

the **NEW**
Traditional

kravet[®]^{inc.}

KRAVET | LEE JOFA | BRUNSCHWIG & FILS

1

The beginning of any fine rug is the source of materials. Sheep are sheared to harvest their fleece, which is then thoroughly cleansed and washed completely. Gentle wool cleansers are used in order to maintain the integrity of the fibers. It is then separated and carded to prepare for spinning.



3

Large vats of boiling water are pigmented with dyes. Hanks of yarn are layered and dipped in the dyes for a precise period of time. The shades of colors can vary depending on the dye's level of penetration and position of each yarn in the hank bundle.

5

Each design is translated into full size graphs called a Map. Depending on the size, elements are rearranged and scaled to be esthetically pleasing. Border and design repeat may vary from size to size. High contrast colors designate where a color change is required. The weavers follow the map to create the rug.



2

The raw wool fibers are spun into long strands of wool yarn. The fibers are twisted in a spinning motion to achieve various strands, deniers, textures and blends. There is special care taken during this process to protect the fibers from breakage. When the spinning is complete the strands are very strong and ready for dyeing.



4

After the wool hanks are dyed they are set on drying racks. They are rotated, turned and flipped numerous times during the drying process to maintain even dryness. Traditional air drying is placing the yarn in the sun for several days.



6

Cotton/wool yarns are set on a wooden or metal loom. These threads are the warp and weft foundation upon which the rug is woven. Each knot is individually placed by highly skilled artisans that work side by side knotting in unison. Rugs increase about 2-6 inches per day depending on the intricacy of the pattern. It is measured and logged at different points to show the progression. There is some discretion expected on color placement with smaller motifs.



7

Upon completion, each rug undergoes a lengthy manual process of cleaning and washing. First the rug is washed with clear water and gently scrubbed. Then a very mild cleanser is added and the rug is gently scrubbed with long handled paddles and brushes, extracting most of the water. It is then laid out in the sun for drying, turning and flipping repeatedly for thorough and complete drying. The same washing process is completed again to achieve softness and luster. This entire process can take several days from start to finish, depending a lot on the weather conditions, which also may result in varied color tones from rug to rug.



9

After the shearing of the rug there will be small fibers and threads that need to be fixed by hand using scissors and razors. This is a detailed and time consuming process. Uneven edges need a trim in order to be straight. The rug is then bound by hand with a large needle threaded with matching wool thread. Loops are made with the needle and thread down the sides of the rug. The natural fringe on the top and bottom, which come from the weft threads, are tailored evenly.

II

There is one final cleansing of the face of the rug. A cleansing conditioner is applied by hand to the rug to bring out the natural lanolin and provide the highest sheen possible. In more complex colored rugs, it is necessary to take a close look at the design and coloration of the rug. Though striation of color is one of the beautiful aspects of a hand knotted rug, there may be areas where a correction of the color or an enhancement is needed and addressed. Rugs are sun dried again and ready for the journey to the United States and beyond.



8

Using a carpet trimmer, the face of the rug undergoes a shearing. The shearing removes the uneven pile of the rug and creates a uniform height on the face of the rug. The shearing and leveling of the pile also allows for the design to become more clear and defined. Depending on the pressure, the pile height may vary slightly from rug to rug. Zero pile or Antiqued finished rugs are often hand finished with shears and may have random low to no pile in various sections. This is part of it's beauty.



10

The rug is placed in the sun and is nailed or stitched to horizontal frames. Shrinkage and unevenness may have occurred. The rug is pulled and stretched to its appropriate size. This process is known as stretching. While being heated by the sun, the sturdy frame helps the rug to lay completely flat and the shape to be uniform.

Beyond The Rug:

The Kravet design team created these designs. Each is created using traditional weaving techniques, updated compositions and simplified colors for today's styling. We call it the "New Traditional".

This "New Traditional" Collection of fine rugs is produced in Bhadoi in Northern India by one of the oldest, largest and most modern thinking rug manufacturing facilities in the world. Independent weavers create these extraordinary woven carpets, using traditional artisanal skills that have been handed down through generations.

