

RESERVE

BY NOURISON

Nourison's Reserve brand embodies our over 40 year history of craftsmanship and quality. The brand includes hundreds of styles of our highest quality, handcrafted area rugs that are sold through a select group of Nourison's dealers.

Reserve includes high-end collections such as Divine, Ocean, Silk Shadows and Christopher Guy. These hand-knotted area rugs are carefully woven from the finest yarns for years of lasting beauty.

Thank you for supporting Nourison. We hope our products help improve your business and your customers' homes.

*-Nourison*



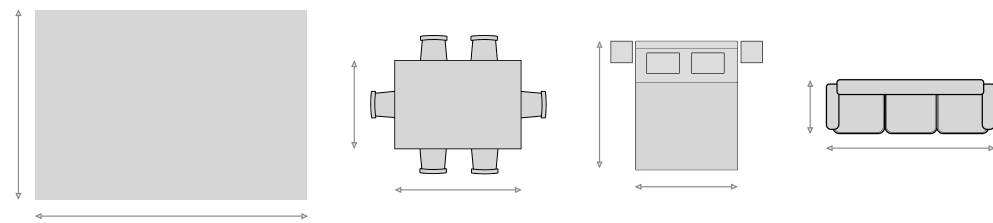
## 2021 COLLECTIONS CONTENTS

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# SIZING TIPS

## HOW TO CHOOSE THE RIGHT RUG SIZE

PROVIDING MEASUREMENTS OF THE ROOM AND FURNITURE ENSURES YOU GET THE RIGHT RUG FOR THE SPACE



### LIVING ROOM TIP

Make sure your rug is sized properly for the furniture and seating area. The rug should pull each piece together into a single area.

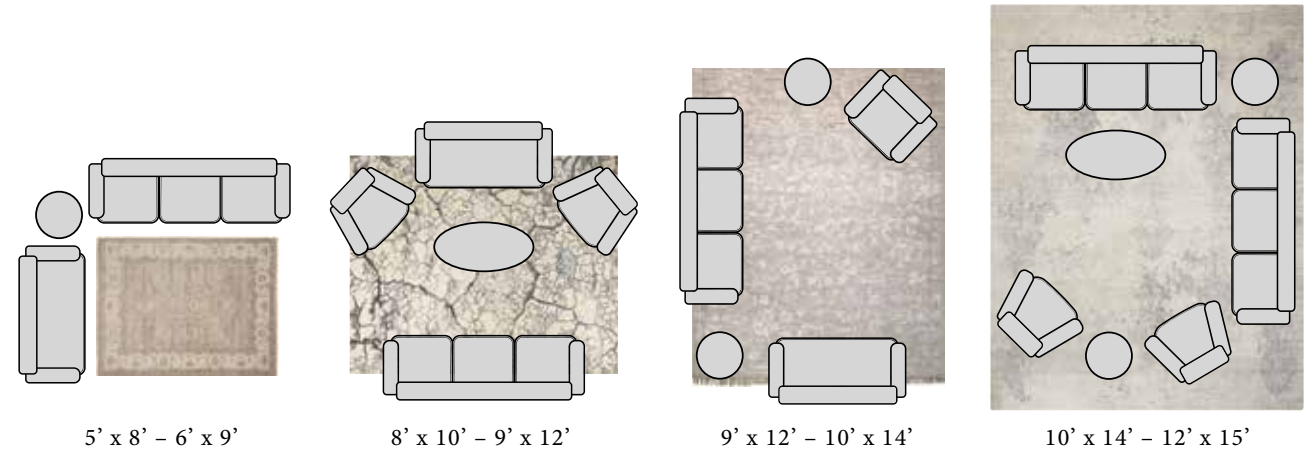
### DINING ROOM TIP

Leave 18-24 inches of rug on all sides, so that chairs stay on the rug when pulled back. Rug should be sized to fit the room, not the table.

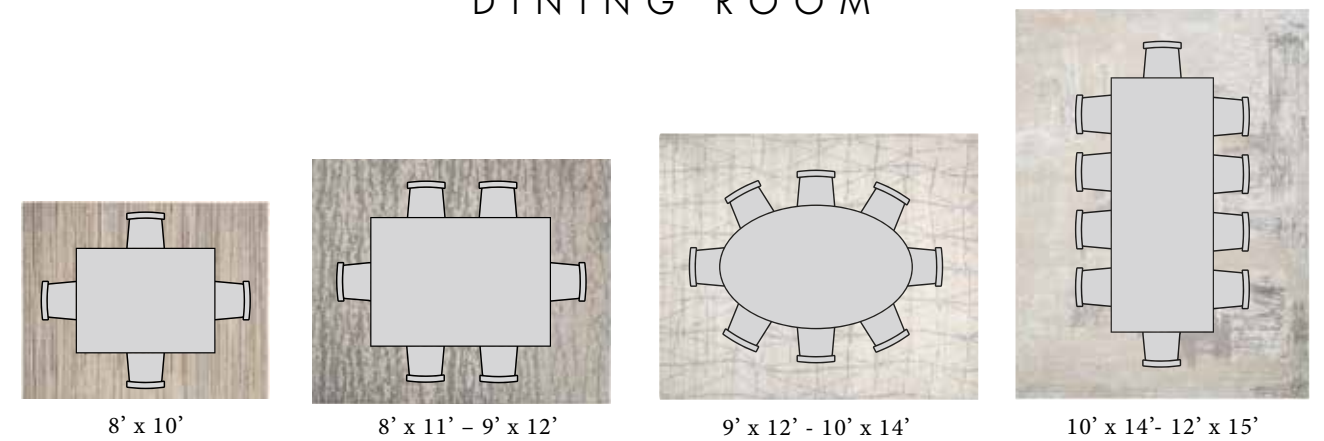
### BEDROOM TIP

Leave at least 18 inches of rug on either side of the bed. You should be able to get out of bed and still stand on the rug.

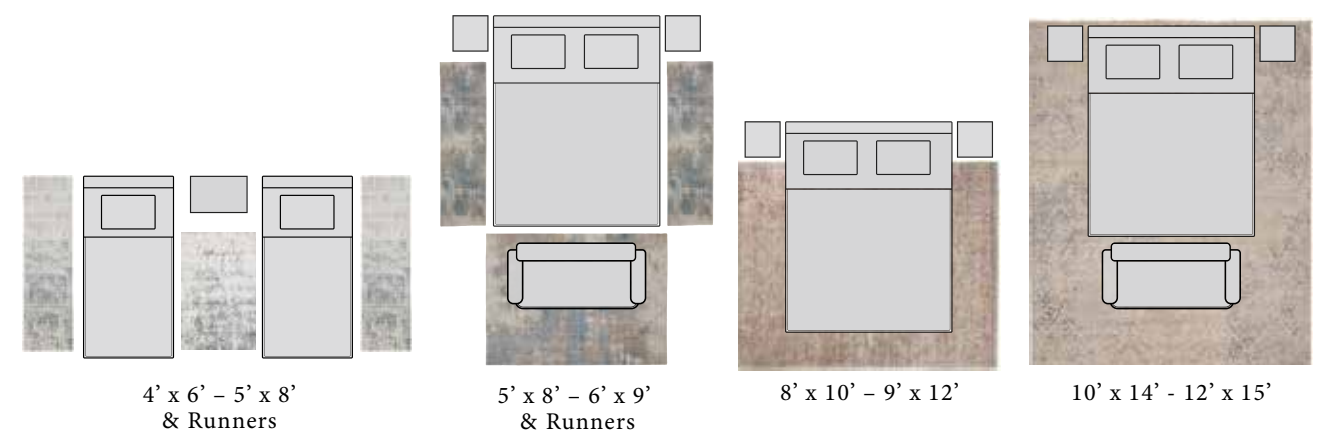
## LIVING ROOM



## DINING ROOM



## BEDROOM



# ALDORA

## COLLECTION

Evoking the history and intricacies of traditional Persian designs, this antique-inspired collection is hand knotted from luxurious bamboo extruded silk-like fibers for an extravagant texture and tone that exudes a spectacular sumptuousness. Featuring an array of elegant color palettes in blended rich tones.

