



SHELMARC

HOSPITALITY



SHELMARC

About Us, Company Overview

Shelmarc is located in Dalton GA the Carpet Capital of the World. We provide a full spectrum of hospitality floor coverings including all qualities of carpets. Carpets for every space from Ballroom carpet to corridor carpets to room carpets to fit any budget. We are constantly striving to innovate with new products. We can match or engineer any flooring you need for your project. Our management team consists of experts in the carpet industry and possesses the type of experience that today's market demands. We will ensure your satisfaction when making a floor covering selection. Our many resources in manufacturing allows us to bring Quality & Design at its best in every quality.

Mission Values



“Shelmarc Carpets strives to be a leader in the industry with the very best carpets. Our mission is to thoroughly meet the goals of our customers through superior products & customer service”

PROFESSIONAL

We use our expertise to guide our customers in choosing the best possible products to meet their needs and budget. Our carpets are expertly manufactured, designed and colored for a beautiful look and constructed to maintain their appearance a long time.

EXCELLENCE

We make the commitment to use the best materials, processes, people and procedures to bring our customers quality products and exceptional service. In addition we strive to be on the cutting edge of innovative manufacturing with best service & delivery.



At Shelmarc we are aware that what is New today may be Outdated tomorrow. Our company philosophy is to "Cherish the Past, Adorn the Present, and Create the Future " with a focus on both innovation and sustainability.

We meticulously oversee all manufacturing processes to ensure that we are not damaging mother earth. In our production we use as many natural resources as possible in the making of our fine carpets.

INNOVATION

GREEN AWARE

SHEL MARC

2014

Shelmarc Carpets has been doing business for over 35 years manufacturing Tufted & Printed floorcoverings, which lead to the decision to extend our hospitality product offering to include woven Axminster carpet.

2015

After much research into what axminster looms would provide Shelmarc with the 5 Star quality expected by our customers, we secured production on the latest High Speed Axminster Looms from Van De Wiele (Belgium) considered to be the best in the industry.

2016

In 2016 we added a new finishing line acquired from Sellers Engineers in England, and increased our dye house capacity to now produce 5000 kg (11023lbs) per day of yarn which can meet all our customers requests in color.

2017

Our Axminster & Hand Tufted program were officially introduced to the USA at the Hospitality Design Show (HD Show) in Las Vegas to better attract the attention of the Hotel & Interior Design community..

Our History

SHIELMARC

2018

The Hand Tufted facility was expanded to a full capacity of 24,000 sqm (28,680 sqy) per year to provide additional production to our customers and more options in color & design. During this period the manufacturing facilities were accredited to: ISO14001 Standards

2019

By the end of 2019 we had increased our weaving capacity to include 10 High Speed Axminster Looms with a production capacity of 1,800,000 sqm (2,151,000 sq yards) per year. Given this capacity we can turn around any size order to meet delivery times.

2020

To keep up with the Woven & Hand Tufted production the dye house capacity was increased to 1,500,000 kg (3,306,933 lbs) capacity per year.

2021

The yarn spinning line capacity was increased. Additionally the option of using a semi worsted yarn was added, with the ability to produce 500,000 kg (1,102,311 lbs) per year in a semi worsted yarn. This increased our offering of yarn options for production.

Our History

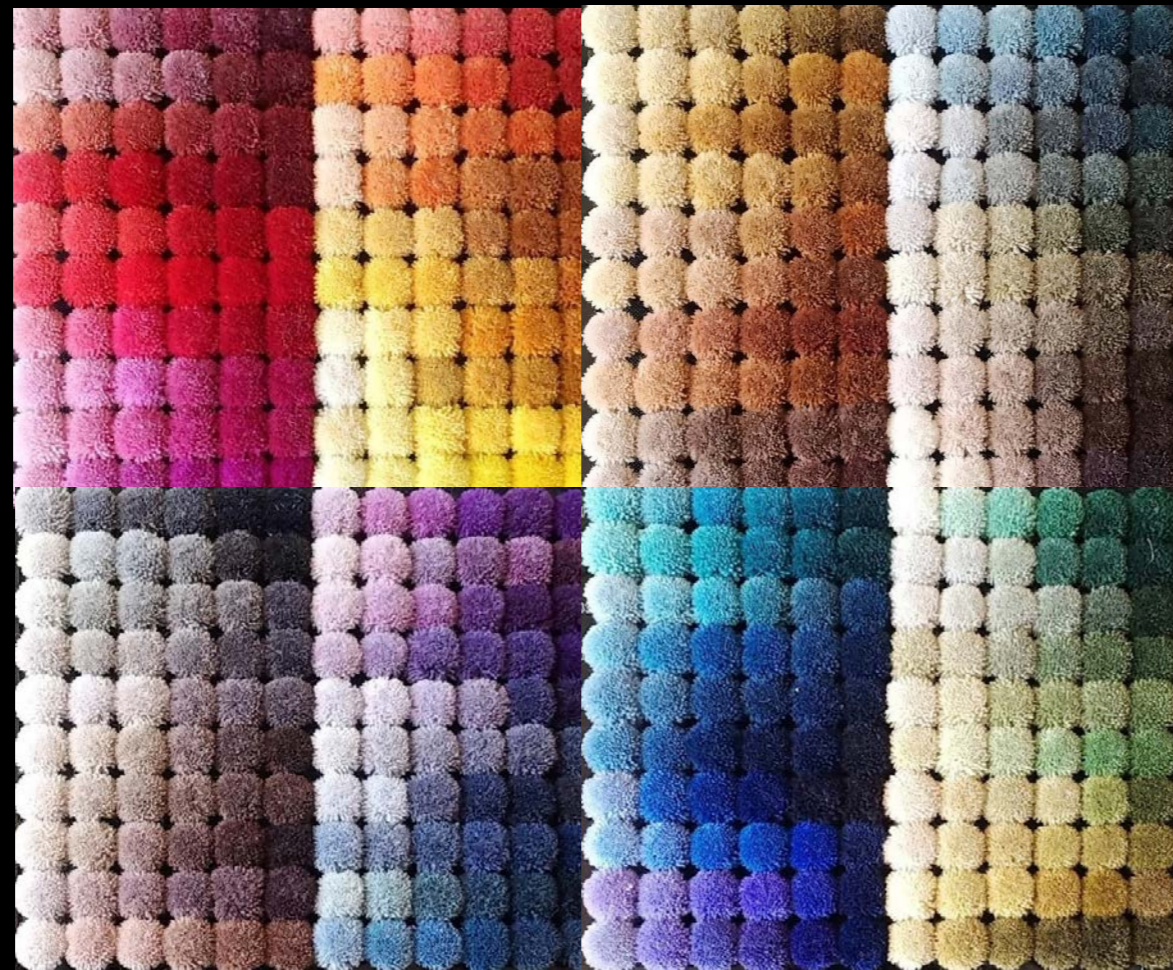
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Color First - Design Second

We offer a 480 standard color range to choose from for axminster or hand tufted production. In addition we offer a custom color option. Our colorist can duplicate any colors selected which are then presented for approval.

With the aid of Carpet & Textile Software your Design is Developed

We have in house design using state of the art Carpet & Textile Software to help with your product development and design needs. Whether your concept comes from a sketch, photo, or computer graphic rendering, our design staff will assist you in developing your rendering via our CAD system and adjust to your specified dimensions.



Custom Product Development





SHEELMARC



a



b

Pom Box Colors



c



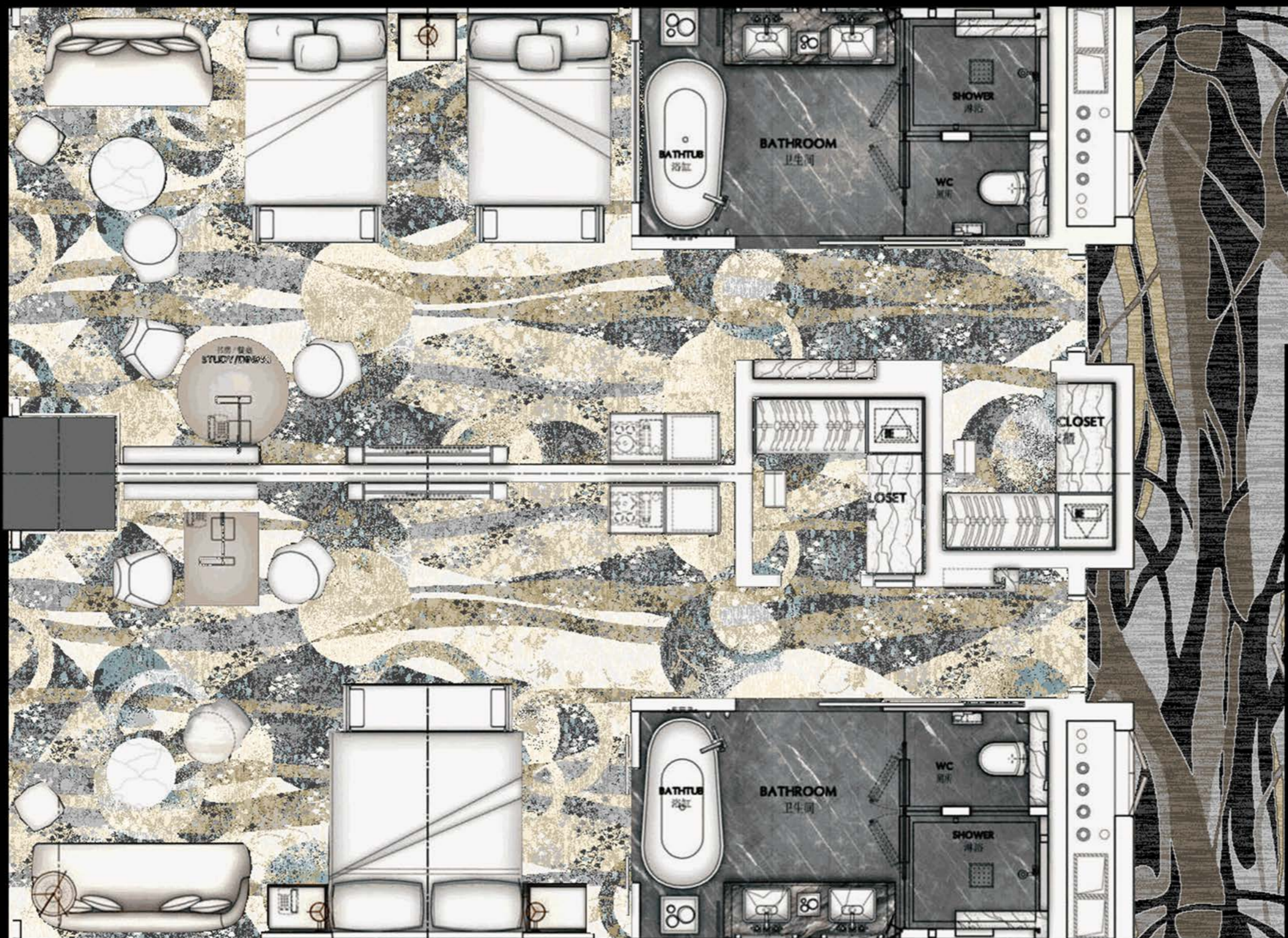
d



480 Standard Colors plus Custom Match

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Custom Product Development



Flooded Floor Plans

We can provide our customers with a flooded floorplan with your design so you can see the design in the area specified. This can also be used as an installation guide.

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Custom Product Development

1	B-09A	1
2	B-09B	2
3	B-09I	3
4	B-09J	4
5	B-08K	5
6	B-06D	6
7	B-08D	7
8	B-05E	8
9	B-06F	9
10	B-09K	10
11	C-01A	11
12	C-03B	12
13	C-03C	13
14	C-03E	14
15	C-02E	15
16	C-02F	16



Kibby Hand Sample

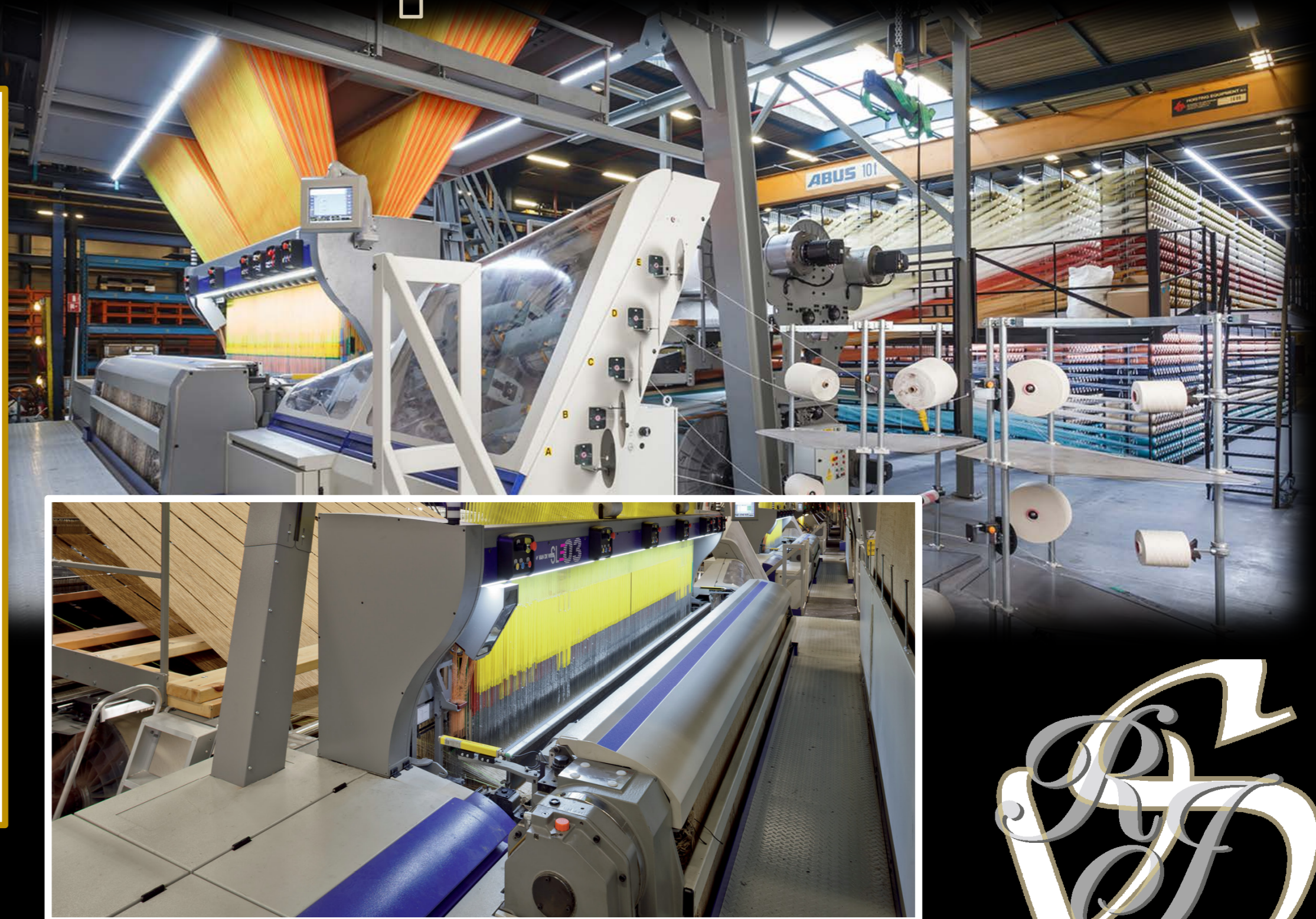
Our next process after your design and colors have been approved from the PDF we provide, is for us to provide a hand sample produced on a Kibby Machine showing all the colors in the design with the pom colors referenced.



Custom Product Development

High Speed Axminster Weaving

Our Axminster looms produce best quality axminster carpets in up to 16 color production using precise color placement control for even the most complex designs. As an additional production option to our woven carpet, we offer Hand Tufted carpet as requested and required.



4m (13.12ft) wide High Speed Axminster Loom 16

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Axminster PRODUCTION PROCESS

SOURCING

We steadfastly monitor our quality checklist for wool and any other raw material which is used in our manufacturing. We test and appraise our materials for consistency, quality, durability, and value before we purchase them.

SPINNING

Since we choose only the best wool to use for our yarns, our products will continue to be attractive and durable to meet the traffic needs of the carpet specification.



DYEING

We use our technological advanced dyeing capability to provide you with any color you desire. Our technicians are artists who constantly perform tests to make sure that your color will be consistent & accurate.



Axminster Woven



WEAVING

Our Axminster looms can produce the best carpet with up to 16 colors with any complex design using a precise color placement control.

As another enhancement to the woven carpet, we can offer additional Hand Tufted expertise to the carpet.

FINISHING

By using a double shearing procedure, we create our carpets with an immaculate velvet finish. When we use the hand carved finishing process, the design of the carpet comes alive with a rich 3D effect and beauty that cannot be surpassed.



PACKAGING

We use the same attention to detail in preparing our carpets for shipping as we do in the rest of our operations.

We want our customers to receive their carpet in the same excellent condition as when the manufacturing process was completed.



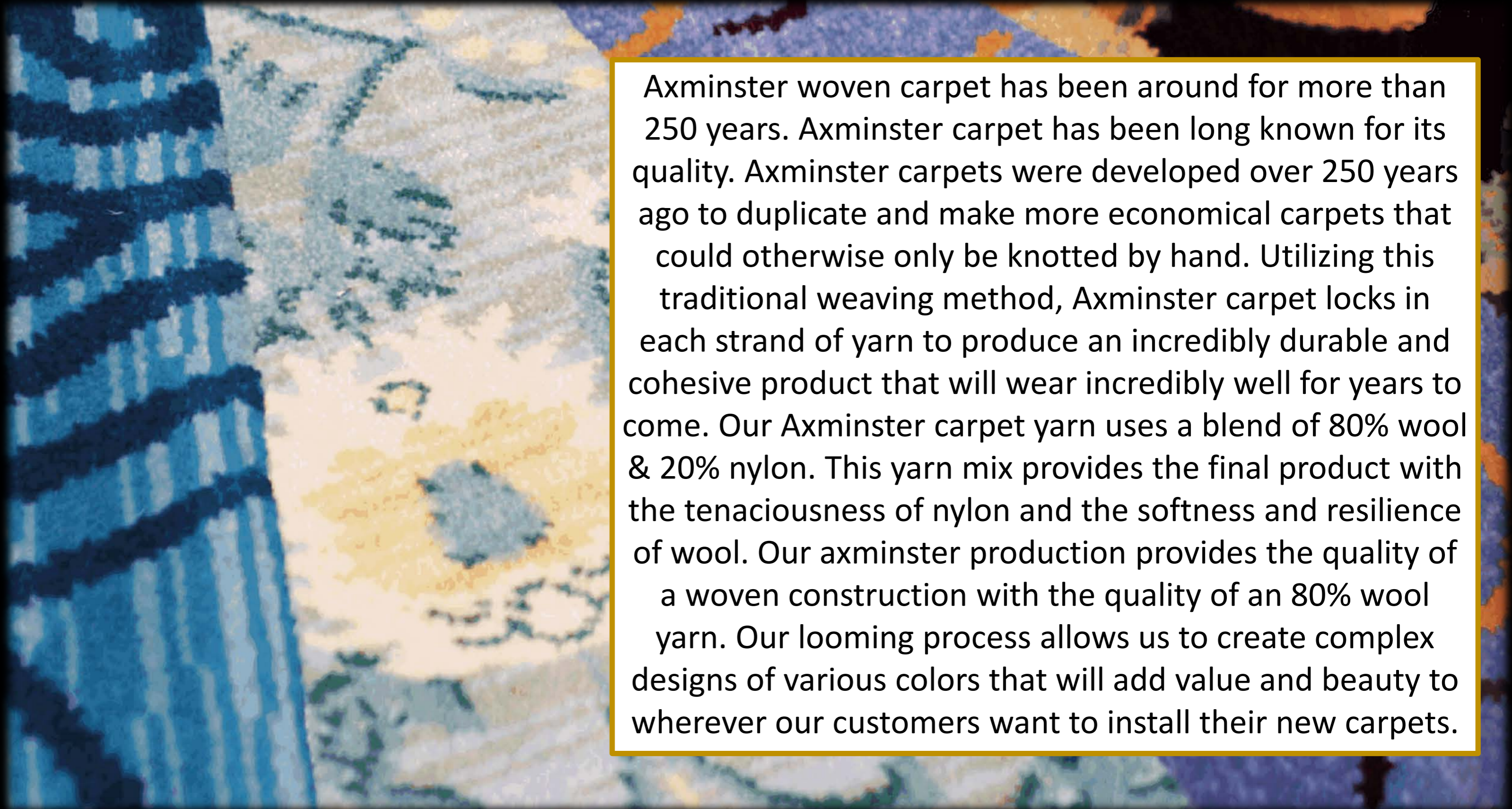
SEEKING



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The Axminster Story



Axminster woven carpet has been around for more than 250 years. Axminster carpet has been long known for its quality. Axminster carpets were developed over 250 years ago to duplicate and make more economical carpets that could otherwise only be knotted by hand. Utilizing this traditional weaving method, Axminster carpet locks in each strand of yarn to produce an incredibly durable and cohesive product that will wear incredibly well for years to come. Our Axminster carpet yarn uses a blend of 80% wool & 20% nylon. This yarn mix provides the final product with the tenaciousness of nylon and the softness and resilience of wool. Our axminster production provides the quality of a woven construction with the quality of an 80% wool yarn. Our looming process allows us to create complex designs of various colors that will add value and beauty to wherever our customers want to install their new carpets.



Axminster Carpet

Quality Assurance

We exercise our quality control from beginning of the design process all the way to the final delivery.

We take our inspection checks seriously and we believe that our customers deserve the best product possible.

That is why we meticulously examine every material and procedure that goes into the manufacturing of your carpet



COMPARISON OF COLOR



COLOR FASTNESS TEST

The Woven Process

Axminster Carpet



COMPARISON OF SAMPLE



COMPARISON OF COLOR POMS



COMPARISON OF PRODUCT



FINAL QUALITY CONTROL

The Woven Process

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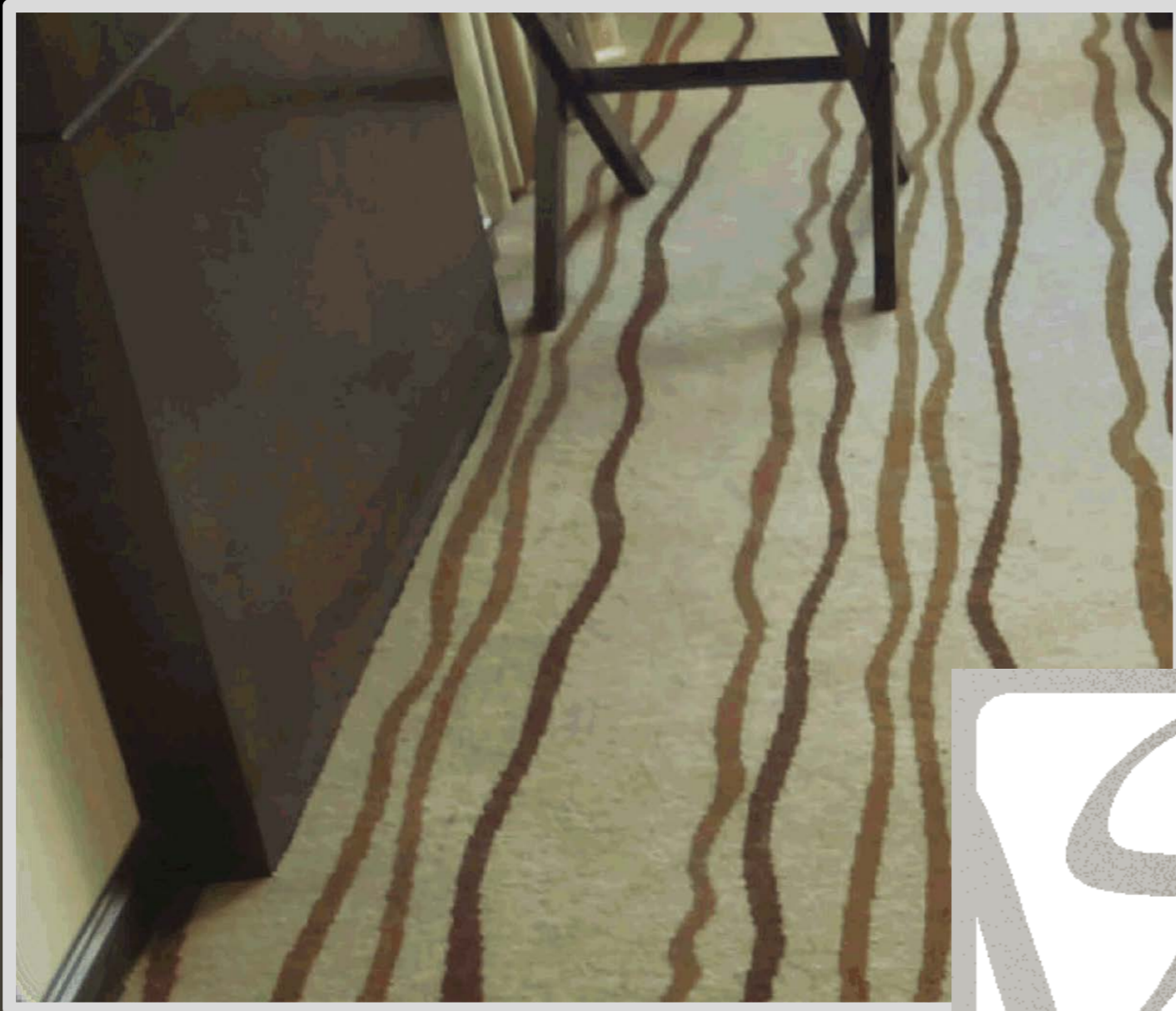


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THE DESIGNER *Roderick James* "Designer of Woven Axminster Carpets with over 40 years experience in Weft and Warp Carpets and Textiles. "I am proud to present my designs to be offered to Shelmarc Hospitality customers considering Shelmarc's 35 years of service to the Hotel Industry."

Roderick James

"Together if We

*Cherish the Past, R. J. Adorn the Present,
We will Endeavor to Create the Future"*

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Public Spaces I

by

*Roderick
James*



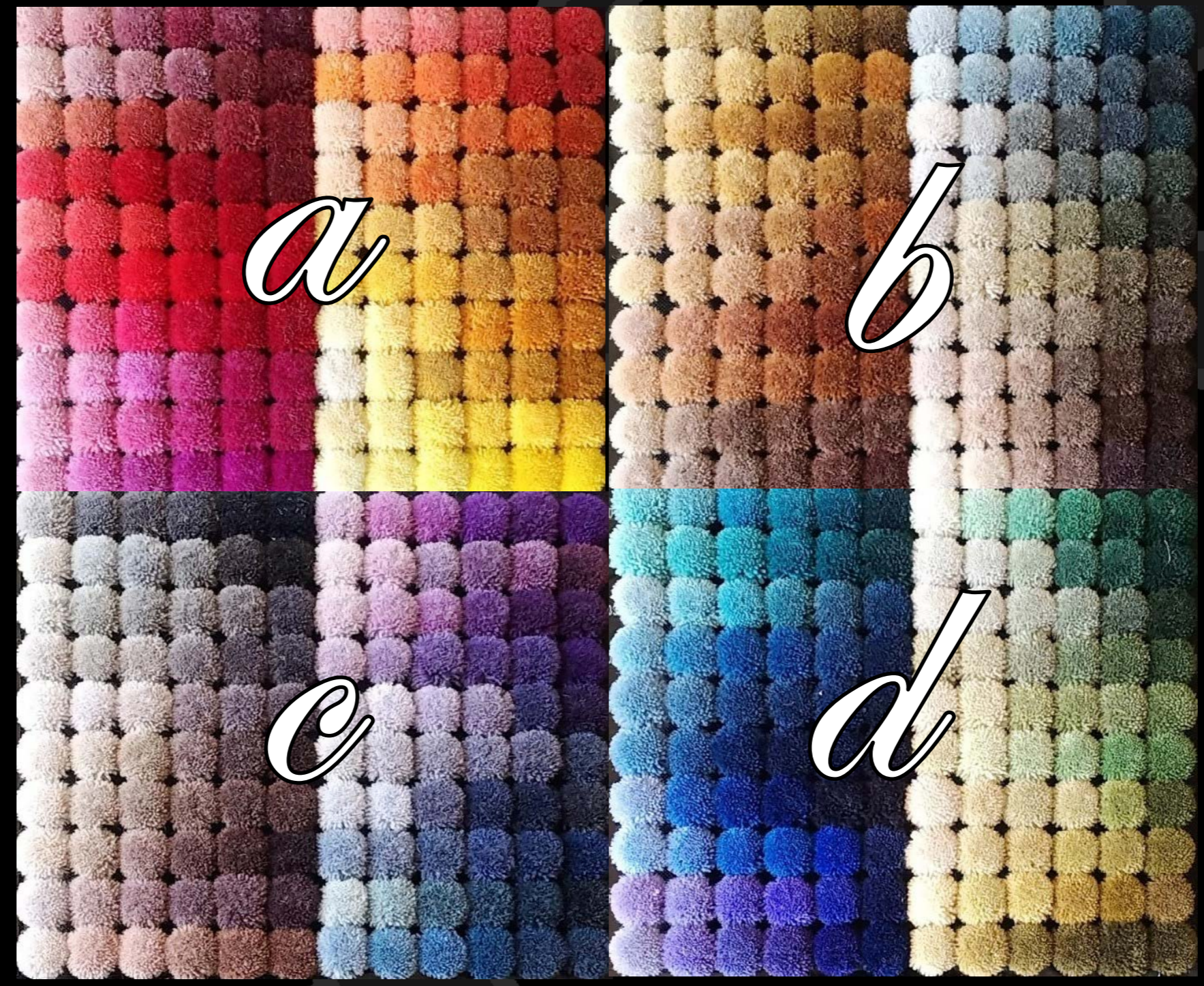
"The Sixth Wall" From the Floor Up

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Color Box



480 Standard Colors plus Custom Match

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RJ-SH-001

Sunset Mood

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

Inspired by the Colors of the Sun as it sets over the Land & Sea designed in Traditional & Contemporary styling.

Sunset Mood



RJ-SH-001

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RJ-SH-002



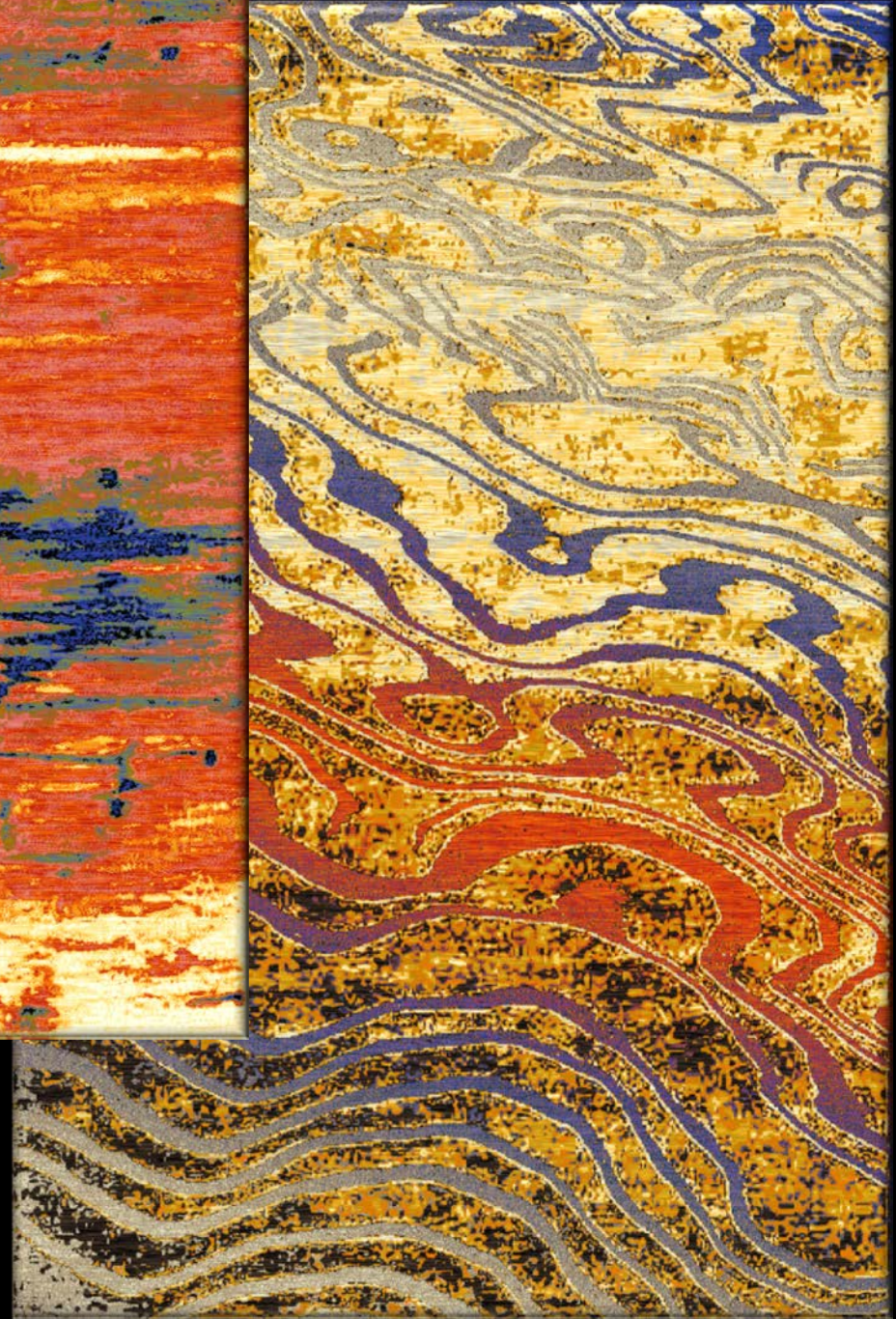
RJ-SH-003



RJ-SH-004



RJ-SH-005



RJ-SH-006

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Saffron Gold

RJ-SH-007

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

Golden Yellow Colors of the Sunflower present a fresh look with Traditional & Contemporary styling.

Saffron Gold



RJ-SH-007

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RJ-SH-008



RJ-SH-011



RJ-SH-013



RJ-SH-009



RJ-SH-010



RJ-SH-012



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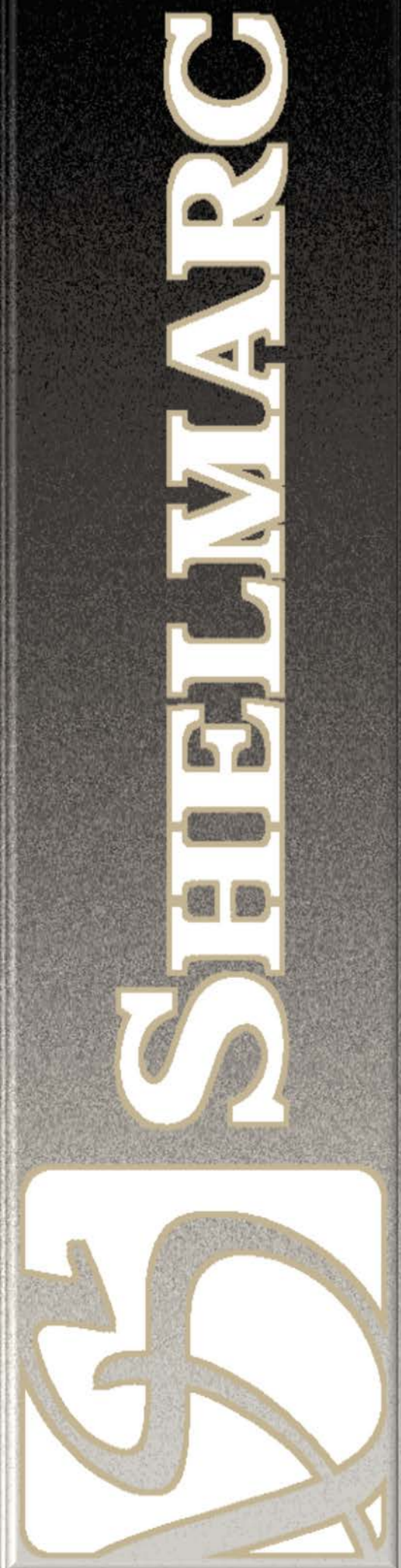


Shadows

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

The Color of Night lends itself to Contemporary styling blending Grays from Light to Dark textured into a Corporate feel

Shadows



RF

RJ-SH-014



RJ-SH-016



RJ-SH-015



RJ-SH-017



RJ-SH-018

RJ



RJ-SH-019



RJ-SH-022



RJ-SH-021

RJ-SH-023



RJ-SH-024



RJ-SH-020



RJ-SH-025



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Aurelia Gold

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

Mixture of Golds & Natural colors combined in Organic Contemporary styling bring life to any floor or room

Aurelia Gold

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RJ-SH-026



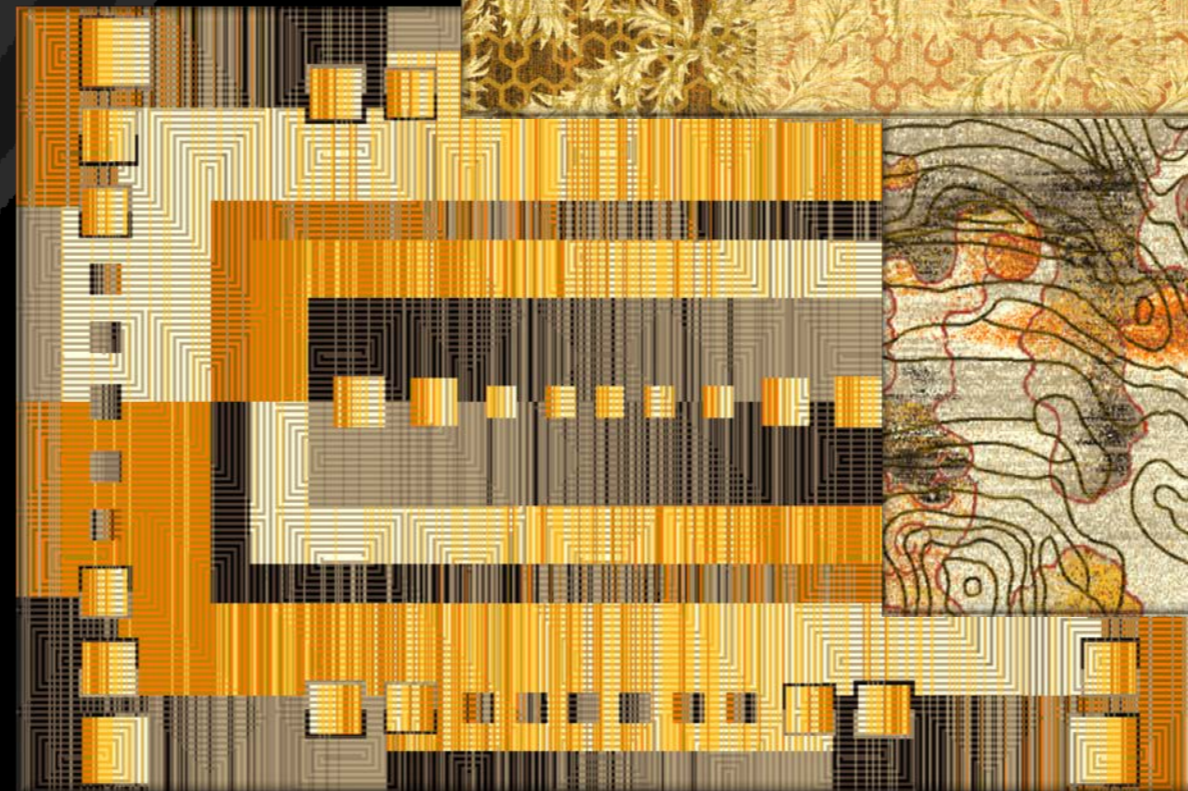
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RJ-SH-028



