



**LIVING CARPETS** Maßteppiche GmbH  
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# LIVING CARPETS

## Product information and Service 2022

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# LIVING CARPETS

**BESPOKE RUGS**



## **LIVING CARPETS – ABOUT US**

LivingCarpets manufactures 100% handmade carpets in the emerging Indian market. We have been working very closely with our partner company, which produces successfully carpets since 1960, for over 50 years. During this time/cooperation we have been regularly checking the quality standards and working conditions in order to improve them. This is an ongoing process which has to be monitored as much as the conditions in India itself.

But not only that: we are continuously developing new products both in India and Austria. We pick up all the current design and colour trends, which are the latest (state of the art) in the interior design industry. Our broad range comprises an innovative design programme as well as variety of single colour, silky gloss and high pile carpets.

We give our partners the opportunity to design carpets themselves. This service is available without a risk as we can present a visualisation of all design carpets in advance. At the end of the day we want our partners to rely implicitly on the unique LivingCarpets quality.

Our European distribution concept is based on the close knit cooperation with highly trained agents, who are the link between our dealers in the sophisticated interior design trade.

LivingCarpets and its agents are looking forward to the dialogue with creative consultants “at the forefront”, who are instrumental in the development of our products. With the help of the following background information and explanations on the carpet manufacturing we want to improve the level of information of our distribution partners, so that in the future we can cooperate even more successfully.

Best regards,

Georg Vartyan  
Managing Director



## PRODUCT SHORT DESCRIPTIONS

You find the essential information on each quality in our fact sheet for materials.

**Clear colours:** means the wool is properly dyed – without a texture/structure in the colouring.

**Structured surface:** the bigger/thicker the individual pile strings/threads, the stronger the surface structure.

**Glossy threads:** the carpet is shiny – not matt. The threads overlay irregularly and thereby create darker and brighter spots.

**Highly glossy viscose:** the carpet shine is very glossy, with time the pile material spreads in different directions. Shiny and matt spots alternate, thereby giving a strong contrast and a lively surface.

**Ribbed surface:** Parallel to the short sides the pile is interrupted with ribs running through evenly.

**High pile:** from 3cm pile height.

**Variable colour picture:** the colour is not equally constant, but shows shading through uneven colouring and/or gloss.

**Texture:** is a desired and strongly uneven colouring, which can be caused by the materials or its workmanship/finish. We show textures in our pattern.

**Excess wool:** if we indicate excess wool in our product short description then there is more over wool expected than in other carpets from our range.

## DYE AND COLOUR REFERENCE

The dye of the pile material is the most elaborate and important step in our production of a single-coloured carpet. It is time consuming and it can also happen that the wool has to be dyed up to three times to achieve the right colour shade. To avoid unnecessary time loss and not to delay the manual knot work more than necessary, we use the NCS-colouring system for reference, [www.ncscolour.com](http://www.ncscolour.com)

The NCS-colour system divides the colours in colour components and positions them in a colour palette. This system guarantees that the dye factory in India, among other things, knows from which components the colour for the dye consists. The colour is explained with its immediate 'neighbours'. Thereby a simple and accurate result can be achieved. We are doing pioneering work in the hand knotting trade in this particular area.

We colour machine as well as hand spun materials with even or varying colour picture, as required. All these dying processes differ. If the short product description states "with varying colour picture" it cannot be prevented that the colours of the subsequent carpet/product look slightly different during the dye procedure. We use colour dye by ATUL Ltd.

**INFO:** For every dye procedure we obtain a sample beforehand, which we examine and approve when the quality meets our requirements. Should we have any doubts about the colours we will forward a second sample for your approval.