traditional design

bamboo-extruded silk-like fiber

hand knotted

india

### AVAILABLE SIZES

2 ft x 3 ft / 0.61m x 0.91m

5 ft 6 in. x 8 ft / 1.68m x 2.44m

7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m

8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m

9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m

*All sizes approximate/Custom sizes available*



A. DC017 SILVER / P.109

ALD07 Pewter



ALD01 Silver DETAIL



ALD01 Silver



ALD03 Opal/Grey



ALD06 Mocha



ALD07 Pewter



ALD08 Aubergine



ALD09 Sand



ALD09 Sand

ALDORA COLLECTION



ALD12 Opal



ALD13 Royal

ALD12 Opal



# DIVINE COLLECTION

Tantalizing abstract patterns inspired by natural landscapes play out in refined and subtle neutral colors, working harmoniously to complement any sophisticated decor. Textural and visual appeal are enhanced by the high-low construction and the deluxe fiber content of fine wool blended with silk-like Luxelle™, which adds a sumptuous sheen.

contemporary design

31% new zealand wool

69% luxelle™

hand knotted

india

AVAILABLE SIZES

2 ft. x 3 ft / 0.61m x 0.91m

5 ft 6 in. x 7 ft 5 in. / 1.68m x 2.26m

7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m

8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m

9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m

*All sizes approximate/Custom sizes available*



A. S2186 WHITE SILVER CUBE / P.111

B. A0024 GREY PEWTER / P.109

C. SZ007 BEIGE THROW / P.111

D. A0029 GREY PEWTER / P.109

DIV10 Sand Storm



DIV06 Ivory DETAIL



DIV01 Charcoal DETAIL



DIV01 Charcoal



DIV06 Ivory



DIV02 Mist



DIV04 Slate



DIV05 Ash



DIV07 Smoke



DIV05 Smoke DETAIL



DIV05 Ash DETAIL



DIV08 Sand



DIV09 Sand Storm



DIV08 Sand

# ELAN

## COLLECTION

Make an assured statement of style with the stunning sophistication of the Elan Collection. These superbly crafted area rugs are hand knotted for the unmistakable look of an artisan's touch. Made from the finest all-natural fibers: a sumptuous wool and bamboo blend created for maximum beauty, warmth, and durability. Soft neutral colors bring fresh, modern appeal to the traditional tribal patterns that give these rugs their special beauty.

traditional design

71% wool

29% bamboo-extruded silk-like fiber

hand knotted

india

AVAILABLE SIZES

2 ft 3 in. x 3 ft / 0.69m x 0.91m

5 ft 6 in. x 8 ft / 1.68m x 2.44m

7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m

8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m

9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m

*All sizes approximate*

A. ES829 GOLD BEIGE / P.109  
B. PR130 WHITE HIDE ACCENT / P.111



ELN04 Gold



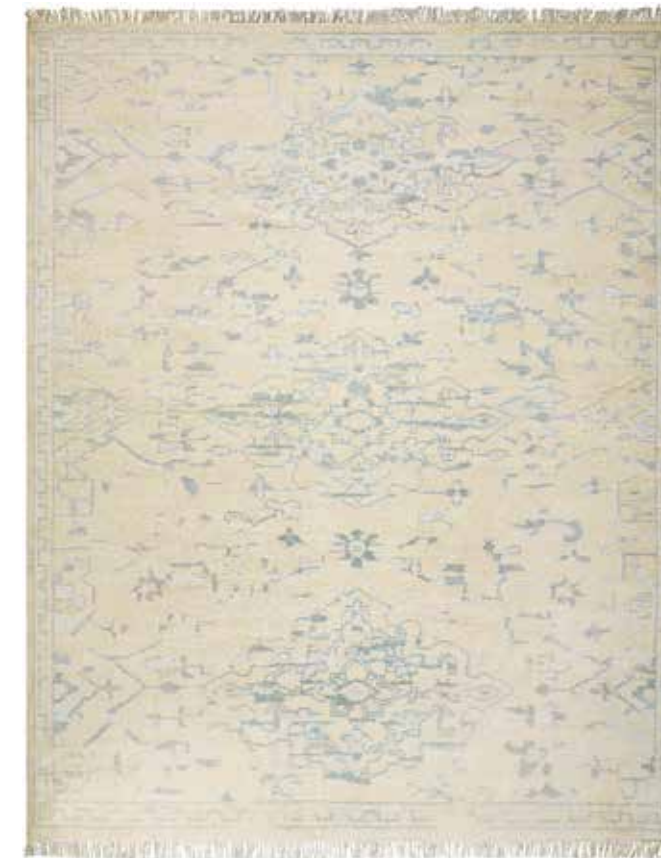
ELN04 Gold DETAIL



ELN04 Gold



ELN02 Light Grey



ELN01 Ivory



ELN01 Ivory DETAIL



ELN03 Silver



ELN05 Grey



ELN03 Silver

# ELLORA

## COLLECTION

Dress your fashionable room in Ellora, a superb contemporary collection of area rugs exclusively created by Nourison. This signature collection of fine rugs lifts any space to a new level of sophistication. Choose from an array of artistic designs that feature intriguing abstract linear patterns and soft washes of color. The Ellora palette explores a range of modern neutrals in subtle transitional tones. Hand knotted in a high-performance blend of wool, rayon, and cotton, the soft, thick texture provides the ideal combination of quality, comfort, and elegant modern design.

contemporary design

55% rayon, 27% wool, 11% cotton,  
6% polyester, 1% other

hand knotted

india

AVAILABLE SIZES

2 ft x 3 ft / 0.61m x 0.91m

5 ft 6 in. x 7 ft 5 in. / 1.68m x 2.26m

7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m

8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m

9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m

*All sizes approximate/Custom sizes available*



B.

C.

A.

D.