RJ-SH-030



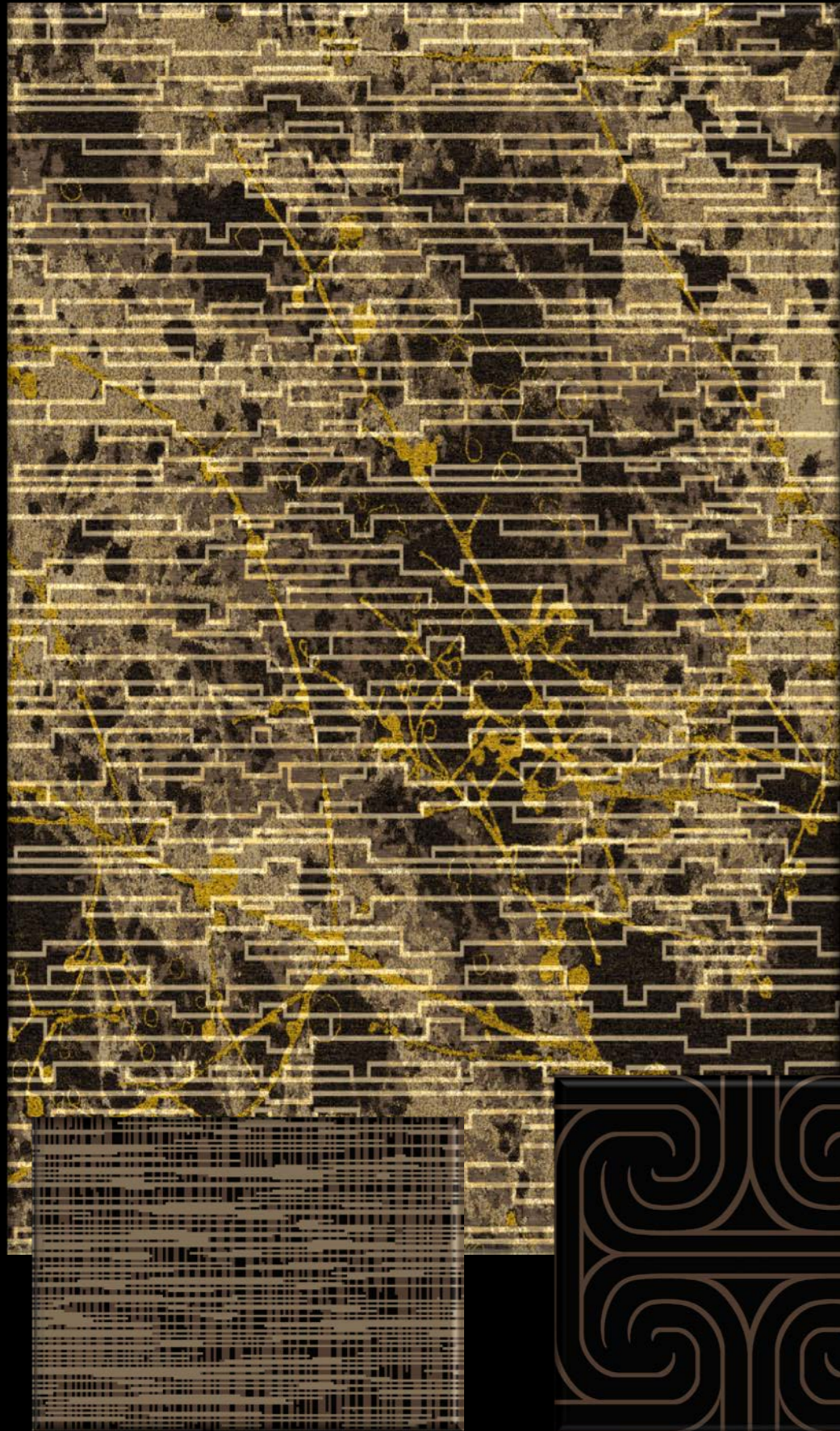
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RJ-SH-029



RJ-SH-031



RJ-SH-032



RJ-SH-033



RJ-SH-034



RJ-SH-035



RJ-SH-038



RJ-SH-036



RJ-SH-037



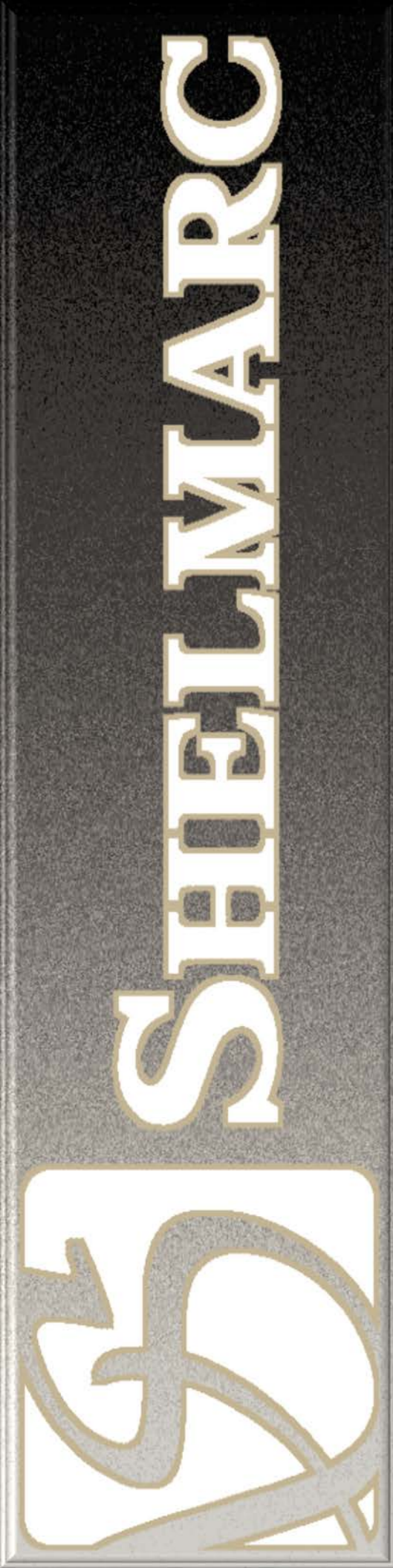
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Marengo Gray

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

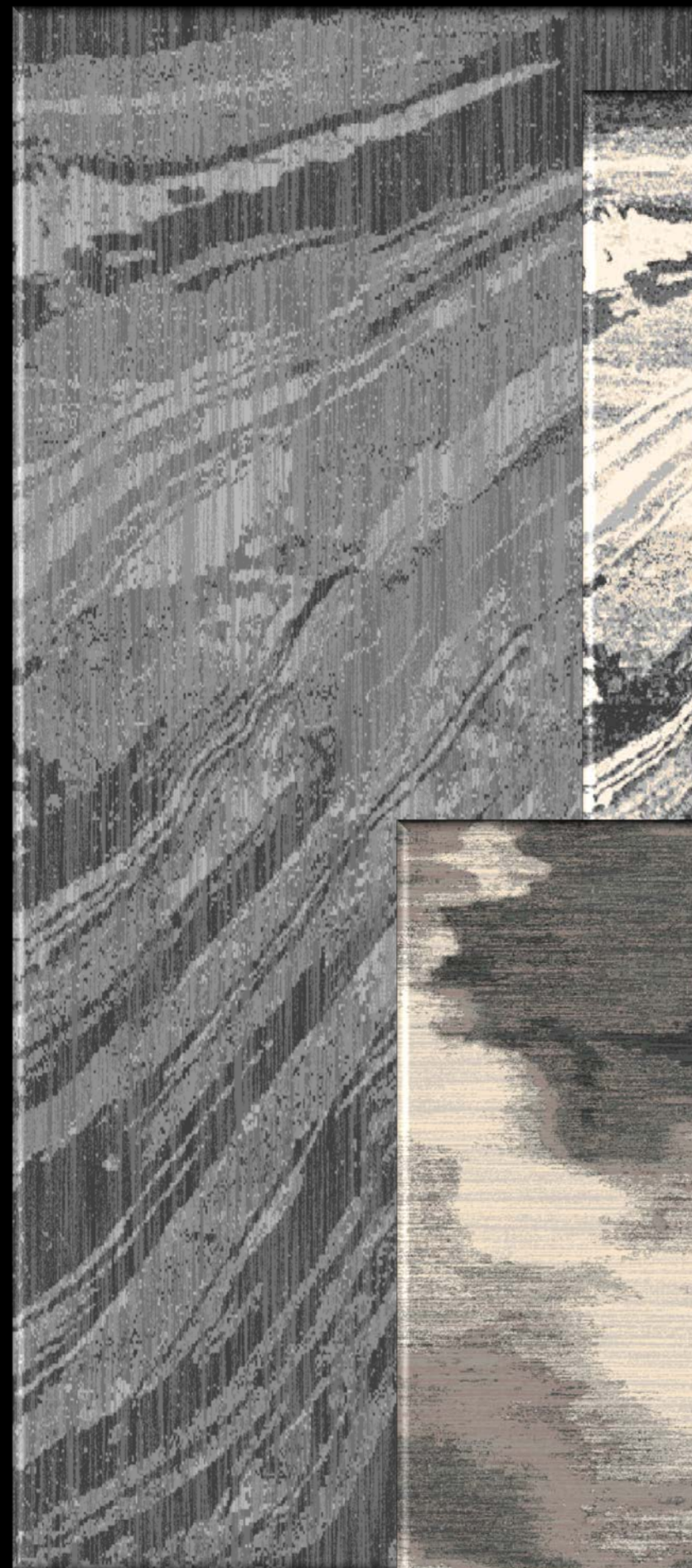
Taken from the many minerals from the Earth this Gray collection complements any Aluminum, Steel etc. fixtures of any room.



Marengo Gray



RF



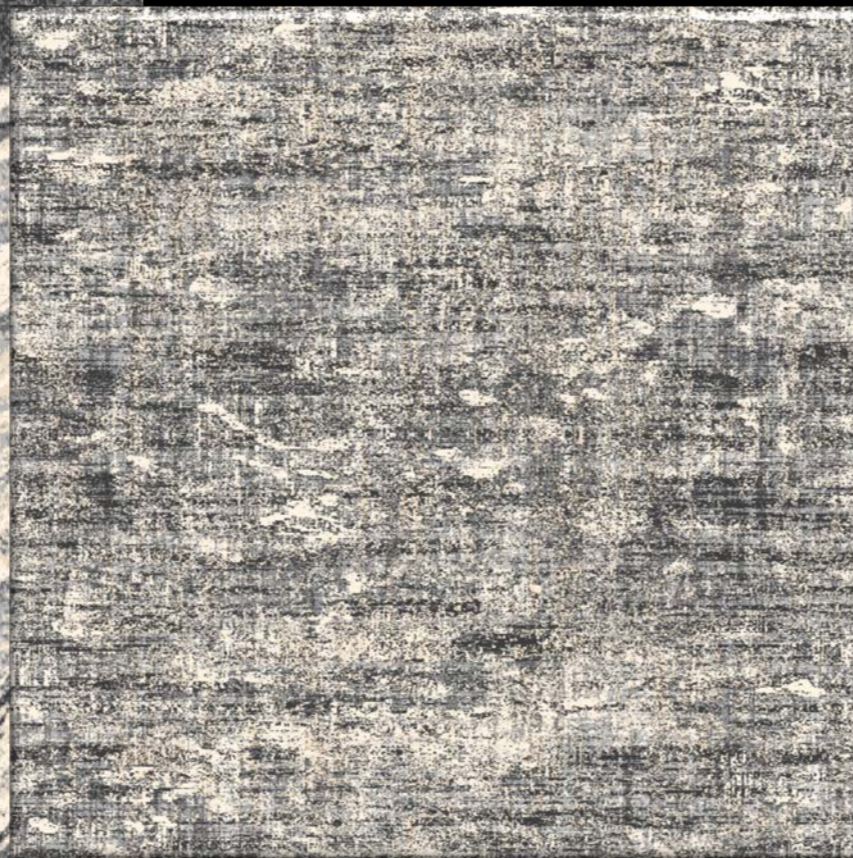
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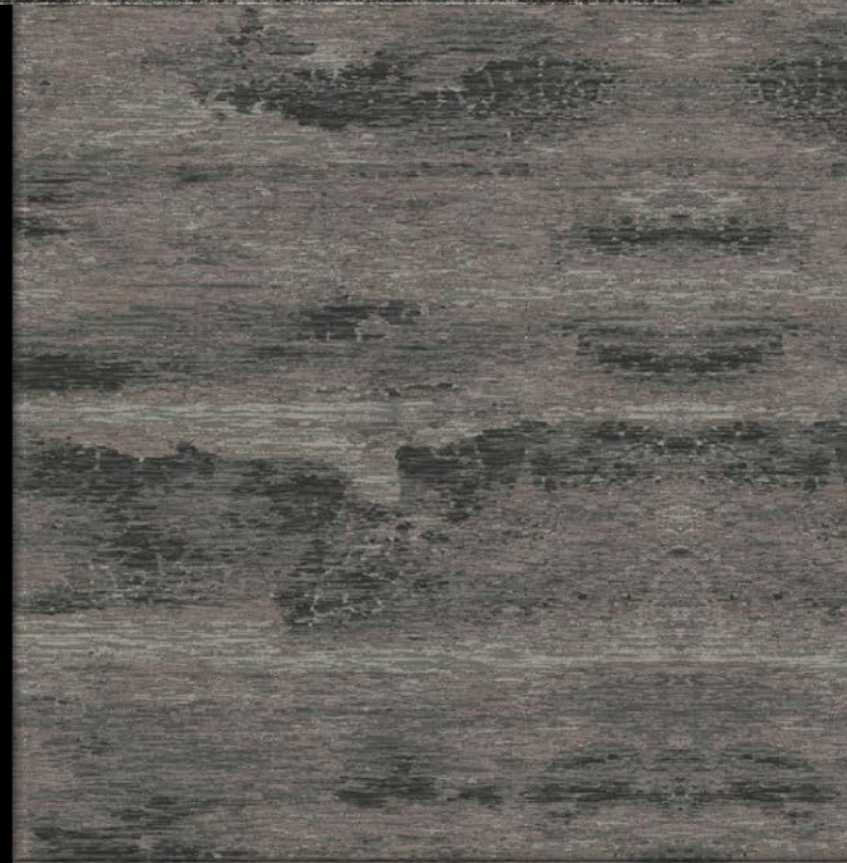
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RJ-SH-041



RJ-SH-042



RJ-SH-043



RJ-SH-044

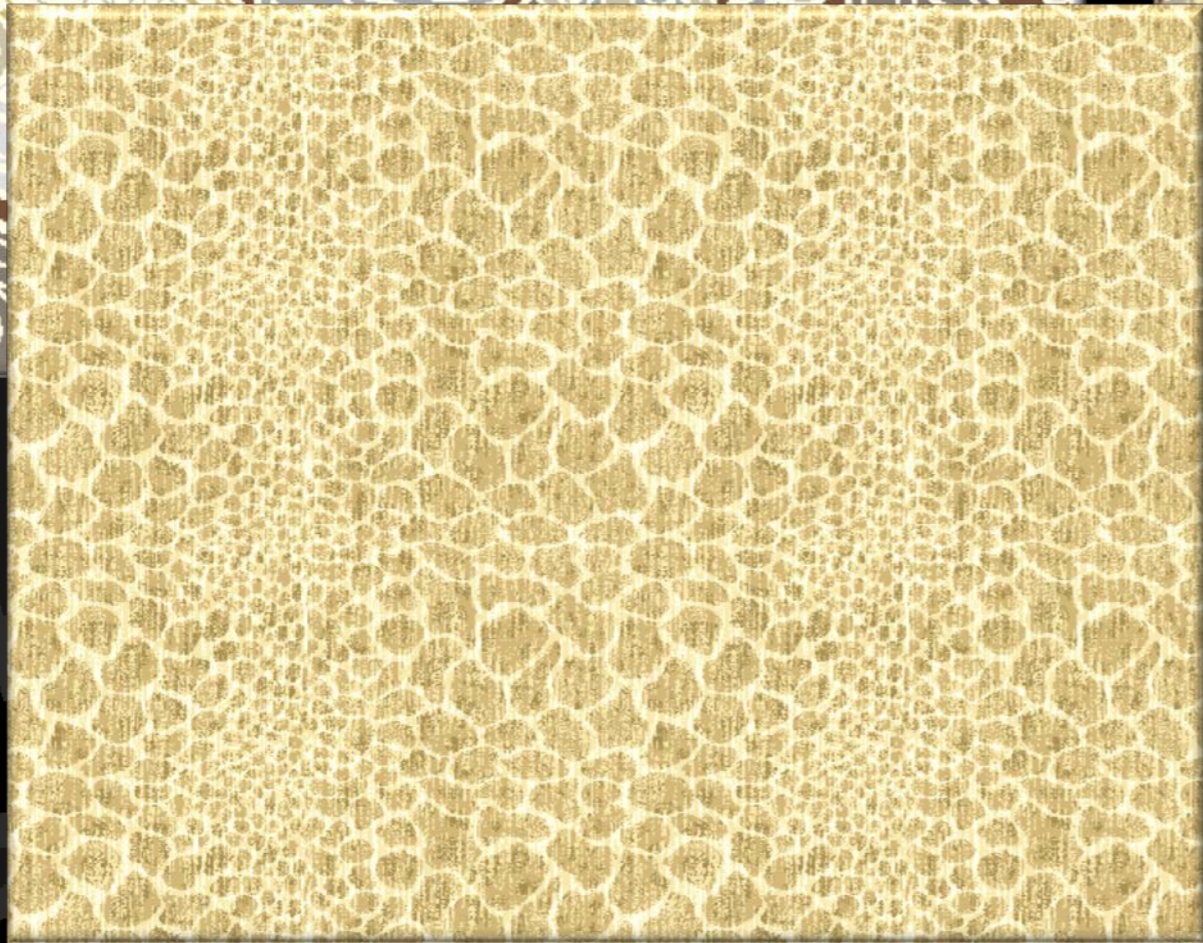


RJ-SH-045





RJ-SH-046



RJ-SH-047

RJ-SH-048



RJ-SH-049



RJ-SH-050



RJ-SH-051



RJ-SH-052

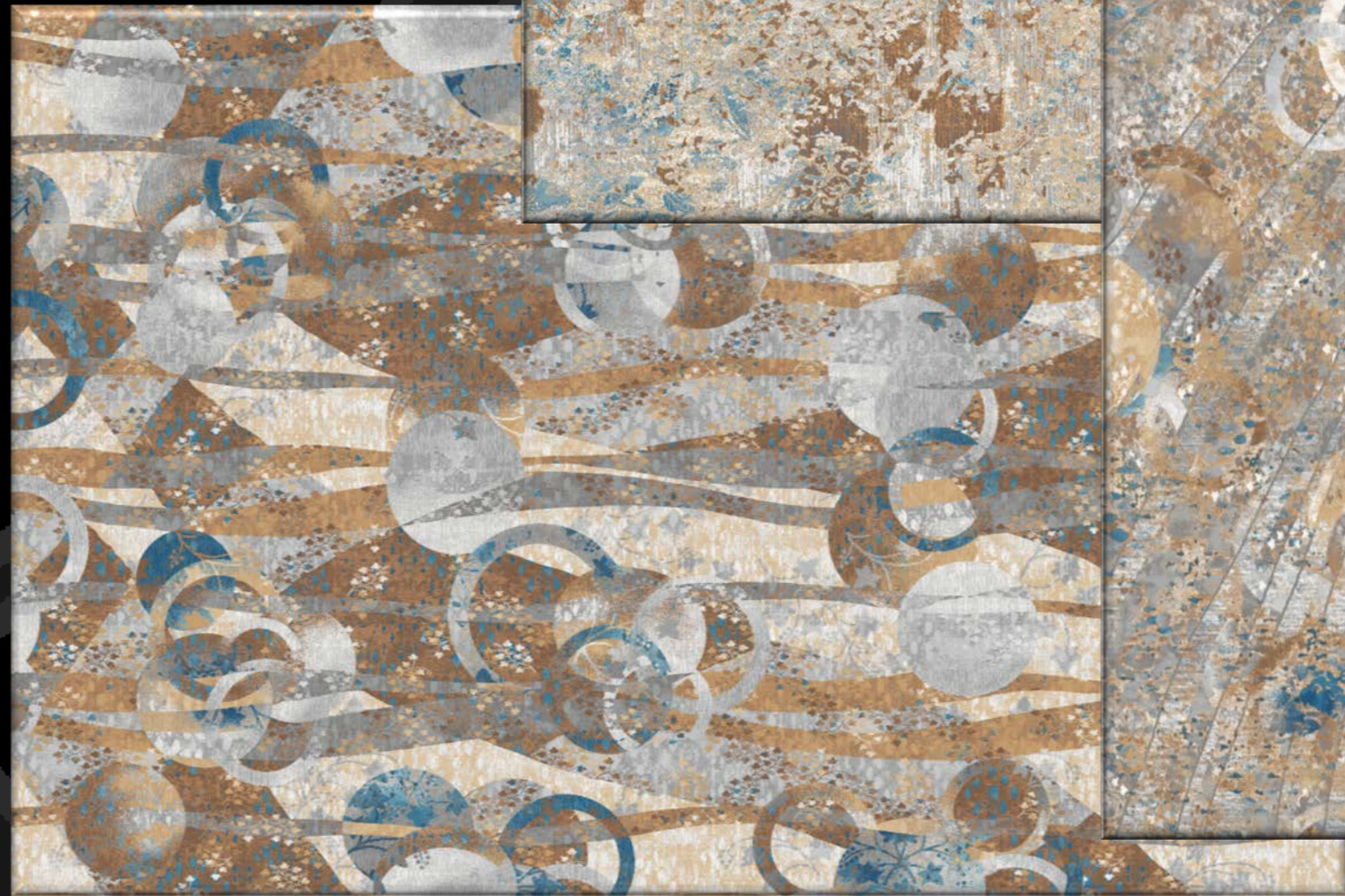


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RJ-SH-054



RJ-SH-056



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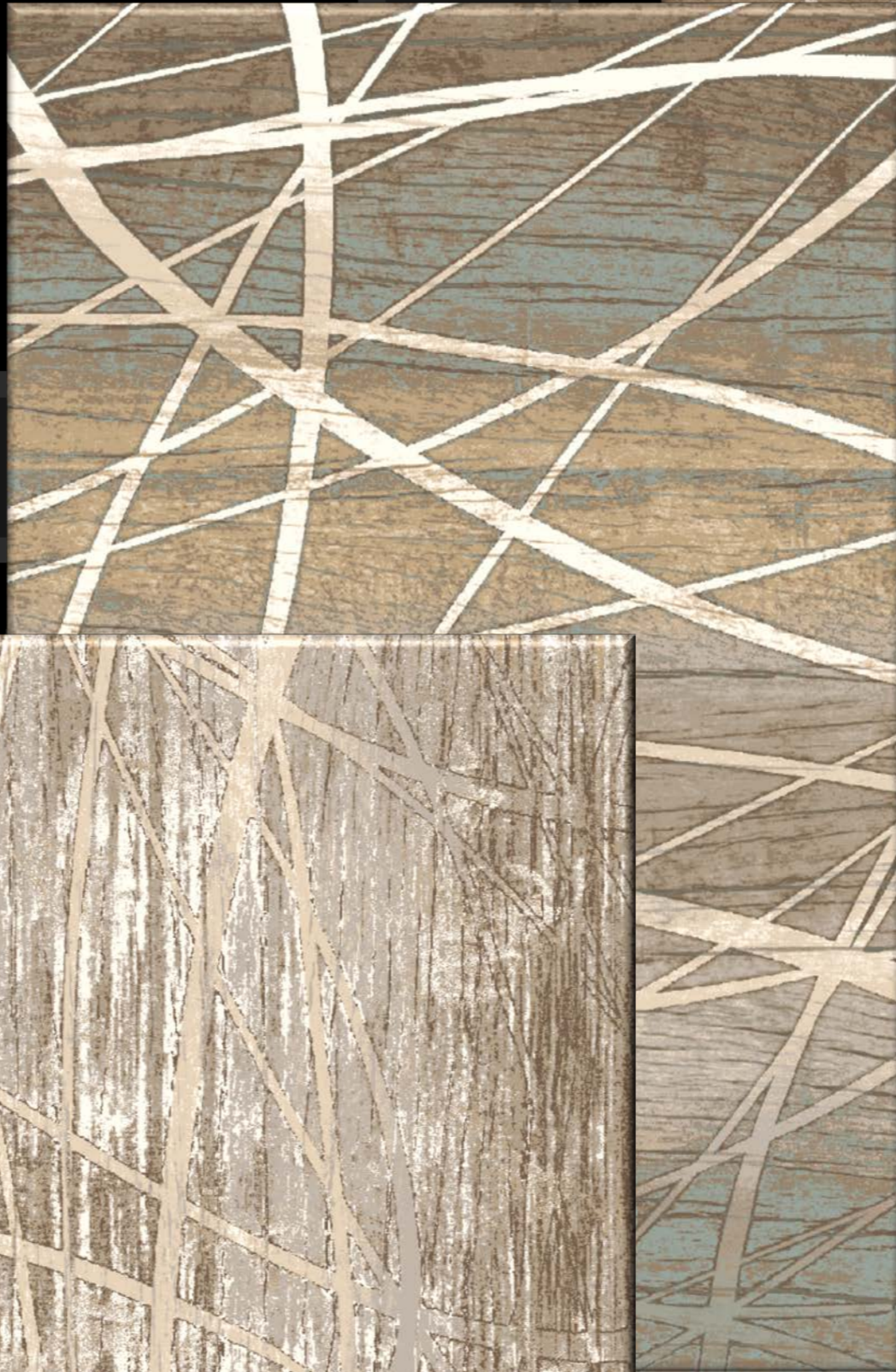
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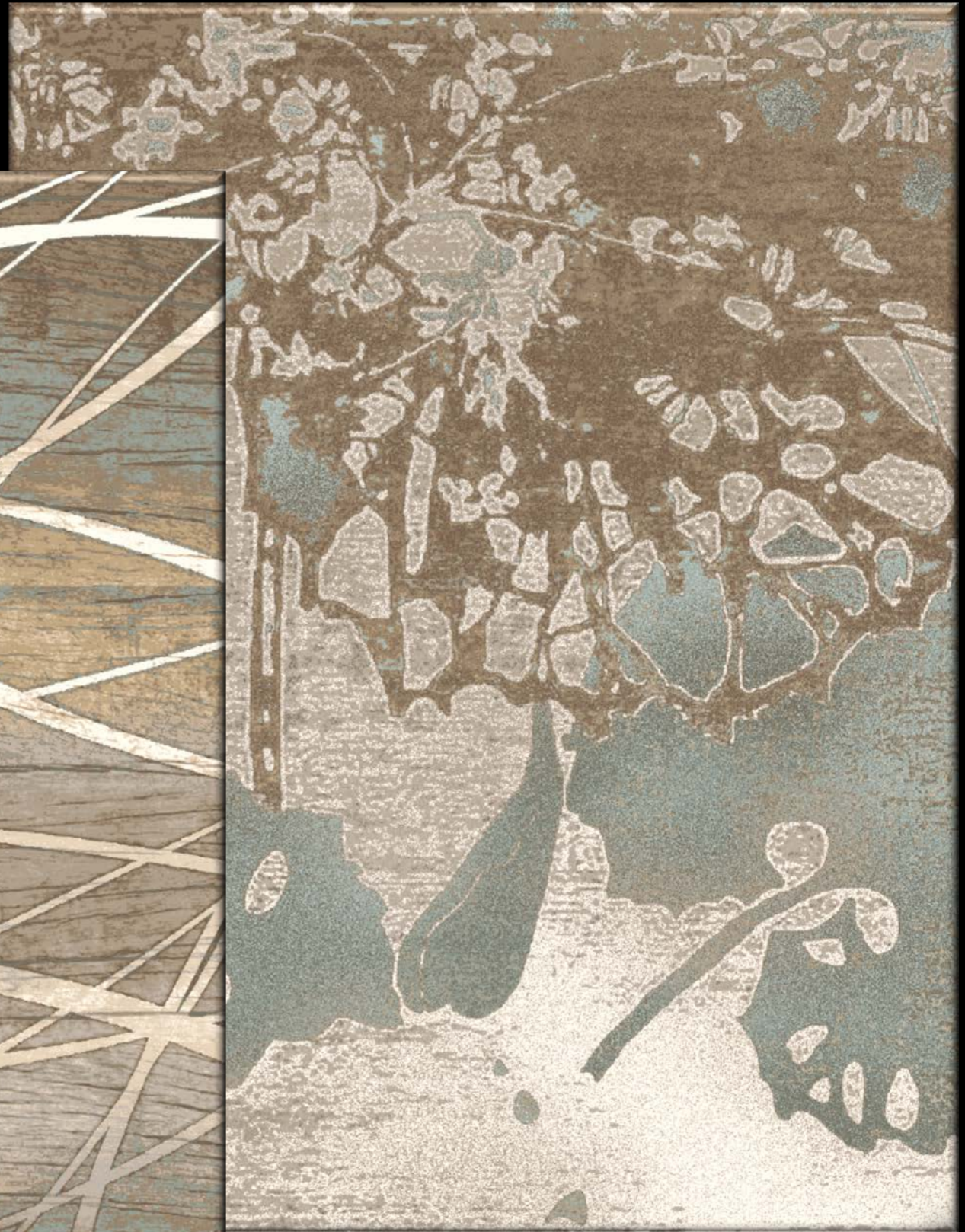
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RJ-SH-060



RJ-SH-061



RJ-SH-059



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RJ-SH-062



RJ-SH-062



RJ-SH-065



RJ-SH-063



RJ-SH-064

RJ-SH-066



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Aegean Coral

RJ-SH-067

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

Colors inspired by the Coral from the Tropical Seas of the Aegean in this offering of designs

Aegean Coral



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RJ-SH-067

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RJ-SH-068



RJ-SH-070



RJ-SH-073



RJ-SH-071



RJ-SH-075



RJ-SH-072



RJ-SH-069



RJ-SH-074



RJ-SH-076



RJ-SH-080



RJ-SH-079



RJ-SH-077



RJ-SH-081



RJ-SH-078



RJ-SH-082



RJ-SH-083



RJ-SH-084



RJ-SH-085



RJ-SH-087



RJ-SH-086



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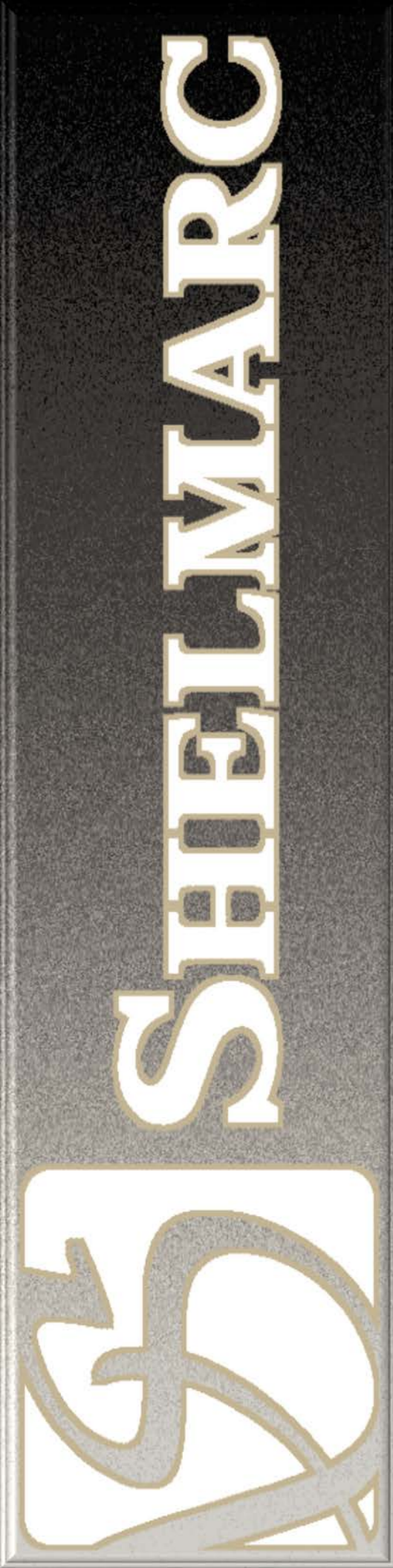


Batik

RJ-SH-088

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

Taken from Indonesia the dyeing process of Silk used to make Garments & Household Linens.



Batik



RJ-SH-088

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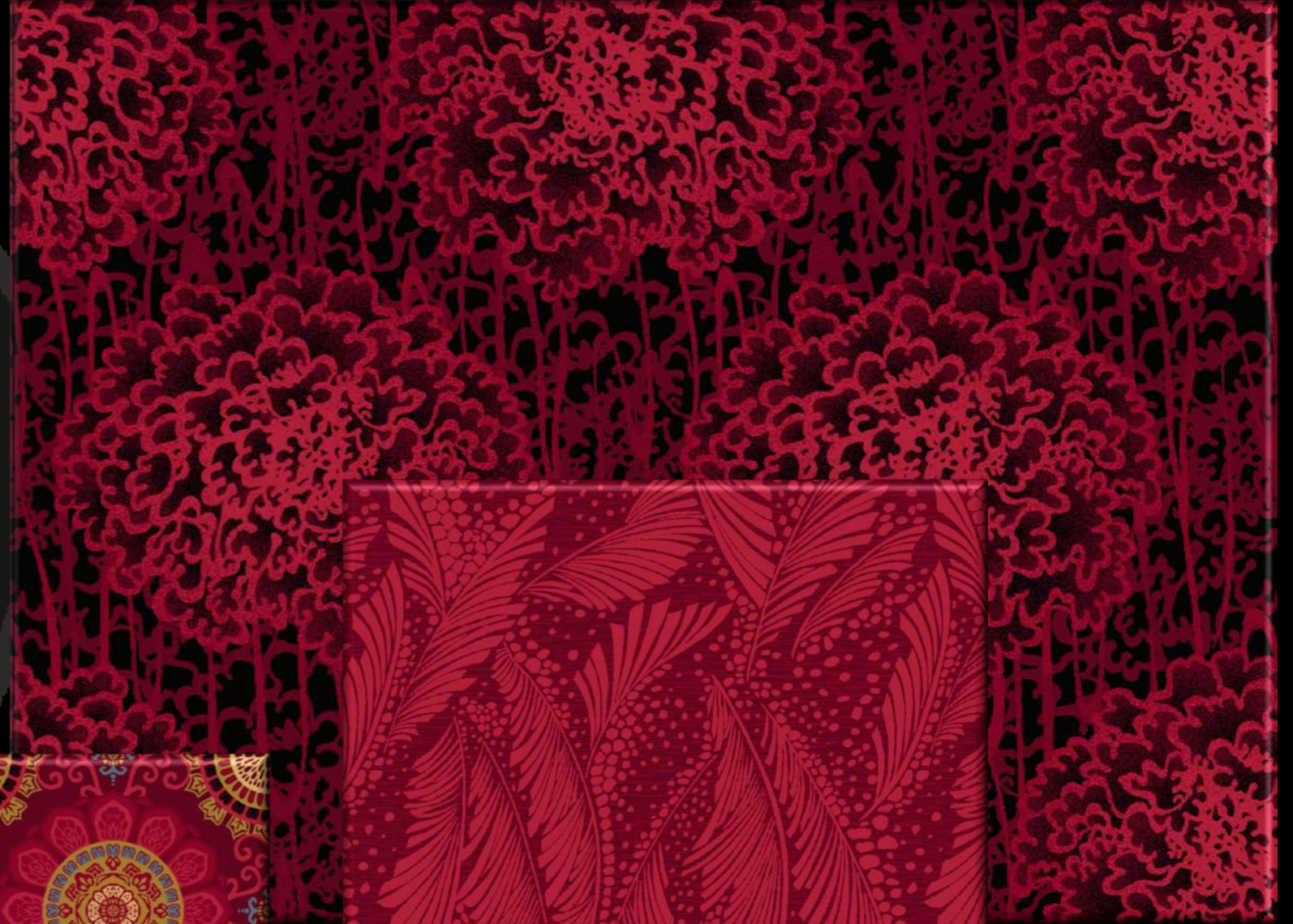
RJ-SH-089



RJ-SH-090



RJ-SH-091



RJ-SH-094



RJ-SH-093



RJ-SH-092



RJ-SH-095



RJ-SH-099



RJ-SH-096



RJ-SH-100



RJ-SH-097



RJ-SH-098



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Stonewashed Hues

RJ-SH-101

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

As the fabric industry uses this process of Stonewashing we have created this collection to represent the color and softness given to Fabric in our Wool Carpets

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Stonewashed Hues



RJ-SH-101



RJ



RJ-SH-102

RJ-SH-104



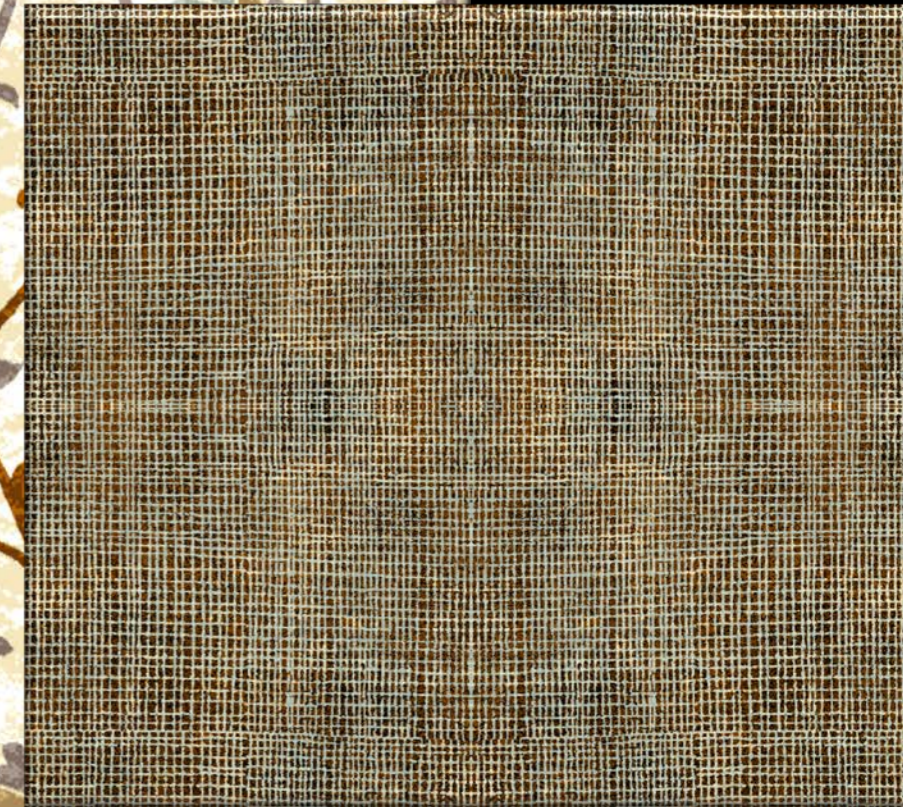
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RJ-SH-105



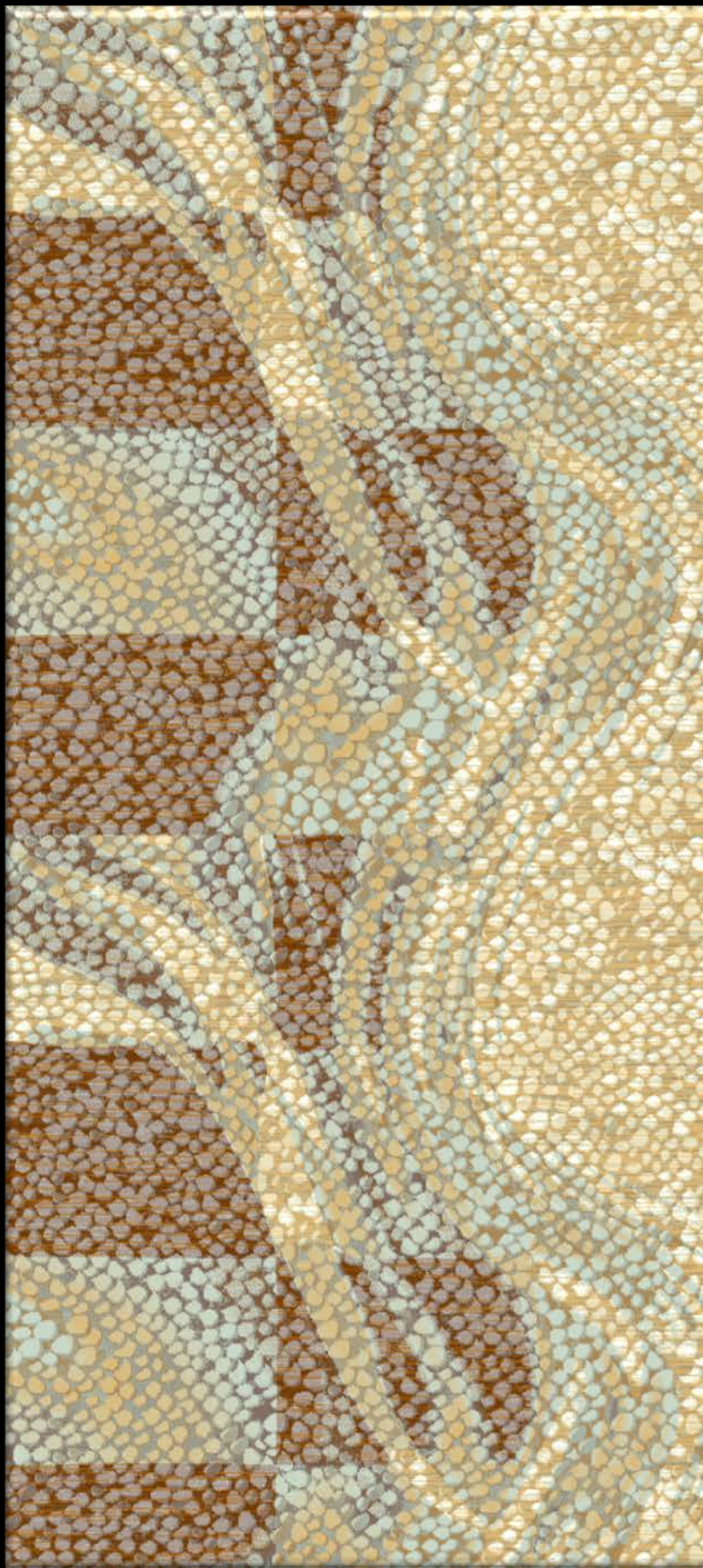
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RJ-SH-107