## COLOUR TABLE 2011- NCS REFERENCE COLOURS

Below you find the colors of our color suitcase 2011 in ArtSilk



## LIVINGCARPETS 2011 / 80 Farben AS

<b>081</b>	<b>145</b>	<b>099</b>	<b>152</b>	<b>103</b>	<b>277</b>	<b>244</b>	<b>278</b>
3020R90B	S3502B	5005R50B	6020R90B	6020R70B	5005B20G	5020B90G	7020B30G
<b>176</b>	<b>188</b>	<b>204</b>	<b>222</b>	<b>109</b>	<b>093</b>	<b>091</b>	<b>205</b>
1515Y20R	3050Y20R	entspricht 205	3050Y10R	3030Y20R	2060Y40R	3060Y60R	3060Y30R
<b>178</b>	<b>177</b>	<b>162</b>	<b>163</b>	<b>296</b>	<b>279</b>	<b>248</b>	<b>232</b>
5030G50Y	5020G50Y	6530G50Y	5040G30Y	3020G20Y	S5020G	entspricht 163	7010G30Y
<b>270</b>	<b>253</b>	<b>286</b>	<b>269</b>	<b>101</b>	<b>250</b>	<b>022</b>	<b>056</b>
6005R20B	5005Y50R	5020R50B	6010R30B	5020R70B	7010R70B	5010Y30R	7010Y50R
<b>256</b>	<b>317</b>	<b>283</b>	<b>320</b>	<b>314</b>	<b>298</b>	<b>281</b>	<b>249</b>
3005Y20R	S5502R	S7005R80B	S5502Y	S4502R	6010R70B	7010R90B	9000N
<b>017</b>	<b>065</b>	<b>050</b>	<b>051</b>	<b>067</b>	<b>053</b>	<b>070</b>	<b>071</b>
1005Y20R	1505Y30R	3010Y20R	5020Y30R	5010Y40R	7020Y40R	7010Y70R	8005Y50R
<b>004</b>	<b>007</b>	<b>040</b>	<b>039</b>	<b>171</b>	<b>202</b>	<b>219</b>	<b>218</b>
1502Y50R	4005Y50R	6005Y50R	7010Y30R	4020Y20R	4020Y30R	5030Y30R	6020Y20R
<b>028</b>	<b>043</b>	<b>026</b>	<b>058</b>	<b>010</b>	<b>041</b>	<b>057</b>	<b>074</b>
4030Y90R	entspricht 057	entspricht 058	4050Y90R	entspricht 041	6030Y80R	5030R10B	7020Y90R
<b>153</b>	<b>137</b>	<b>090</b>	<b>089</b>	<b>237</b>	<b>193</b>	<b>214</b>	<b>213</b>
4020Y60R	5020Y80R	S5020Y70R	6020Y70R	4020Y10R	5010G90Y	6005Y20R	6030G90Y
<b>031</b>	<b>064</b>	<b>015</b>	<b>079</b>	<b>046</b>	<b>063</b>	<b>062</b>	<b>045</b>
1040R20B	3020Y70R	3020Y60R	3030Y90R	2060R30B	3030R10B	3030R30B	3050R10B



## COLOUR TABLE 2018- NCS REFERENCE COLOURS

Below you find the colors of our color suitcase 2018 in ArtSilk and Natural wool



## LIVINGCARPETS 2018 / 72 AS + 8 NW

<b>081</b>	<b>145</b>	<b>099</b>	<b>152</b>	<b>103</b>	<b>277</b>	<b>244</b>	<b>278</b>
3020R90B	3502B	5005R50B	6020R90B	6020R70B	5005B20G	4030B70G	7020B30G
<b>176</b>	<b>188</b>	<b>204</b>	<b>222</b>	<b>109</b>	<b>093</b>	<b>091</b>	<b>322</b>
1515Y20R	3050Y20R	3506Y20R	3050Y10R	3030Y20R	2060Y40R	3060Y60R	4040Y30R
<b>178</b>	<b>177</b>	<b>162</b>	<b>163</b>	<b>296</b>	<b>279</b>	<b>321</b>	<b>232</b>
5030G50Y	5020G50Y	6530G50Y	5040G30Y	3020G20Y	5020G	7500G80Y	7010G30Y
<b>270</b>	<b>253</b>	<b>286</b>	<b>269</b>	<b>101</b>	<b>250</b>	<b>022</b>	<b>056</b>
6005R20B	5005Y50R	5020R50B	6010R30B	5020R70B	8005R50B	5010Y30R	7010Y50R
<b>256</b>	<b>317</b>	<b>283</b>	<b>320</b>	<b>314</b>	<b>298</b>	<b>281</b>	<b>249</b>
3005Y20R	4500N	S6502R	S5502Y	S4502R	6010R70B	7010R90B	9000N
<b>017</b>	<b>065</b>	<b>050</b>	<b>051</b>	<b>067</b>	<b>053</b>	<b>070</b>	<b>071</b>
0502Y	1505Y30R	3010Y20R	5020Y30R	5010Y40R	7020Y40R	7010Y70R	8005Y50R
<b>004</b>	<b>007</b>	<b>040</b>	<b>039</b>	<b>171</b>	<b>202</b>	<b>219</b>	<b>218</b>
1502Y50R	3010Y70R	6005Y50R	7010Y30R	4020Y20R	4020Y30R	5030Y30R	6020Y20R
<b>064</b>	<b>031</b>	<b>062</b>	<b>046</b>	<b>045</b>	<b>026</b>	<b>063</b>	<b>057</b>
3020Y70R	1040R20B	3030R30B	2060R30B	3050R10B	4050Y90R	3030R10B	5030R10B
<b>153</b>	<b>137</b>	<b>090</b>	<b>089</b>	<b>237</b>	<b>193</b>	<b>214</b>	<b>213</b>
4020Y60R	5020Y80R	5030Y60R	6020Y70R	4020Y10R	5010G90Y	6005Y20R	6030G90Y
<b>DP7035</b>	<b>DP7036</b>	<b>DP7046</b>	<b>DPNB172</b>	<b>DPNB174</b>	<b>DPNB177</b>	<b>DP6034</b>	<b>DP2006</b>
Natural Wool	Natural Wool	Natural Wool	Natural Wool	Natural Wool	Natural Wool	Natural Wool	Natural Wool