A. IH018 NAVY THROW / P.III

B. L0064 DARK GREY / P.I09

C. L0064 POWDER / P.I09

D. VV006 IVORY SILVER THROW / P.III

ELL01 Blue



ELLORA COLLECTION



ELL01 Ivory/Grey DETAIL



ELL01 Blue



ELL01 Ivory/Grey



ELL01 Blue DETAIL



ELL02 Sand



ELL02 Sky



ELL02 Stone



ELL02 Sky DETAIL



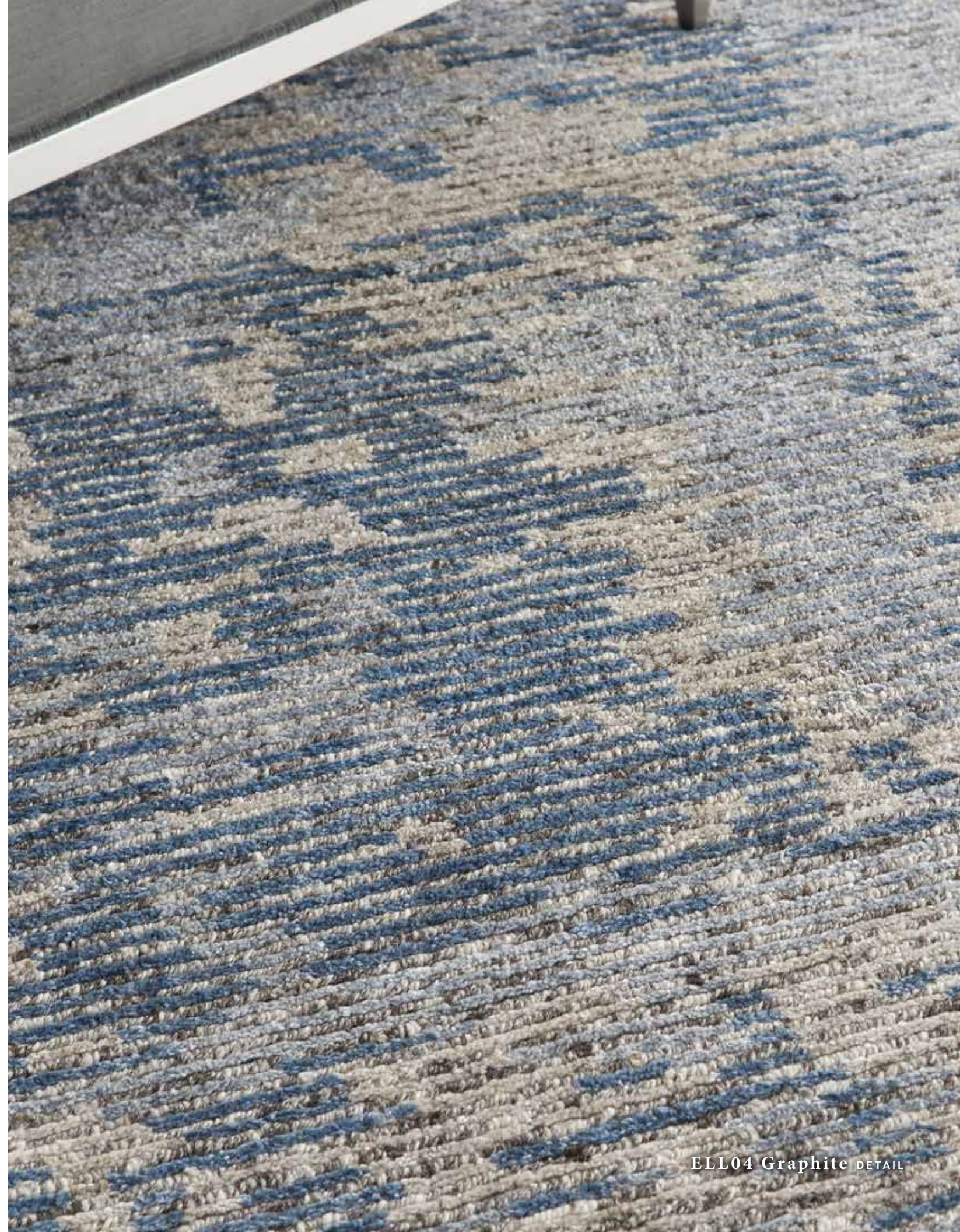
ELL03 Slate **DETAIL**



ELL03 Slate



ELL04 Graphite



ELL04 Graphite **DETAIL**

# LUCENT COLLECTION

The Lucent Collection of area rugs from Nourison brings a sumptuous silken feel and soft glowing light into any room. Hand craftsmanship shines through in the rich abrash color effects on hand-knotted natural fibers, blending the vintage allure of a Tibetan rug with contemporary patterns that complement any interior design.

transitional design

bamboo-extruded silk-like fiber

hand knotted

india

## AVAILABLE SIZES

2 ft x 3 ft / 0.69m x 0.91m  
2 ft 3 in. x 8 ft Runner / 0.69m x 2.44m  
3 ft 9 in. x 5 ft 9 in. / 1.14m x 1.75m  
5 ft 6 in. x 7 ft 6 in. / 1.68m x 2.29m  
7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m  
8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m  
9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m

*All sizes approximate/Custom sizes available*



A. AM203 GREY / P.109  
B. DC287 SILVER GREY / P.109

LCN07 Silver/Red



LCN01 Sky



LCN05 Pearl



LCN05 Pearl DETAIL



LCN03 Dove DETAIL



LCN03 Dove



LCN06 Dusk



LCN04 Coal



LCN04 Coal DETAIL



LCN07 Silver/Red



LCN02 Flint



LCN07 Silver/Red DETAIL

# LUNA

## COLLECTION

Express your modern sensibility with the sleek, sophisticated appeal of our Luna area rug collection. Each of these handmade, knotted rugs reflects its maker's unique touch in slight variations of color and size. The abstract designs illuminate any room – living room, bedroom, family room, or home office – with a wash of contemporary color. The soft and textured low pile is finished with silk-like fibers to enhance the minimalist appeal. Luna is the perfect complement to your modern, casual or eclectic décor, with pleasing texture and ease of care.

contemporary design

60% wool  
40% rayon

hand knotted

india

AVAILABLE SIZES

2 ft x 3 ft / 0.61m x 0.91m

7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m

8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m

9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m

*All sizes approximate/Custom sizes available*



A. ET438 CELADON / P.109

B. AA242 IVORY *kathy ireland*® Home / P.109

A.

B.

LUN02 Ivory/Grey





LUN02 Blue/Silver



LUN02 Blue/Silver



LUN02 Grey/Silver



LUN02 Mocha/Ivory



LUN02 Ivory/Grey



LUN01 Ivory/Silver/Blue



LUN01 Blue/Mocha



LUN01 Grey/Silver



LUN01 Dark Blue/Mocha



LUN01 Blue/Mocha

# OCEAN COLLECTION

With their soft and luminous hand-knotted pile, the area rugs of the Ocean Collection invite you to dip in your toes. Offered in a range of shore and surf neutrals, these irresistible rugs are an easy choice for home comfort and style. The marvelous chenille-like texture creates a natural striped effect of shadow and light. Choose from a selection of solid designs, or rugs with a subtle pattern of slender crosshatch lines for an added dash of interest. Either way, you'll enjoy Ocean depths of pleasure.

contemporary design

37% wool, 33% rayon,  
30% linen

hand knotted

india

AVAILABLE SIZES

2 ft x 3 ft / 0.61m x 0.91m

5 ft 6 in. x 7 ft 5 in. / 1.68m x 2.26m

7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m

8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m

9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m

*All sizes approximate/Custom sizes available*



A. SS900 TAUPE / P.109  
B. SS900 GREY / P.109

OCS03 Cream/Charcoal



OCS01 Onyx



OCS01 Pebble



OCS01 Sand



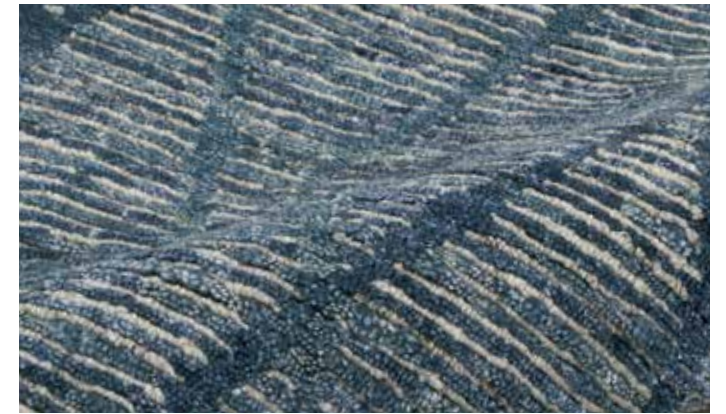
OCS01 Shell



OSP01 Mist DETAIL



OCP02 Ash DETAIL



OCP02 Indigo



OCP02 Surf



OCP02 Stone



OCP02 Pearl



OCP03 Cream/Charcoal **DETAIL**



OCP03 Ivory/Slate **DETAIL**



OCP03 Ivory/Slate

# ODESSA

## COLLECTION

Refresh the look of your living room, bedroom, or home office with the Odessa Collection. Traditional Persian floral and geometric motifs in classic colorways bring an air of refinement to contemporary and eclectic settings. Each Odessa rug is masterfully hand knotted from New Zealand wool for lasting beauty, and is finished with a space-dyed effect that channels the look of a treasured heirloom.

traditional design

100% wool

hand knotted

india

AVAILABLE SIZES

2 ft x 3 ft / 0.61m x 0.91m

5 ft 6 in. x 8 ft / 1.68m x 2.44m

7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m

8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m

10 ft x 14 ft / 3.05m x 4.27m

*All sizes approximate*



A. DC257 BEIGE / P.109  
B. DC257 SEAFOAM / P.109  
C. L0225 BEIGE FLOOR CUSHION / P.111

C.

B.

A.

A.