RJ-SH-108



RJ-SH-109

RJ-SH-110



RJ-SH-113



RJ-SH-111



RJ-SH-112





RJ-SH-114



RJ-SH-115



RJ-SH-116

RJ



RJ-SH-117

RJ-SH-118



RJ-SH-119



RJ-SH-120



RJ-SH-123



RJ-SH-121



RJ-SH-122



RJ-SH-126



RJ-SH-124



RJ-SH-125



RJ-SH-127



RJ-SH-128

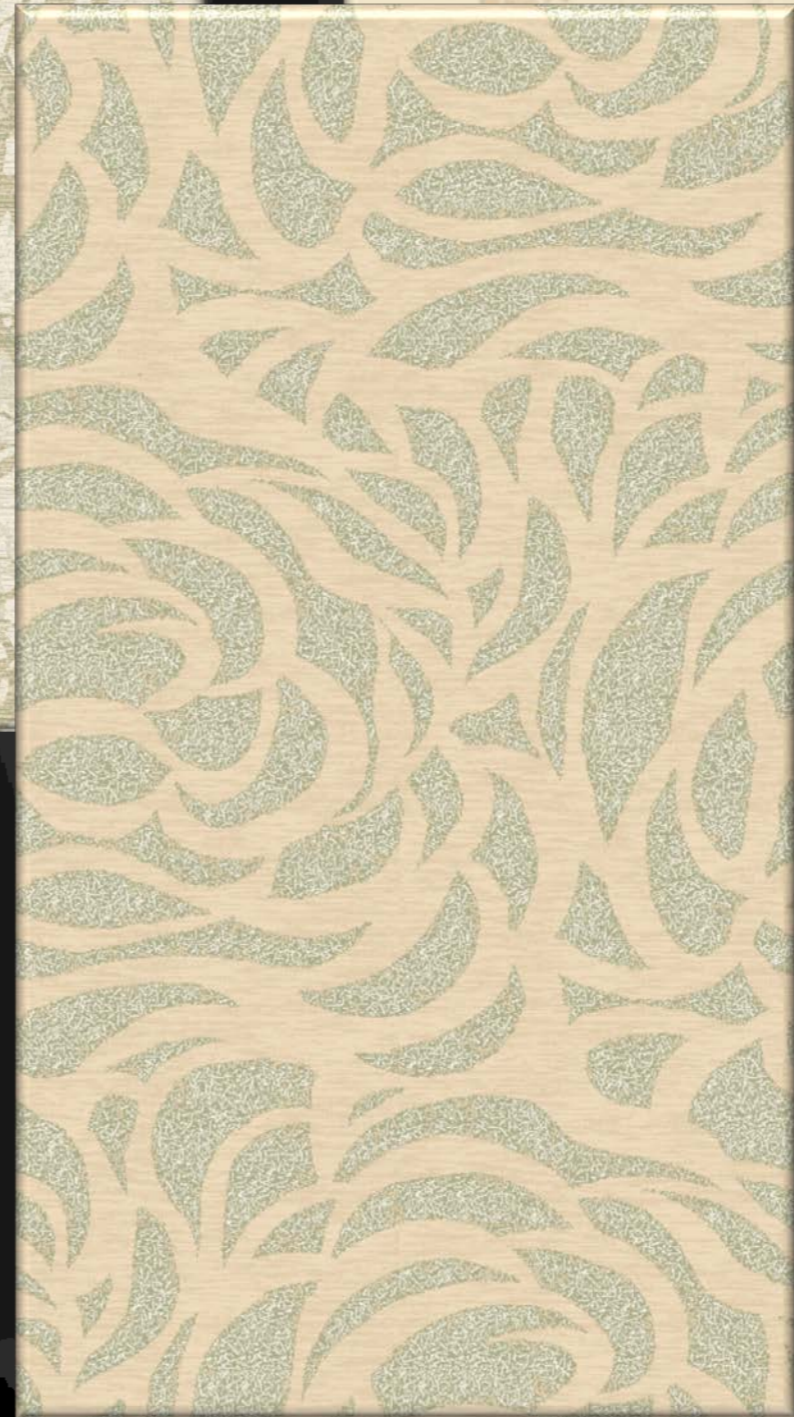
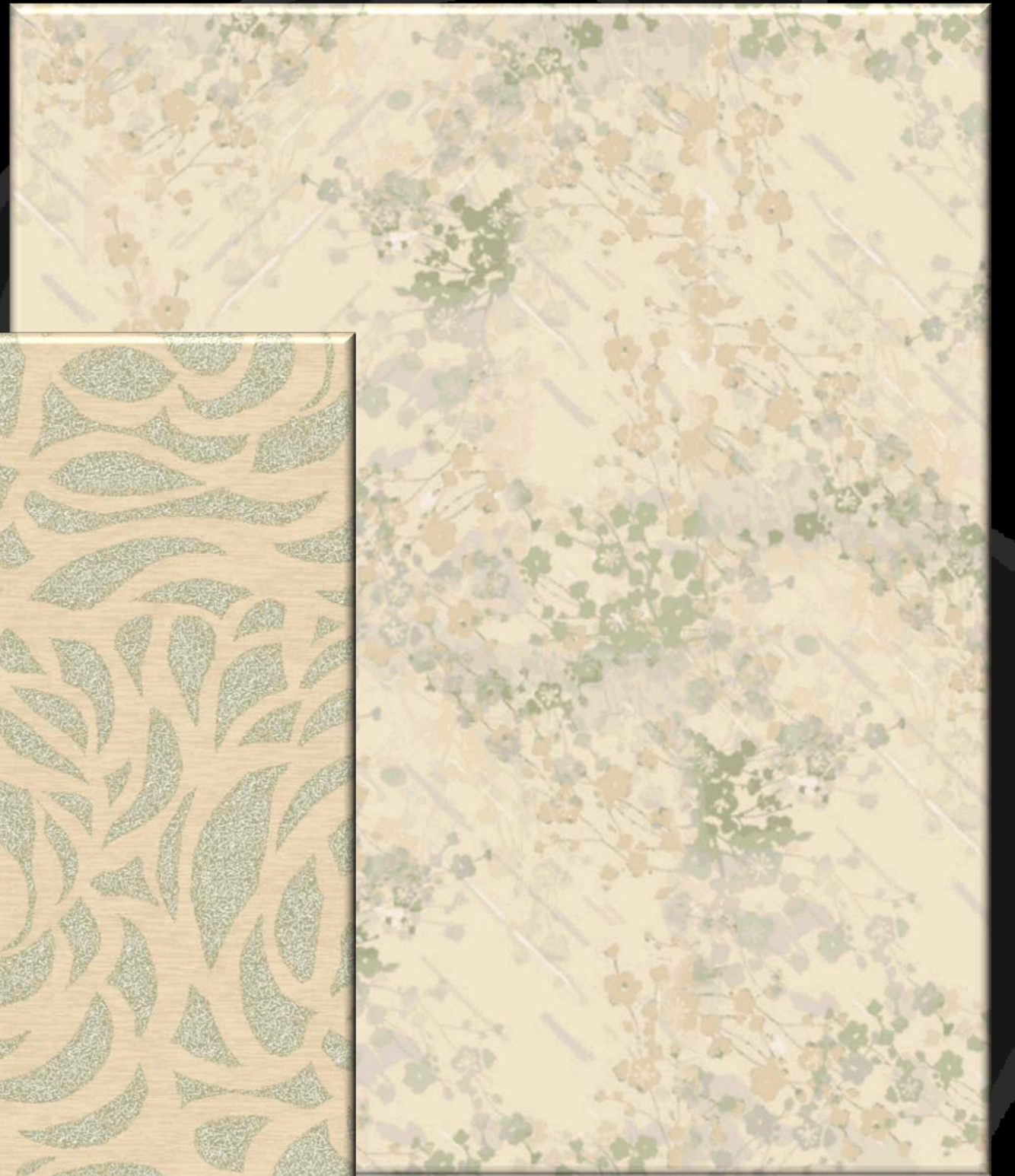


RJ-SH-129

RJ-SH-130



RJ-SH-131



RJ-SH-132

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Azure Blue

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

The Sea & Sky have so many different hues of Blue that can describe the Azure Coloration of this collection & Designs within it.

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Azure Blue

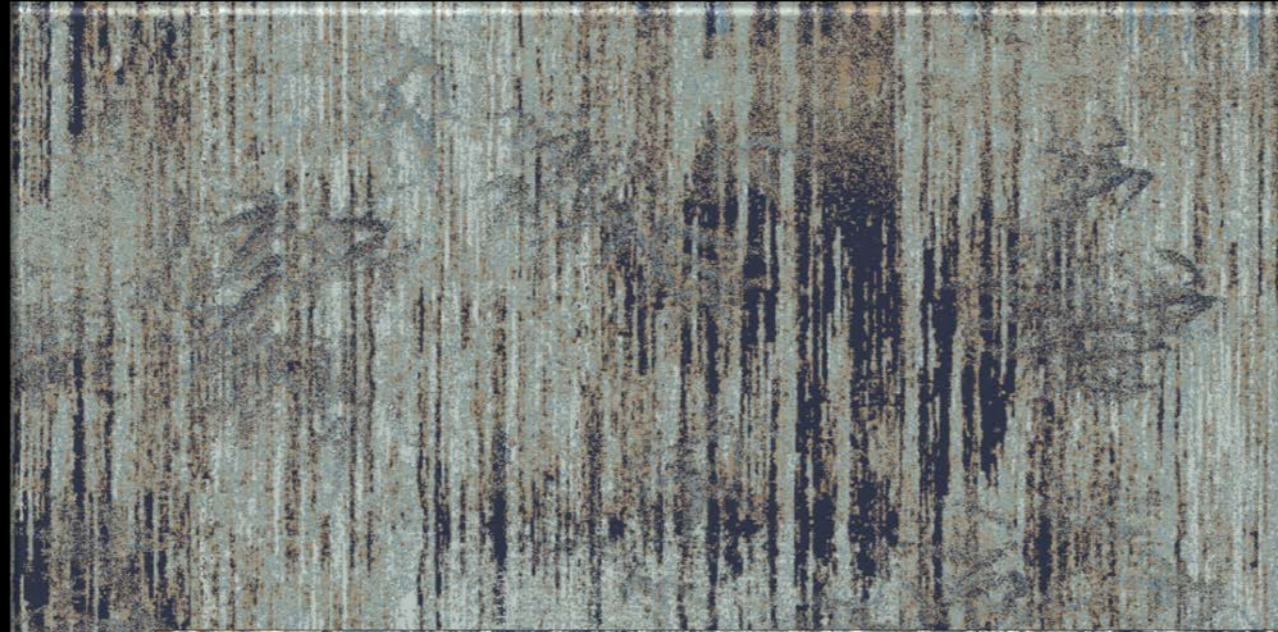


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RJ-SH-133



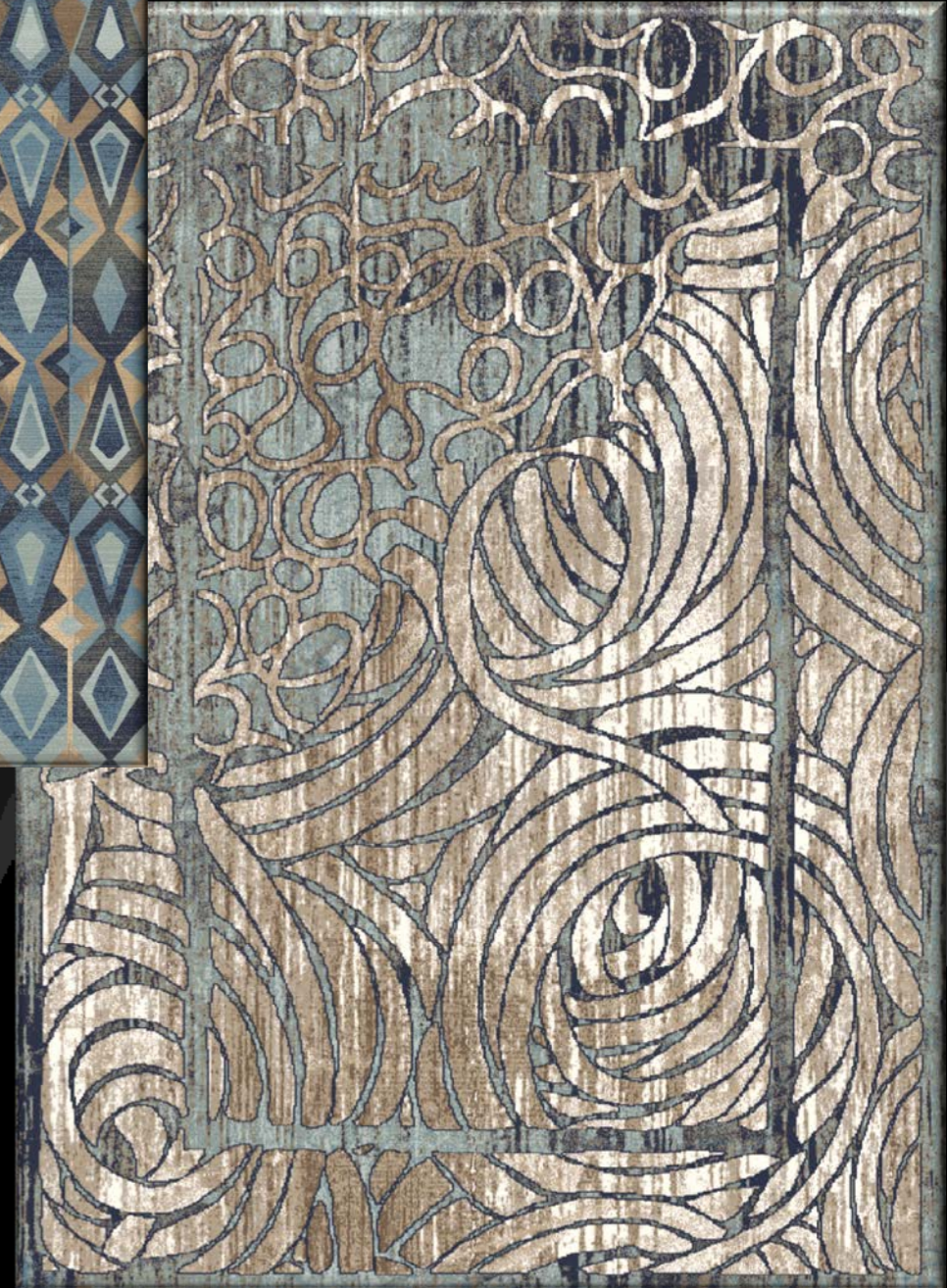
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RJ-SH-135



RJ-SH-136



RJ-SH-137

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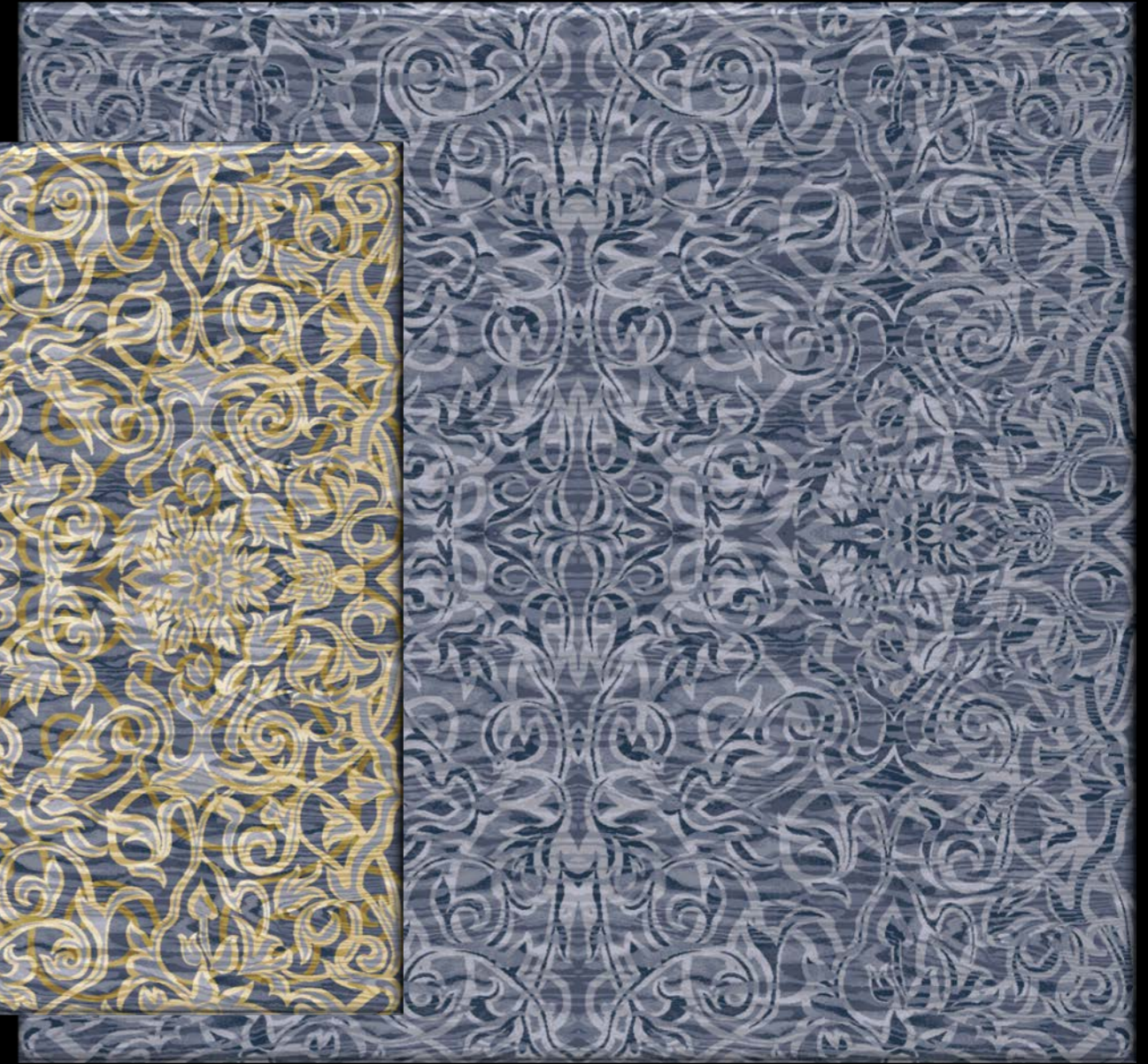
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RJ-SH-139



RJ-SH-140



RJ-SH-141



RJ-SH-142



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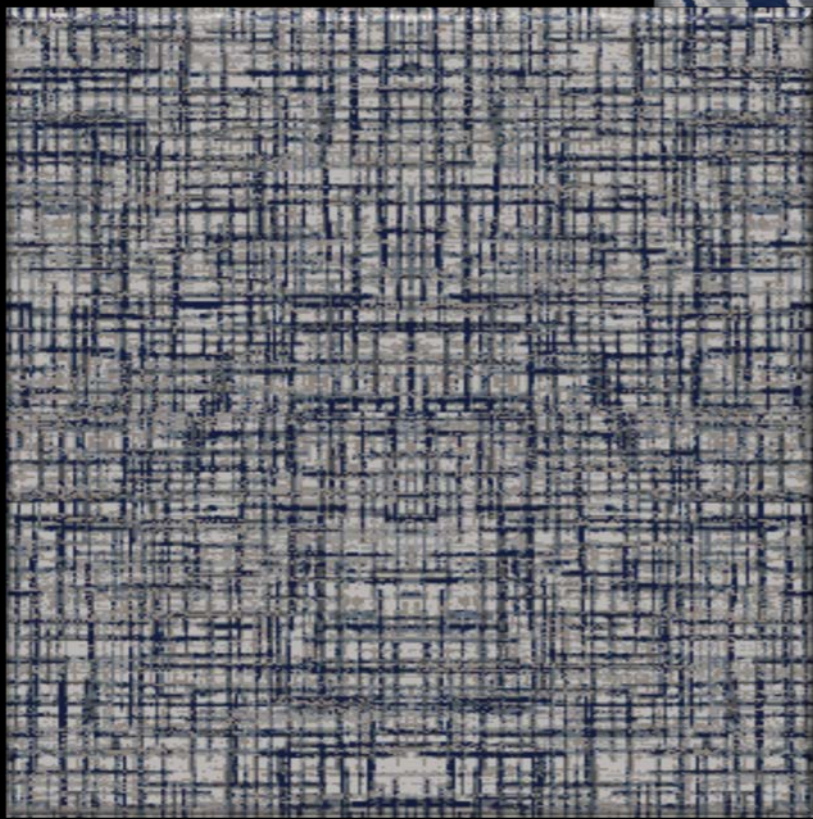
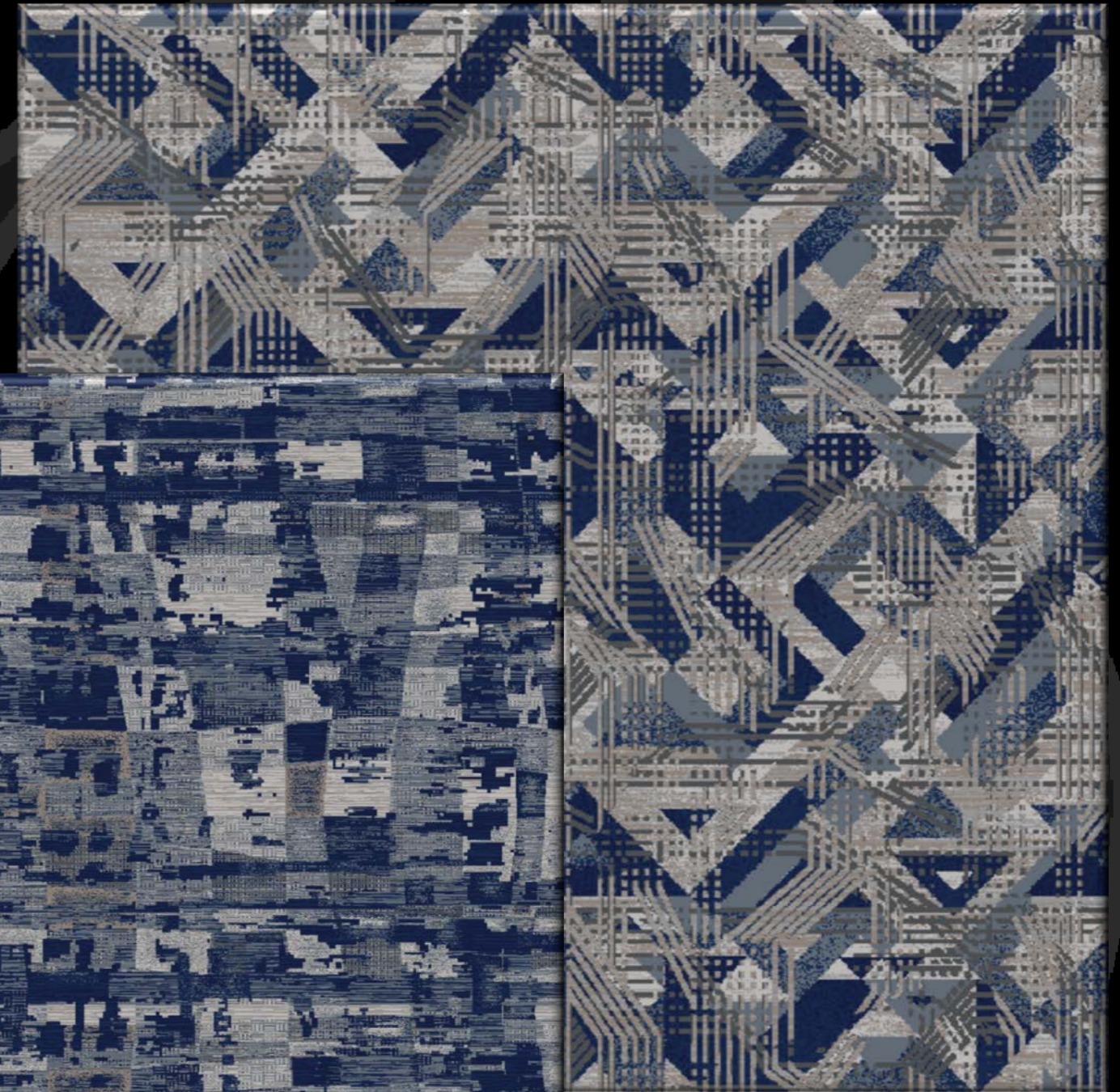
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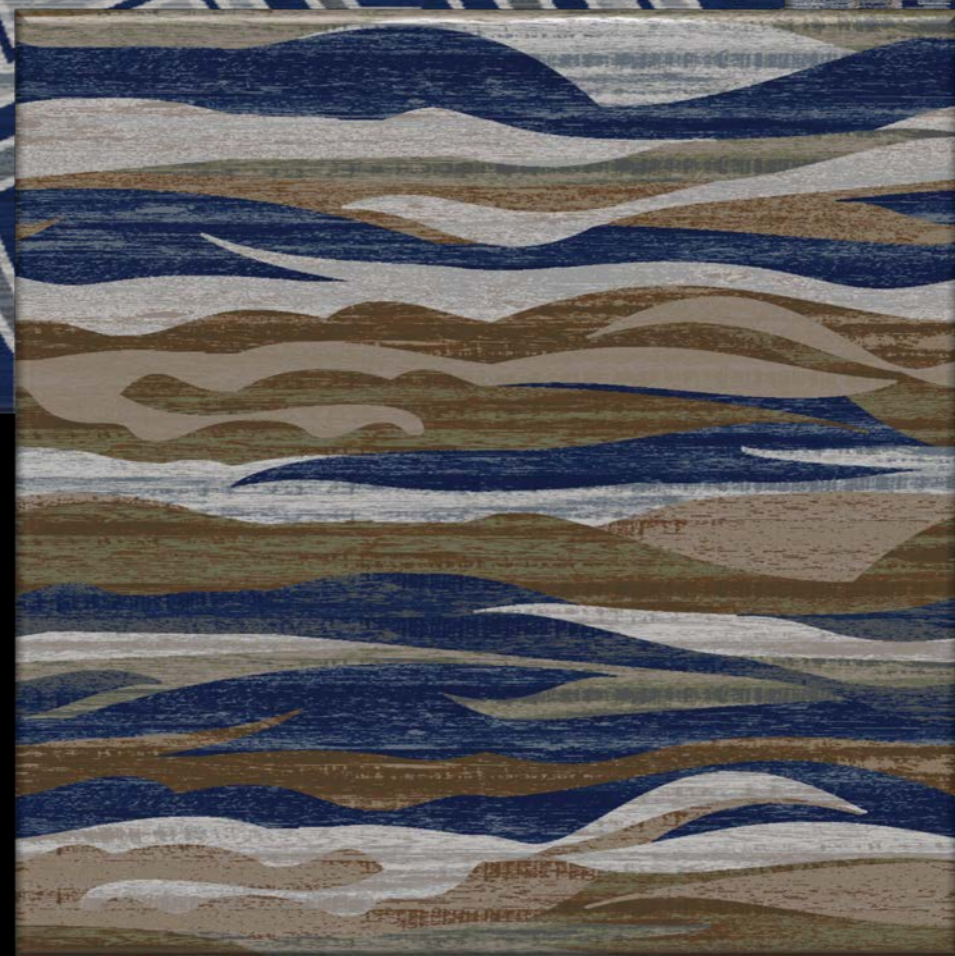
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RJ-SH-145



RJ-SH-146



RJ-SH-147



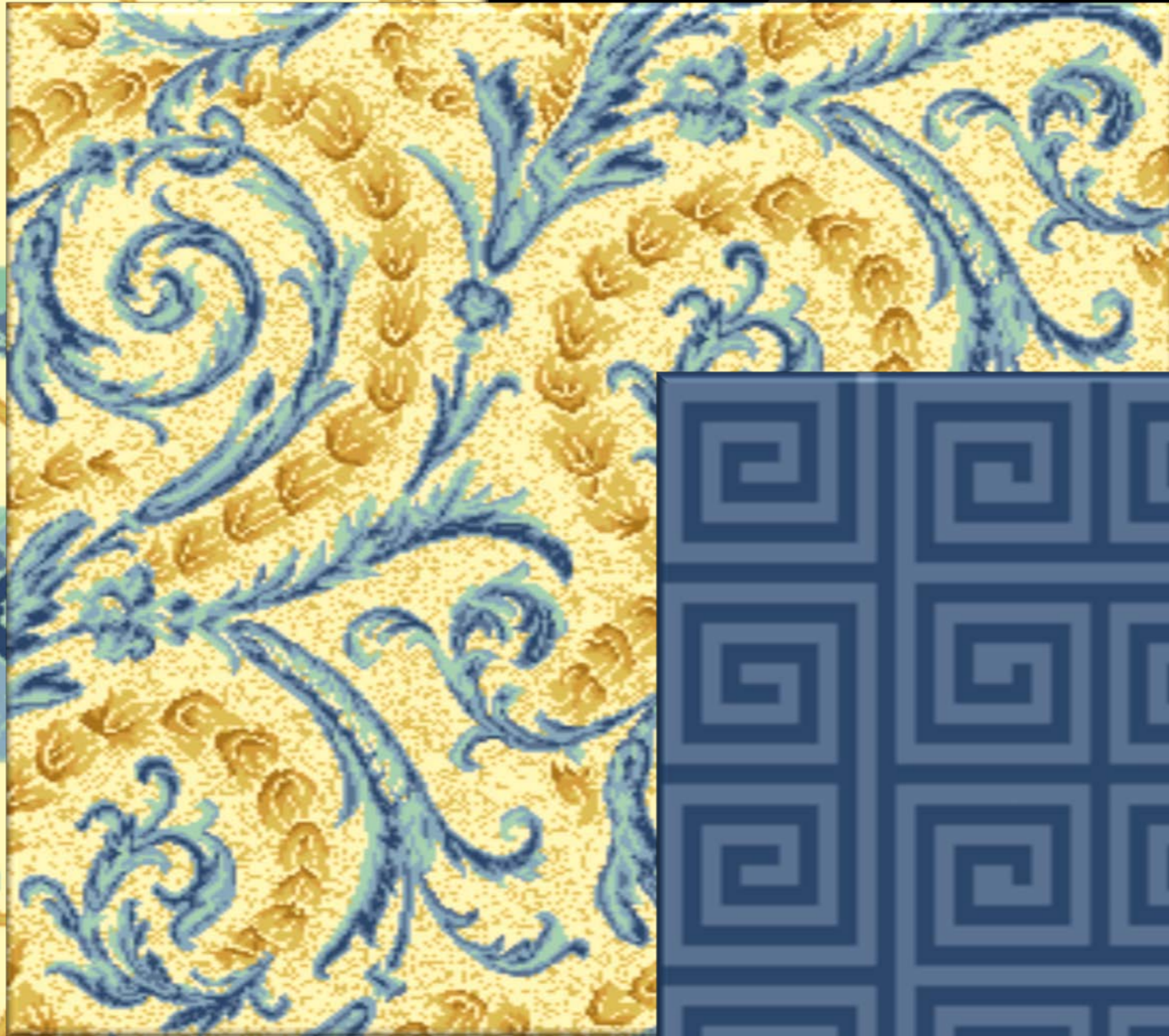
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RJ-SH-149



RJ-SH-150



RJ-SH-152



RJ-SH-151



RJ-SH-153

RJ



RJ-SH-154



RJ-SH-155



RJ-SH-157

RJ-SH-156

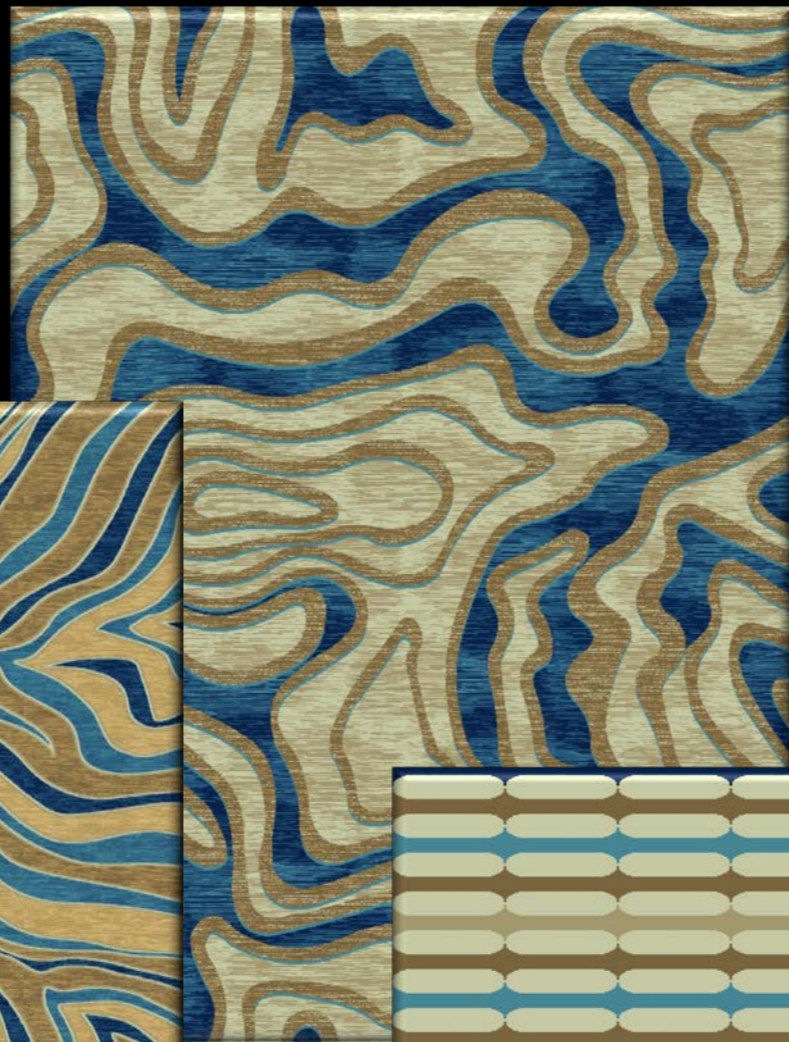


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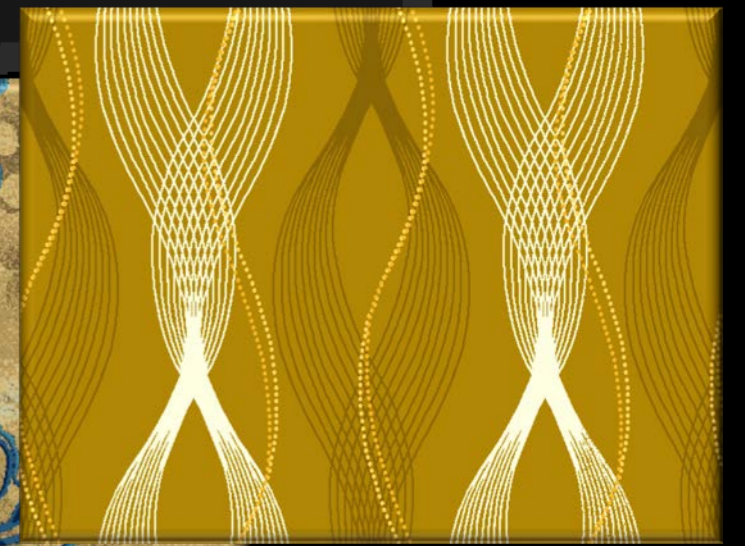
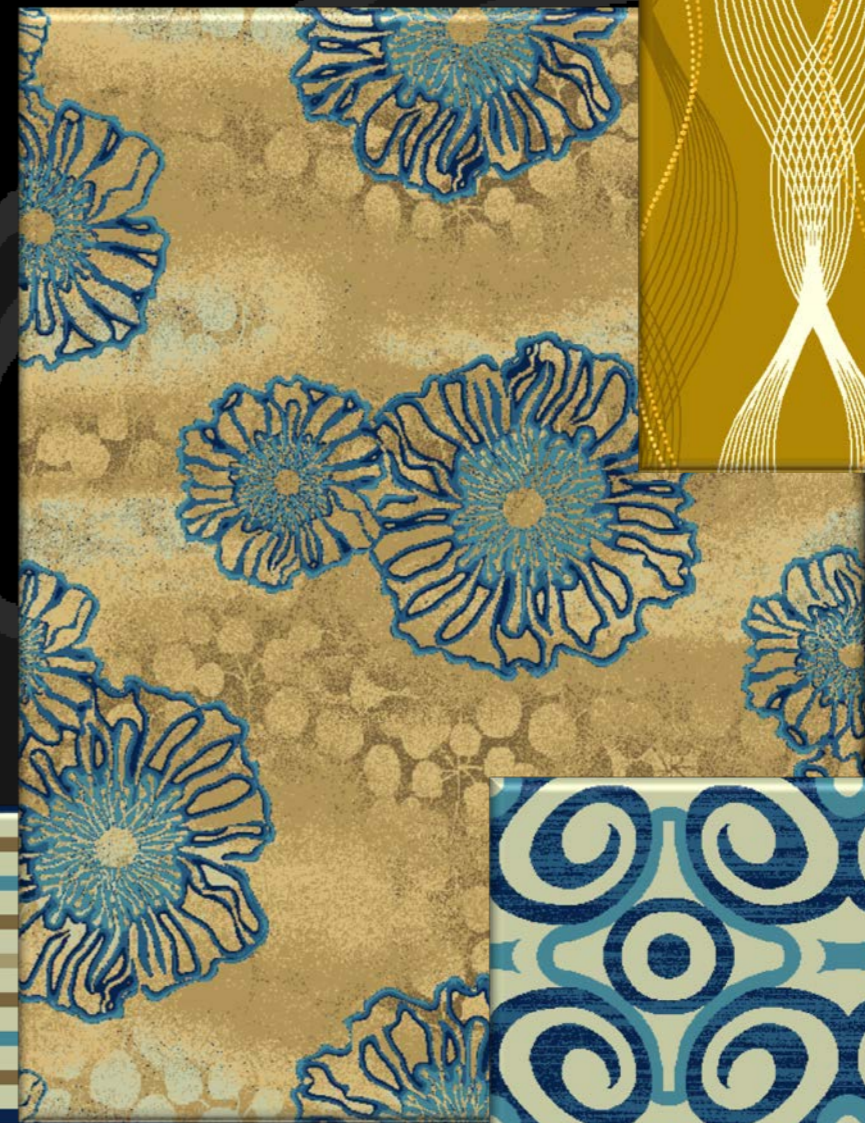


RJ-SH-158

RJ-SH-160



RJ-SH-161



RJ-SH-165



RJ-SH-159



RJ-SH-162



RJ-SH-163

RJ-SH-164



RJ-SH-166



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Cobalt-Blue

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

Cobalt being of a mineral stone found in the Congo, Canada, Australia, & Brazil has many Greenish Hues as well as its more well known Deep Blue color.