## QUALITY & CONDITION

**Quality/ condition:** our carpets consist of a base fabric and a pile.

**Base fabric:** a variety of processed threads build the base. The warp threads are finer the more delicate a carpet is and appear as fringes on the carpets. Across the warp threads are weft threads. They are incorporated between the rows of knots during the knotting process. The finer the weft threads are the superior the carpet quality. They also seal the base fabric on all ends.

**Pile:** the pile of carpets with Nepalese knots are created with sling knots, which are knotted over a bar and slung into the edgings. The height of pile is determined by the diameter of the bar used. The pile of carpets with Persian knots is made of individual tied knots. The pile height is determined by our skilled craftsmen who carry out the shearing and trimming procedures accordingly.

**Pile height:** the pile height can vary up to 2 mm on oriental carpets. This is because no less than six skilled workers sit whilst working on the carpet itself to cut and even out the pile in the finishing process. Variation in pile height cannot be avoided. Our information (estimate) on height gives you only an average figure and is the result of our longstanding experience. But we endeavour to deliver the agreed measurements as close as possible.

**Borders:** As a rule all our carpets' borders get sealed with horizontally running weft threads through a loop of the most outer weft threads in the knotting process. In some cases we have to actually shorten to the requested measurement – thereby this “natural” seal gets lost and the borders are knotted at the end. Over these loops and knots comes the edging (“shiraze”). If one or more knots come loose in these parts the whole edging can detach itself from the carpet with wear and tear. In this instance quick and simple steps to help will become available! But we would also like to point out that with hand knotted carpets those edges and borders can never be naturally straight.

**Measurements:** All handcrafted carpets change their measurements multiple times during the production process. We knot/tie all carpets 10% longer and 5% wider than offered/calculated. We normally reach the right measurement with this formula. Nevertheless, measurements can change from quality to quality. It cannot be ruled out that some of our carpets can differ from the ordered measurements. Unless we point out differently, our carpets can deviate approx. by 5%, but only a maximum of 9 cm from the ordered measurements.

### INFO:

the surface of an oriental carpet is never homogeneous! It is open worked by irregularities. But this makes it the charm of a unique and handmade product. With single coloured carpets these irregularities become more apparent than with design carpets. Should your customer not wish this we advise you to offer a different type of carpet than single coloured or handmade.



## CLEANING PROCESS IN INDIA

The washing has a big impact on the colour depth and evenness. All our carpets are washed with soap, except for ArtSilk where we add fabric softener.

**High pile carpets:** They do not get washed. After the knotting and the final work they get cleaned from dirt and dust, which got stuck on the pile, with liquid soap and damp cloths.

**Silky gloss carpets:** these get washed/drowned in water after the knotting process with wool detergent, fabric softener and finally rinsed from the soap. The rinse water is pressed out with wooden spades. Before being packaged the carpets get cleaned yet again from dust with liquid soap and damp cloths.

**Woollen carpets:** get entirely washed in water. We use liquid soft soap and on high piled carpets soap and fabric softener. Same as with the silky gloss carpets the excess water is pressed out and they get dried in the sun.