ODS03 Blue Multicolor



ODS04 Brick Multicolor



ODS06 Ivory Multicolor



ODS04 Brick Multicolor DETAIL





ODS01 Grey Multicolor



ODS01 Grey Multicolor



ODS01 Ivory/Mocha



ODS07 Ivory Multicolor



ODS02 Dark Grey Multicolor



ODS03 Blue Multicolor



ODS05 Sage



ODS03 Blue Multicolor DETAIL

# PLATEAU

## COLLECTION

These hand-knotted, Tibetan-style rugs combine exciting texture with rich, nuanced color in all-over, borderless rug designs. Their all-natural, low-shed fiber blends and simple serged-edge finish make them a pleasure to live with and perfect for high-traffic areas of the home.

contemporary design

47% wool  
38% rayon  
11% cotton  
4% other

hand knotted

india

### AVAILABLE SIZES

2 ft x 3 ft / 0.69m x 0.91m  
5 ft 6 in. x 7 ft 5 in. / 1.68m x 2.26m  
7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m  
8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m  
9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m

*All sizes approximate*



A. AS263 CLAY POUF / P.111  
B. DC173 BLUSH / P.109  
C. NB710 YELLOW SEAT CUSHION / P.109  
D. SH018 GREY / P.109

PAE01 Grey/Flame

NOURISON.COM/PLATEAU / 62



PAE01 Blue



PAE01 Grey/Green

PAE01 Blue DETAIL



PAE01 Ivory



PAE01 Grey/Flame



PAE01 Ivory DETAIL

# SILK SHADOWS

## COLLECTION

Redefine opulence with this luxurious collection of stunningly elegant rugs. Hand woven from premium wool and silk-like bamboo fibers, each velvety soft rug possesses a subtle yet luminous sheen. Designs feature contemporary and transitional motifs with tasteful colors and tone-on-tone contrasts.

transitional design

25% new zealand wool

75% bamboo-extruded silk-like fiber

hand knotted

india

### AVAILABLE SIZES

2 ft x 3 ft\* / 0.61m x 0.91m\*

2 ft 3 in. x 8 ft runner / 0.69m x 2.44m

3 ft 9 in. x 5 ft 9 in. / 1.14m x 1.75m

5 ft 6 in. x 7 ft 5 in. / 1.68m x 2.26m

7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m

8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m

9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m

*All sizes approximate/Custom sizes available/\*Select designs only*



A. AA443 IVORY *kathy ireland*® Home / P.109  
B. GC384 LIGHT GREY / P.109

SHA19 Ivory/Grey



SHA02 Silver\*



SHA03 Light Gold

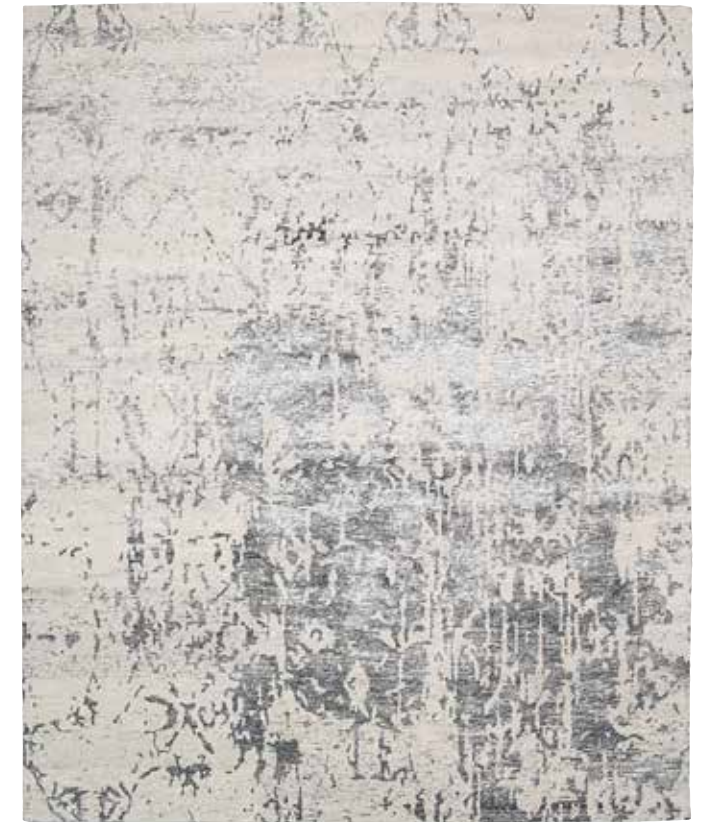


SHA03 Light Gold DETAIL

**SILK SHADOWS**  
COLLECTION



**SHA10 Sterling**



**SHA10 Sterling\***



**SHA17 Sand\***





SHA14 Graphite



SHA14 Ivory/Silver\*



SHA14 Graphite

SILK SHADOWS COLLECTION



SHA16 Silver/Grey DETAIL



SHA15 Blue Stone



SHA16 Silver/Grey\*



SHA18 Grey/Blue\*



SHA19 Ivory/Grey\*



SHA18 Grey/Blue DETAIL

# TAHOE

## COLLECTION

These distinctive hand-knotted rugs feature alluring tribal designs in a wide range of earth tones. Each rug is made exclusively from pure hand-spun wool and enhanced with a special wash to create a beautiful, subtle patina. Make a bold statement and add warmth to any room instantly.

traditional design

100% wool

hand knotted

india

### AVAILABLE SIZES

2 ft 3 in. x 8 ft Runner / 0.69m x 2.44m

3 ft 9 in. x 5 ft 9 in. / 1.14m x 1.75m

5 ft 6 in. x 8 ft 6 in. / 1.68m x 2.59m

7 ft 9 in. x 9 ft 9 in. / 2.36m x 2.97m

8 ft 6 in. x 11 ft 6 in. / 2.59m x 3.51m

9 ft 9 in. x 13 ft 9 in. / 2.97m x 4.19m

*All sizes approximate/Custom sizes available*



A.