Cobalt Blue

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RJ-SH-167



RJ-SH-168



RJ-SH-169

RJ

RJ-SH-170



RJ-SH-174



RJ-SH-175



RJ-SH-171

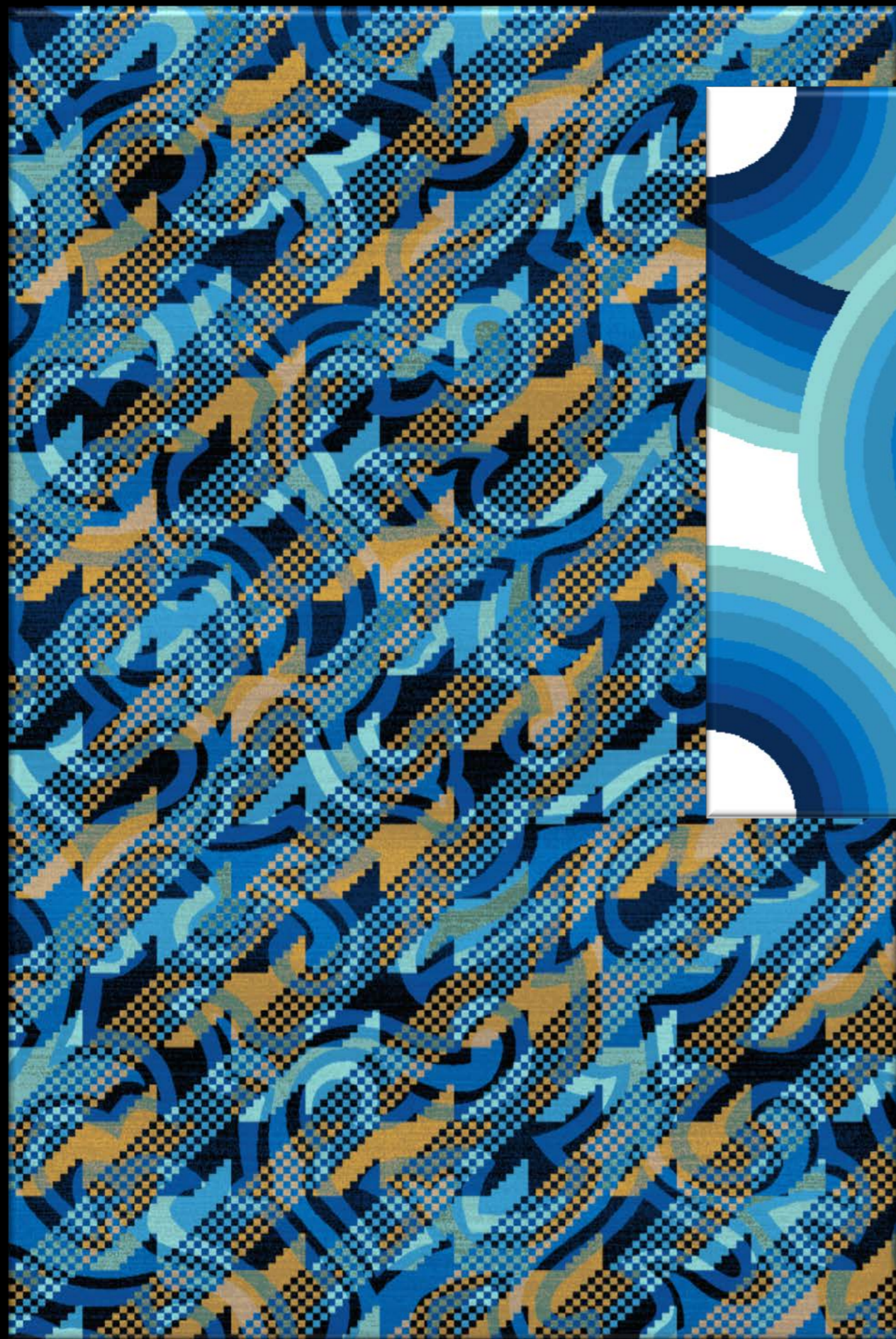


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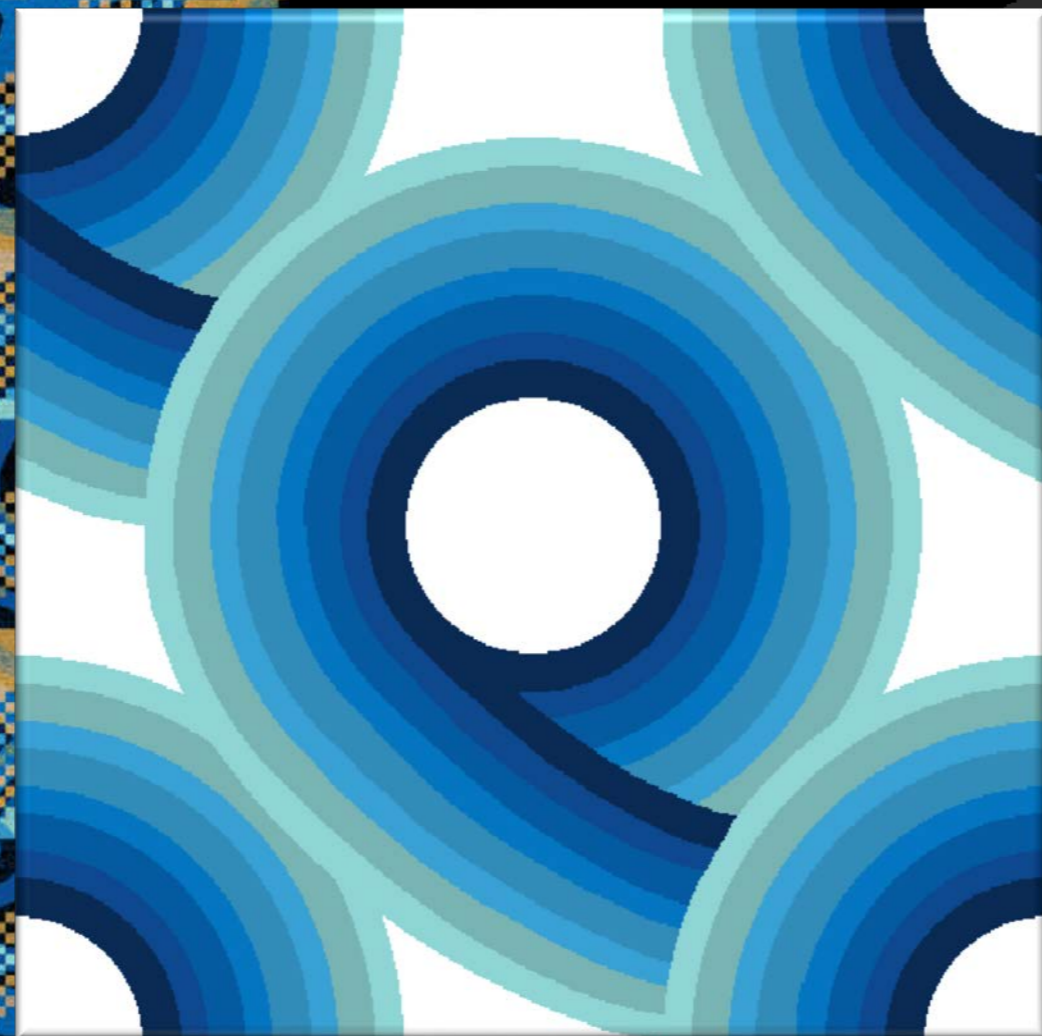


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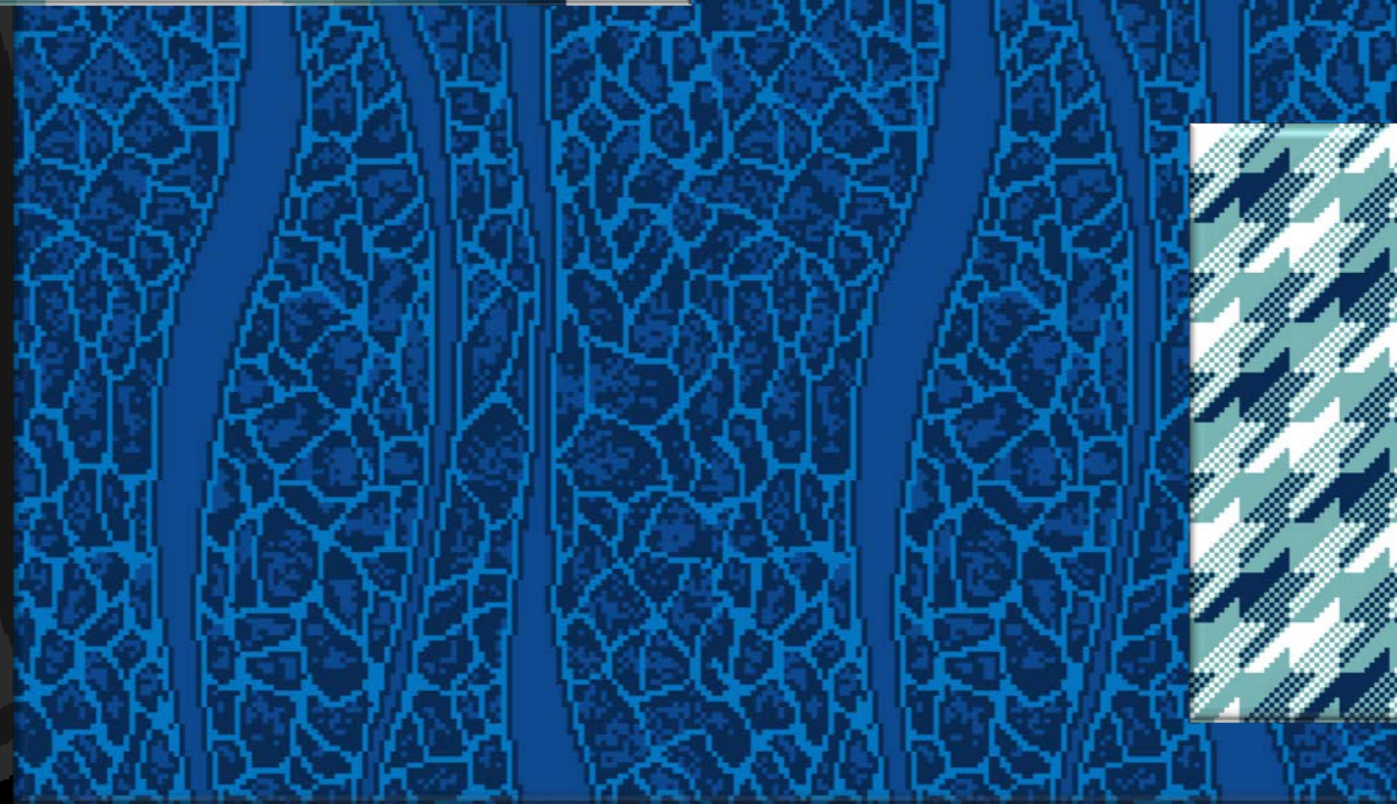




RJ-SH-176



RJ-SH-179



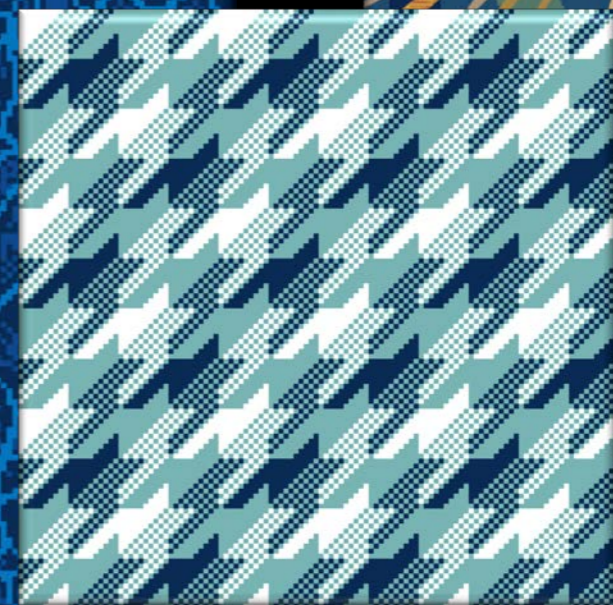
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RJ-SH-180



RJ-SH-181



RJ-SH-178





RJ-SH-182

RJ-SH-183

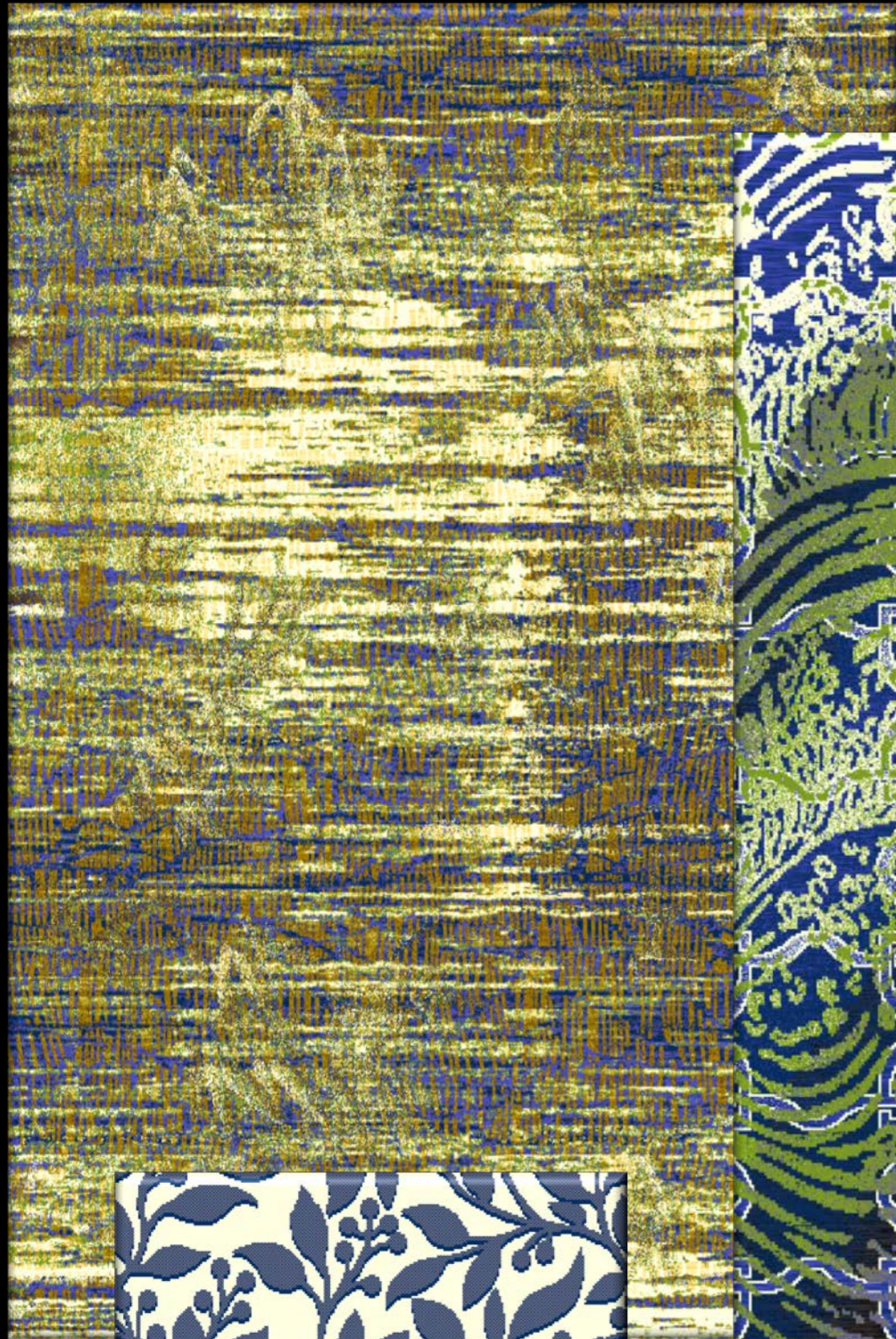


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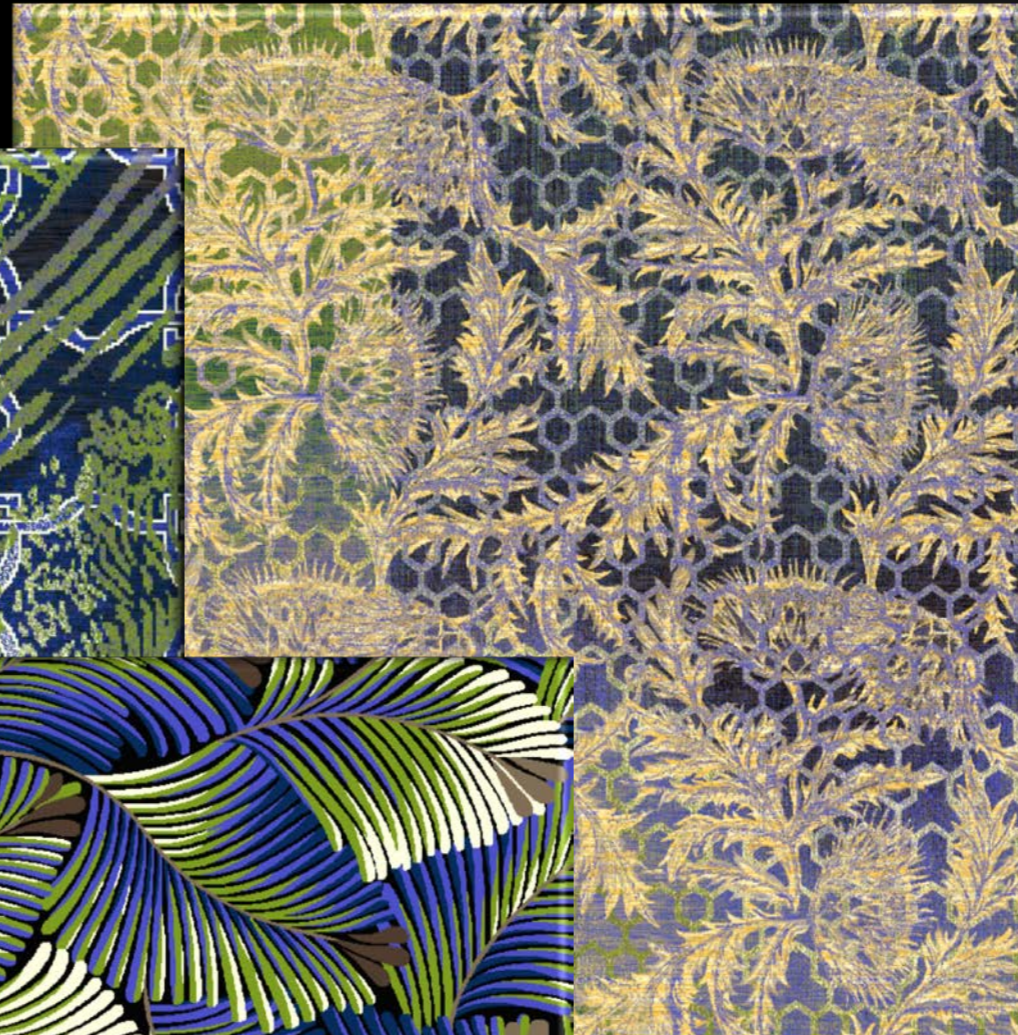


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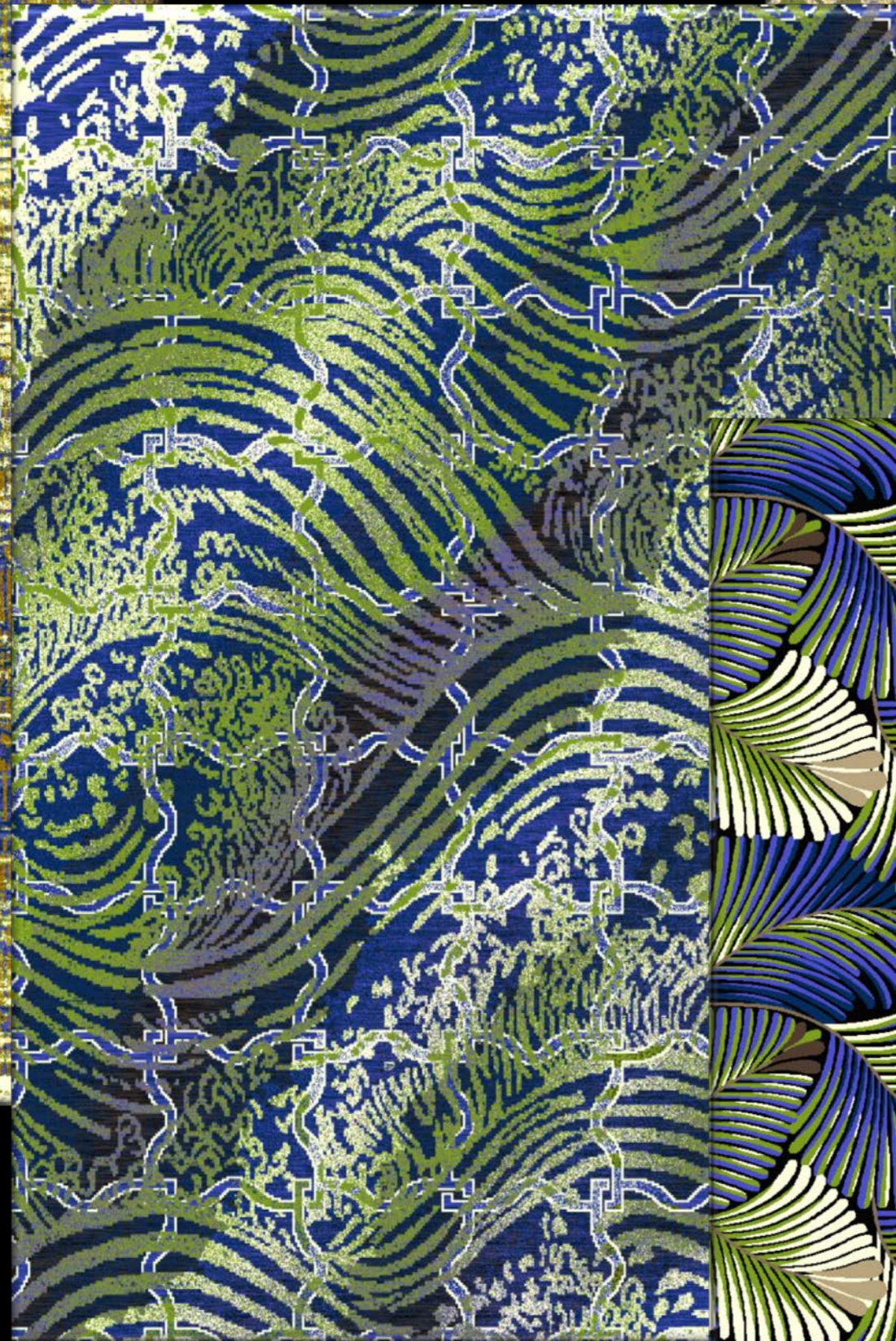
RJ-SH-185



RJ-SH-187



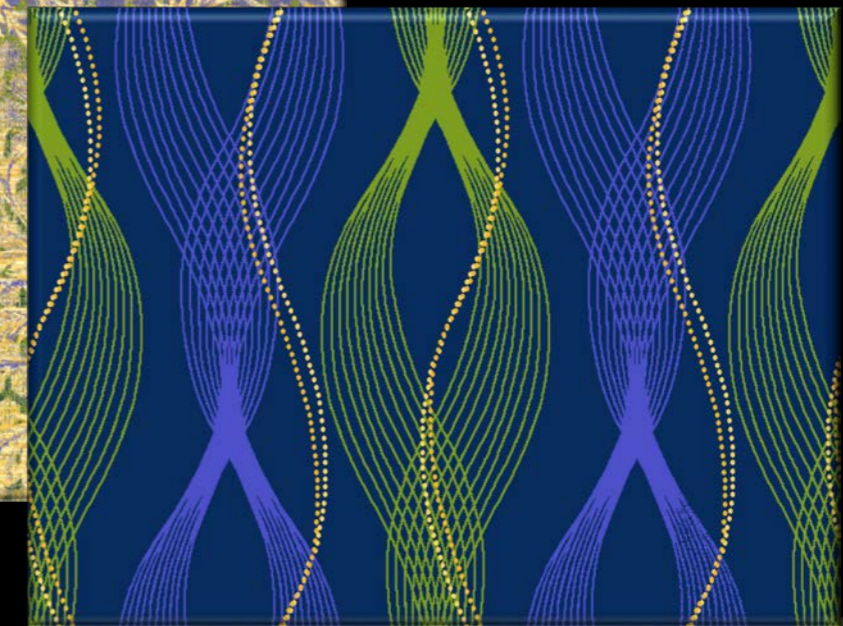
RJ-SH-188



RJ-SH-186



RJ-SH-190



RJ-SH-189



RJ-SH-191



SHELMARC



Neutral Amethyst

RJ-SH-192

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

It's the gem that's most commonly associated with the color purple, even though there are other purple gems such as sapphire and tanzanite. ... Amethyst's purple color can range from a light lilac to a deep, intense royal purple, and from brownish to vivid.

Neutral Amethyst

SHELLMARC



RJ-SH-192

RJ

RJ-SH-193



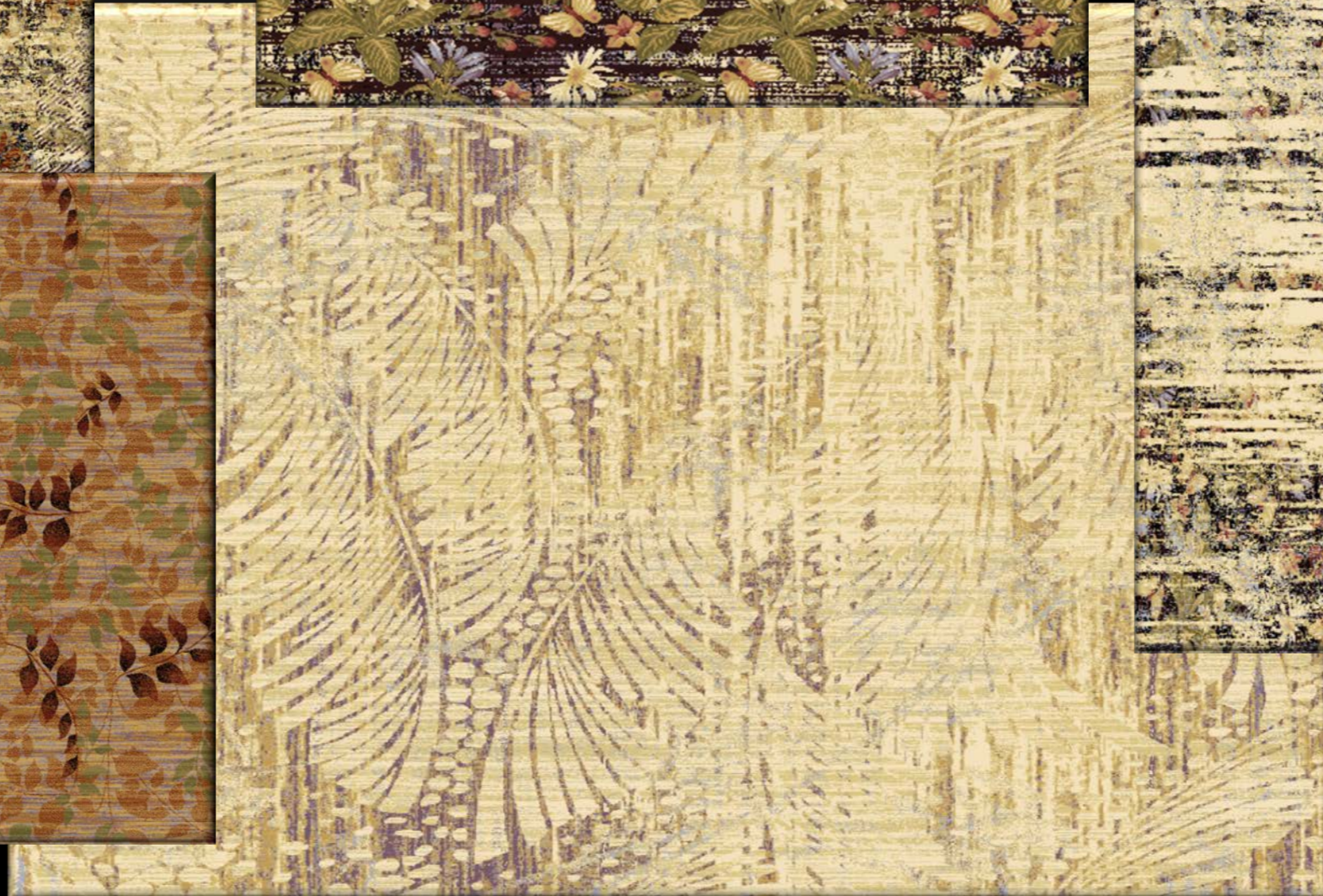
RJ-SH-194



RJ-SH-195



RJ-SH-196



RJ-SH-197



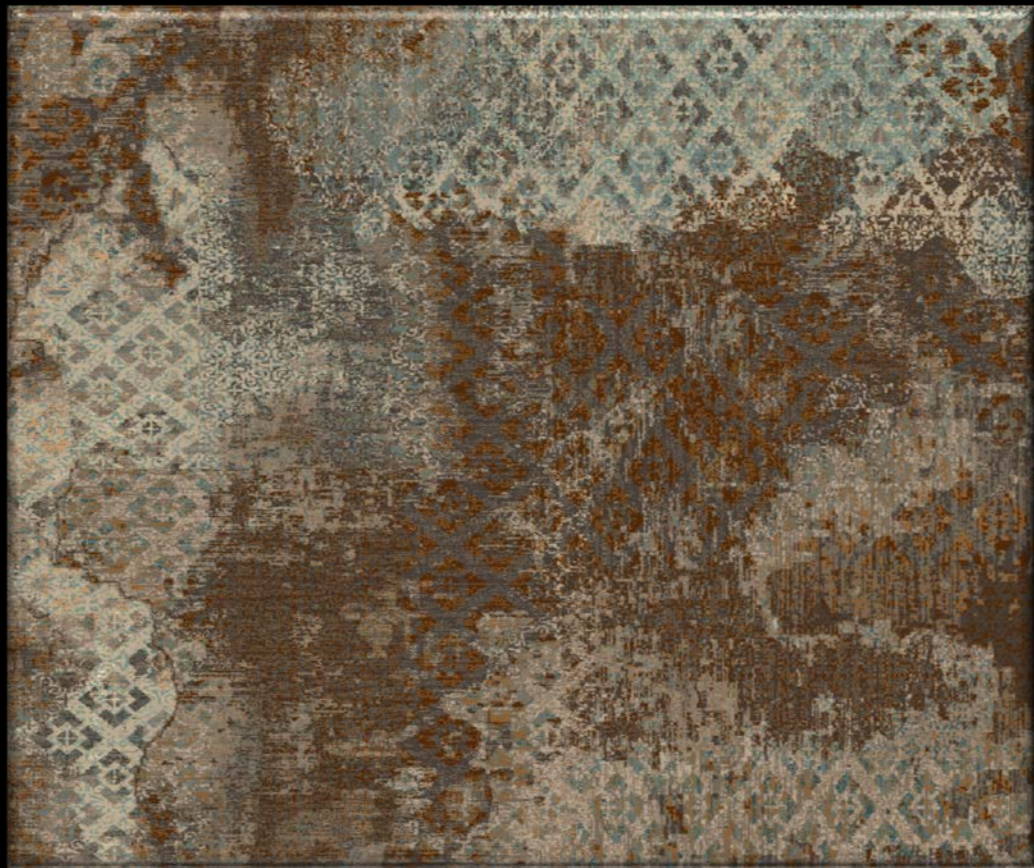
RJ-SH-198A



RJ-SH-199B



RJ-SH-199A



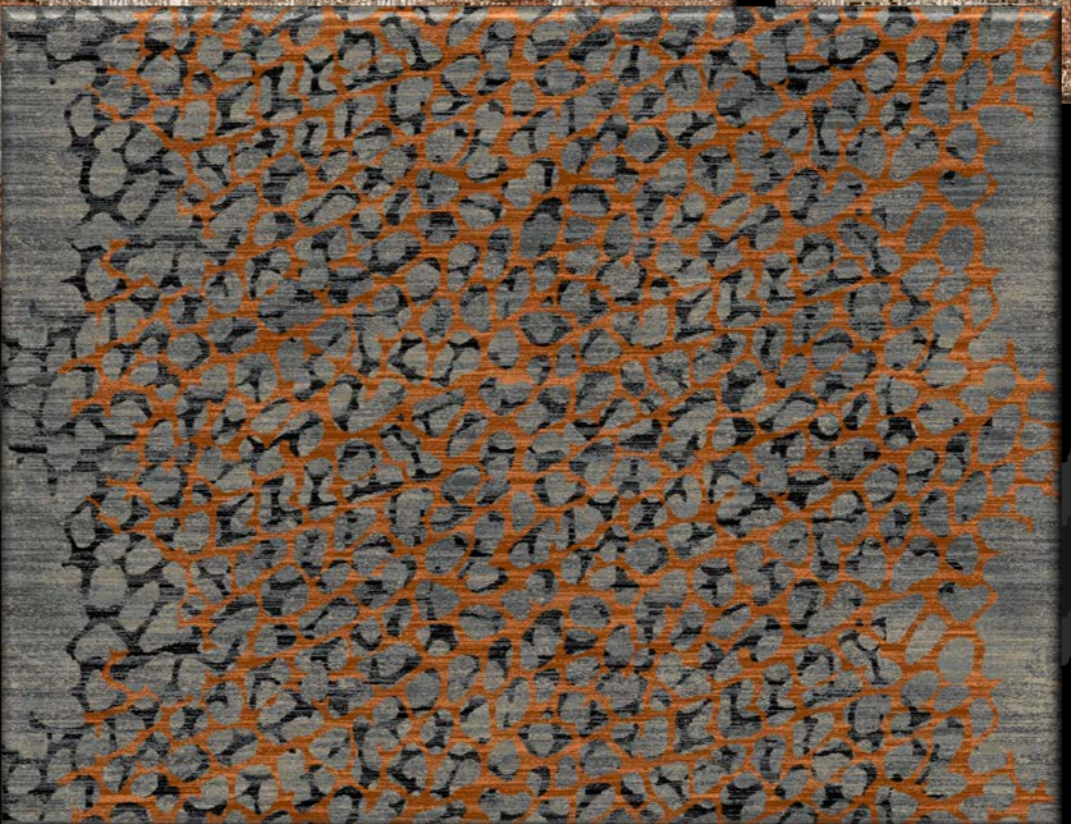
RJ-SH-198B



RJ-SH-200



RJ-SH-202



RJ-SH-201



SHELMARC



Sand Script Gold

RJ-SH-203

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

Gold, sometimes also called golden, is a rich color. Rich not only because it is immediately associated with money, but also because its uses and meanings, shades, and color combinations are so numerous and diverse. That being said, it is gold color's obvious link to opulence, success, and nobility, that's responsible for the lion's share of its applications in design.