### INFO:

We constantly test new environmentally friendly products as we want to reduce the amount of chlorine which we use in the washing process. 95% of our products already undergo chlorine free washing! This way we save the environment and produce in a more sustainable manner without straining the actual carpets or burdening the end consumer in their houses.

The more biologically we clean the less excess dye has to be washed out in the carpets. Sometimes accidental staining from the dye can happen at the customer's end. Similar to jeans fabric which can also lose colour whilst being washed (in the washing machine). Should this be the case, we will clean the carpet at our cost in Vienna.

## TRANSPORT & PACKAGING

**Transport:** Our carpets are always transported in rolls. Carpet rolls and carpets with over 3 m length on the shorter side are charged with an additional 6 %. We transport carpets with over 3 m length to Vienna normally folded. Which carpets we fold is at our discretion. Folded carpets are repacked into rolls in Vienna and then shipped to our customers. Normally we deliver from India within 7 - 9 days to our customers' warehouses.

**Packaging:** the carpet is rolled extremely tight across the grain. In some cases an additional paper roll is placed inside the carpet. It can sometimes break and leave pieces of paper behind, which can be vacuumed. After that the carpet is rolled in a thin sheet of plastic. Thus the roll is pushed into a 100-150 µm thick plastic tube which is tightened at both ends. Finally a white plastic fabric is used for the outer wrapping.

**Typical transport damages:** they occur mostly during flight transport, when the rolls are wheeled with a forklift and an end accidentally drags on the floor. Such damages are immediately reported to us by our transport company and rectified in Vienna upon arrival. If you notice any damage, please email us a photo of the area/spot in question.

**A "dark stripe" on the carpet pile:** Whilst the carpets are rolled inadvertently the pile gets flattened. Especially with strongly silky carpets is a dark stripe possibly visible on the inner end. This stripe can be sometimes wrongly interpreted as a colouring fault. In truth it is vertical upright wool which cannot be flattened. Instead of reflecting the light the wool in this area absorbs it. This mismatch stops after the first time vacuuming and disappears after some use completely.



## **BEFORE DELIVERY**

The carpet roll is packaged and delivered as described above. First you should roll out the carpet in your warehouse to examine it for any irregularities. Whilst doing this you should vacuum it properly at 500 watt and parallel to the shorter side so that the pile can rise. After that you can roll the carpet again and deliver it in the supplied thin foil.

In any case you should not present/deliver the carpet without the inspection nor the cleaning as described as above. We insist on a personal quality management right up until the carpet reaches its final destination. Especially ArtSilk carpets should be treaded on again after the cleaning to limit a normal use. Pile will be pressed down to a big extent by the very firm transport rolls, this is intended. Carpets can look different after they have been rolled out and appear different than the samples in your shop.

ArtSilk/Tencel® carpets: they shine strongly and in particular from one side, when they are just rolled out. The ribbed backing can also press the pile and leave some recognisable indents and pattern. But the carpet will look completely different after some vacuuming and use than briefly after it has been rolled out.

## **CARE IN EVERYDAY USE**

**Excess wool:** are the fibres of a yarn that have not been incorporated into knots because they were too short. These wool particles get loose with use and create fluff. When all of the above described threads are loosened then this occurrence stops. If we do mention excess wool in the product short description, from experience, there can be more wool/fluff expected than with the normal carpet of our choice.

**Colours:** with constant sunlight coming through an open window i.e. south facing, colours will wear off and fade. Our carpets will react the same way as other fabrics would in this instance. In very rare cases the dye can come off the carpets. These carpets could be cleaned again in Vienna at our expenses.

### **Surface:**

- Over knots are the ties of warp threads. Up to 5.000 m warp threads can be found in a carpet. Usually these knots are removed along the work stages, but can also remain hidden, especially in a high pile. Over knots cause irregularities on the surface (similar to a small cut).
- Pile particles of wool, which have been dented in the manufacturing process or shortened through the strong twisting of the wool. With use (wear and tear) the particles will disappear and can also stand out from the carpet.
- Knotting of pile wool are knots which tie the pile wool to longer threads. Normally they get removed, but sometimes it is difficult to detect them especially with high pile. Pile knotting can cause some irregularities.





## CARE & CLEANING

In a household where people predominantly do not walk around with shoes, a daily cleaning will not be necessary. When you vacuum, please move the nozzle/brush from left to right along the grain – do not try to clean against the grain. Dust manifests itself on top of the pile and can be easily vacuumed away.