A. SZ102 SILVER GREY THROW / P.111

TA08 Black



TA01 Rust DETAIL



TA01 Beige



TA01 Rust



TA03 Green



TA05 Copper



TA13 Seaglass



TA12 Rust



TA10 Espresso



TA10 Green



TA10 Green DETAIL



TA08 Red



TA08 Black



TA08 Red DETAIL

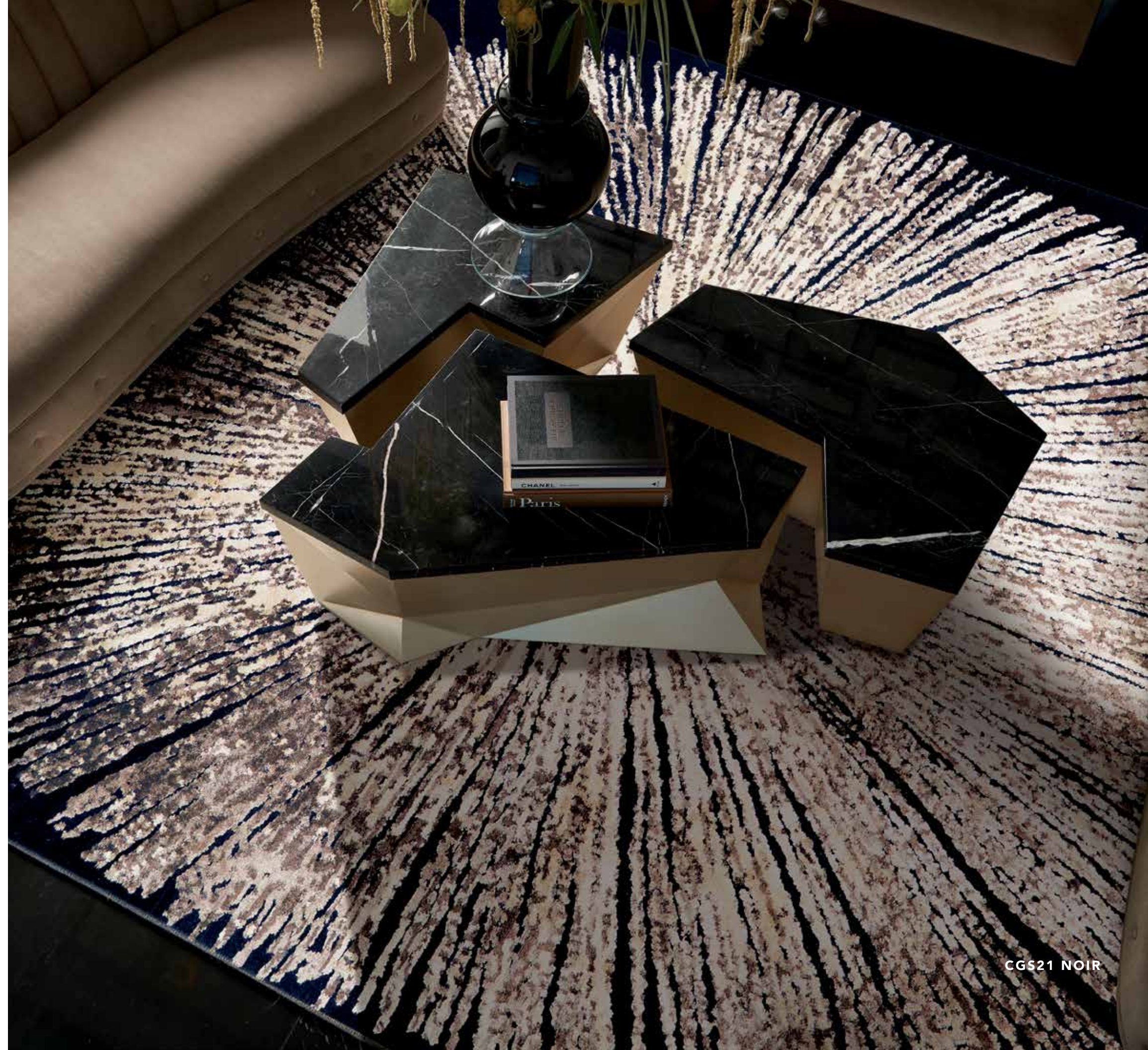
# CG

CHRISTOPHER GUY

From the beginning, Nourison has built its reputation on creating beautiful, handcrafted rugs from the finest materials, and has partnered with numerous designers through the years who share that passion. Translating Christopher Guy's timelessly elegant designs into area rugs fits perfectly into that vision. In the Christopher Guy collection, his reputation for clean designs with an artistic flair shines through in each of these contemporary rugs, ranging from abstracts to floral and geometric patterns to simple, classic pieces that focus attention on beautifully textured natural materials.

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[NOURISON.COM/CHRISTOPHER-GUY](http://NOURISON.COM/CHRISTOPHER-GUY)



CGS21 NOIR



**CG**  
**CHRISTOPHER GUY**  
COLLECTION

In the Christopher Guy collection, his reputation for clean designs with an artistic flair shines through in each of these contemporary rugs, ranging from abstracts to floral and geometric patterns to simple, classic pieces that focus attention on beautifully textured natural materials.

CONTEMPORARY DESIGN

NEW ZEALAND WOOL  
SILK

HAND KNOTTED

INDIA

AVAILABLE SIZES

8 ft x 10 ft / 2.44m x 3.05m  
9 ft x 12 ft / 2.74m x 3.66m  
10 ft x 14 ft / 3.05m x 4.27m

*All sizes approximate  
Custom sizes available*

SPECIAL ORDER SIZES

6 ft x 9 ft / 1.83m x 2.74m  
12 ft x 15 ft / 3.66m x 4.57m  
12 ft x 18 ft / 3.66m x 5.49m  
8 ft Square / 2.44m Square  
12 ft Square / 3.66m Square  
6 ft Round / 1.83m Round  
8 ft Round / 2.44m Round  
10 ft Round / 3.05m Round  
12 ft Round / 3.66m Round