Sand Script Gold



RJ-SH-203

SHELLMARC



RJ

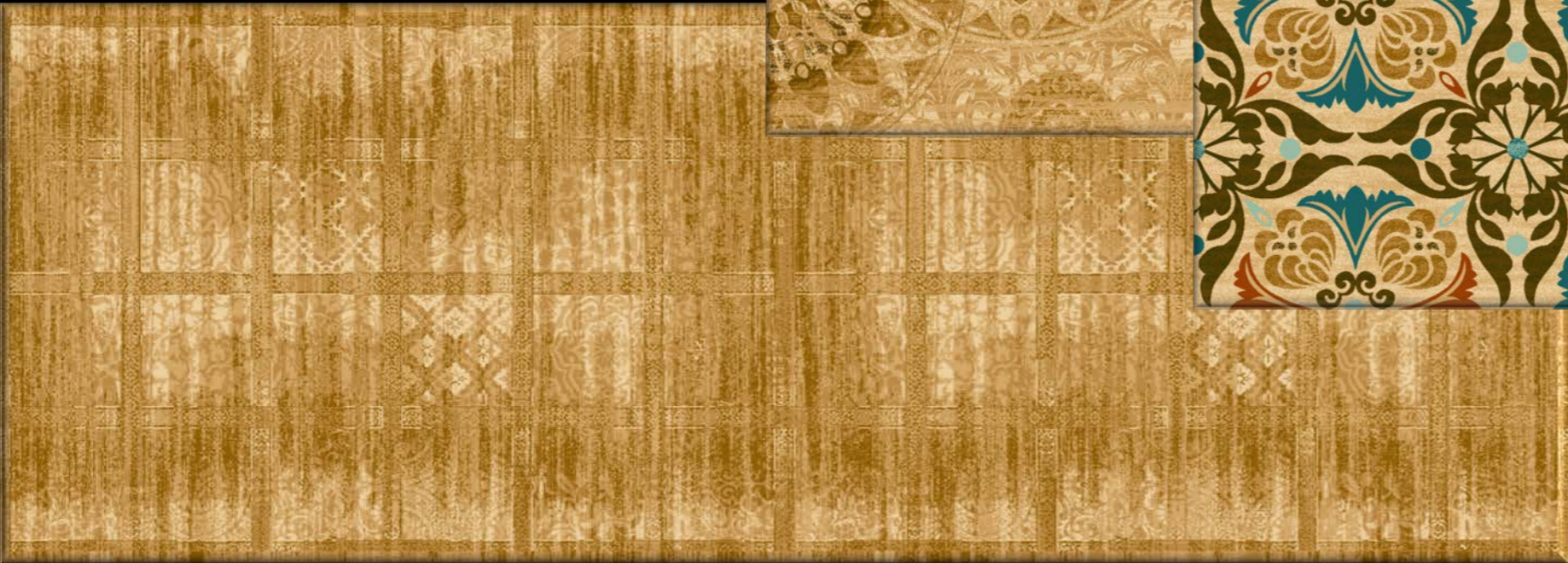
RJ-SH-204



RJ-SH-206



RJ-SH-208



RJ-SH-205



RJ-SH-207

RJ-SH-209



RJ-SH-210



RJ-SH-211



RJ-SH-212



RJ-SH-2

RJ

SHELLMARC



Public Spaces II

by

*Roderick
James*



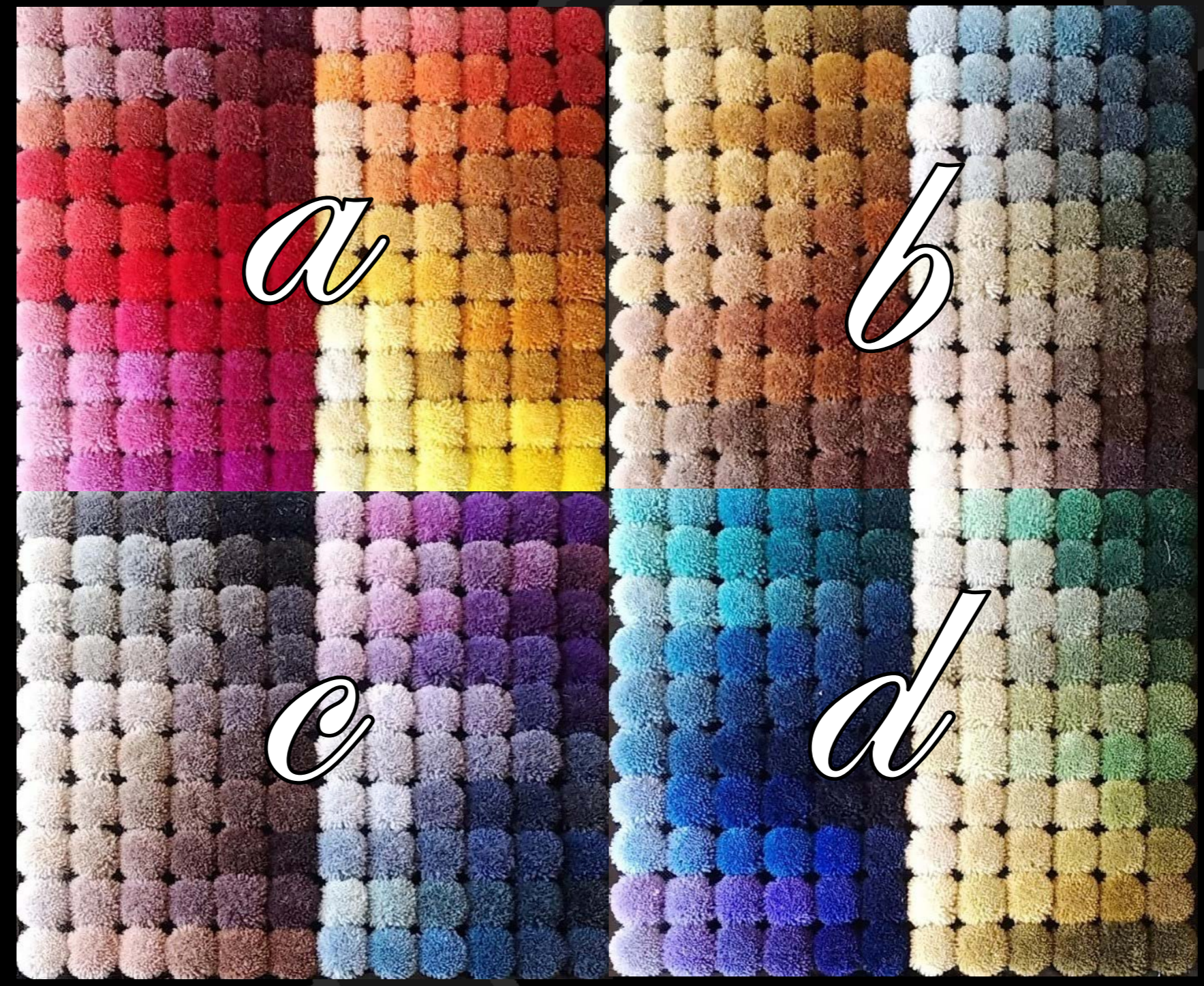
“ The Sixth Wall ” From the Floor Up

HOSPITALITY



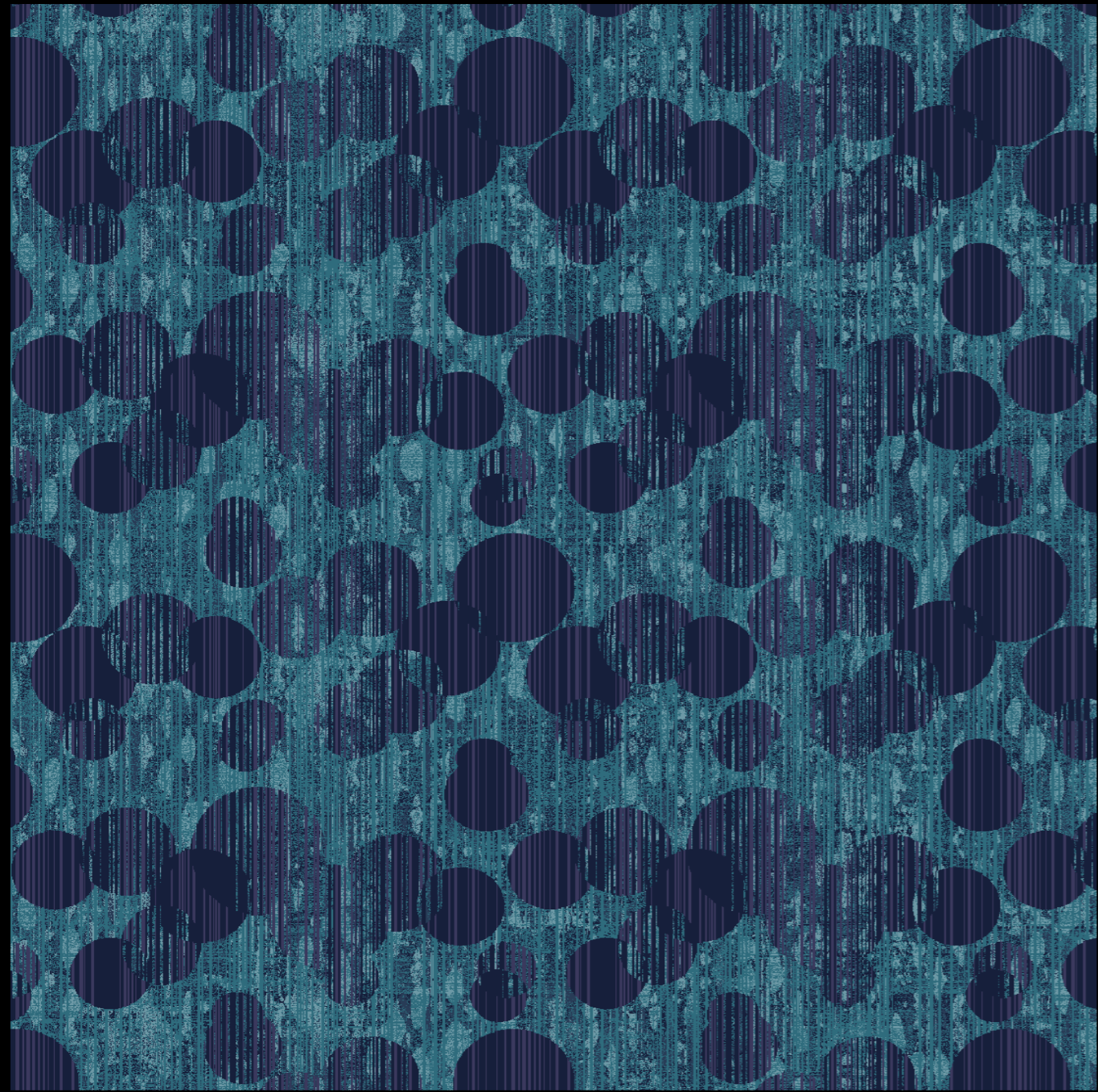
SHEELMARC

Color Box



480 Standard Colors plus Custom Match

HOSPITALITY

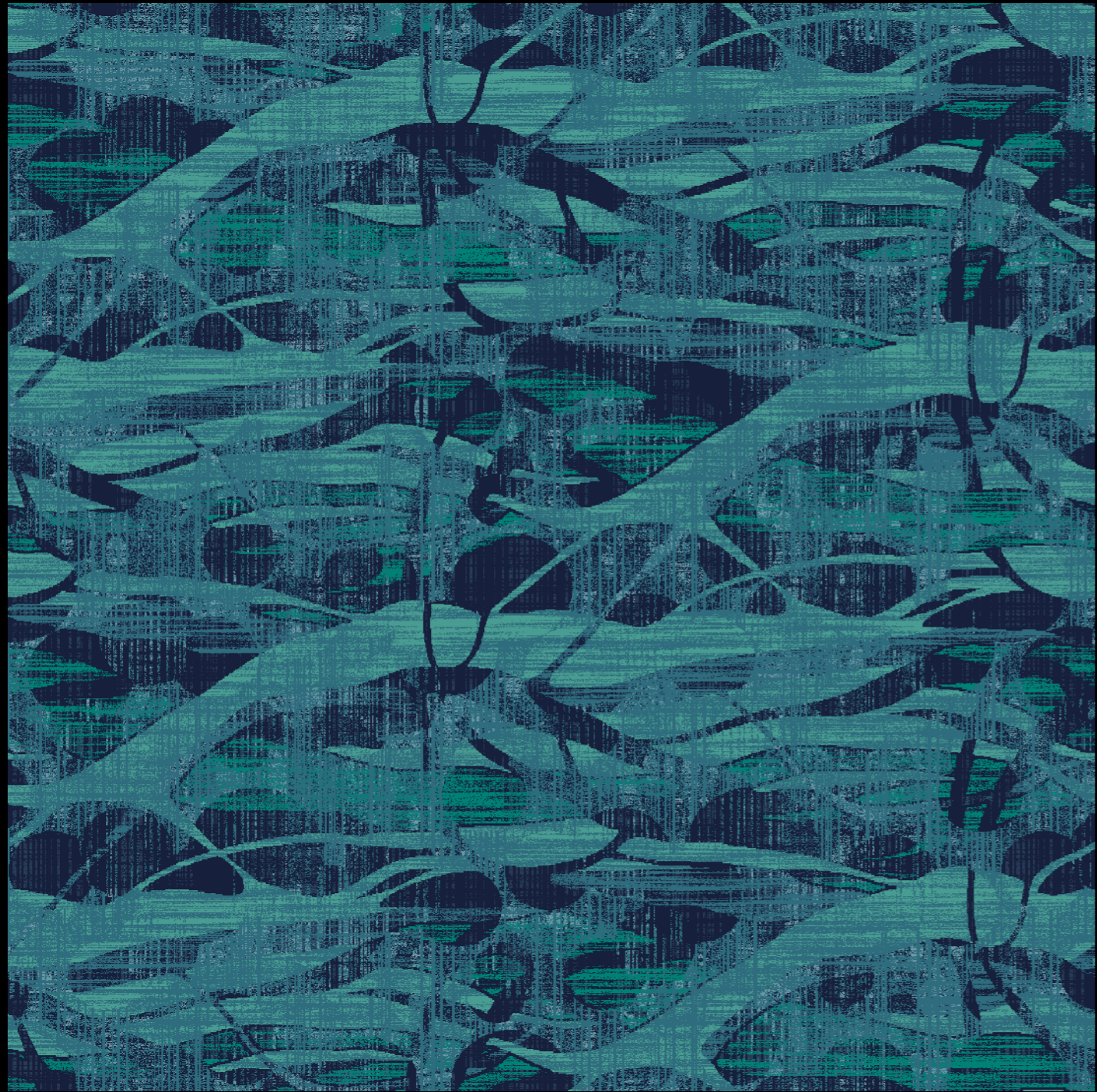


RJ-ROCK-001



RJ-ROCK-001 SECTION



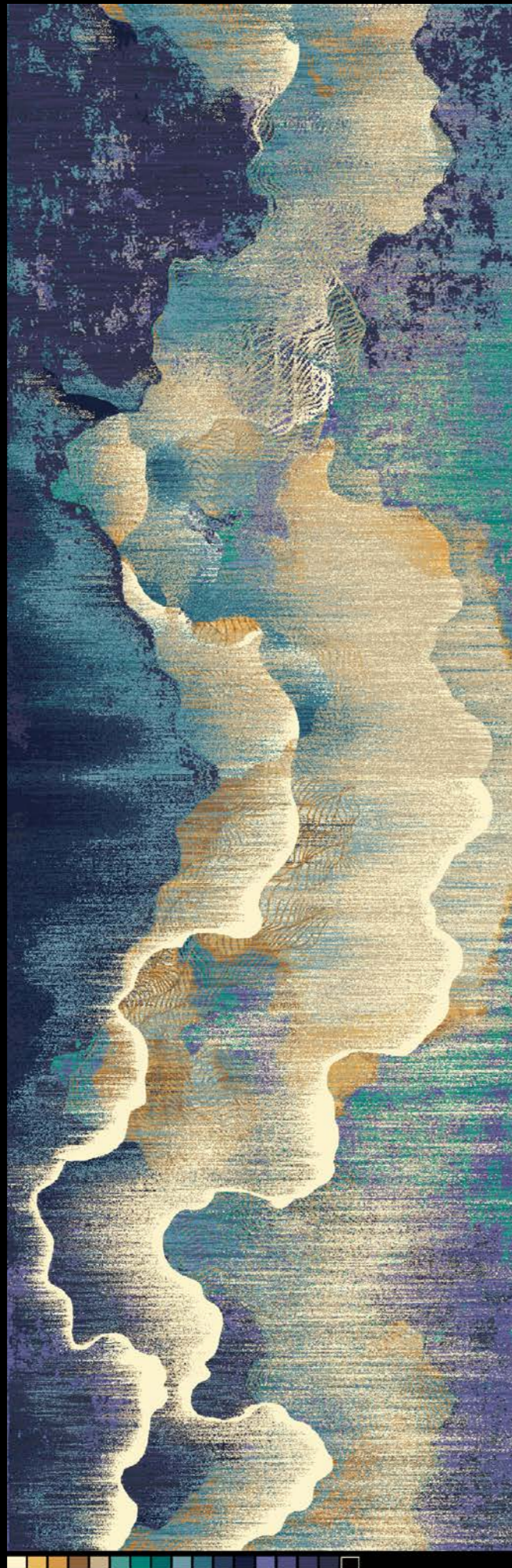


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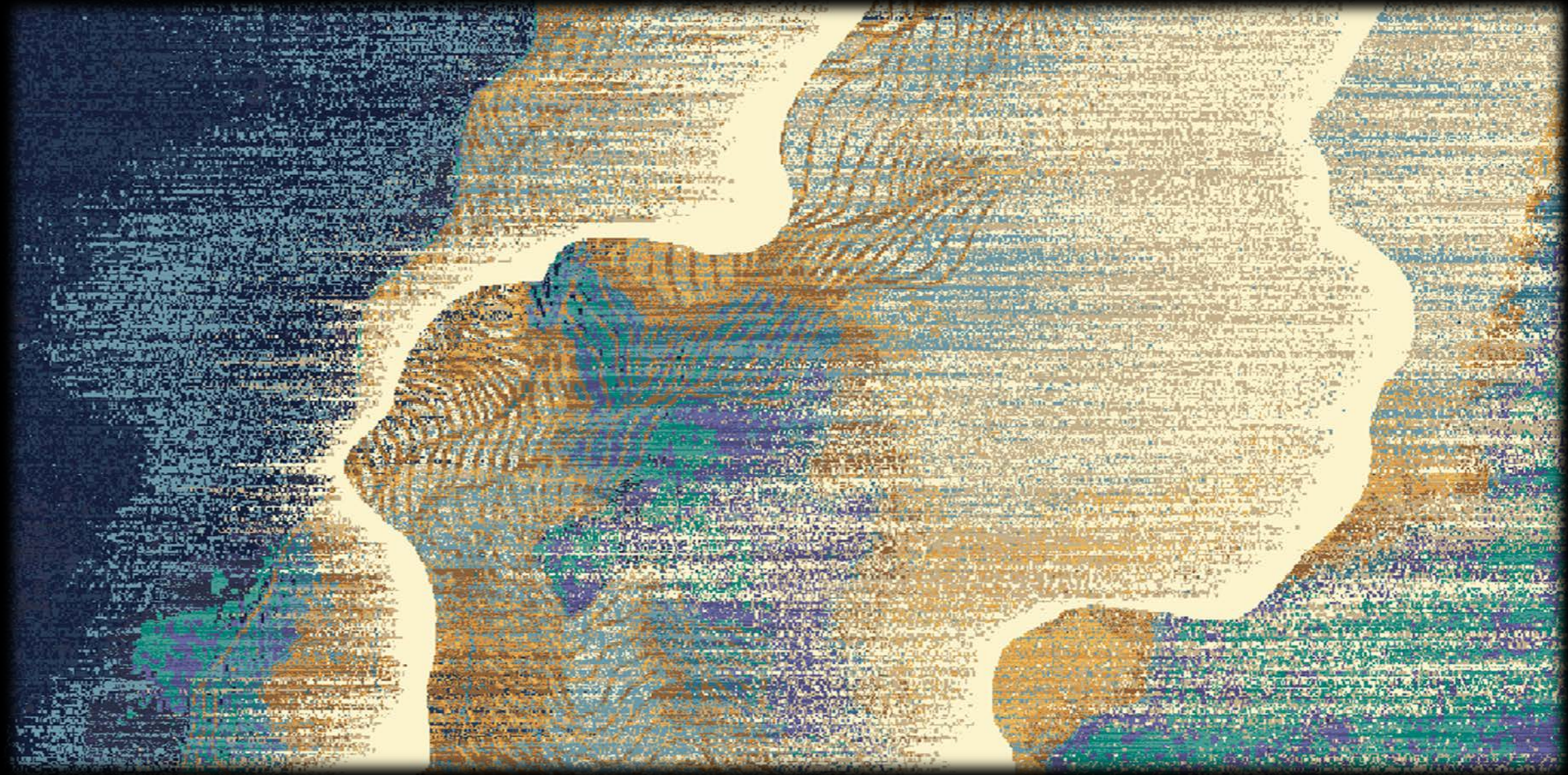


RJ-ROCK-001A SECTION



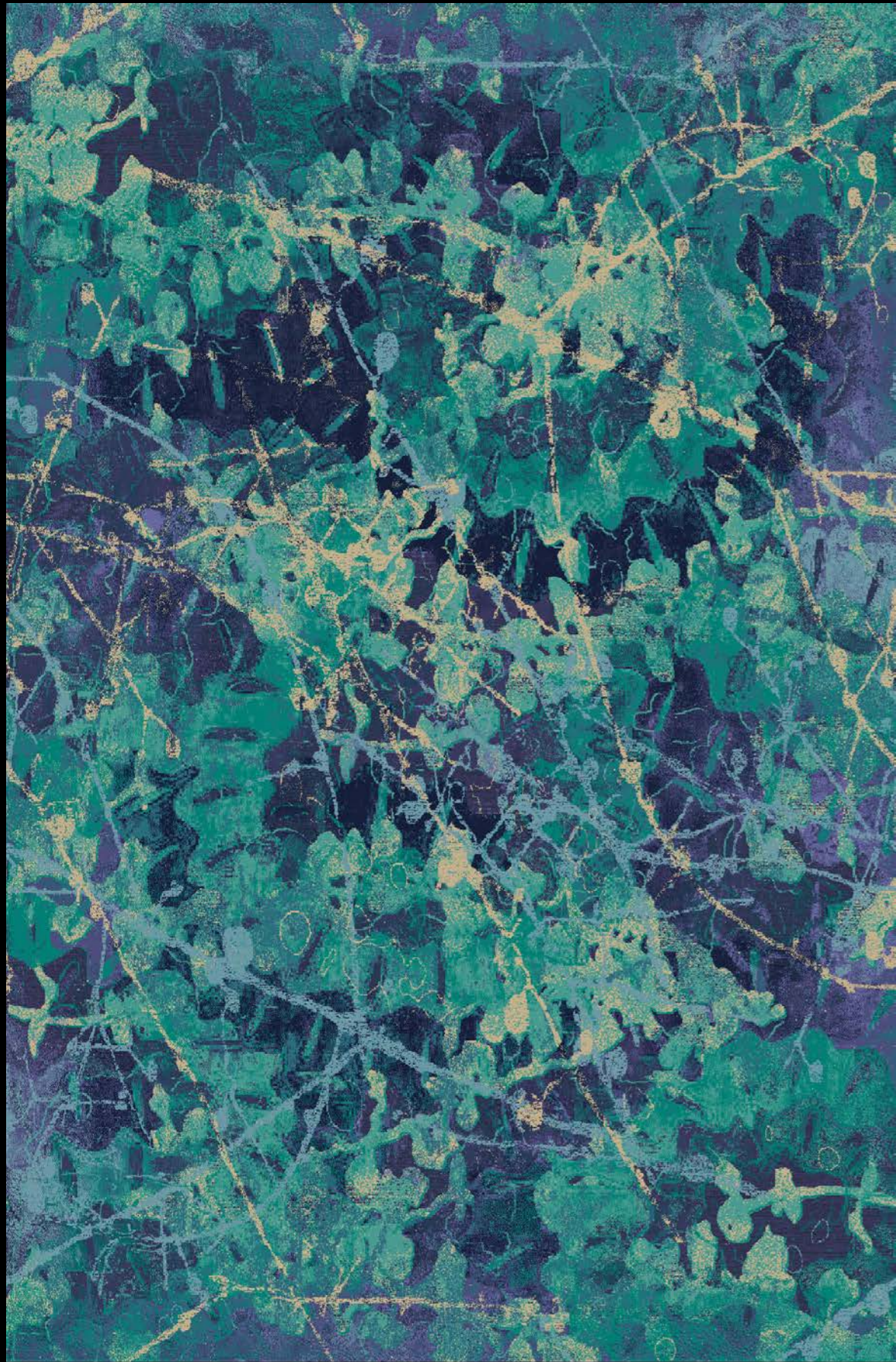


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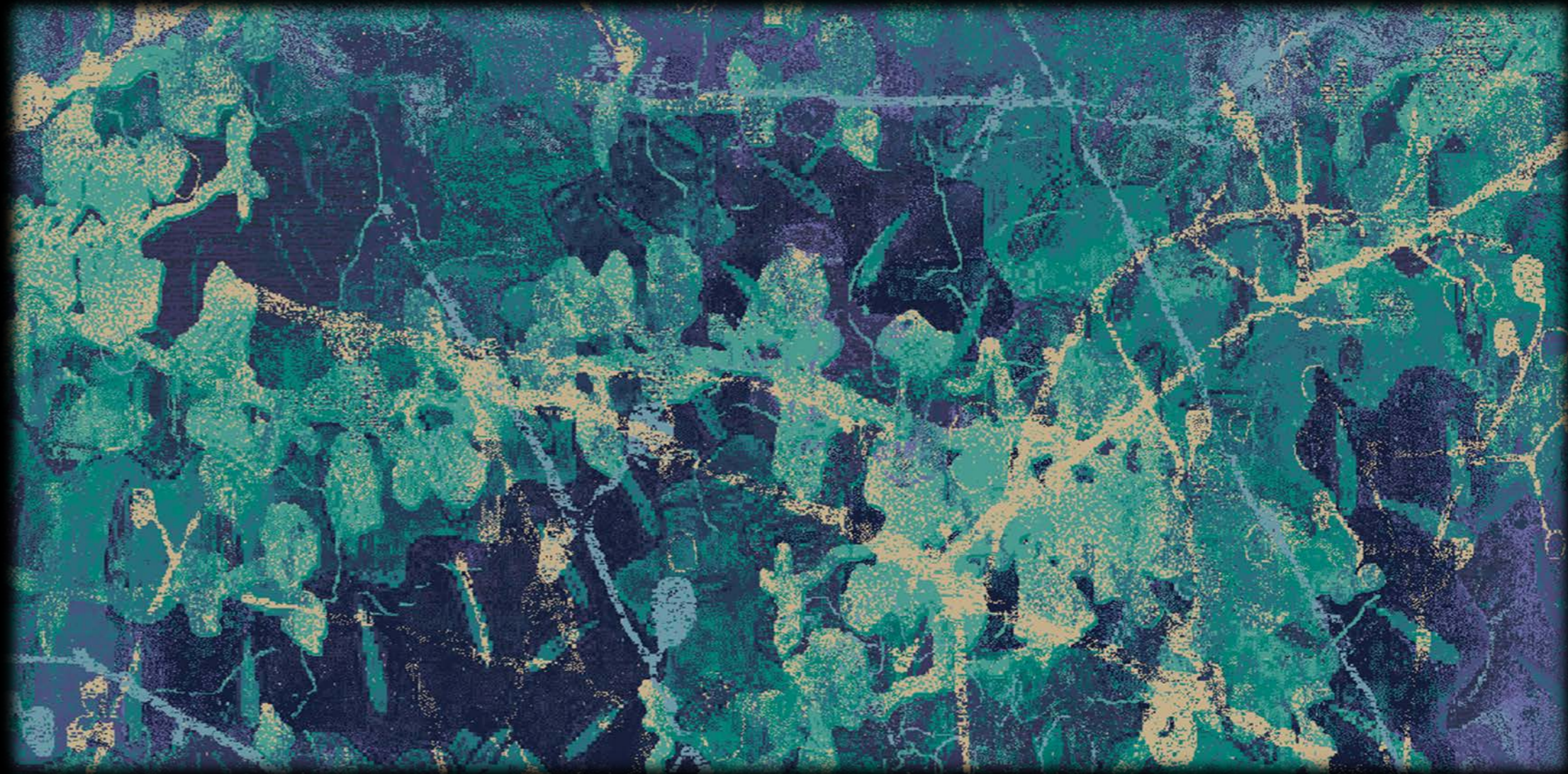


RJ-ROCK-002 SECTION





RJ-ROCK-003

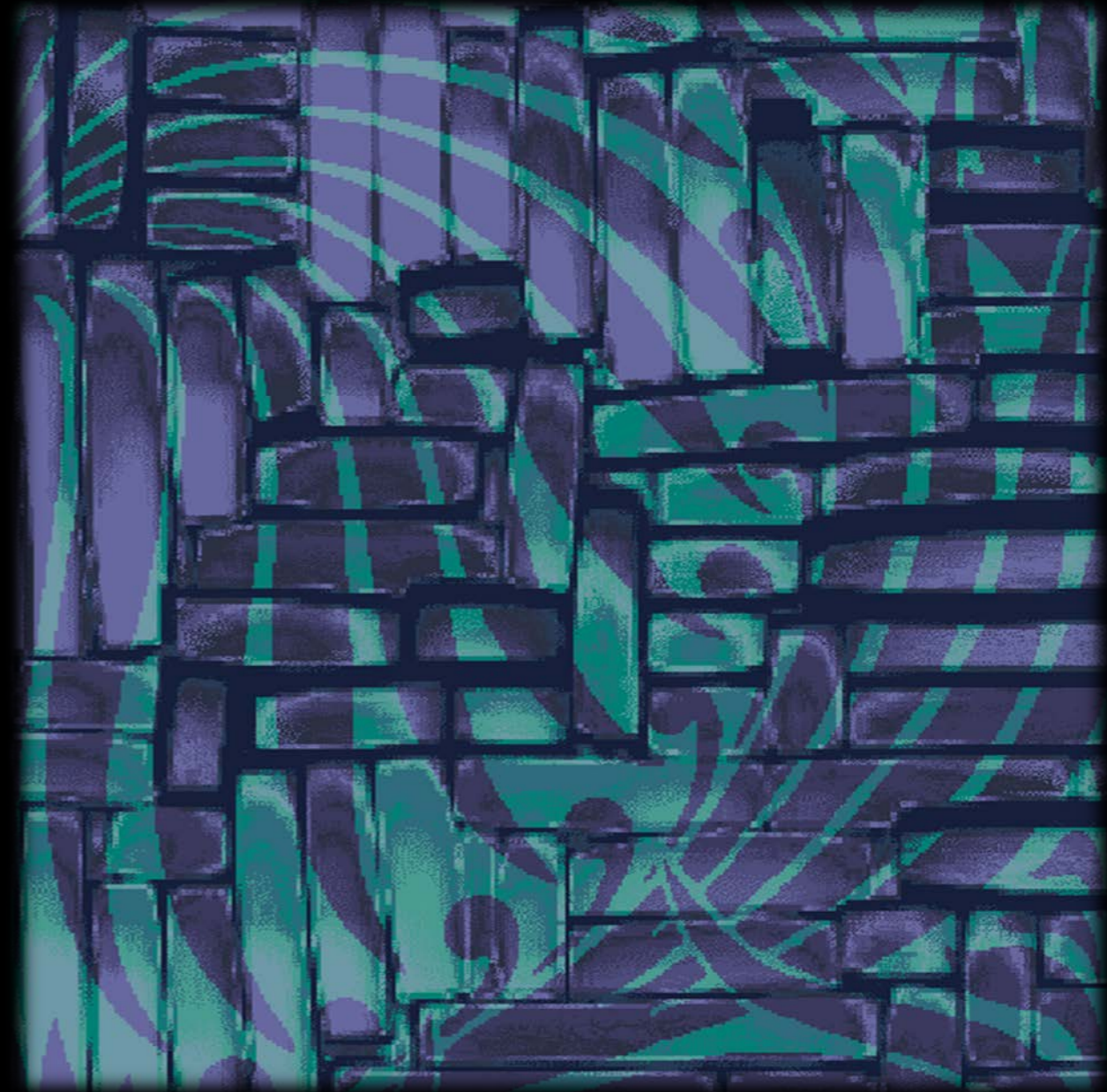


RJ-ROCK-003 SECTION

RJ

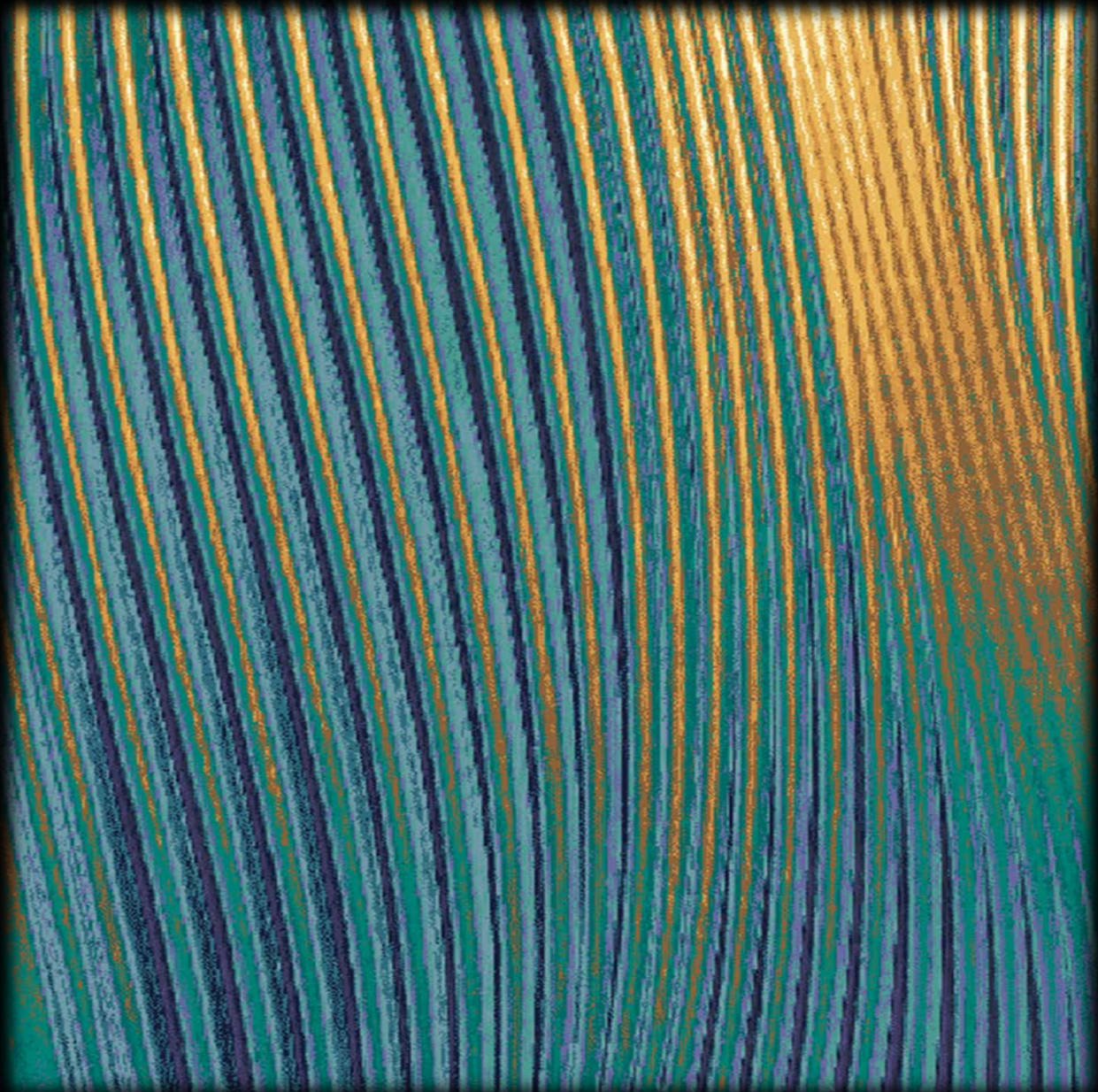
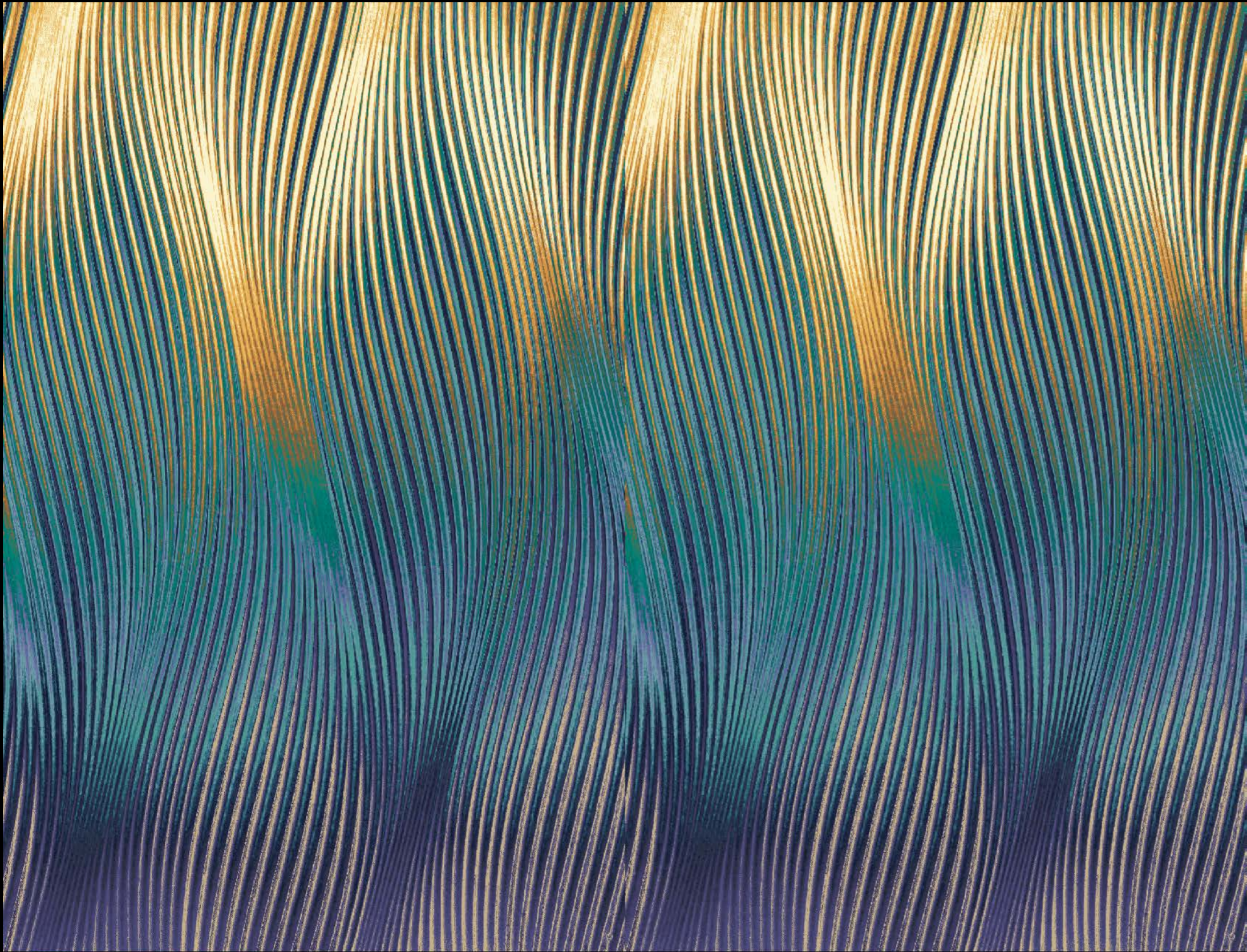


RJ-ROCK-003



RJ-ROCK-004 SECTION



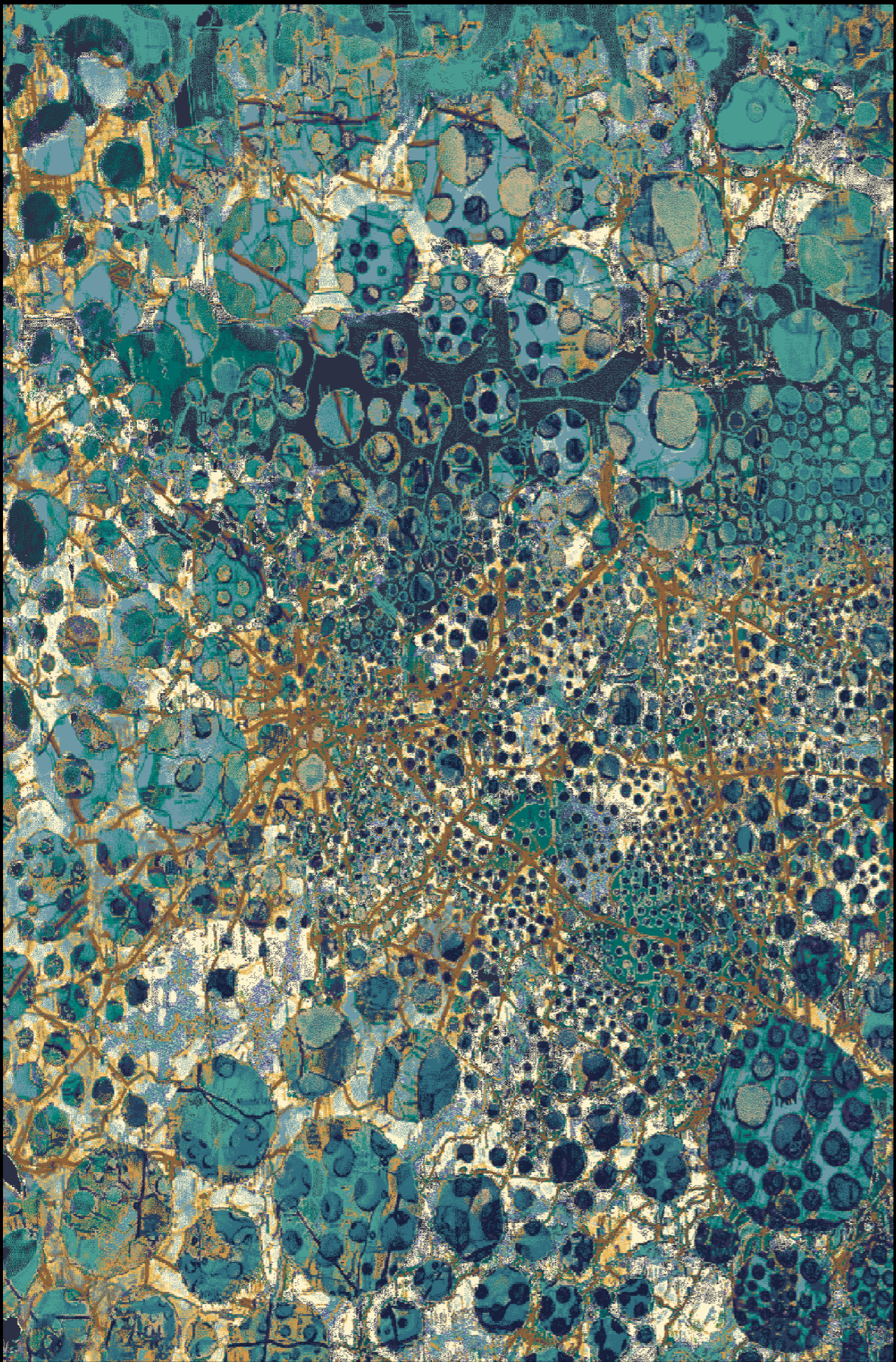


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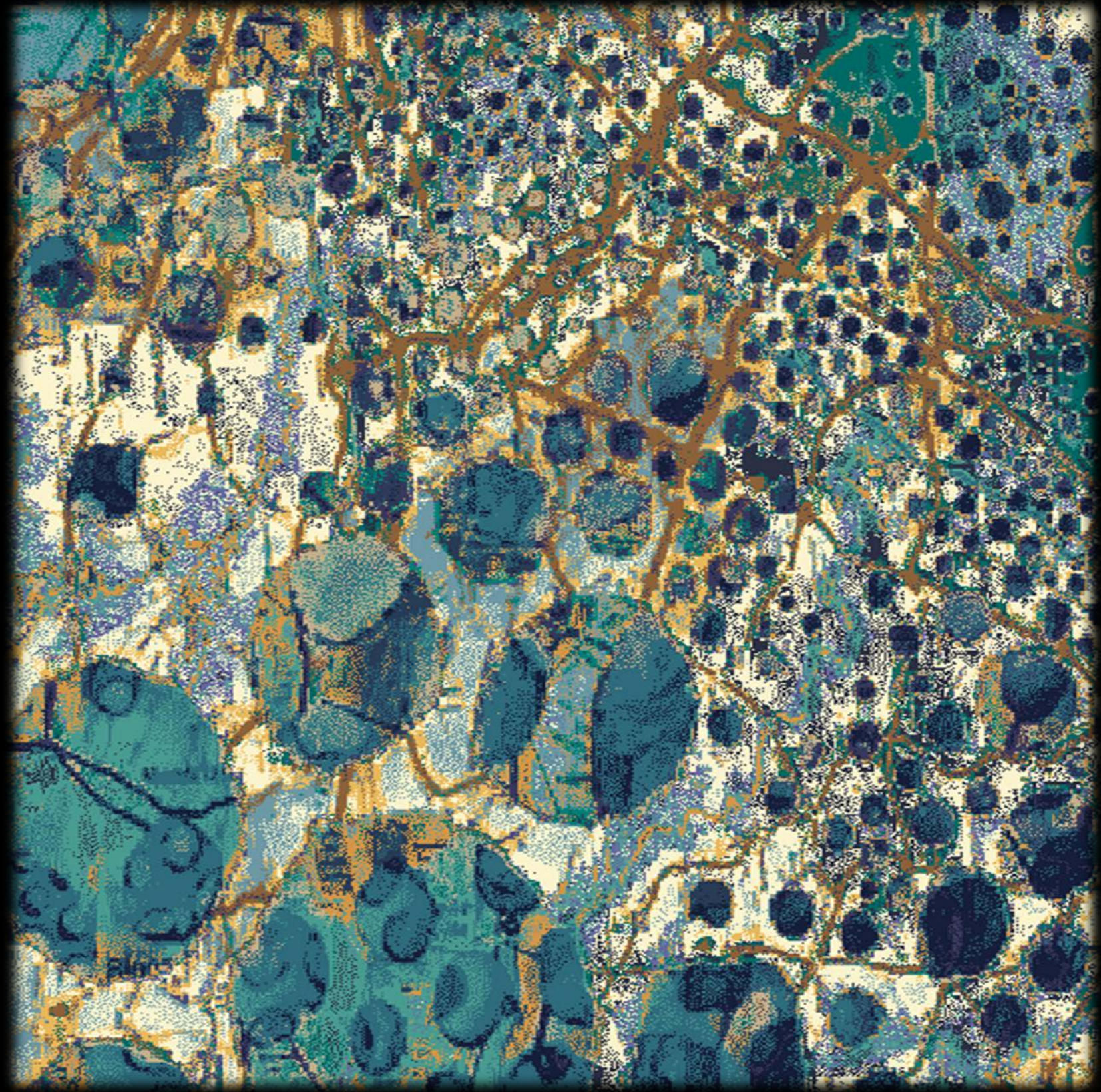