**To remember:** Vacuum at low setting – use 500 watt max. Fold away any brushes, do not use any static or rotating brushes.

**Periodical cleaning (yearly):** with time dust manifests itself deeper and deeper into the carpet. This dust can be dealt with more effectively on a carpet beating bar or on a firmly frozen layer of snow, which binds dust extremely well.

**Info:** A carpet improves the air quality as it absorbs all free flowing dust particles.

## WET CLEANING

As needed in 5-10 years cycles. Please contact a company that is specialised in cleaning oriental carpets and compare different suppliers/offers. The price should be stated per square metre and the transport should be included or stated separately. We will gladly help you to choose an expert cleaner all in your area.

**To remember:** In Europe, the carpets are cleaned from dirt and dust by comparison to the production cleaning process in India. This means a bigger mechanical strain, which again means the carpets will be cleaner but will never return to its original state.

Carpets with ArtSilk, Bamboo or Tencel®: Please draw attention to the pile material separately as it has special properties, which have to be accounted for in the cleaning process. On the whole the carpet can feel softer, the overall size can increase and the feel (density) of pile decrease. Also, the pile surface can appear uneven.

High-pile carpets: they can only be wet cleaned to a certain extent, as the felted material would loosen in the water and the carpet would lose its shape. We recommend dry cleaning here.

Silk carpets: careful with wet cleaning. Colour dye does not stick as well on smooth silk as it does on wool. Therefore some “bleeding” can appear, which means that the silk loses colouring and it disperses into the close wool. The silk will stain its surrounding with its colour irreversibly.

## EMERGENCY – CLEANING

Please treat/act immediately! Vacuum with a Hoover or dab with an absorbing cloth all of the liquid dispersed. Next start treating the affected area with lukewarm water, wool detergent and a white cloth. Use little strength when rubbing the spot. First along the grain and if not successful try against the grain.

Continue to do so until all foreign colouring disappears. Should you fail, increase the rubbing strength. The spot can darken with the usage of water and stand out from the rest of the carpet. Let the treated area dry. If there is still a mark visible, please contact a specialist carpet cleaning company.

**To remember:** Ideally the carpet should be picked up whilst still wet, so that the spilled area cannot dry out.



## COMPLAINTS

### How do we deal with complaints?:

Photos are the basis of any complaint! If the circumstances of your complaint cannot be supported with photographic evidence and your explanation does not suffice for a clear decision, then we will send our authorised agent to assess the situation on site/directly.

When we acknowledge the complaint, we will transport the carpet to our headoffice in Vienna where we will examine and service it in-house (the transport/pick up to Vienna does not automatically mean that we accept/honour a complaint!). In case the carpet cannot be repaired, e.g. wrong colour, the carpet can remain with the customer, until a replacement has been produced.

**Service costs:** We will cover any incurred transport and service costs within a year of delivery. After one year expired we will service carpets that are sent to us (transport has to be paid by customer). We cover costs for service in Vienna and transport back. After two years all transport and service costs will be charged to the customer's account.

### Complaints:

Please refer to the above explanations before reading the following types of complaint. This listing is not exhaustive.

#### Complaints are valid if

- the colour differs from the ordered colour, the colour tint does not correspond
- the carpet size differs more than the stated maximum of the ordered measurements
- the carpet has a mouldy smell
- a damage or tear occurs in the base fabric or the edging
- the colour transfers on to a white cloth (rubs off)
- the pile height deviates more than 4mm of the stated pile height
- the carpet itself or the packaging has/shows transport damages
- the carpet is full with loose pile endings that stand out

#### There is no basis for complaint if

- uneven/running endings
- uneven/irregular pile height over the whole carpet
- varying colouring, which is stated in the short product description, except for prongs like pattern (a V-shape)
- irregularities on the surface as well as small cuts or "rough" spots in the pile, which are caused by the irregularities of the materials used

#### Wear and tear is first of all visible in the pile...

- dirt
- a few threads that stand out from the pile and have been previously hidden
- pile "movement" shift caused by usage
- felting caused by people or an animal
- food bits and spills as well as bonding through liquids
- burns

**Deadlines:** If a complaint reaches us after one year from the date of delivery we will treat it as a service order/contract within the guarantee period.

Any complaint after two years will be treated as a service order outside the guarantee period.