CGS22 CHIC GREY



CGS01 AJMER



CGS01 MEDITERRANEAN SAND



CGS01 MEDITERRANEAN SAND



CGS20 SAND SHELL DETAIL



CGS20 MEDITERRANEAN SAND



CGS20 TOURMALINE



CGS22 CHIC GREY



CGS22 NOIR



CGS22 NOIR DETAIL



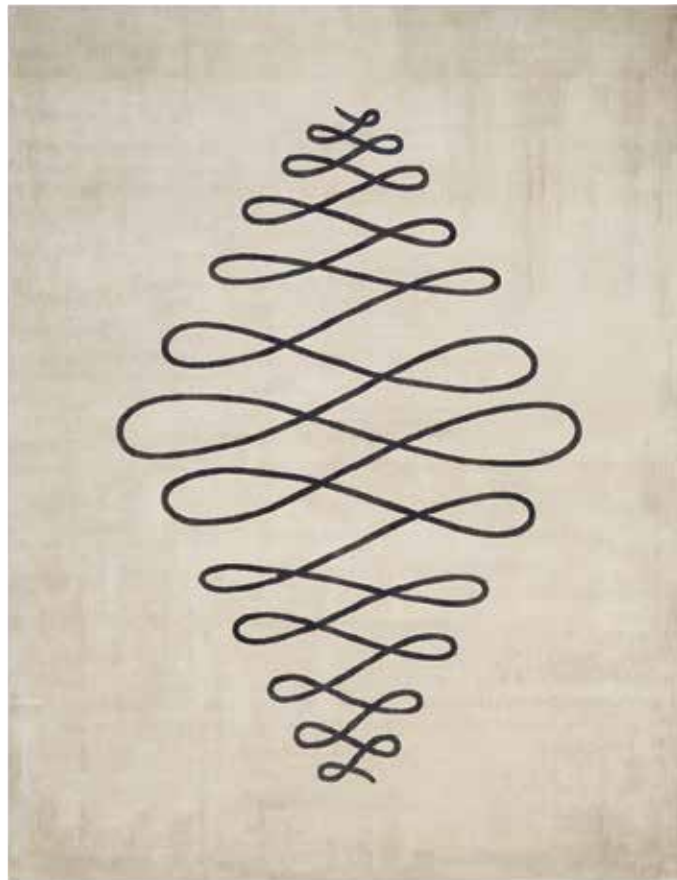
CGS11 SEA SAND



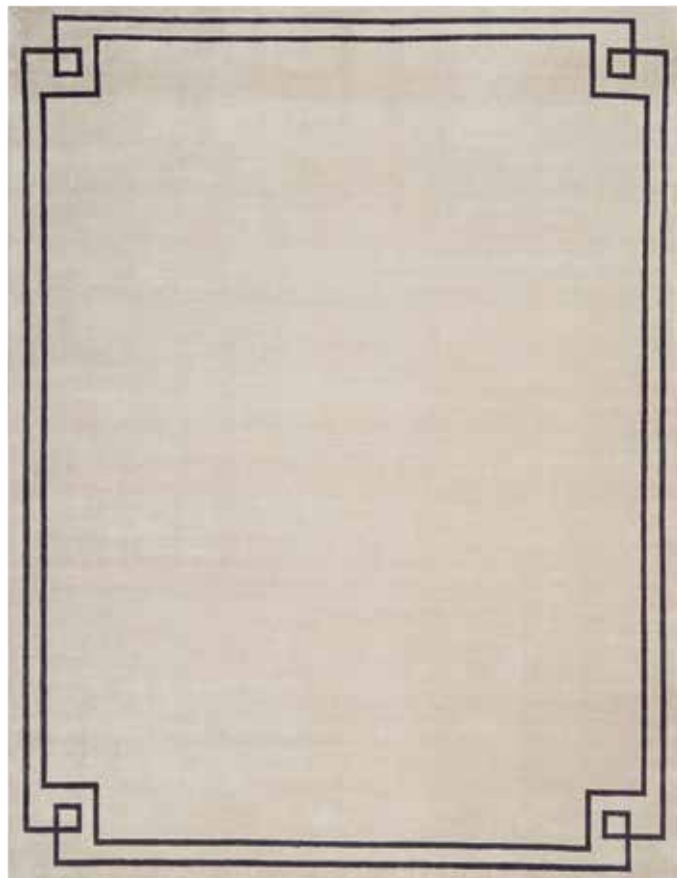
CGS11 SEA SAND



CGW16 EGGSHELL/MISTED MORNING



CGS09 SEA SAND



CGS10 MEDITERRANEAN SAND

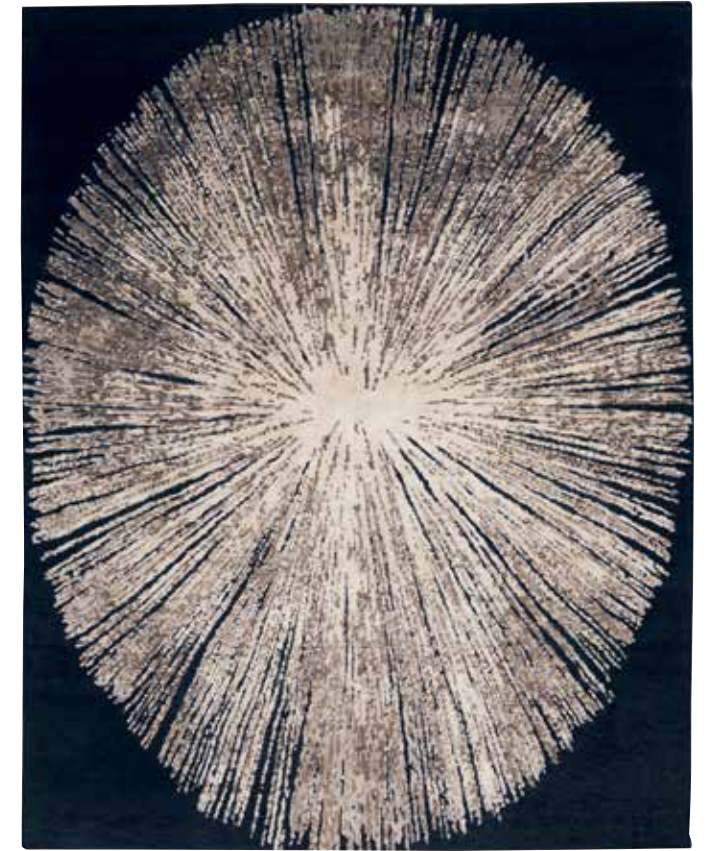


CGS10 MEDITERRANEAN SAND

CHRISTOPHER GUY COLLECTION



CGS18 MEDITERRANEAN SAND DÉTAIL



CGS21 NOIR



CGS18 MEDITERRANEAN SAND



**CGS06 AJMER**



**CGS25 BIRCH**

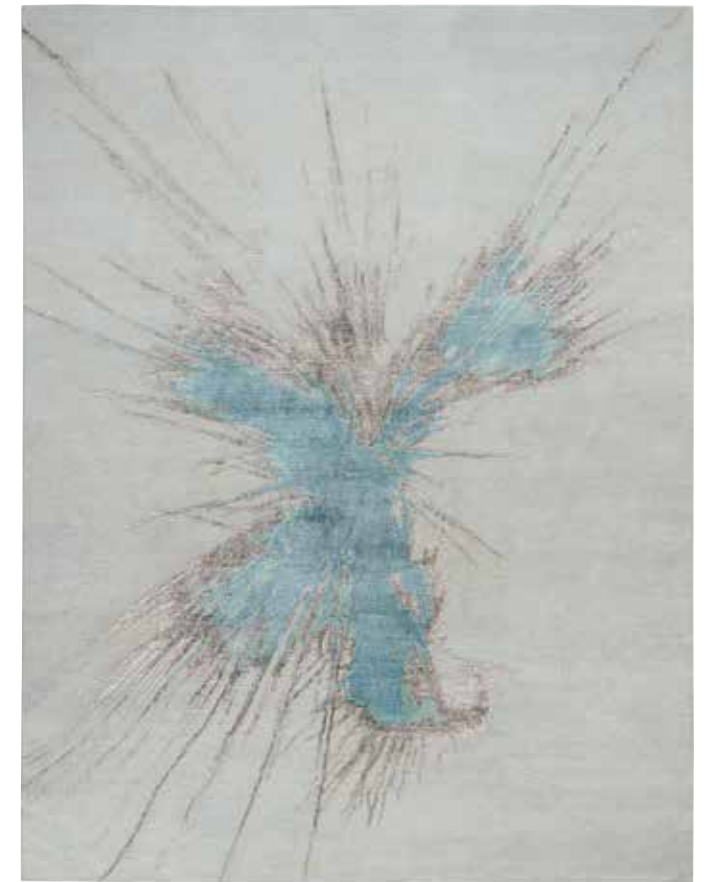


**CGS25 BIRCH DETAIL**





CGS24 PALOMA/GREY DETAIL



CGS24 PALOMA/GREY



CGS31 BEIGE/SEAFOAM



CGS29 ASH



CGW05 MOCHA



CGW05 MOCHA DETAIL

# MINA VICTORY

## HOME ACCENTS



PAGE 67,68  
kathy ireland® Home  
AA443 IVORY  
20 in. x 20 in.



PAGE 39  
kathy ireland® Home  
AA242 IVORY  
14 in. x 20 in.



PAGE 68  
GC384 LIGHT GREY  
18 in. x 18 in.



PAGE 61,62  
DC173 BLUSH  
20 in. x 20 in.



PAGE 46  
SS900 TAUPE  
20 in. x 20 in.



PAGE 40  
ET438 CELADON  
22 in. x 22 in.



PAGE 54  
DC257 SEAFOAM  
20 in. x 20 in.



PAGE 24  
L0064 POWDER  
22 in. x 22 in.



PAGE 53,54  
DC257 BEIGE  
20 in. x 20 in.



PAGE 1  
DC017 SILVER  
20 in. x 20 in.



PAGE 46  
SS900 GREY  
20 in. x 20 in.



PAGE 10  
A0024 GREY PEWTER  
18 in. x 18 in.



PAGE 23  
L0064 DARK GREY  
22 in. x 22 in.



PAGE 62  
SH018 GREY  
18 in. x 18 in.



PAGE 34  
DC827 SILVER GREY  
20 in. x 20 in.



PAGE 10  
A0029 GREY PEWTER  
18 in. x 18 in.



PAGE 18  
ES829 GOLD BEIGE  
18 in. x 18 in.




PAGE 31  
AM203 GREY  
16 in. x 24 in.




A. SH018 WHITE 18 in. x 18 in.  
B. SH018 GREY 18 in. x 18 in.  
C. SH018 BLUE 18 in. x 18 in.  
D. SH018 BLUSH 18 in. x 18 in.  
E. SH018 SAGE 18 in. x 18 in.  
F. T1123 CREAM THROW 50 in. x 60 in.  
G. SH018 MUSTARD 18 in. x 18 in.



# RUG SIZES

		ALDORA	DIVINE	ELAN	ELLORA	LUCENT	OCEAN	ODESSA	PLAEAU
		RECTANGLE AREA RUGS & ACCENTS	2 ft x 3 ft	•	•	•	•	•	•
4 ft x 6 ft / 4 ft x 7 ft						•			
5 ft x 8 ft	•			•		•			
6 ft x 8 ft / 6 ft x 9 ft			•		•		•	•	•
8 ft x 10 ft	•		•	•	•	•	•	•	•
9 ft x 12 ft	•		•	•	•	•	•	•	•
SHAPES & RUNNERS	8 ft Runner					•			
	6 ft Round								
	8 ft Round								
	10 ft Round								
	12 ft Round								
	8 ft Square								
	12 ft Square								
OVER SIZED	10 ft x 14 ft	•	•	•	•	•	•	•	•
	12 ft x 15 ft/12 ft x 18 ft								
	Custom Sizes	•	•		•	•	•		

		SILK SHADOWS	TAHOE	CHRISTOPHER GUY
		RECTANGLE AREA RUGS & ACCENTS	2 ft x 3 ft	•
4 ft x 6 ft / 4 ft x 7 ft	•		•	
5 ft x 8 ft				
6 ft x 8 ft / 6 ft x 9 ft	•		•	•
8 ft x 10 ft	•		•	•
9 ft x 12 ft	•		•	•
SHAPES & RUNNERS	8 ft Runner	•	•	
	6 ft Round			•
	8 ft Round			•
	10 ft Round			•
	12 ft Round			•
	8 ft Square			•
	12 ft Square			•
OVER SIZED	10 ft x 14 ft	•	•	•
	12 ft x 15 ft			•
	Custom Sizes	•	•	•

## CUSTOM RUGS

Nourison offers a variety of custom services for area rugs and broadloom carpet. Our talented design team will work with you to create a unique rug, or you can choose from our extensive library of colors and textures. Nourison can weave your rug from 100% wool, silk, or a combination of both. Various construction techniques are available, including hand knotted and loom woven. Available rug dimensions range from small runners and rounds to oversized mansion rugs, ensuring your dream rug will fit your space perfectly.

FOR MORE INFORMATION,  
PLEASE SPEAK TO AN  
AUTHORIZED NOURISON  
DEALER OR VISIT  
[NOURISON.COM/CUSTOM](http://NOURISON.COM/CUSTOM)

All sizes approximate. Check individual collections in the catalog for exact sizing.

# RUG INFORMATION

## TYPES OF RUGS

### HAND KNOTTED

Hand knotting is the most labor-intensive of rug constructions. In the hands of master weavers, this technique can produce works of art unparalleled in detail and beauty. In a knotted rug, tiny threads are tied onto the warp, creating the pattern or design. The weft threads anchor and align the rows of knots. When the knots are later cut, they stand away from the warp/weft backing to create the velvety pile of the finished piece. The density of the pile is determined by how tightly the knots are packed together. There are a variety of actual knot styles, among which are Persian, Turkish, and Tibetan knots.