RJ-ROCK-005





RJ-ROCK-006

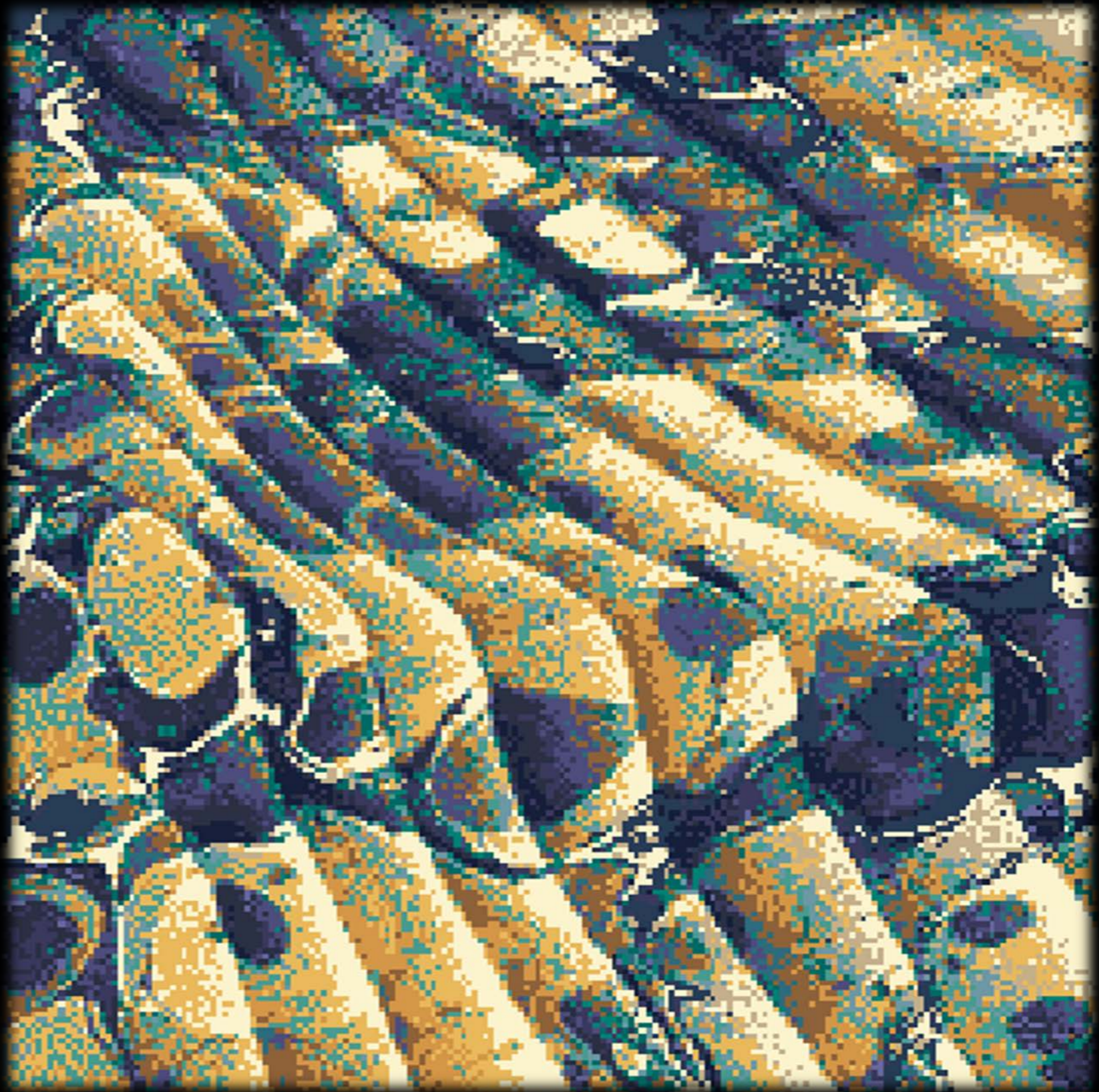


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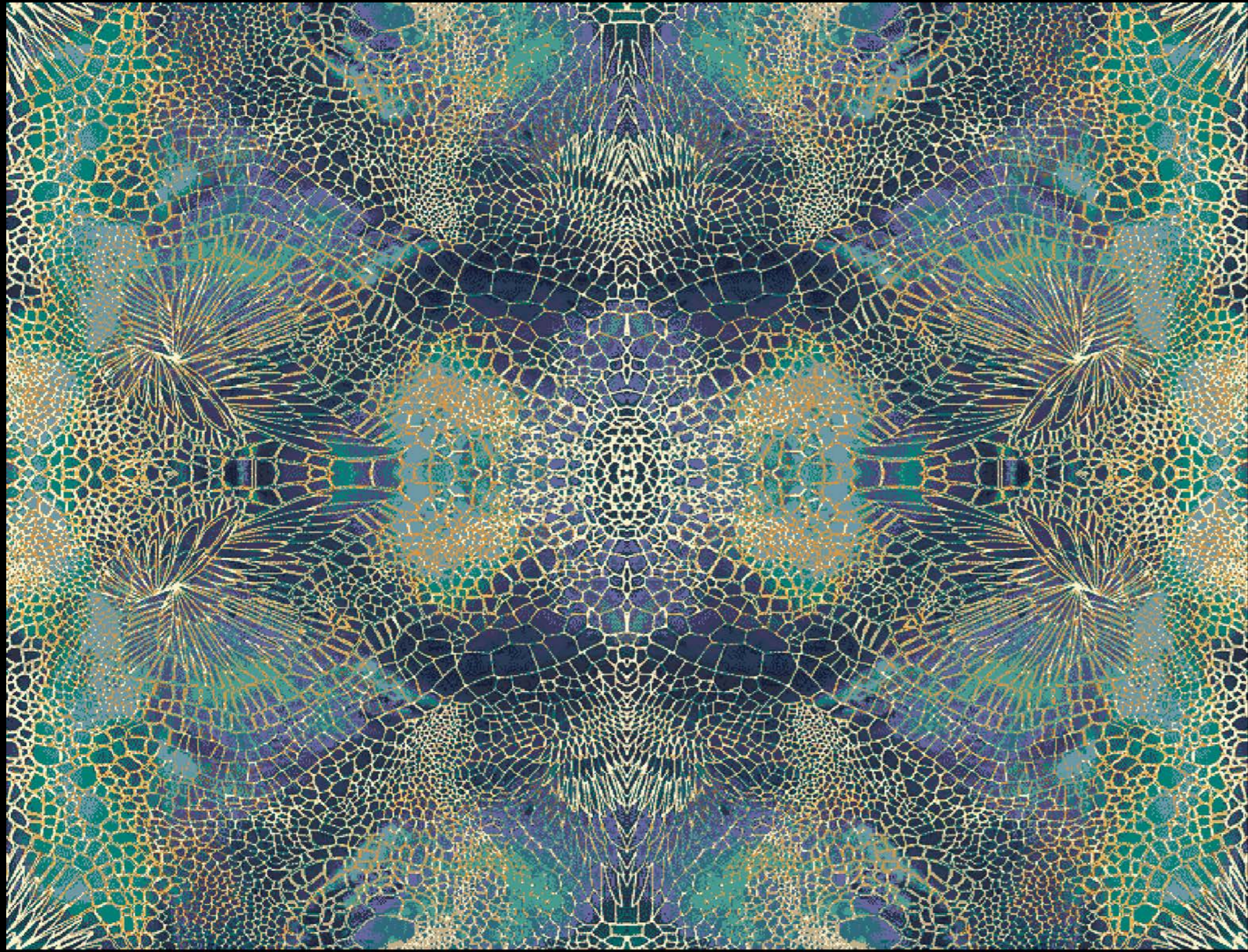


RJ-ROCK-007



RJ-ROCK-007 SECTION





RJ-ROCK-008

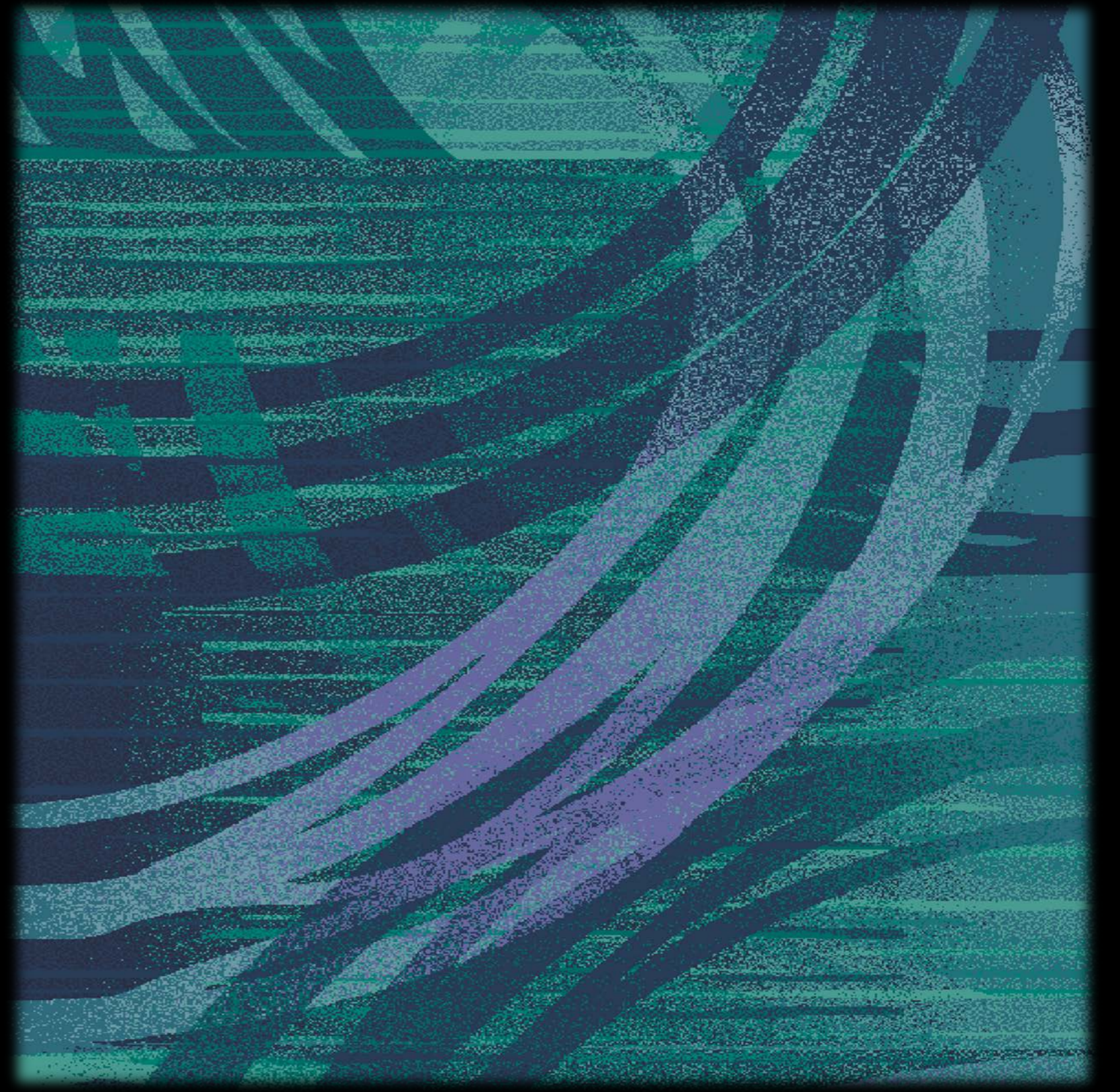
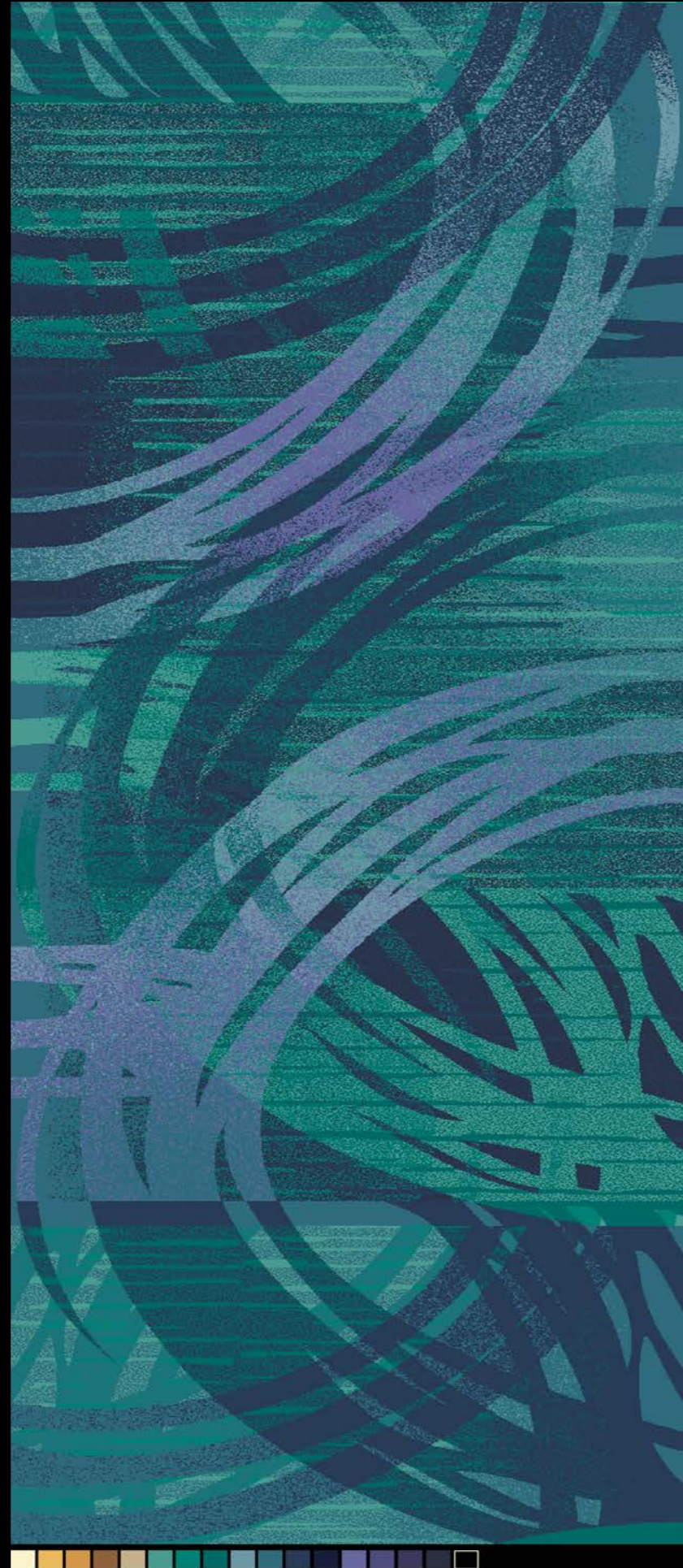


RJ-ROCK-008 SECTION





RJ-ROCK-009

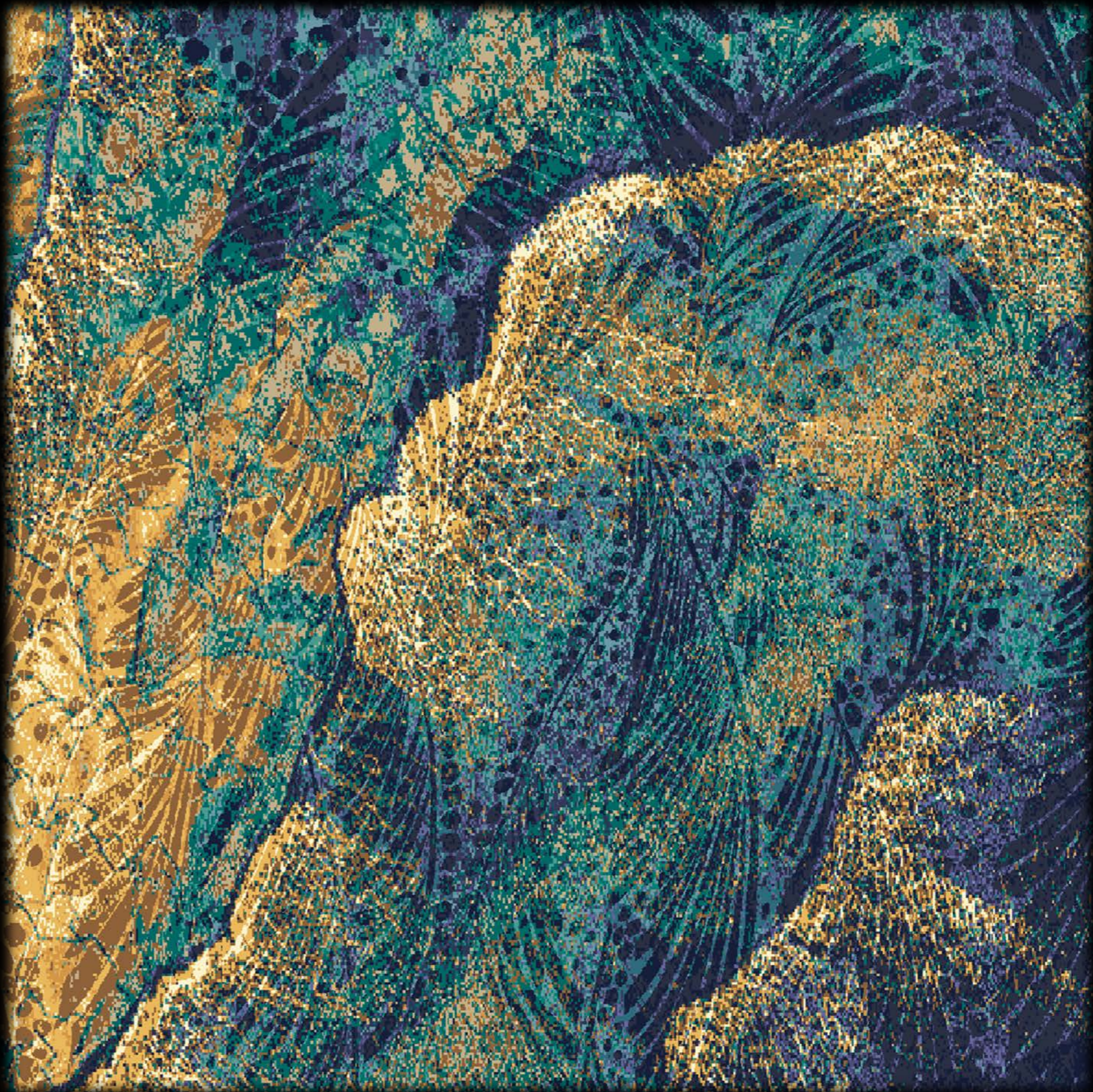


RJ-ROCK-009 SECTION





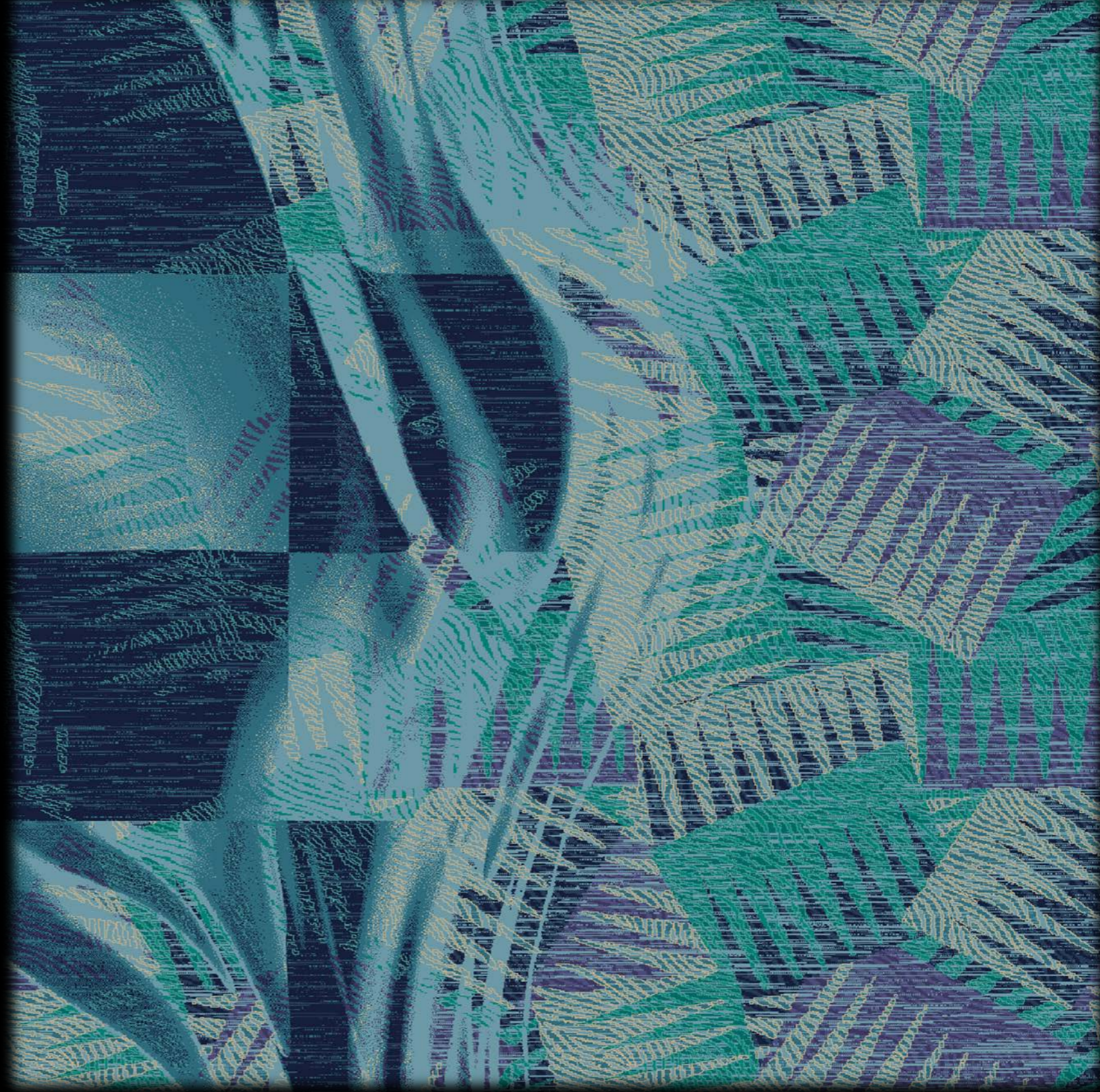
RJ-ROCK-010



RJ-ROCK-010 SECTION

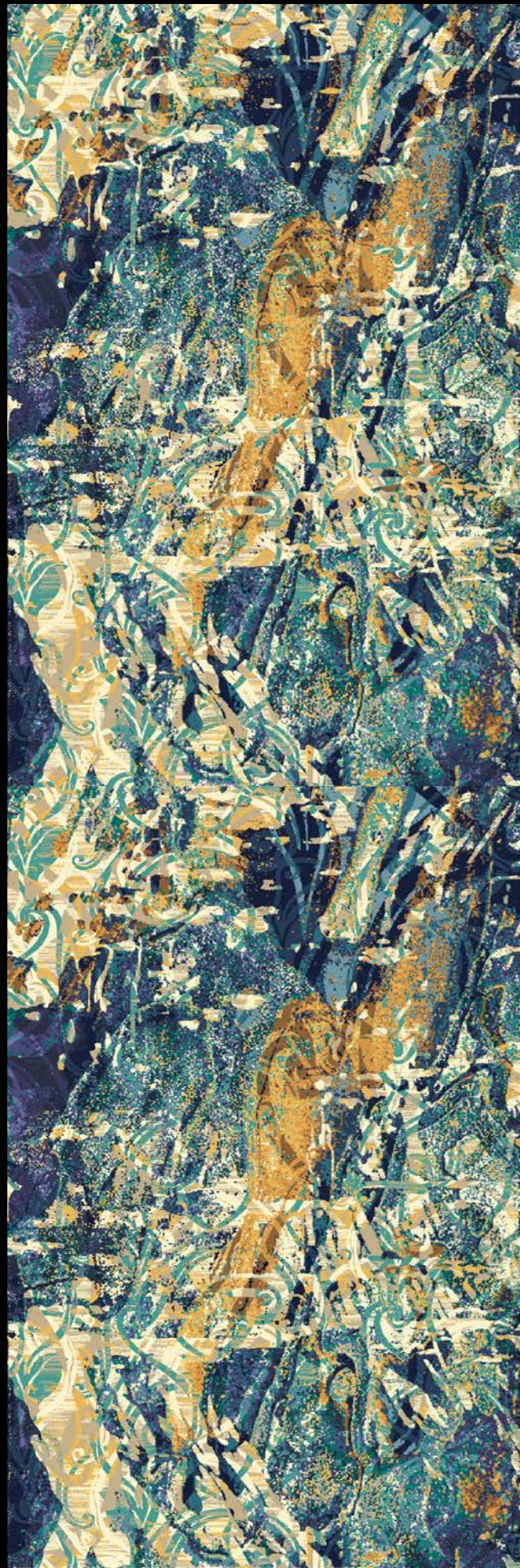


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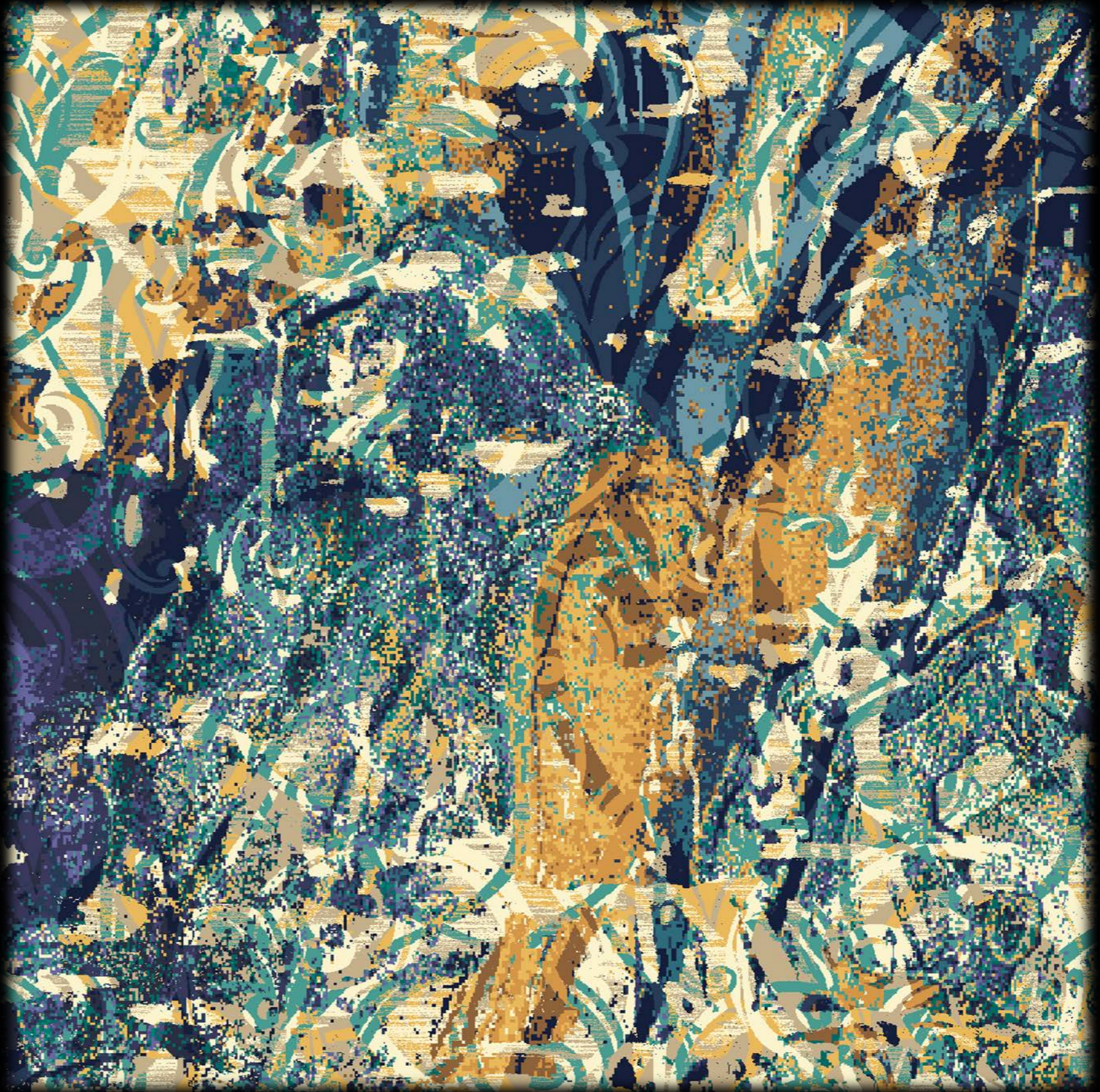


RJ-ROCK-011 SECTION





RJ-ROCK-012

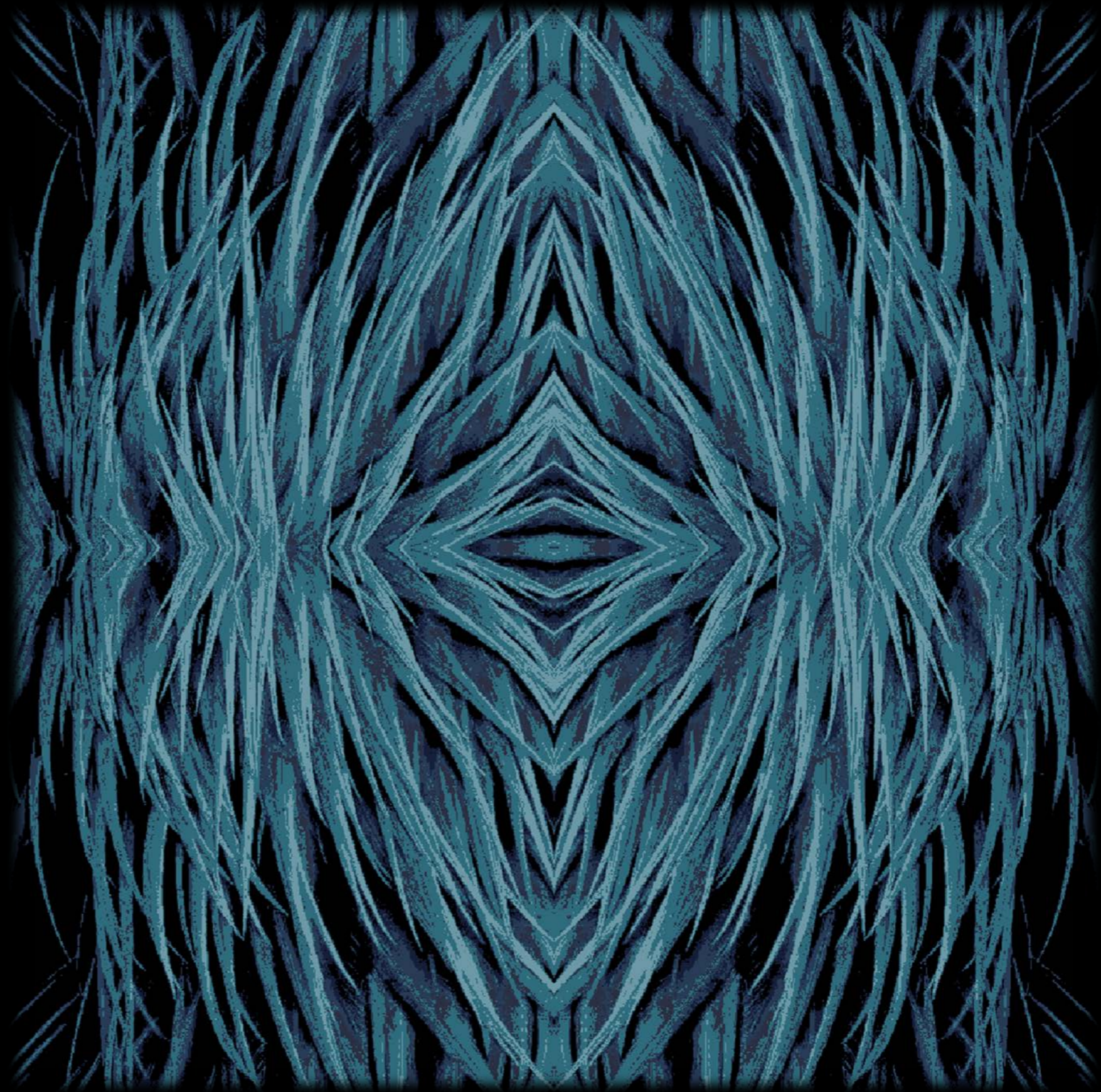


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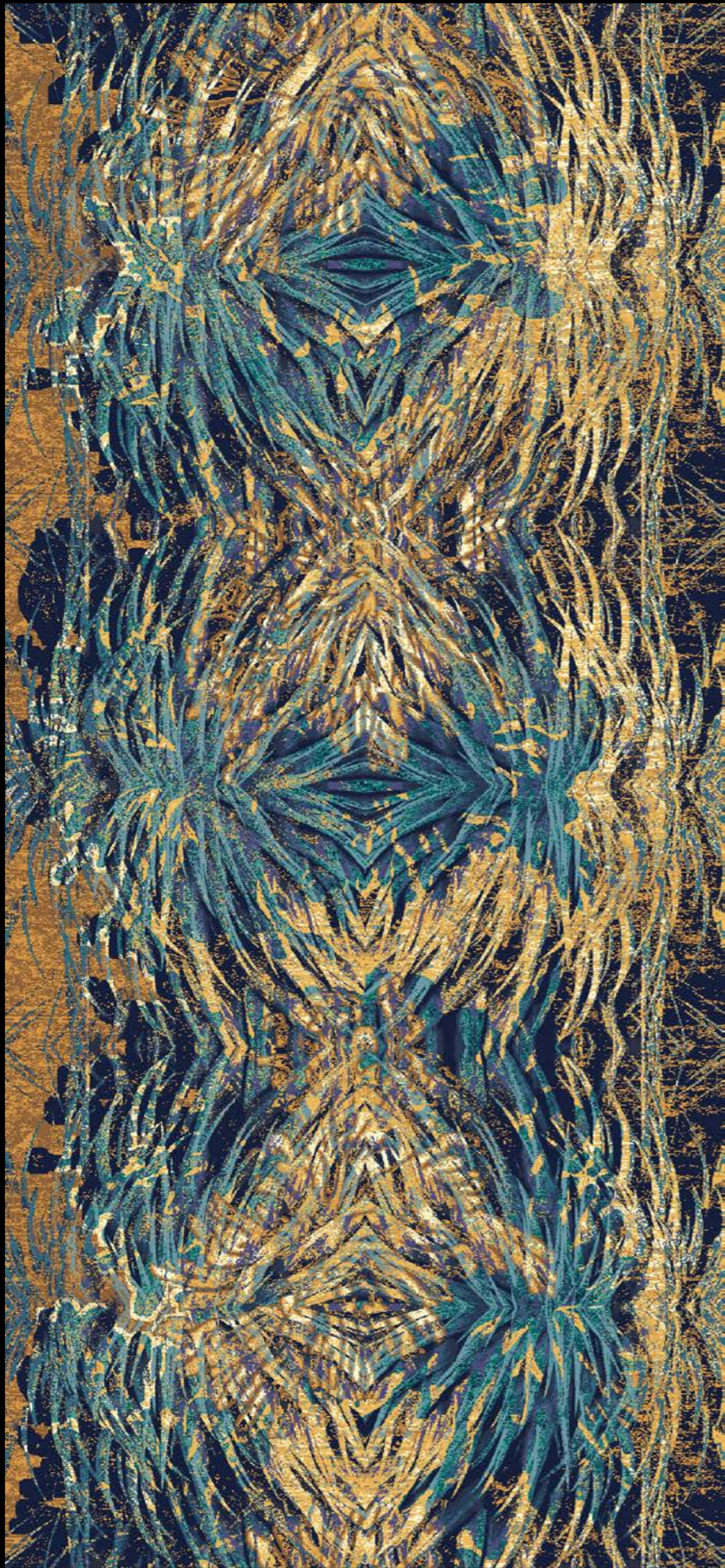
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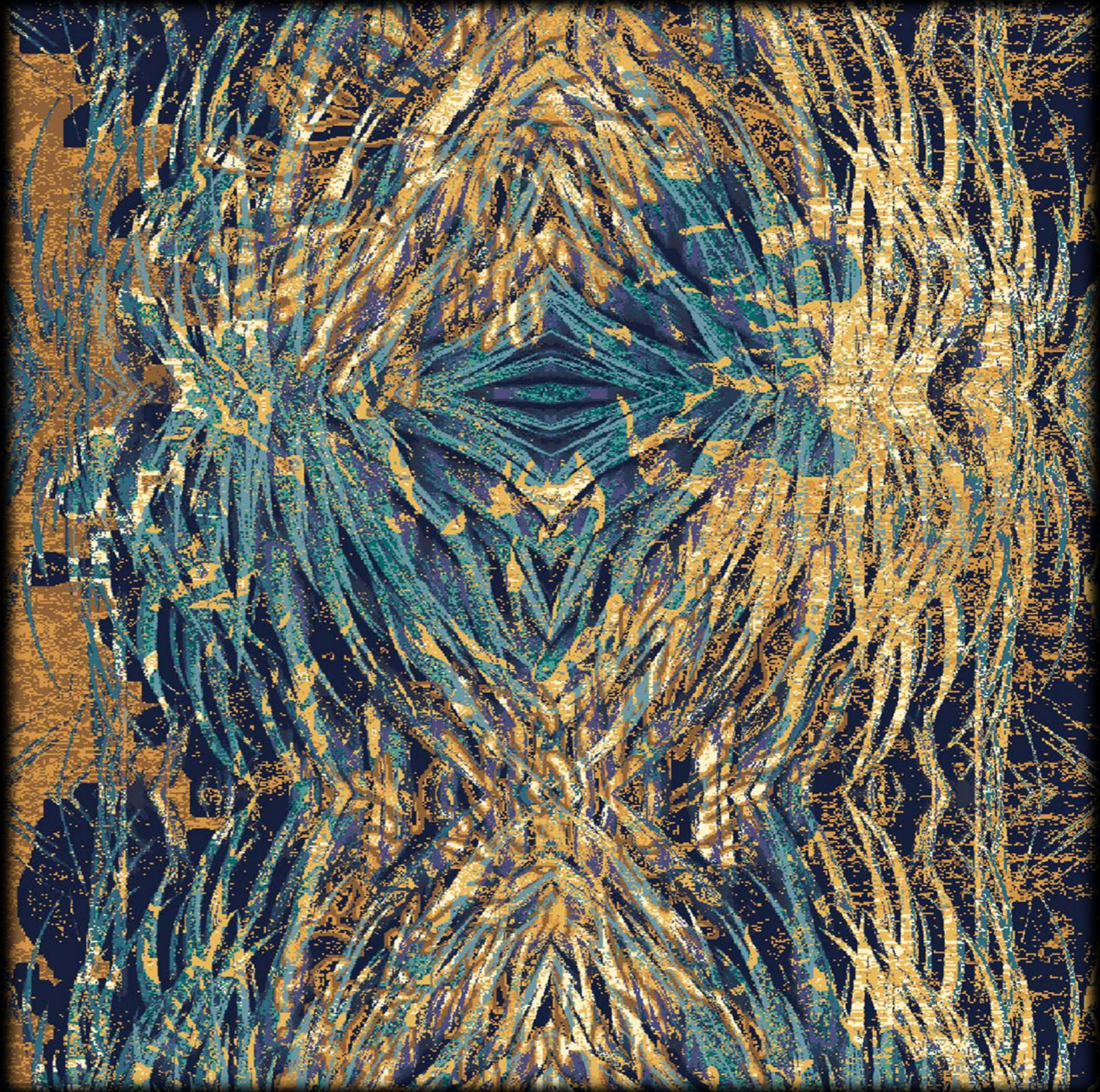
RJ-ROCK-013 SECTION