Please be assured with this collection, you are supporting:

The integrity of the craftsman and hand weaving heritage.

Community involvement through education, sponsoring schools and training in Women's Weaving centers for equal rights.

Funding infrastructure, installing solar lighting for safety, sanitation improvements and hygiene awareness in remote villages along the carpet belt of India.

Social Responsibility through treatment and waste water management achieving The Social Accountability System Certificate (SA 8000) by DNV (DET NORSKE VERITAS), which is one of the most reputable auditing/certification bodies accredited by Social Accountability International of New York, in 2004.

The New Traditional Collection

A selection of beautiful hand made rugs from Kravet & Lee Jofa.
Hand Knotted in India, Wool, 6x9 8x10 9x12 10x14 12x15





CACHORA
Marina



URATARI
Turquoise



FORTHING
Seabreeze



JULIACA
Ocean



SILQUE
Baybreeze



KAKENHAM
Lakeside

*65%Wool, 35% Viscose



COYA
Atmosphere



FORTHING
Meadow





SELYSE
Seacliff



EDDARD
Haze



AWANA
Seaside



TORTHING
Beach

*65%Wool, 35% Viscose



SHREWSBURG
Tapestry Teal



Forthing - Stone



FORTHING
Stone



SHAE
Sky



CERSEI
Mocha



BRIGEND
Vintage Red



TARACO
Mountain



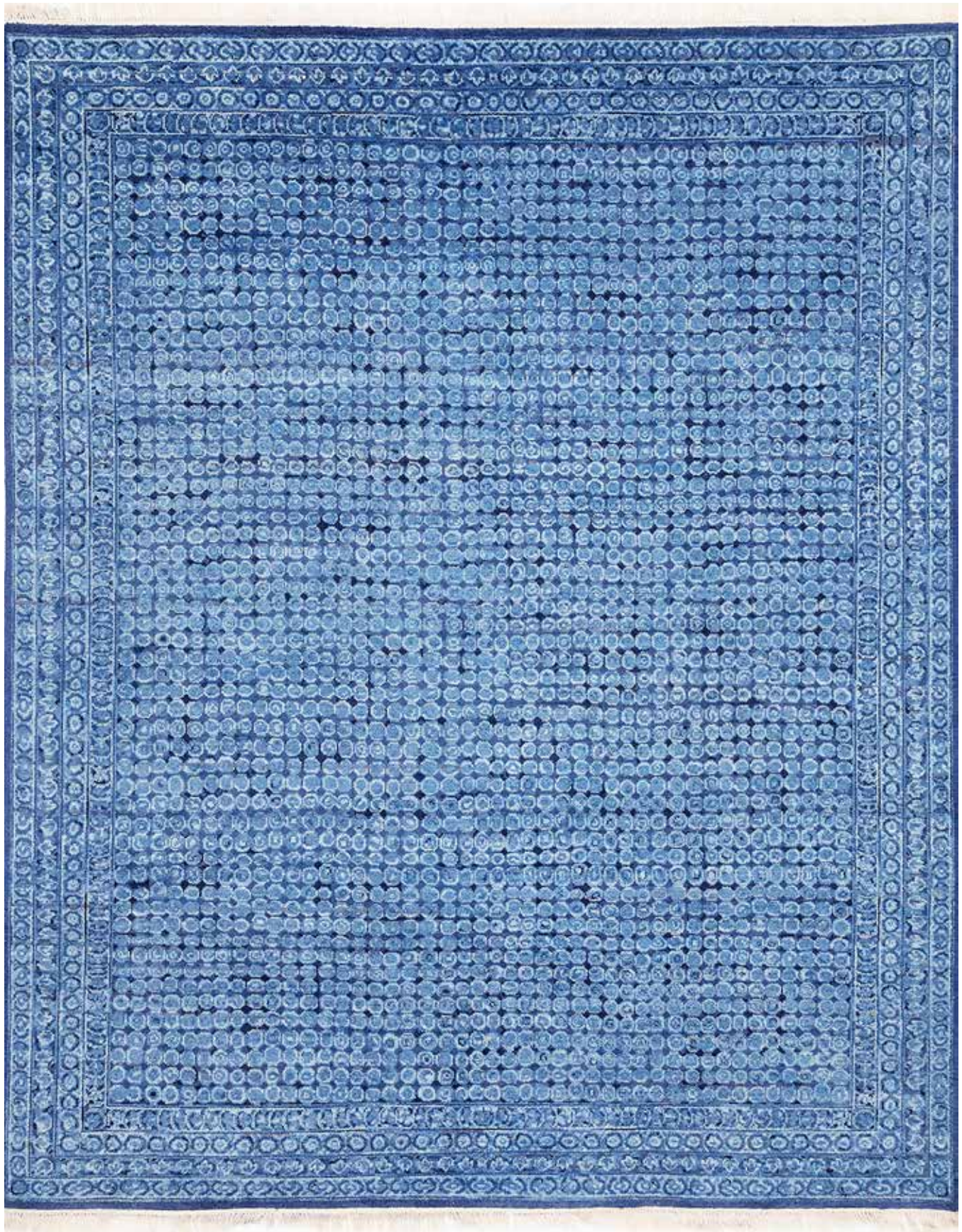
Taraco - Mountain



Top to Bottom: Shae - Sky, Margaery - Marine, Cersei - Mocha



MARGAERY
Marine



SHIREEN
Denim



Top to Bottom: Shireen - Denim, Targaryen - Sapphire, Talisa - Limestone



KANCH
Deep Ocean



TARGARYEN
Sapphire

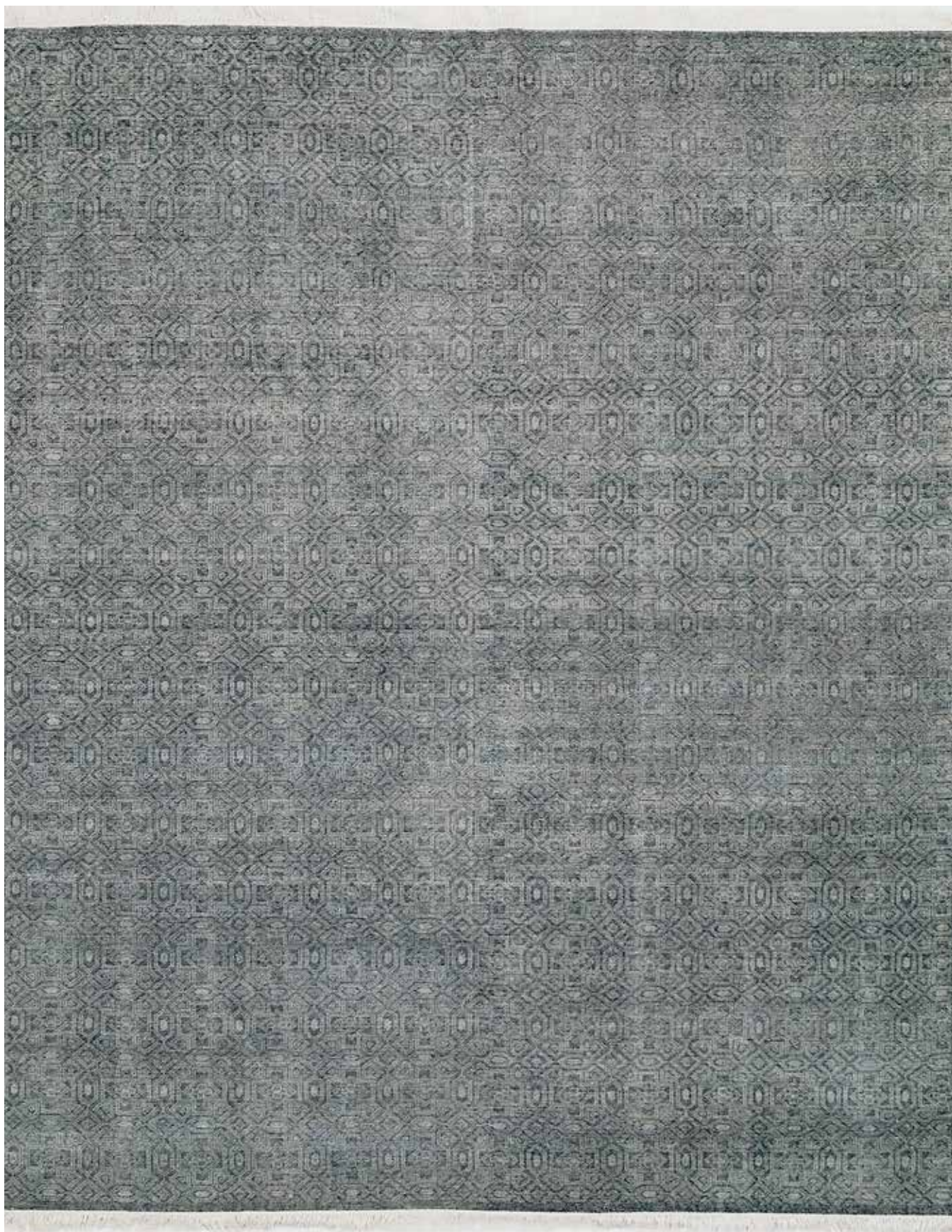


TALISA
Limestone

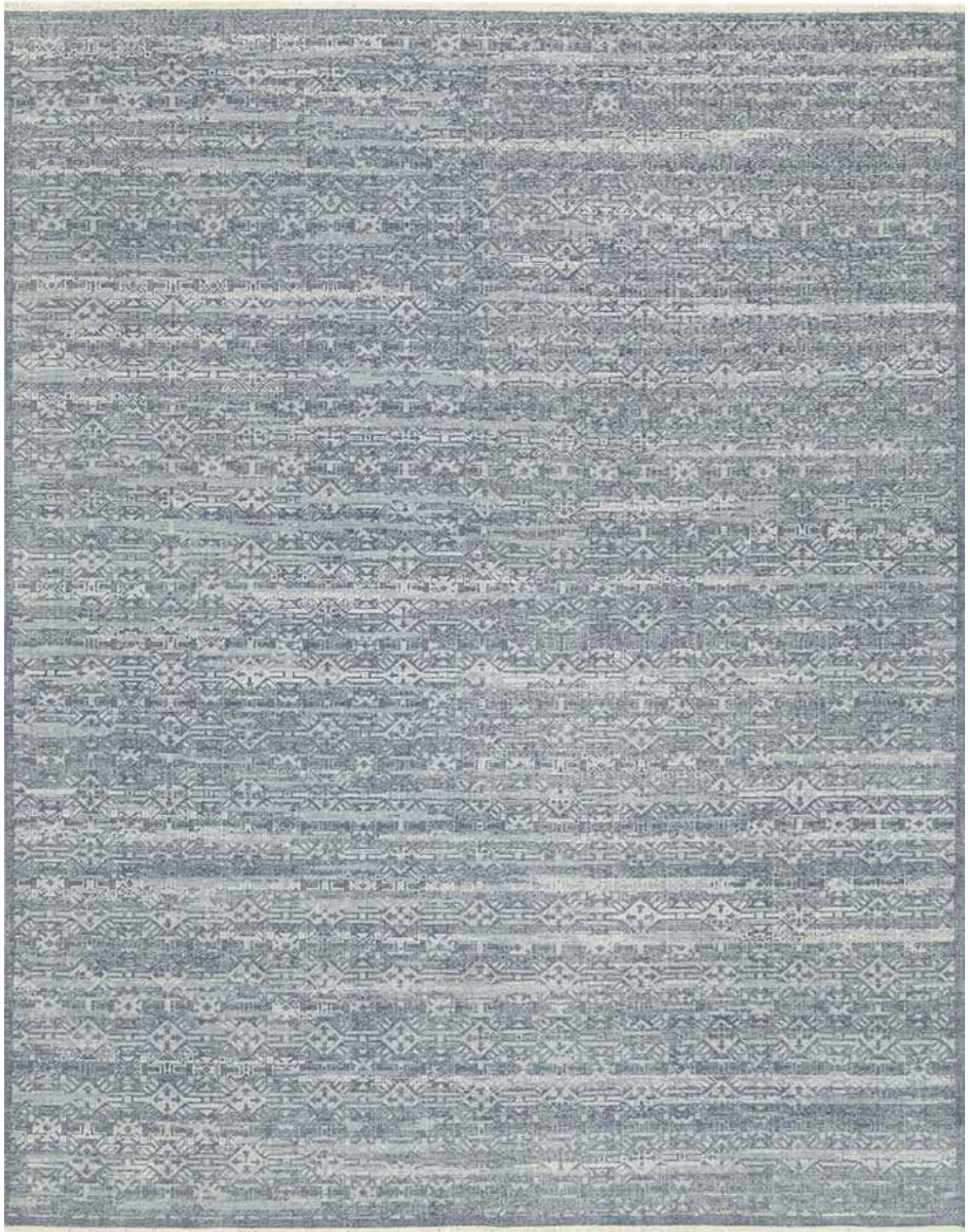
*94% Wool/6% Viscose



OSWES
Peacock



WESTEROS
Stone



LANNISTER
Slate




Clockwise: Selyse - Seaclyff, Westeros - Stone, Lannister - Slate, Eddard - Haze





Awana - Seaside pg.11
CK-101813.SEA

Alberque - Seaside 
CL-100857.SEA



6x9



8x10



9x12



10x14



12x15



Basingstoke - Vintage Red pg.14
CK-101821.VIN

Brigend - Vintage Red 
CL-100864.VIN



6x9



8x10



9x12



10x14



12x15



Cersei - Moha pg.14
CK-102035.MOC

Calca - Marina 
CL-100858.MAR