In Tibet, native weavers developed a distinctive method long ago of weaving woven on a vertical loom. A Tibetan knot is made when a metal rod is inserted into to the cotton foundation (warp and weft threads) during the knotting process. The two warp threads are at different positions around the weaving rod, and the threads are knotted from left to right.

When the row of knotting is completed, the knots are cut off the metal rod. This creates a surface texture in the pile with the signature horizontal striations that identify “Tibetan weave” to connoisseurs all world over. The most common Tibetan knotted rugs are in 60, 80, or 100 knots per square inch. The higher the knot count, the thinner the carpet. This type of weaving is indicative of tribal and modern designs.

### HAND TUFTED

Hand-tufted rugs and hand-hooked rugs are produced with a tufting gun. Working much like an oversized sewing needle, the gun pushes and pulls threads of yarn through a scrim — a pre-woven grid foundation. With a hooked rug, the loops of yarn are left intact to form a characteristically “knobby” pile. In a tufted rug, the tops of loops are sheared to expose the thread ends for a softer and plusher pile.

### HAND WOVEN

A flat-weave rug is constructed without a pile. Here, colored weft yarns are woven through the warps to create the pattern. There are numerous varieties of flat weaves: kilims, dhurries, and soumaks, to name a few.

A split-weave kilim is constructed when colored weft yarns are woven through the warps to create the pattern and the thread is pulled through the warp only as far as the pattern and color dictate. Then the thread is turned back on itself to go the direction in which it came, finishing the same side on

which it started. Different colored threads meet but do not join, creating the design.

Nourison’s patented Nourmak technique uses a warp-wrapping process, in which a weft thread is drawn over two to four warps, then back under half of them, repeatedly. The technique produces a herringbone-like effect across the back of the rug. The face of the rug is knotted to replicate worn, antique Persian rug where there is no pile. These rugs also have a hidden weft inserted after every other row.

### LOOM-WOVEN

Nourison’s loom-woven rugs are made on state-of-the-art looms, which have been customized to weave exceptional quality products with a feel and suppleness that rivals handmade rugs. These loom-woven pieces are then hand washed and hand finished, utilizing time-honored techniques, to accentuate the beauty of each individual rug. Loom-woven rugs from Nourison have the texture, look, and feel of a high-quality handmade piece without the high cost normally associated with handmade rugs.

### POWER-LOOM

Early powerlooms enabled rug makers to produce floor coverings at a much faster rate than anything woven by hand. Though these early machine made rugs were by no means as detailed as those done by an artisan’s hands, they brought affordability and accessibility to a much larger market. Since the initial development of the powerloom, manufacturers have strived to re-create the look of a fine handmade carpet with varying degrees of success. When purchasing a powerloomed rug, remember, it’s not just about price!

Most important is that your rug is constructed of quality materials, like wool, natural fibers, or lasting synthetics dense enough to ensure—not only that the product lasts—but that it wears beautifully. Hand finishing or carving, featured in many Nourison powerloomed rugs, are sure signs of quality. A finely powerloomed rug is superior in detail and durability to one that is poorly handmade. Nourison’s powerloomed rugs are woven on state-of-the-art Wilton looms, known for their ability to produce incredibly intricate designs and superiorly blended colors. These electronically-driven looms also produce two rugs simultaneously, which are then cut apart, known as face-to-face weaving.

# FIBER CONTENT EXPLAINED

## TYPES OF RUGS

### ACRYLIC

Synthetic fiber with soft texture and excellent color retention.

### BAMBOO-EXTRUDED SILK-LIKE FIBERS

Fibers created by processing bamboo into a soft, silky thread similar to rayon, with antibacterial qualities as well as excellent strength and color retention.

### COTTON

Natural fibers created from cotton plants, featuring soft texture and used to create strong threads with excellent color retention.

### JUTE

Soft, shiny vegetable fiber spun into coarse threads.

### LEATHER

Tanned animal hide, typically cowhide.

### LUREX

Synthetic yarn with a metallic appearance.

### LUXCELLE™

A proprietary viscose fiber made from cellulose and purified cotton. Nourison developed the fiber specifically for use as a carpet yarn with superior strength, a fabulous silk-like sheen, and excellent color retention.

### NEW ZEALAND WOOL

Generally considered the top quality of wool.

### POLYACRYLIC

Synthetic, strong plastic-like fiber.

### POLYESTER

Synthetic fiber with excellent durability and color retention.

### POLYPROPYLENE

Synthetic, wool like appearance, very strong, excellent color retention.

### RAYON

Synthetic fiber with a silk-like feel and excellent color retention.

### SILK

Protein fiber, shimmering, strong, soft to the touch.

### SISAL

Fiber created using sisal plant, often used in ropes as well as woven rugs and mats.

### VISCOSE

Synthetic rayon-like fiber with a structure similar to cotton, created by treating cellulose extracted from plants such as soy, bamboo, and sugar cane.

### WOOL

Natural hair harvested from the coats of sheep or goats through sheering. Coarse texture with excellent durability and color retention.

# CLEANING & CARE

BY STAIN, FIBER & BLENDS

NOURISON.COM/RUG-CARE

STAIN	SUGGESTED CLEANING AND CARE
Acids	Detergent or white vinegar
Alcoholic beverages	Detergent, white vinegar, or cleaning fluid
Ammonia or Alkali	Detergent or white vinegar
Ball-point pen ink	Methylated spirits or turpentine
Beer	Detergent or white vinegar
Bleach	Detergent or white vinegar
Blood	Detergent, white vinegar, or starch paste
Burning cigarette	Brush off with a hard edge
Butter	Cleaning fluid
Candy	Detergent, white vinegar, or scrape & vacuum
Cellulose paint	Acetone
Chewing gum	Detergent, white vinegar, or cleaning fluid
Chocolate	Detergent, white vinegar, or cleaning fluid
Coffee	Glycerin
Cosmetics	Detergent, white vinegar, or cleaning fluid
Crayon	Detergent, white vinegar, or cleaning fluid
Egg	Detergent or white vinegar
Excrement (human)	Detergent or white vinegar
Excrement (pet)	Call a reputable cleaner
Fat and oil	Blot with tissue, then use cleaning fluid
Fruit and juices	Detergent or white vinegar
Furniture polish	Detergent, white vinegar, or cleaning fluid
Glue	Alcohol
Grass	Methylated spirits
Gravy	Detergent, white vinegar, or cleaning fluid
Grease	Use cleaning fluid, or scrape and vacuum
Household cement	Detergent, white vinegar, or cleaning fluid*

STAIN	SUGGESTED CLEANING AND CARE
Ice cream	Detergent, white vinegar, or cleaning fluid*
Ink	Water only
Iodine	Alcohol
Jam	Lukewarm water
Lipstick	Detergent, white vinegar, or cleaning fluid*
Medicine	Call a reputable cleaner
Metal polish	Detergent, white vinegar, or cleaning fluid*
Mildew	Call a reputable cleaner
Milk	Detergent, white vinegar, or cleaning fluid*
Mud	Detergent or white vinegar
Mustard	Detergent or white vinegar
Nail polish	Polish remover*
Oils	Cleaning fluid
Paint	Detergent, white vinegar, or cleaning fluid*
Permanent ink	Call a reputable cleaner
Rust	Call a reputable cleaner
Salad dressing	Detergent, white vinegar, or cleaning fluid*
Sauces	Detergent, white vinegar, or cleaning fluid*
Shoe polish	Detergent, white vinegar, cleaning fluid, or scrape and vacuum
Soot	Vacuum, then use cleaning fluid
Tar	Cleaning fluid
Tea	Detergent or white vinegar
Urine (human)	Detergent or white vinegar
Urine (pet)	Call a reputable cleaner
Vomit	Detergent, white vinegar, or cleaning fluid
Wax	Cleaning fluid, or scrape and vacuum
Wine	Detergent, white vinegar, or cleaning fluid