RJ

RJ-ROCK-013A

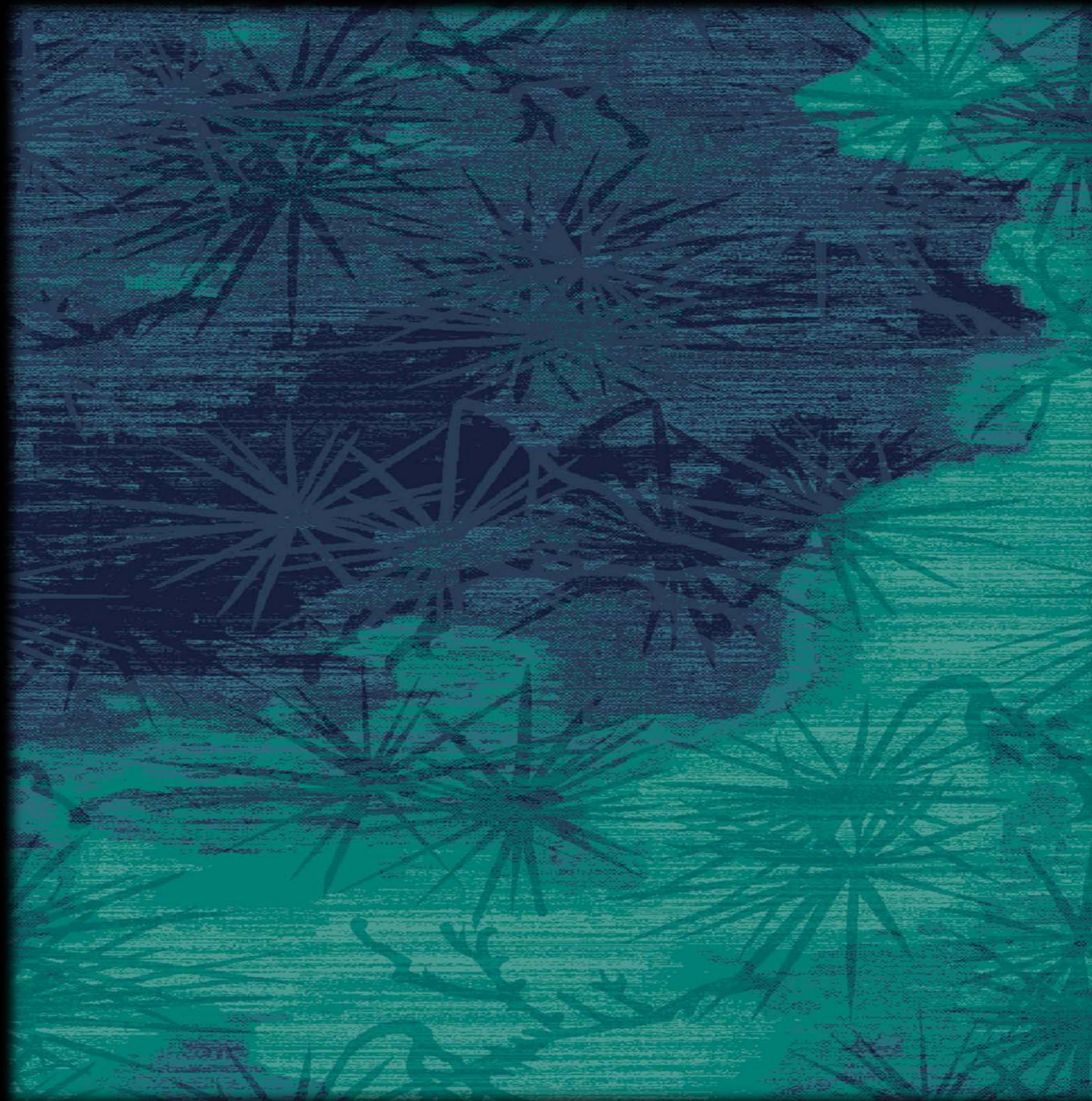


RJ-ROCK-013A SECTION



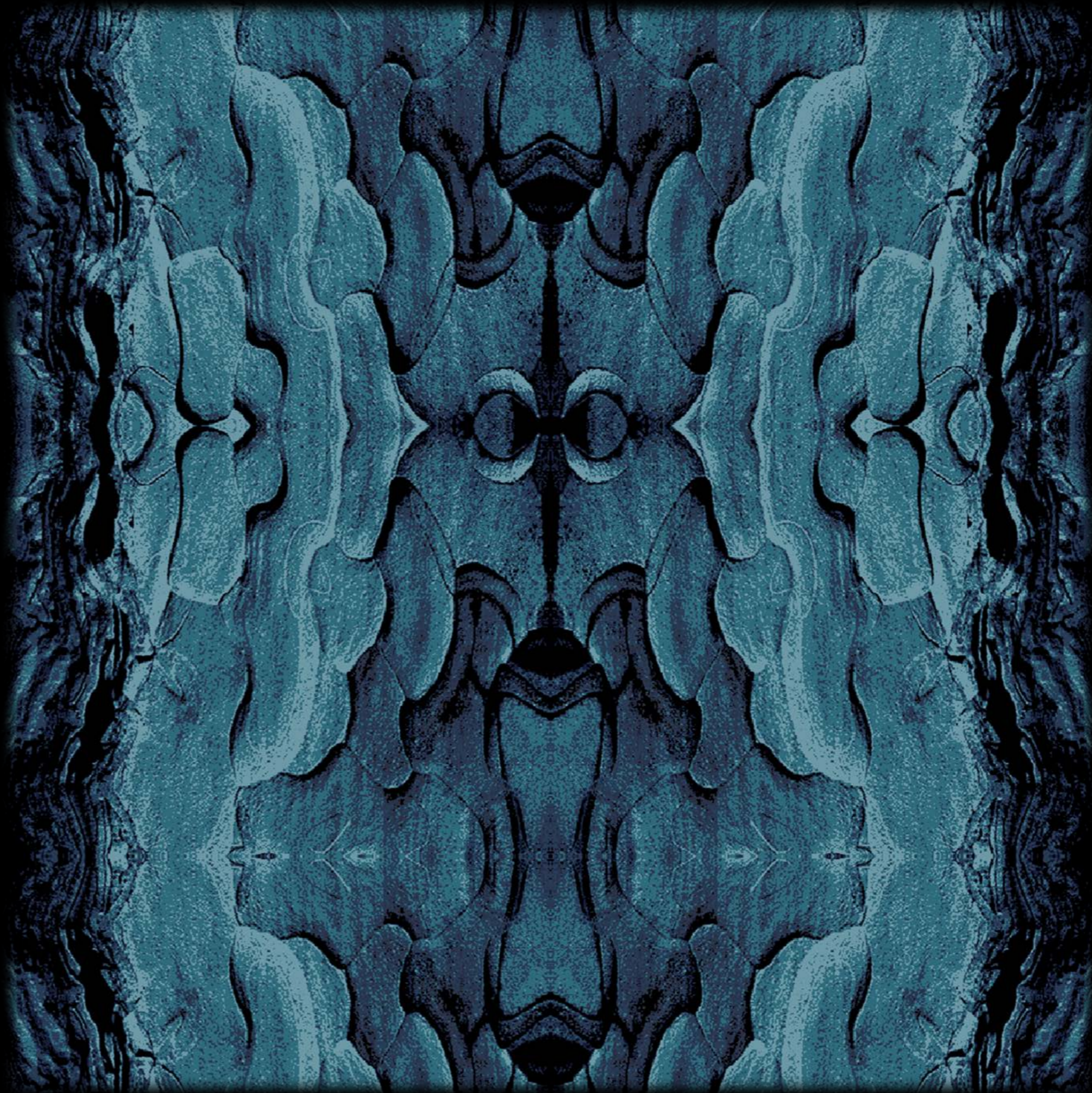
RJ

RJ-ROCK-014



RJ-ROCK-014 SECTION

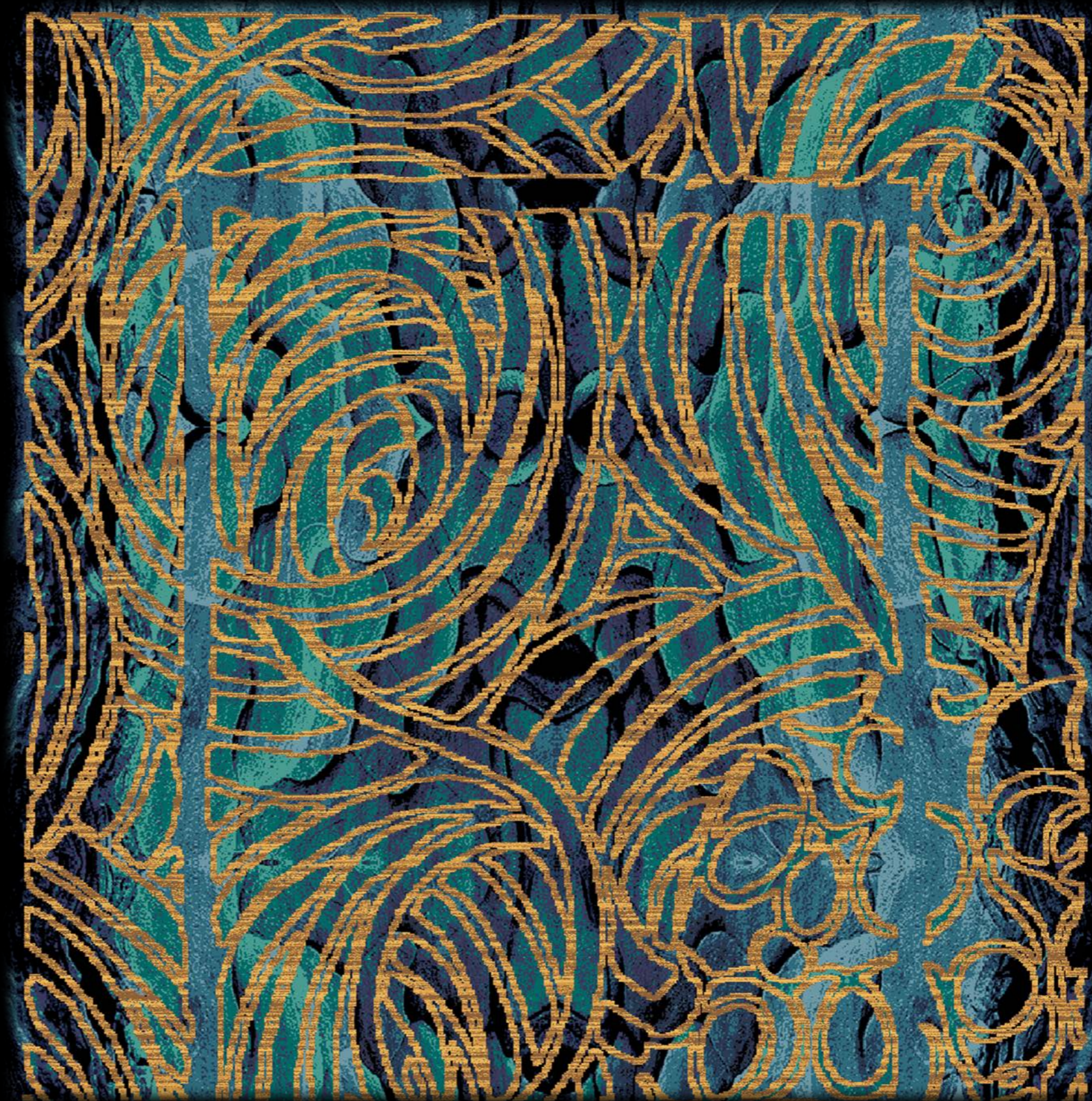




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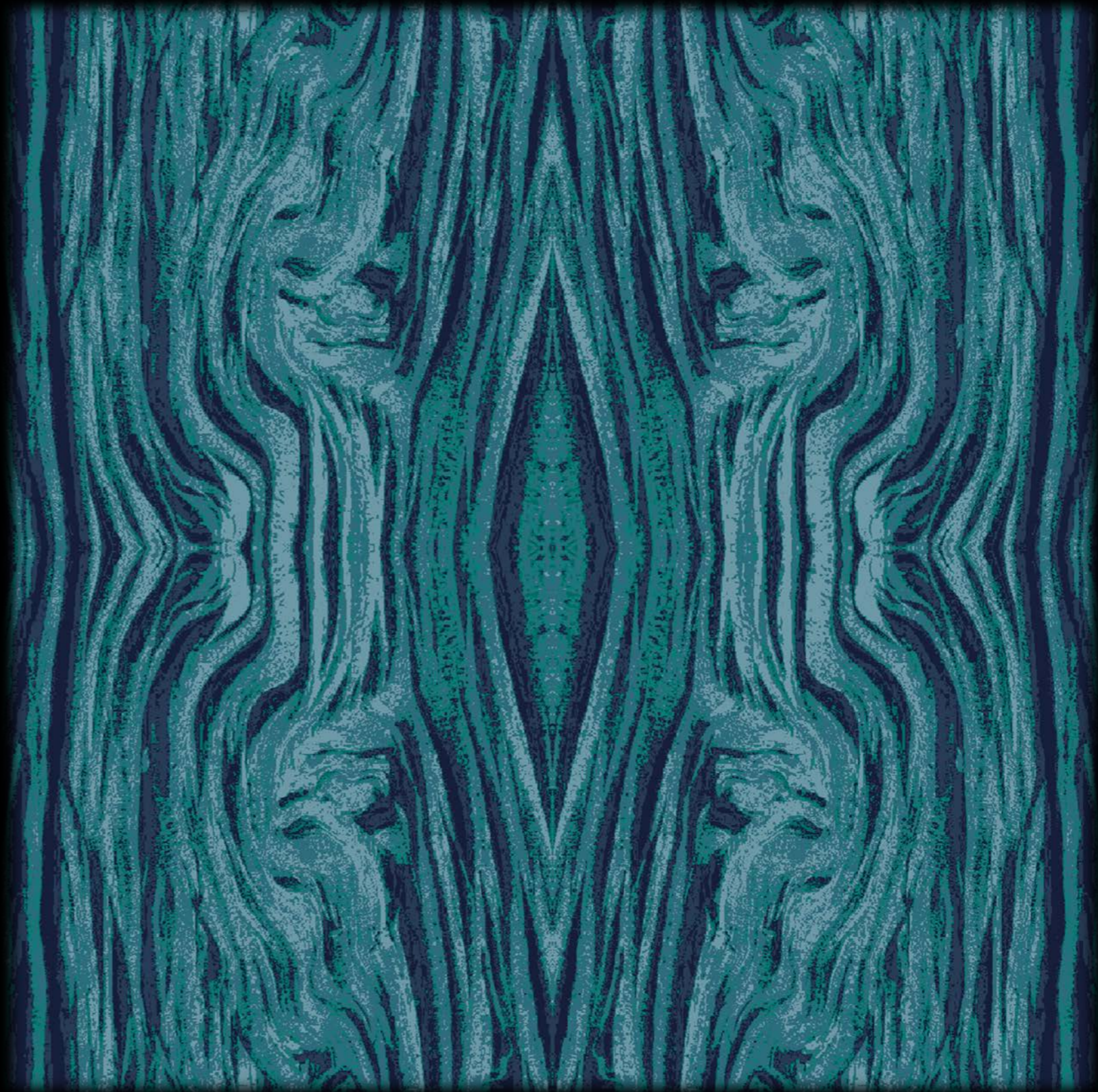
RJ-ROCK-015 SECTION

RJ



RJ-ROCK-015A

RJ-ROCK-015A SECTION



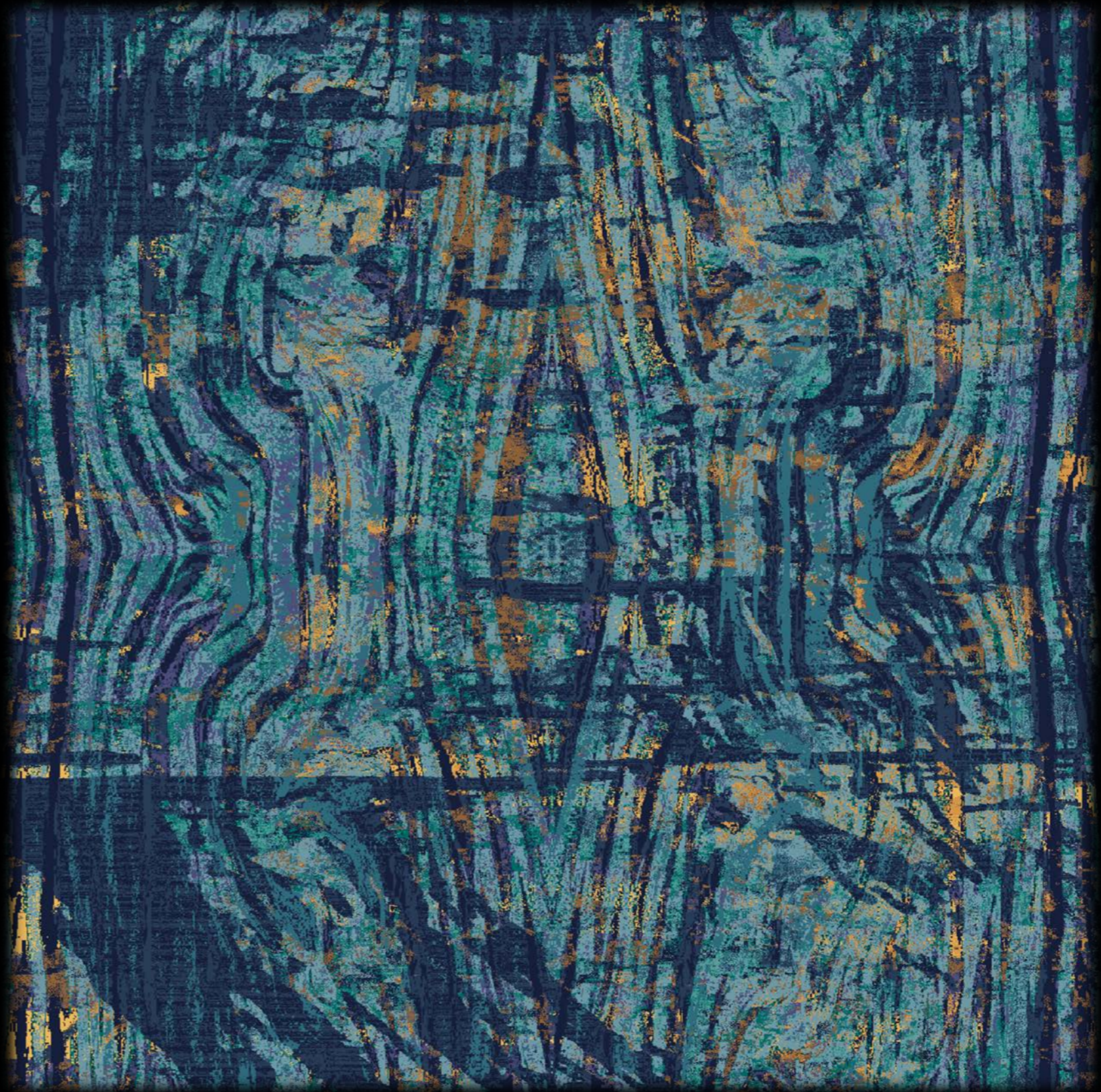
RJ-ROCK-016



RJ-ROCK-016 SECTION



RJ-ROCK-016A



RJ-ROCK-016A SECTION





RJ-ROCK-017



RJ-ROCK-017 SECTION

RJ

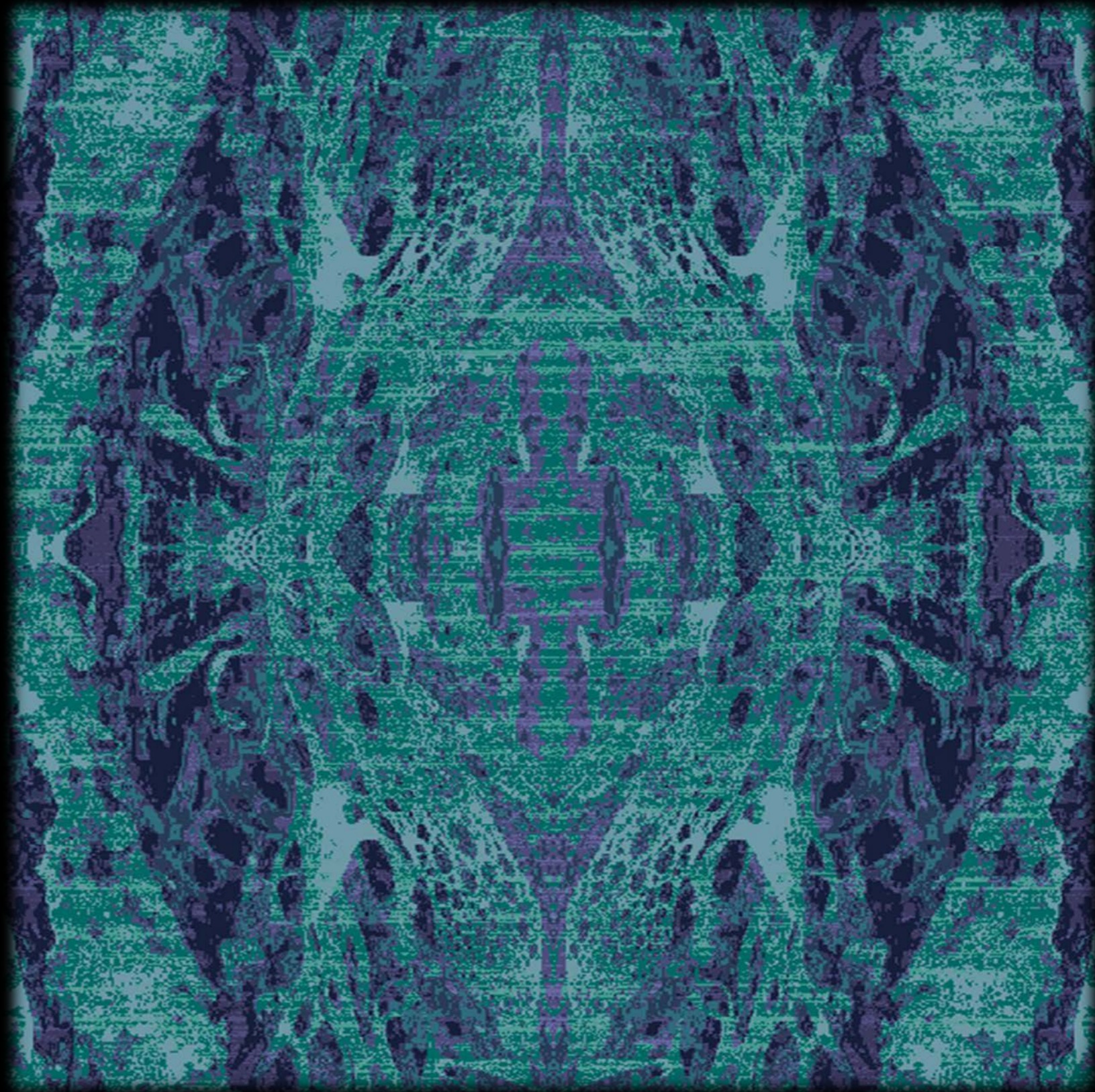
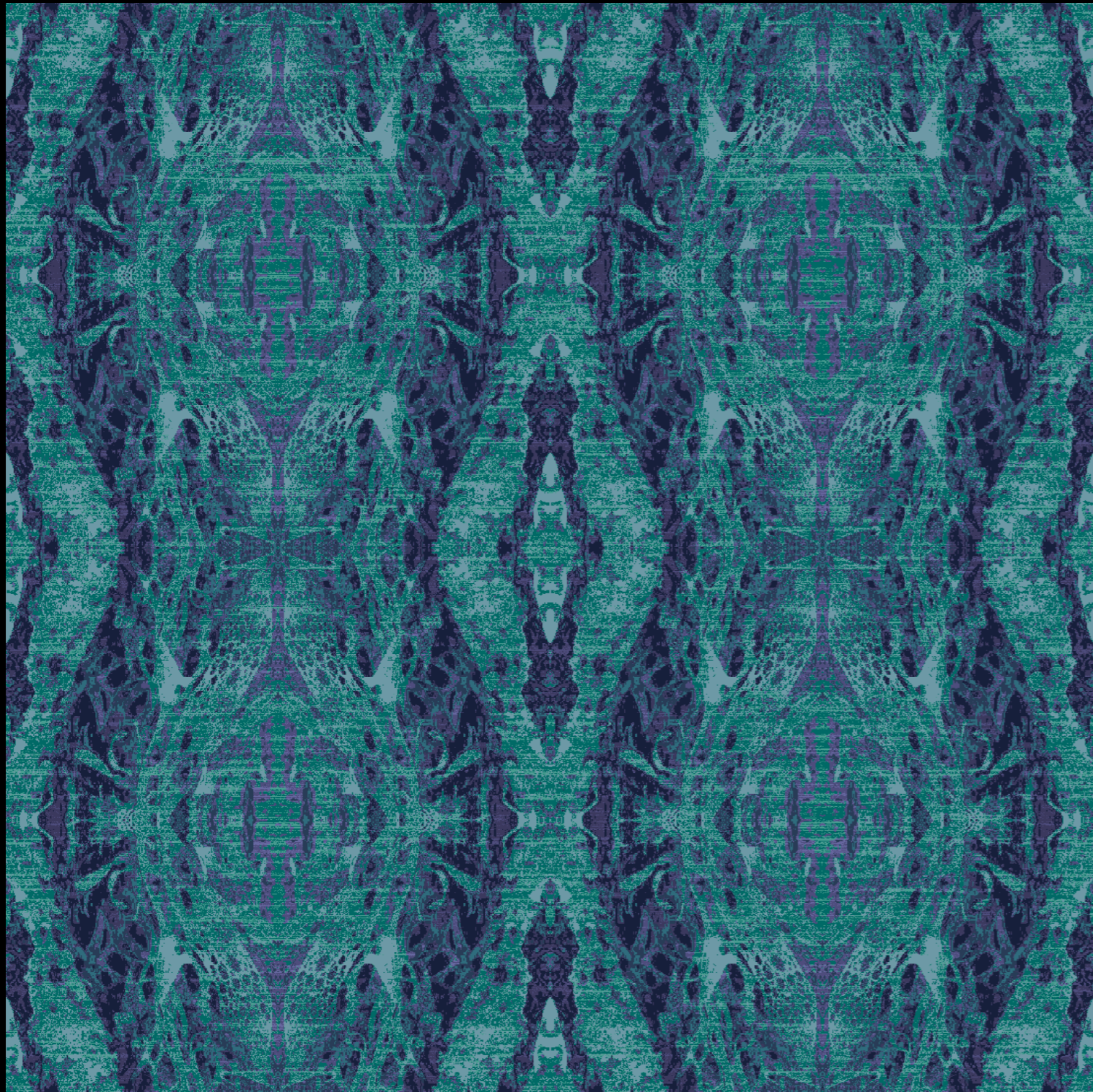


RJ-ROCK-017A



RJ-ROCK-017A SECTION

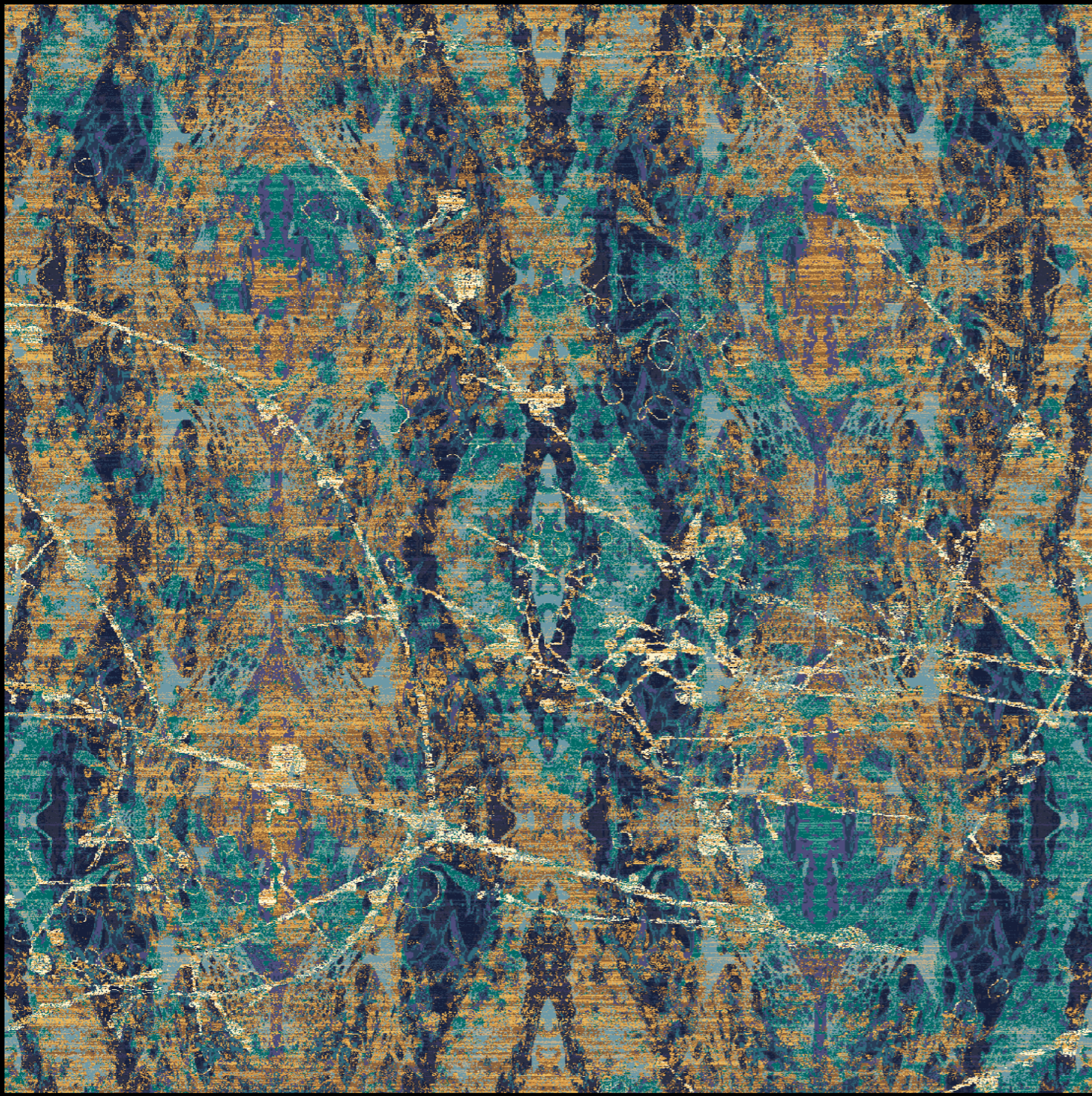




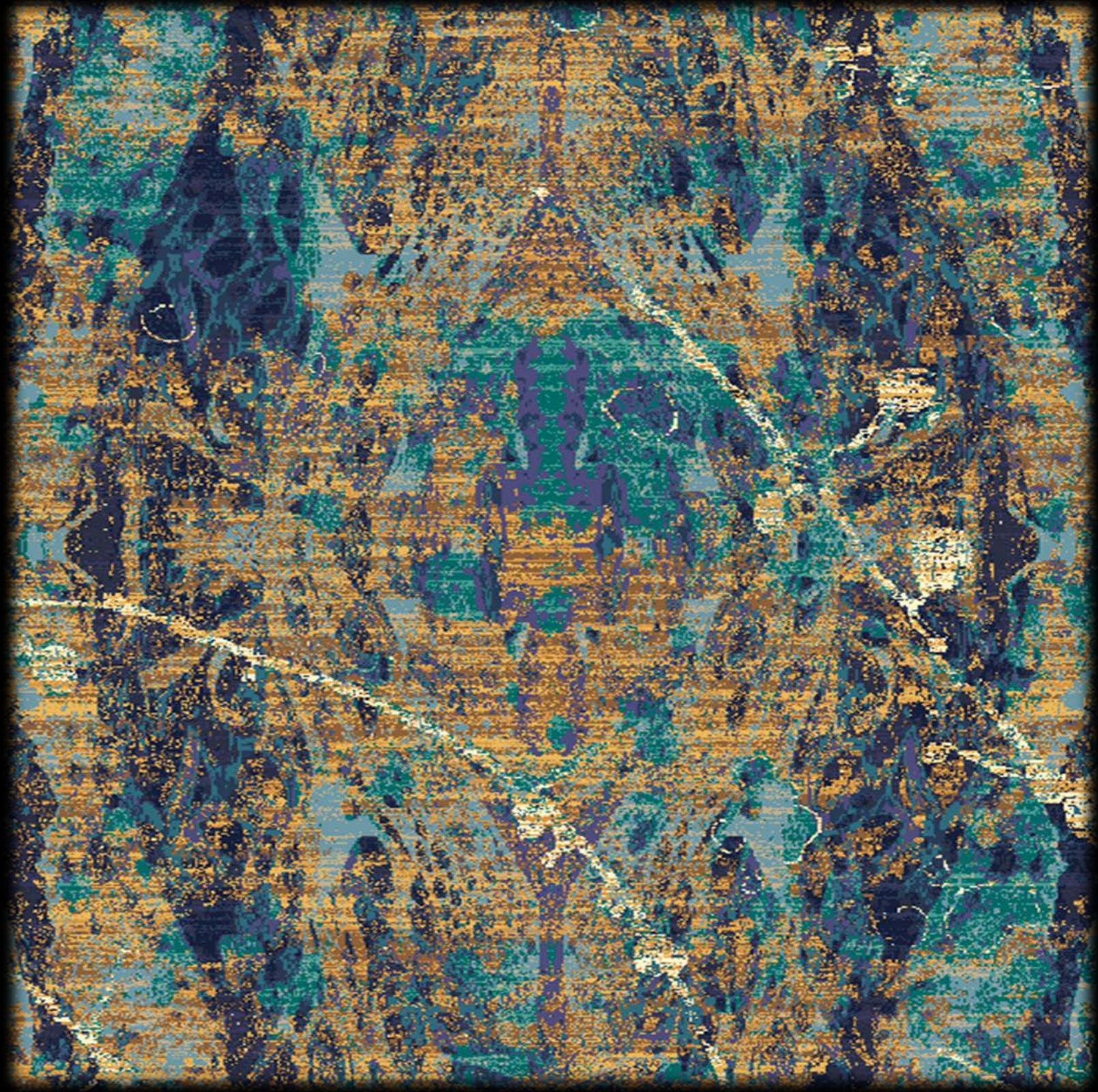
RJ-ROCK-018

RJ-ROCK-018 SECTION



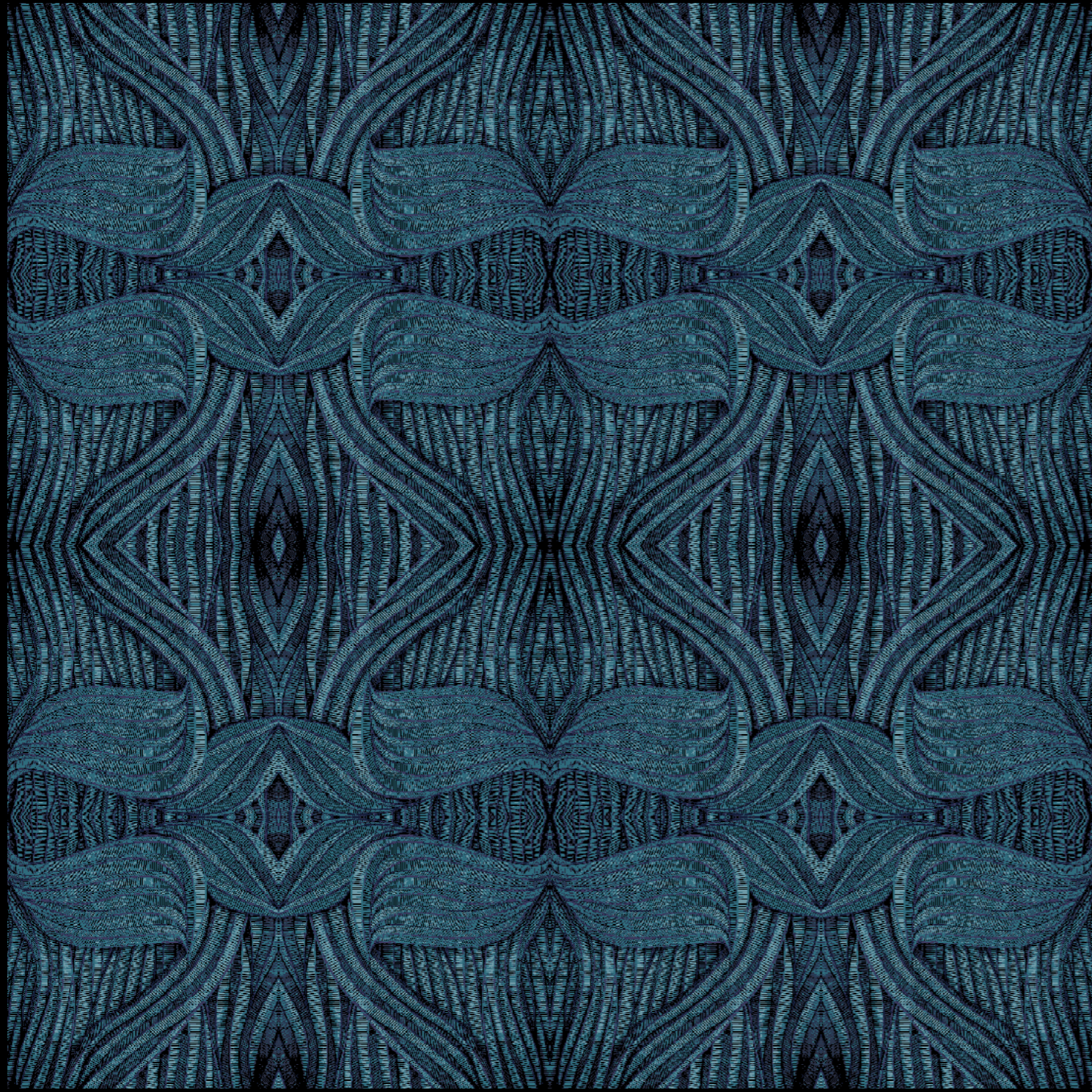


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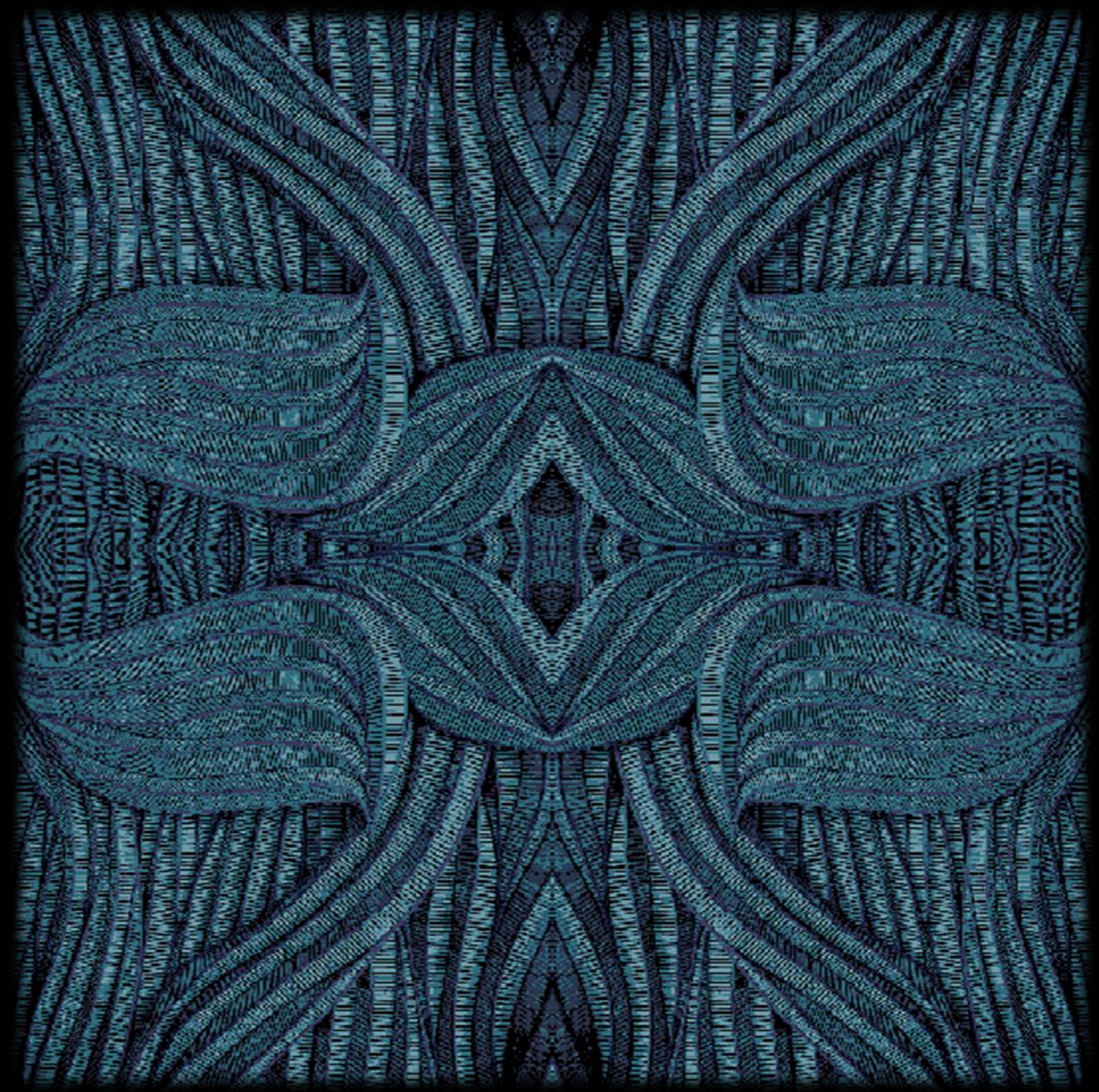


