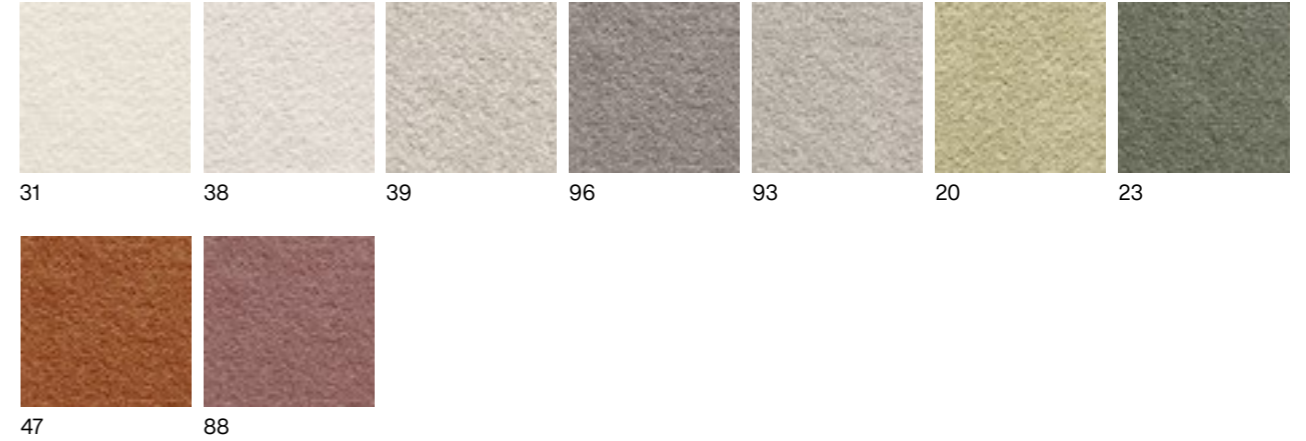
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SAVAGE ABUNDANCE

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

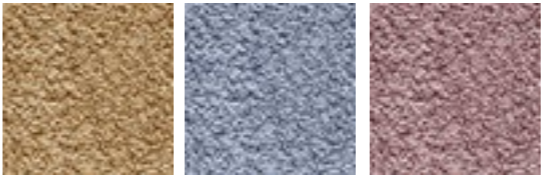
SATINO COLLECTION



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.

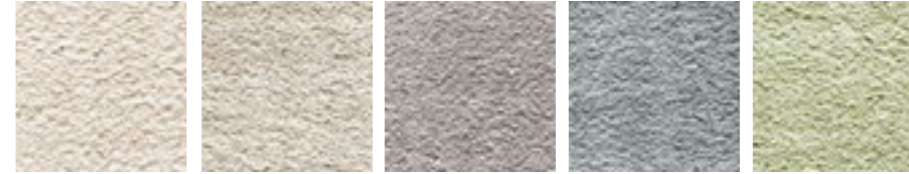
APPLICATIONS

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

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MEHARI NTL

IMPRESS COLLECTION



33 43 49 95 24

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.

itc-carpets.com



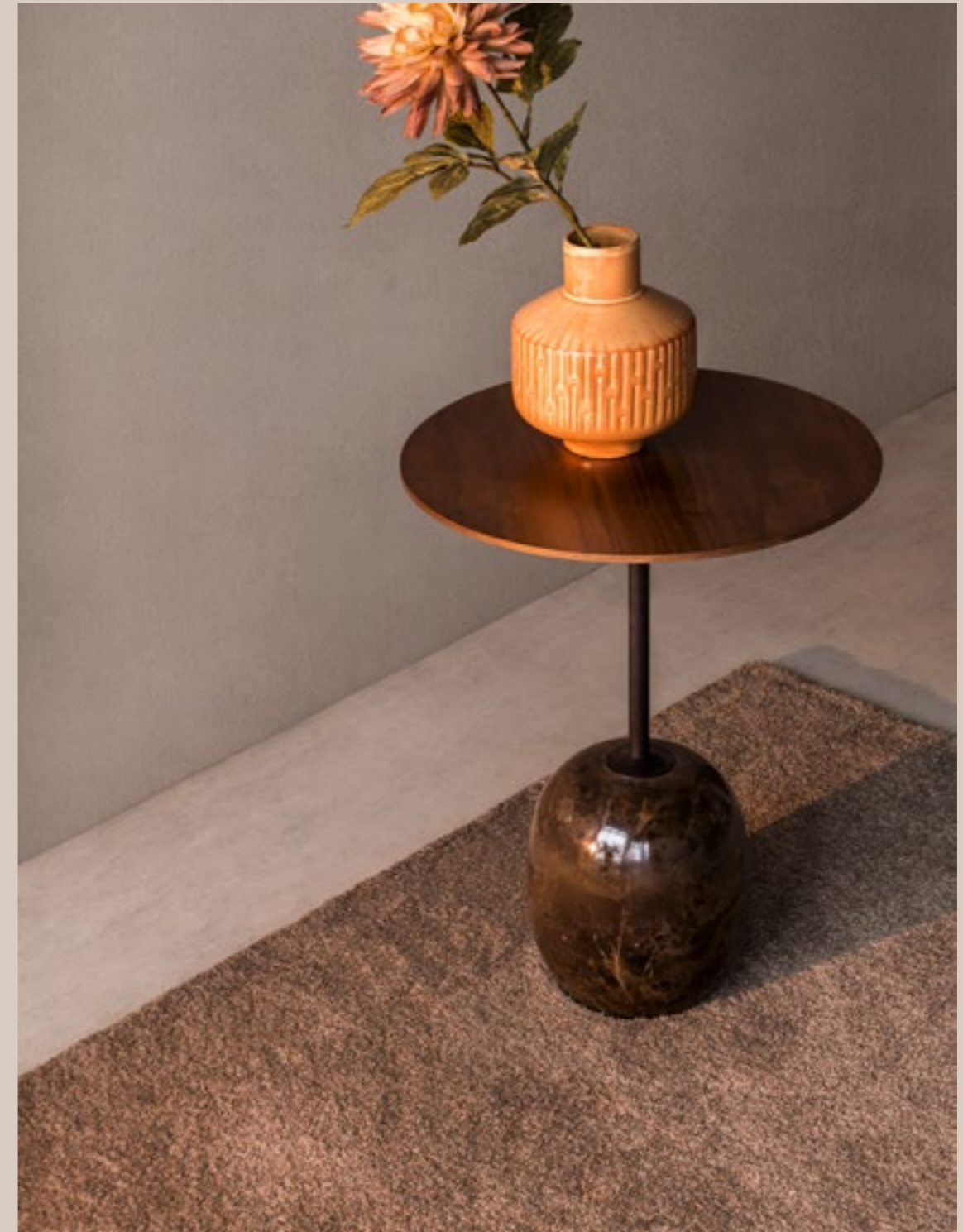
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