# CLEANING & CARE

BY STAIN, FIBER & BLENDS

NOURISON.COM/RUG-CARE

# STYLE INFORMATION

FIBER	SUGGESTED CLEANING AND CARE
New Zealand Wool Wool Rayon Cotton Nylon Faux Silk Acrylic Polyacrylic Modacrylic Polyester Polypropylene Shag Excel (Faux Silk/Cotton)	<ul style="list-style-type: none"> <li>- Vacuum regularly.</li> <li>- Pile shedding is a normal characteristic of quality area rugs.</li> <li>- Avoid use of beater-bar type vacuum as they may cause yarns to pull or snag.</li> <li>- If this happens, avoid pulling yarn knots out of surface pile.</li> <li>- Clean spills immediately by blotting with a clean sponge or cloth.</li> <li>- Always use a professional cleaning service. Consumer self-cleaning methods are discouraged.</li> <li>- Rug padding is recommended.</li> </ul>
Hair on Hide Leather Cowhide Suede Leather	<ul style="list-style-type: none"> <li>- Natural skin rugs are not recommended for high-traffic areas.</li> <li>- Vacuum regularly on the lowest setting. Vacuums with beater bars are not recommended.</li> <li>- Clean spills immediately by wiping smoothly in the direction of the hair with a damp (but not wet) cloth, using mild soap and water.</li> <li>- Always use a professional cleaning service. Consumer self-cleaning methods are discouraged.</li> <li>- Rug Padding is recommended.</li> </ul>
Jute Sisal	<ul style="list-style-type: none"> <li>- Do not steam clean or wet shampoo your jute rug. Plant fibers are highly absorbent, so they are subject to some shrinking and puckering when exposed to liquids or excessive dampness.</li> <li>- Always use a professional cleaning service.</li> <li>- Consumer self-cleaning methods are discouraged.</li> <li>- Rug Padding is recommended.</li> </ul>
Viscose Luxcelle™ Bamboo-extruded Silk-like Fibers	<ul style="list-style-type: none"> <li>- Vacuum regularly. Vacuums with beater bars are not recommended.</li> <li>- Avoid pulling yarn knots out of surface pile.</li> <li>- Always use a professional cleaning service. Consumer self-cleaning methods are discouraged. Carpet can easily stain and yellow with improper cleaning.</li> <li>- For spills, blot the affected area with white paper towels or a clean white terry cloth towel. Moisture will weaken the fiber, and rubbing could then cause breaking or damage.</li> <li>- After blotting stains, groom by combing the face of the rug in the direction of the pile with a soft brush. The pile may look flatter and more reflective afterward.</li> <li>- Once dry, re-brush the fiber to regain original texture.</li> <li>- Rug padding is recommended.</li> </ul>

## TRADITIONAL

Traditional designs are modern-day representations of time-honored European and Asian patterns. In some cases, a traditional rug's design may be a pattern that has been used for generations.

Traditional rugs are normally considered formal, but they can also be used in casual living spaces.

Traditional rugs normally contain specific elements like floral and other intricate patterns, borders and central medallions.

## TRANSITIONAL

This style is a blending of traditional and contemporary styles. Quite often, the blend provides the elegance and timelessness of a traditional pattern with a little less formality.

For example, a transitional rug may feature a classic floral pattern but not a border, or, the rug's design may feature a border and an intricate pattern but with little color contrast between the two elements.

## CONTEMPORARY

Contemporary rug designs are generally characterized by stark contrasts, bold uses of color, and geometric or free-form style elements. They are normally architectural and modern in their look. Contemporary rugs can also feature retro patterns.

Typically these designs are inspired by art deco and arts and crafts periods.

### ALDORA

Traditional 1 - 8

### DIVINE

Contemporary 9 - 16

### ELAN

Traditional 17 - 22

### ELLORA

Contemporary 23 - 30

### LUCENT

Transitional 31 - 38

### LUNA

Contemporary 39 - 44

### ODESSA

Traditional 45 - 52

### OCEAN

Contemporary 53 - 60

### PLATEAU

Contemporary 61 - 66

### SILK SHADOWS

Transitional 67 - 78

### TAHOE

Traditional 79 - 86

### CHRISTOPHER GUY

Contemporary 87 - 108

\*If recommended procedure is not effective, call a reputable cleaner, particularly for complex stains. Don't wait for annual cleaning, since it may be too late by then to remove the stain.



# RUG PAD

10 YEAR GUARANTEE

GUARANTEED TO RETAIN ITS NON-SLIP PROPERTIES WITH PROPER CARE

## FOR SAFETY

Rug pads hold rugs in place. A rug pad can help prevent bunching, which can lead to tripping; and rug shift, which can lead to slipping. Even when a rug seems “secured” by furniture or on carpet, a rug pad adds an extra layer of protections against mishaps.

## FOR DURABILITY

Rug pads protect the rug’s weave, which can be worn by the constant pulling and tugging of foot traffic and vacuuming. A rug pad extends the life of the rug, and protects your investment.

## FOR COMFORT & AESTHETICS

Rug pads provide extra padding, increasing comfort, insulation, and sound proofing in the home. A rug pad also provides a buffer zone for dirt and dust, keeping them off of your hard surfaces, and making them easier to vacuum away.

## IT IS IMPORTANT TO CHOOSE THE RIGHT TYPE OF RUG PAD FOR YOUR FLOORING

Hard surface rug pads can be used on hardwood, stone, tile or vinyl.



Advanced protection and cushioning for hard surfaces. Provides superior, ultra-thick cushioning to prevent pile crush & extend rug life. Rug pads hold rugs in place, helping prevent bunching & slipping. Open weave allows ventilation for vacuuming & moisture evaporation.

## FEATURES

- polyester with high-grade vinyl
- will not stain or discolor floor
- hand wash

## FIRM GRIP

### AVAILABLE SIZES

- 1 ft 10 in. x 7 ft 6 in.
- 1 ft 10 in. x 9 ft 6 in.
- 1 ft 10 in. x 11 ft 6 in.
- 2 ft 6 in. x 4 ft 2 in.
- 3 ft 4 in. x 5 ft
- 4 ft 8 in. x 7 ft 6 in.
- 5 ft 8 in. x 8 ft 6 in.
- 7 ft 6 in. Round
- 7 ft 6 in. x 9 ft 6 in
- 7 ft 6 in. x 10 ft 6 in
- 8 ft 6 in. x 11 ft 6 in
- 9 ft 6 in. x 13 ft 6 in
- 11 ft 6 in. x 14 ft 6 in



Premier protection and cushioning. Provides the ultimate in cushioning and insulation. The needle-punched fabric and textured waffle-backing provides improved gripping power. Use with the needle-punched fabric down while on carpet, and with the textured waffle-backing when on wood, tile, and other hard surfaces. Superior thickness is ideal for tile and uneven surfaces & reduces puckering under furniture.

## FEATURES

- 100% post industrial recycled synthetic fibers
- Green Label Plus Certified
- may be used outdoors

## RUG LOC

### AVAILABLE SIZES

- 2 ft x 8 ft
- 2 ft x 10 ft
- 2 ft x 12 ft
- 3 ft x 5 ft
- 5 ft Round
- 5 ft x 8 ft
- 6 ft x 9 ft
- 7 ft 6 in. Round
- 8 ft x 10 ft
- 8 ft x 11 ft
- 9 ft x 12 ft
- 10 ft x 14 ft
- 12 ft x 15 ft

# LOCATIONS

SHOWROOMS & HEADQUARTERS

NOURISON.COM

NOURISON INDUSTRIES, INC., US HEADQUARTERS

5 Sampson St., Saddle Brook, NJ 07663  
(800) 223-1110 / Fax (201) 368-0739

NEW YORK SHOWROOM

230 Fifth Avenue, Suite 1305, New York, NY 10001  
(212) 545-1030

LAS VEGAS SHOWROOM

World Market Center, Building C / 455 S. Grand Central Pkwy., Suite C112, Las Vegas, NV 89106  
(702) 454-2600

HIGH POINT SHOWROOM

International Home Furnishings Center (IHFC) / 210 E. Commerce Ave., InterHall IH101 High Point, NC 27260  
(336) 841-6900

NOURISON EUROPE

Freilagerstrasse 39, 8047 Zurich, Switzerland  
(+41) 044 401 45 46/47 / Fax (+41) 044 401 45 48

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Rugs shown are of specific size; design details may vary with size changes.

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