6x9



8x10



9x12



10x14



12x15



Cachora - Marina pg.7
CK-101814.MAR



6x9



8x10



9x12



10x14



12x15

Images represent how design elements are altered, scaled, edited and/or repeated to formulate each programmed size.
Samples are sections selected from an 8x10 area rug.



Coya - Atmosphere pg.9
CK-101817.ATM



6x9



8x10



9x12



10x14



12x15

Colca - Atmosphere pg.10
CL-100861.ATM



Eddard - Haze pg.11
CK-102036.HAZ



6x9



8x10



9x12



10x14



12x15



Forthing - Stone pg.13
CK-101812.STO



6x9



8x10



9x12



10x14



12x15

Findon - Stone pg.14
CL-100856.STO



Forthing - Meadow pg.8
CK-101812.MEA



6x9



8x10



9x12



10x14



12x15

Findon - Meadow pg.9
CL-100856.MEA

Images represent how design elements are altered, scaled, edited and/or repeated to formulate each programmed size.
Samples are sections selected from an 8x10 area rug.



Forting - Seabreeze pg.7
CK-101812.SEA



6x9



8x10



9x12



10x14



12x15



Juliaca - Ocean pg.7
CK-101819.OCE



6x9



8x10



9x12



10x14



12x15



Kakenham - Lakeside pg.8
CK-101823.LAK



6x9



8x10



9x12



10x14



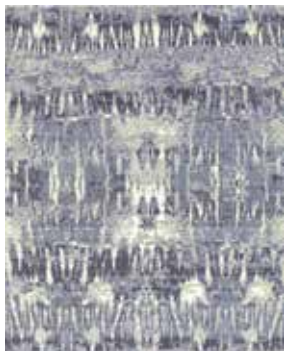
12x15



Kancha - Deep Ocean pg.20
CK-101820.DEE



6x9



8x10



9x12



10x14



12x15

Images represent how design elements are altered, scaled, edited and/or repeated to formulate each programmed size.
Samples are sections selected from an 8x10 area rug.

Findon - Seabreeze CL-100856.SEA

Jaras - Ocean CL-100863.OCE

Kettering - Lakeside CL-100866.LAK



Lannister - Slate pg.22
CK-102029.SLA



6x9



8x10



9x12



10x14



12x15



Margaery - Marine pg.17
CK-102032.MAR



6x9



8x10



9x12



10x14



12x15



Oswes - Peacock pg.20
CK-101825.PEA



6x9



8x10



9x12



10x14



12x15

Oswestry - Peacock
CL-100838.PEA



Seamington - Tapestry Teal pg.11
CK-101822.TAP



6x9



8x10



9x12



10x14



12x15

Shrewsbury - Tapestry Teal
CL-100865.TAP



Images represent how design elements are altered, scaled, edited and/or repeated to formulate each programmed size.
Samples are sections selected from an 8x10 area rug.



Selyse - Seacliff pg.10
CK-102031



6x9



8x10



9x12



10x14



12x15



Shae - Sky pg.14
CK-102043.SKY



6x9



8x10



9x12



10x14



12x15



Shireen - Denim
CK-102033.DEN

pg.18



6x9



8x10



9x12



10x14



12x15



Silque - Baybreeze pg.8
CK-101815.BAY



6x9



8x10



9x12



10x14



12x15

Soncco - Baybreeze
CL-100859.BAY



Images represent how design elements are altered, scaled, edited and/or repeated to formulate each programmed size.
Samples are sections selected from an 8x10 area rug.

Talisa - Limestone pg.20
CK-102028.LIM



6x9



8x10



9x12



10x14



12x15

Taraco - Mountain pg.14
CK-101816.MOU



6x9



8x10



9x12



10x14



12x15

Tirapata - Mountain CL-100860.MOU

Targaryen - Sapphire pg.20
CK-102027.SAP



6x9



8x10



9x12



10x14



12x15

Torthing - Beach pg.11
CK-101824.BEA



6x9



8x10



9x12



10x14



12x15

Torquay - Beach CL-100867.BEA

Images represent how design elements are altered, scaled, edited and/or repeated to formulate each programmed size.
Samples are sections selected from an 8x10 area rug.



Urutari - Turquoise pg.7
CK-101818.TUR

Urcos - Turquoise
CL-100862.TUR



6x9



8x10



9x12



10x14



12x15



Westeros - Stone pg.21
CK-102030.STO



6x9



8x10



9x12



10x14



12x15



Several rugs are sealed with our performance stamp. These are hand knotted wool rugs. Fine wool naturally has superior stain and fade resistance, long lasting durability and is easily cleanable. It retains it's shape to eliminate tracking marks, is resistant to fire and static electricity. It repels mold, mildew and constantly regulates it's environment. It is non-allergenic that prevents the growth of bacteria or dust mites. It is renewable, sustainable and biodegradable. Wool is a natural protein grown directly from sheep without the use of chemicals. It controls temperature, maintains warmth during the colder months and insulates from heat in the warmer months. In addition, wool absorbs moisture from the air to reduce humidity and releases it back into the air during times of dryness.

Color & Shading: As with all natural wools, minor differences are possible. Different yarn types, such as twisted or blended, are dyed and absorb color at different rates. This results in random striae called abrash. Random placement of accent colors may be apparent in full rugs and may not be consistent with samples. Rugs are washed multiple times to achieve softness and sheen. They are sun dried for several days. Due to environmental variations in these processes, actual shade colors may differ but are within industry standards.

Quality: Samples represent color and quality. All rugs go through immense quality control, they are checked at several phases. They are passed by matching to samples and concluding they are within industry standard. It is inherent with hand weaving, that there will be slight differences in surface texture and pile height. It is natural for some light shedding, fuzzing and/or loose yarn to occur with the first few vacuums. Snip loose yarns. Shedding will resolve within a few weeks without any damage.

Size: Variation in finished size can be +/- 3% in length and width. Custom sizes are available.

Stock: Weaving one area rug can take 6 months or more. Rugs are programmed in above sizes. If not in stock, rugs are in different stages of production at all times and we constantly strive to balance supply with the demand. Unfortunately, we cannot guarantee immediate availability of all sizes at all times.

Cleaning: A suction only canister vacuum is best to prevent excess pilling, fuzzing and pulls. Do not use a vacuum with a beater bar. Remove spills immediately by gently blotting. Do not rub. Professionally clean as needed. Do not apply stain repellent treatments that contain silicone because they tend to accelerate carpet soiling.



kravet® inc US 800 648 5728 ext. 2536 Fax 516 293 1734 Canada 800 535 3258
kravet.com/carpet