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RJ

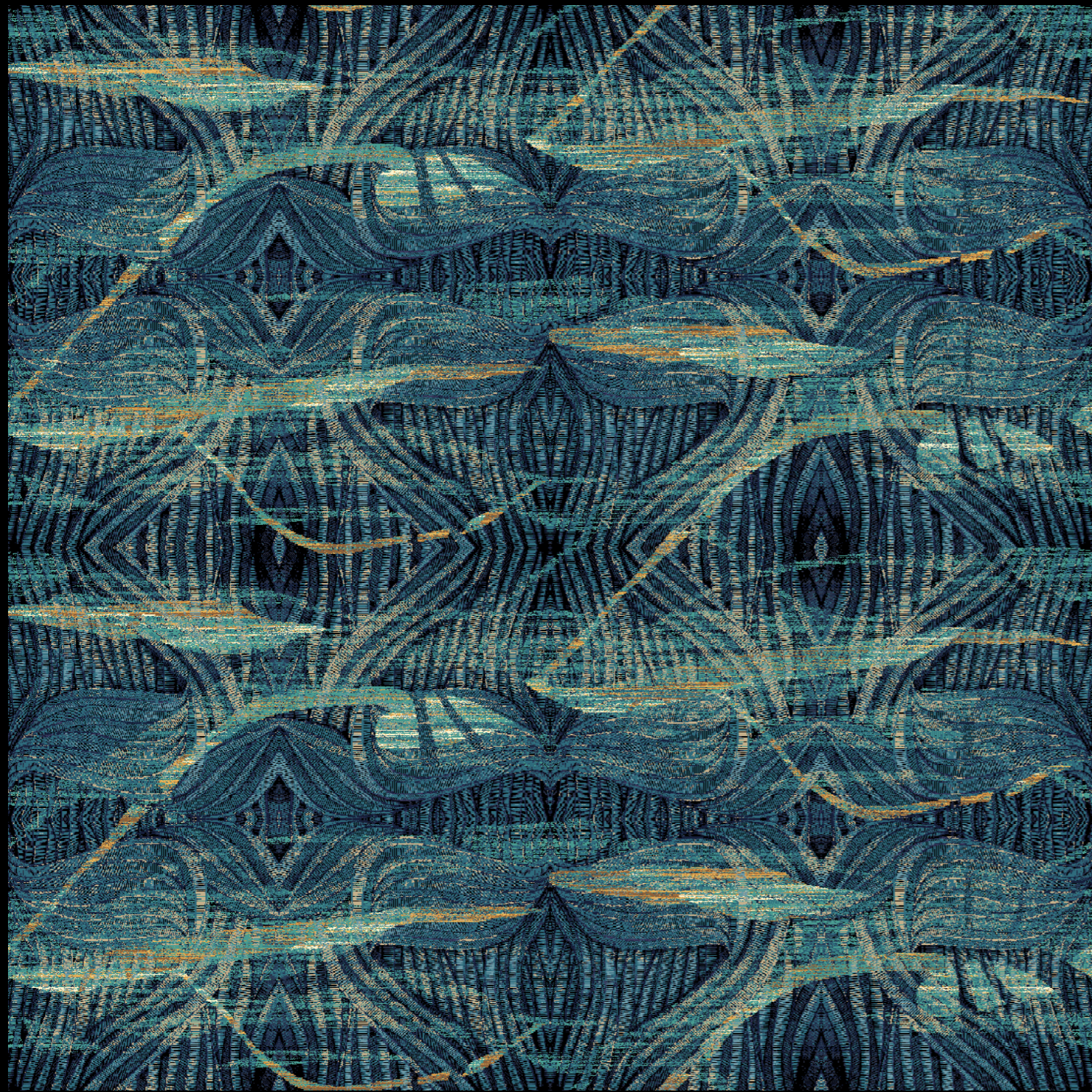


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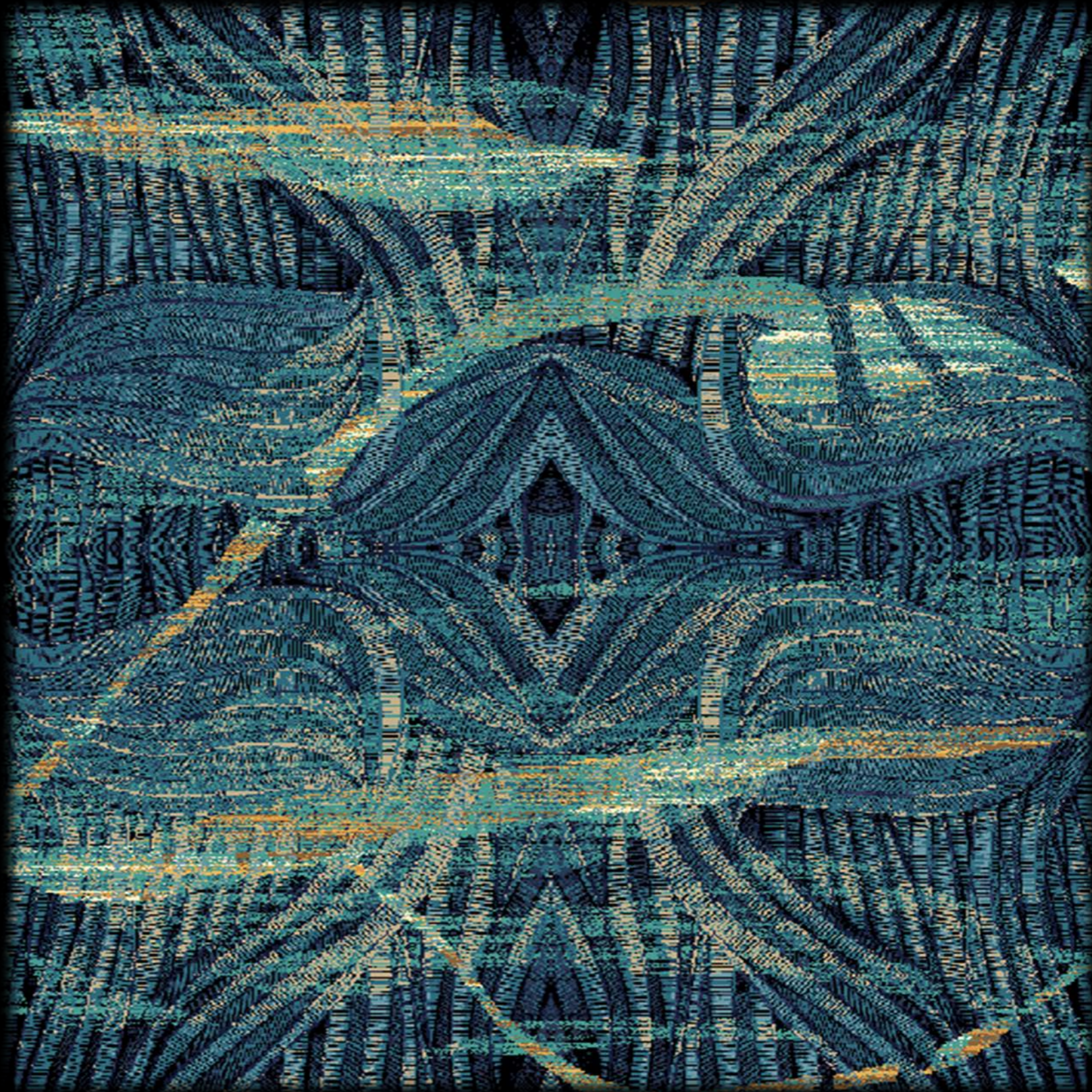


RJ-ROCK-019 SECTION





RJ-ROCK-019A



RJ-ROCK-019A SECTION



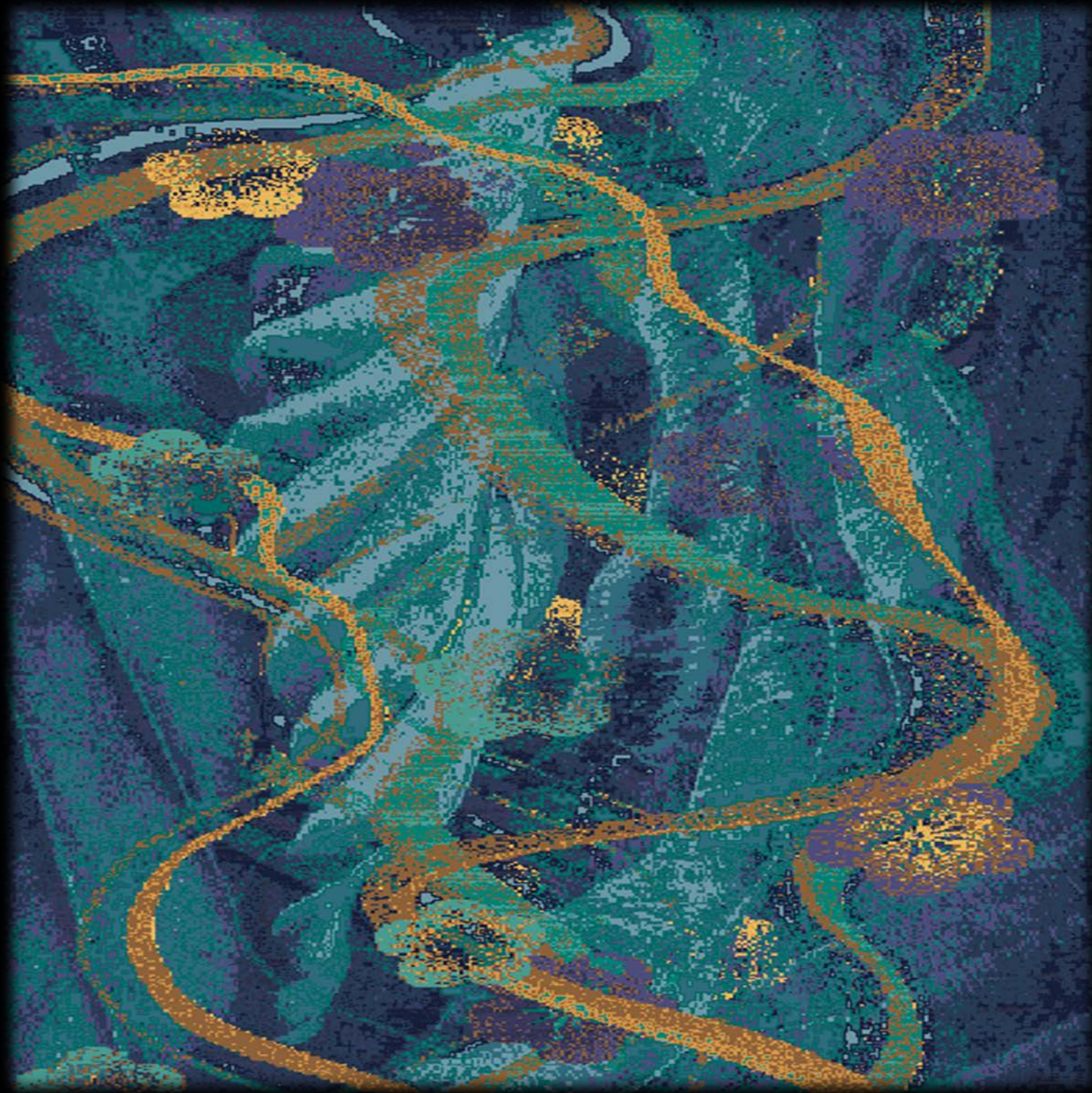
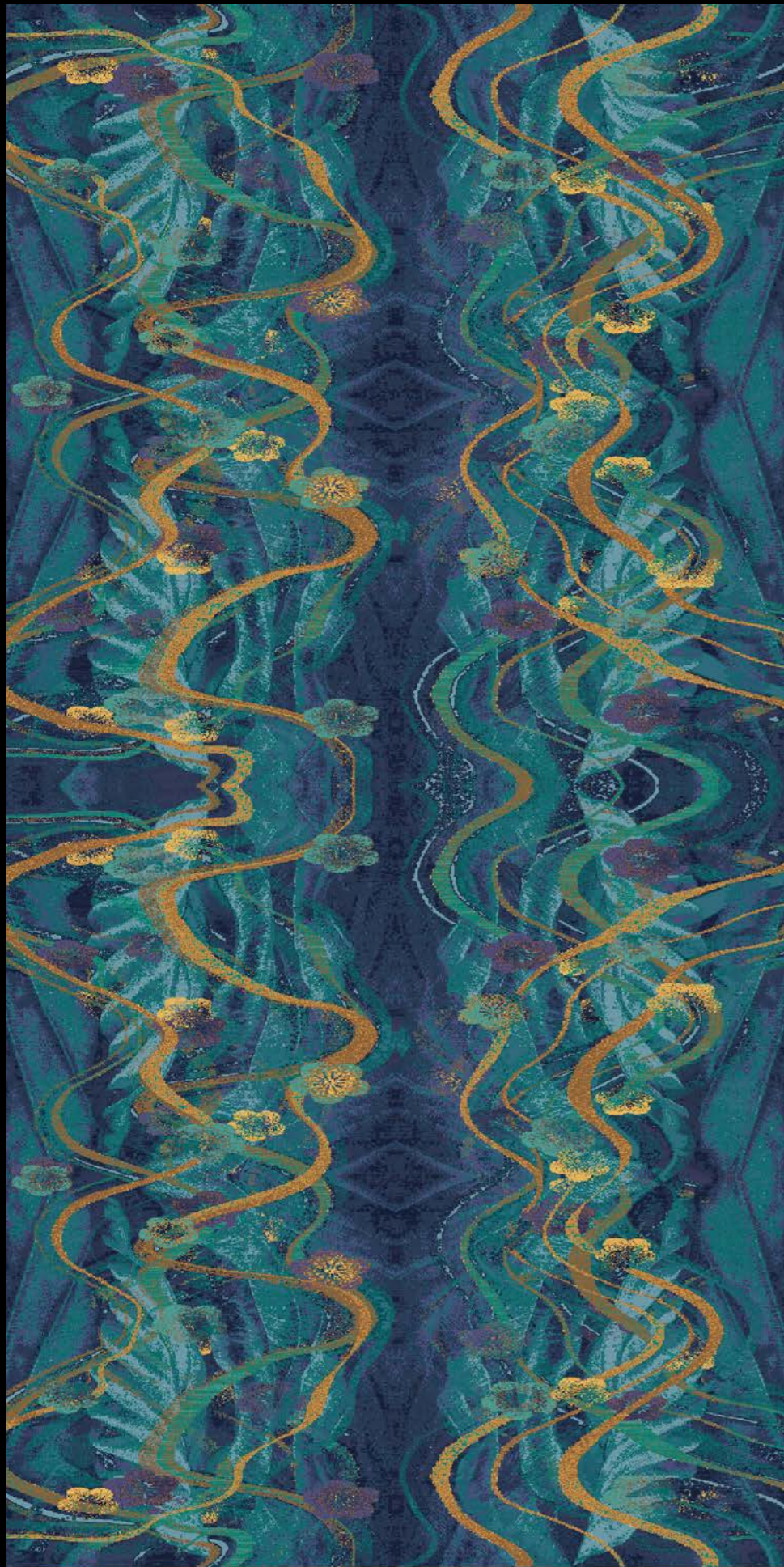


RJ-ROCK-020



RJ-ROCK-020 SECTION



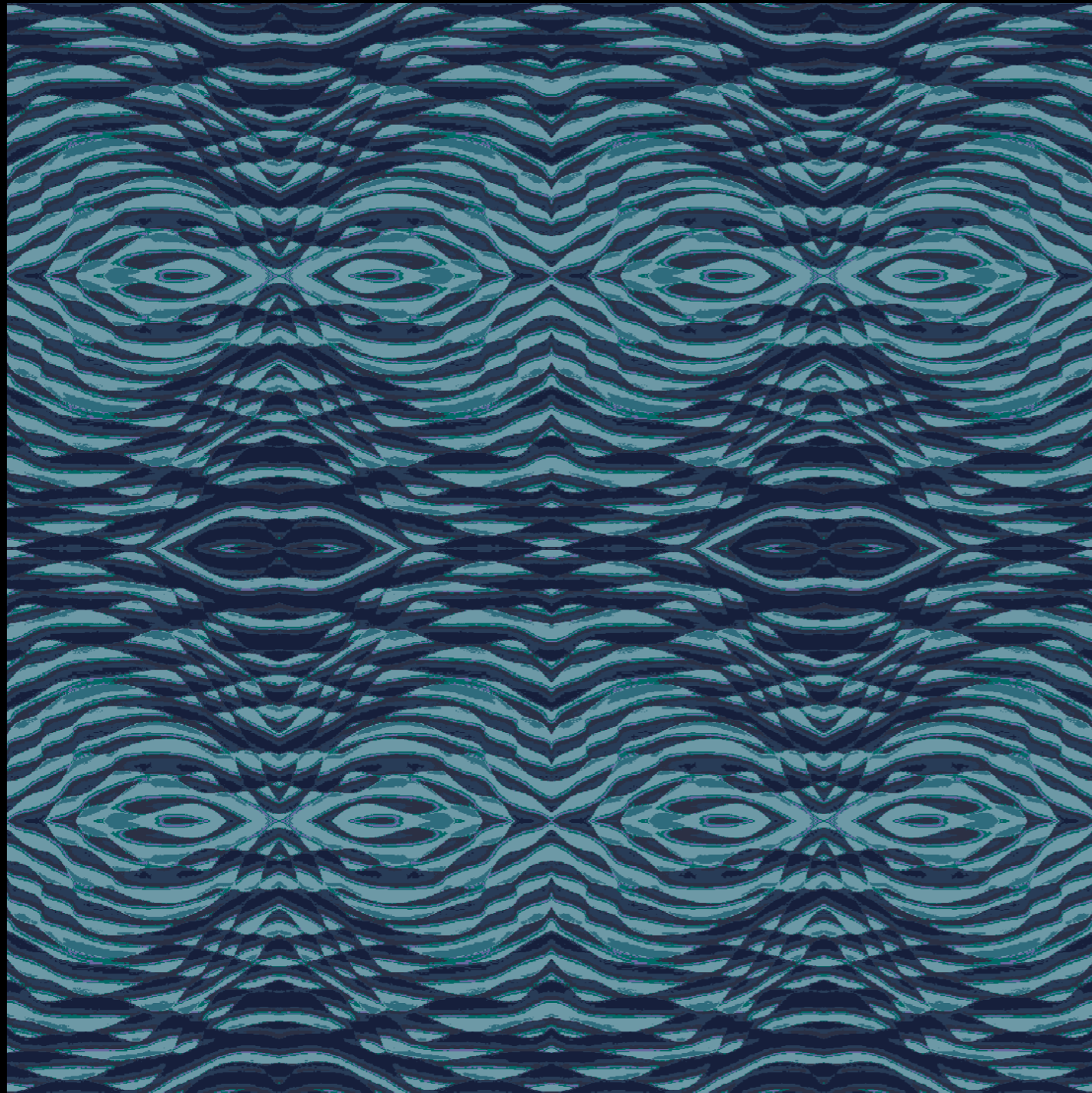


RJ

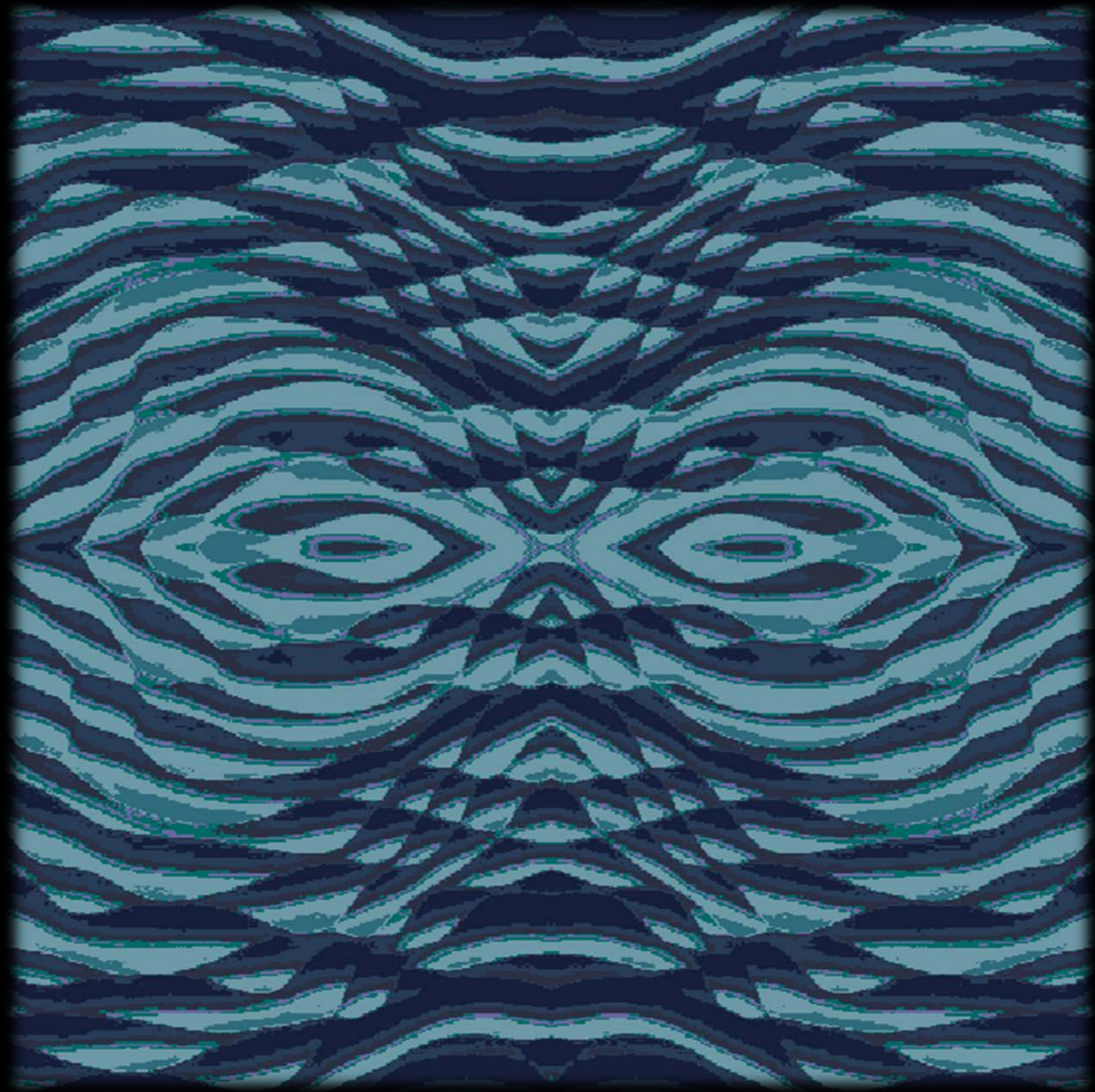
RJ-ROCK-020A SECTION

RJ-ROCK-020A



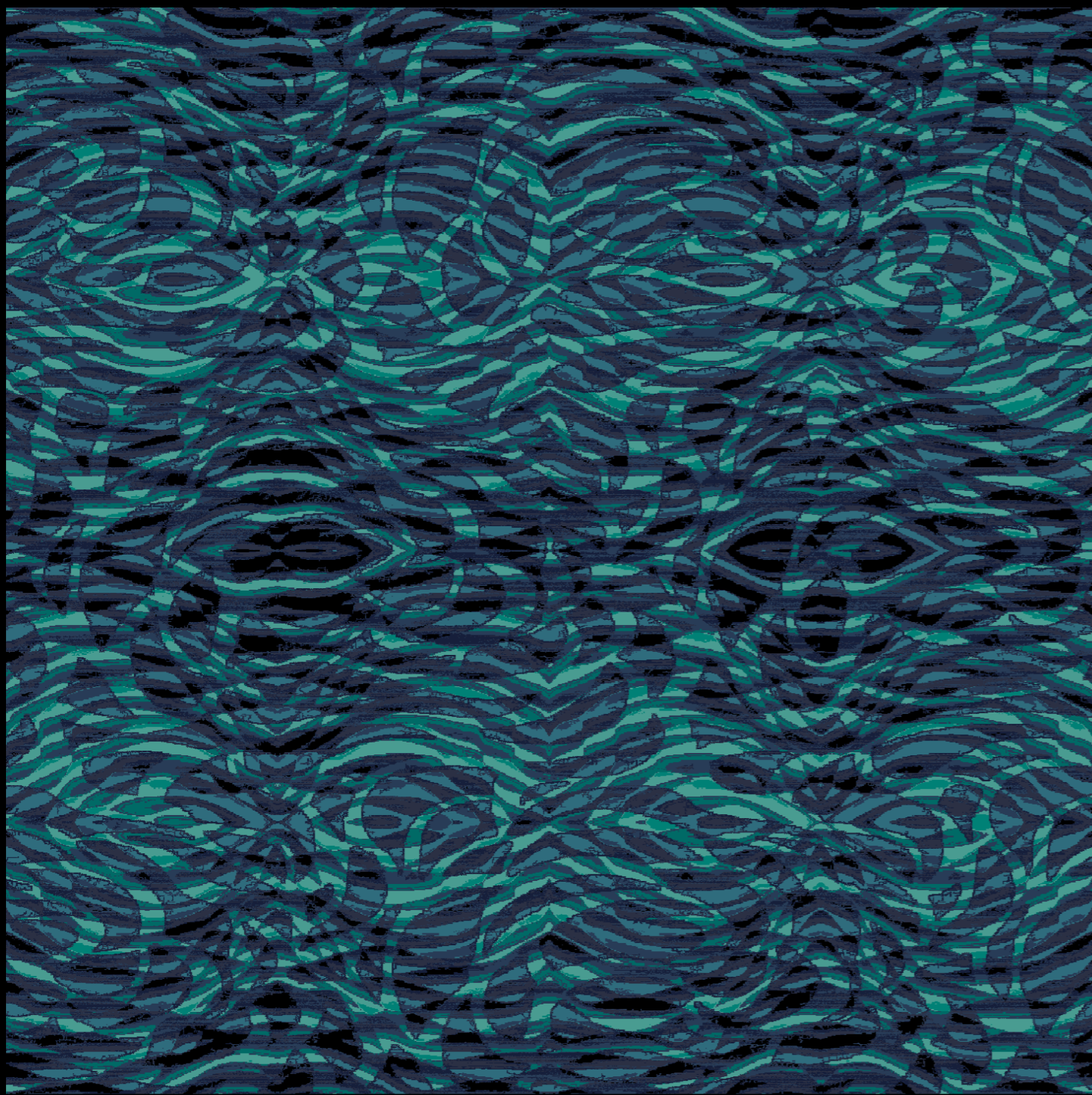


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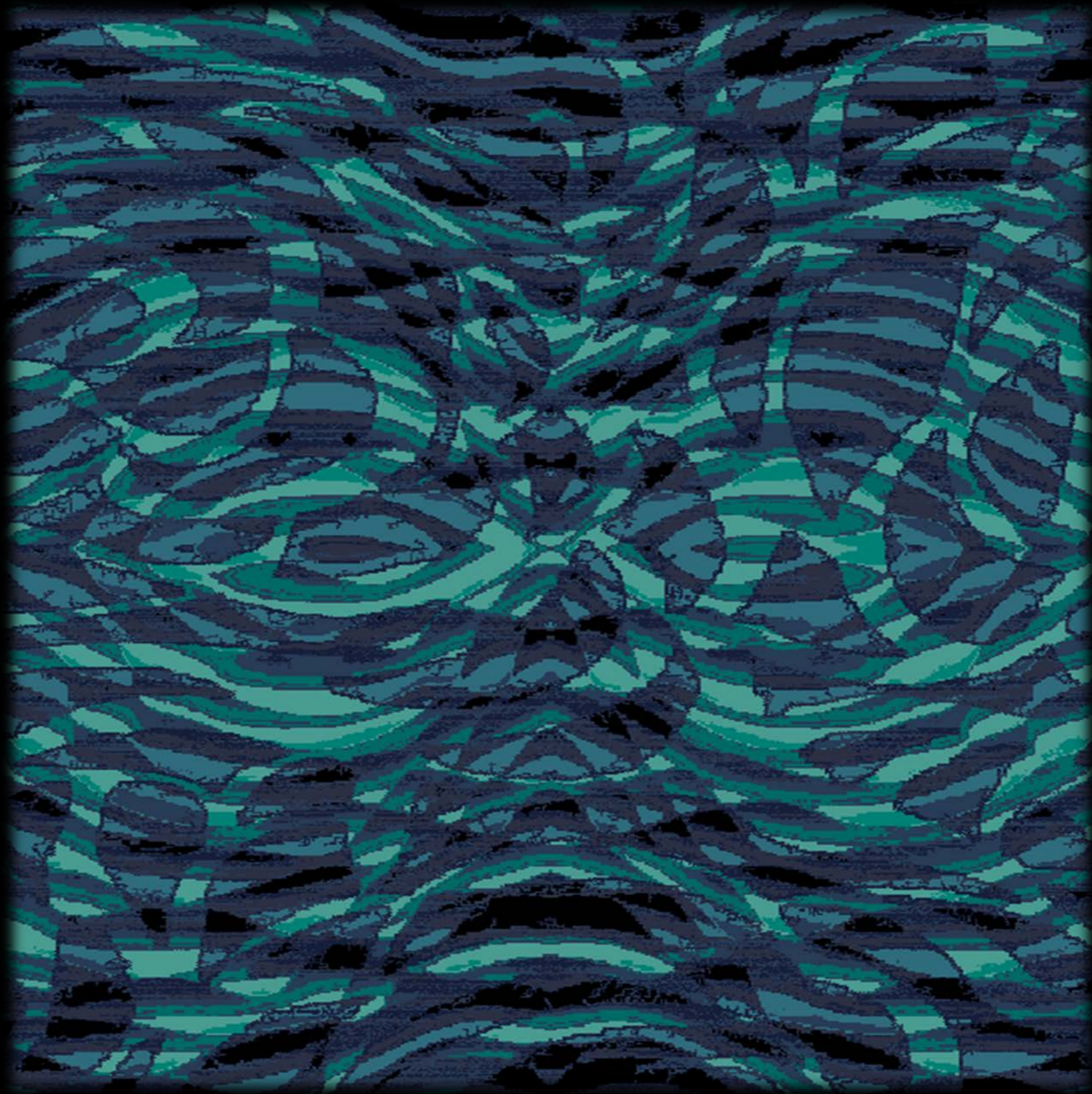


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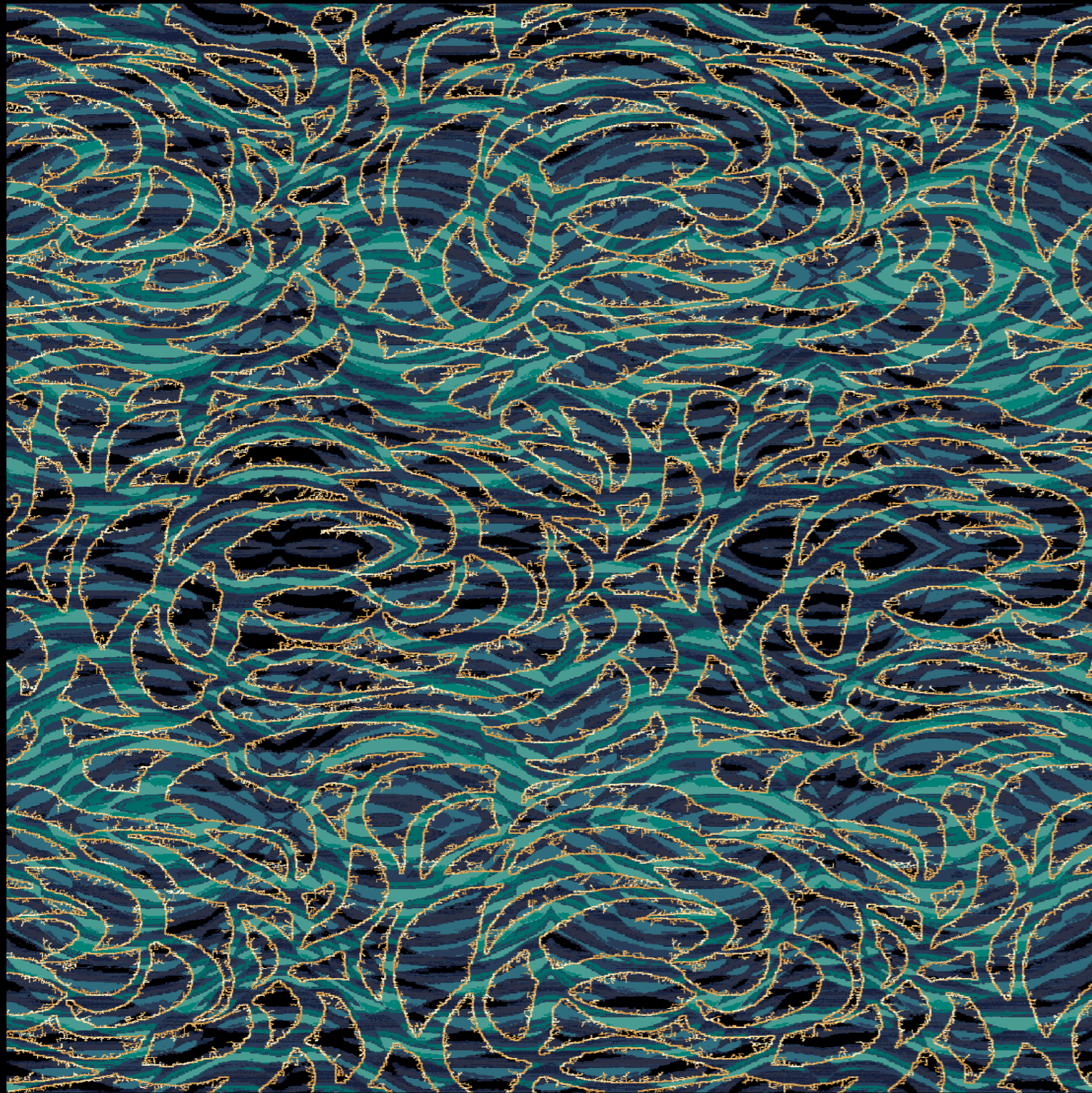


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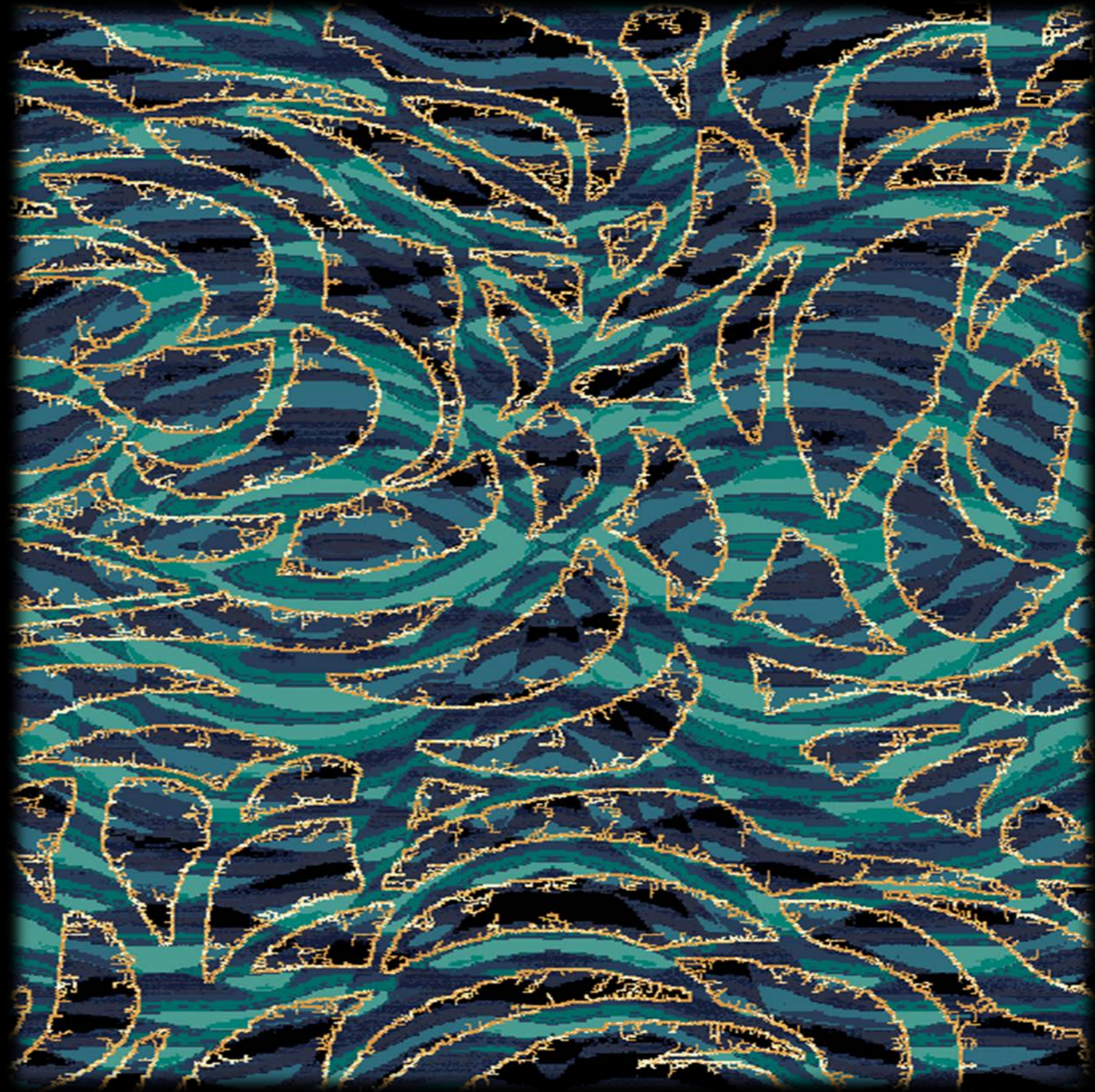


RJ-ROCK-021A SECTION





RJ-ROCK-021B



RJ-ROCK-021B SECTION

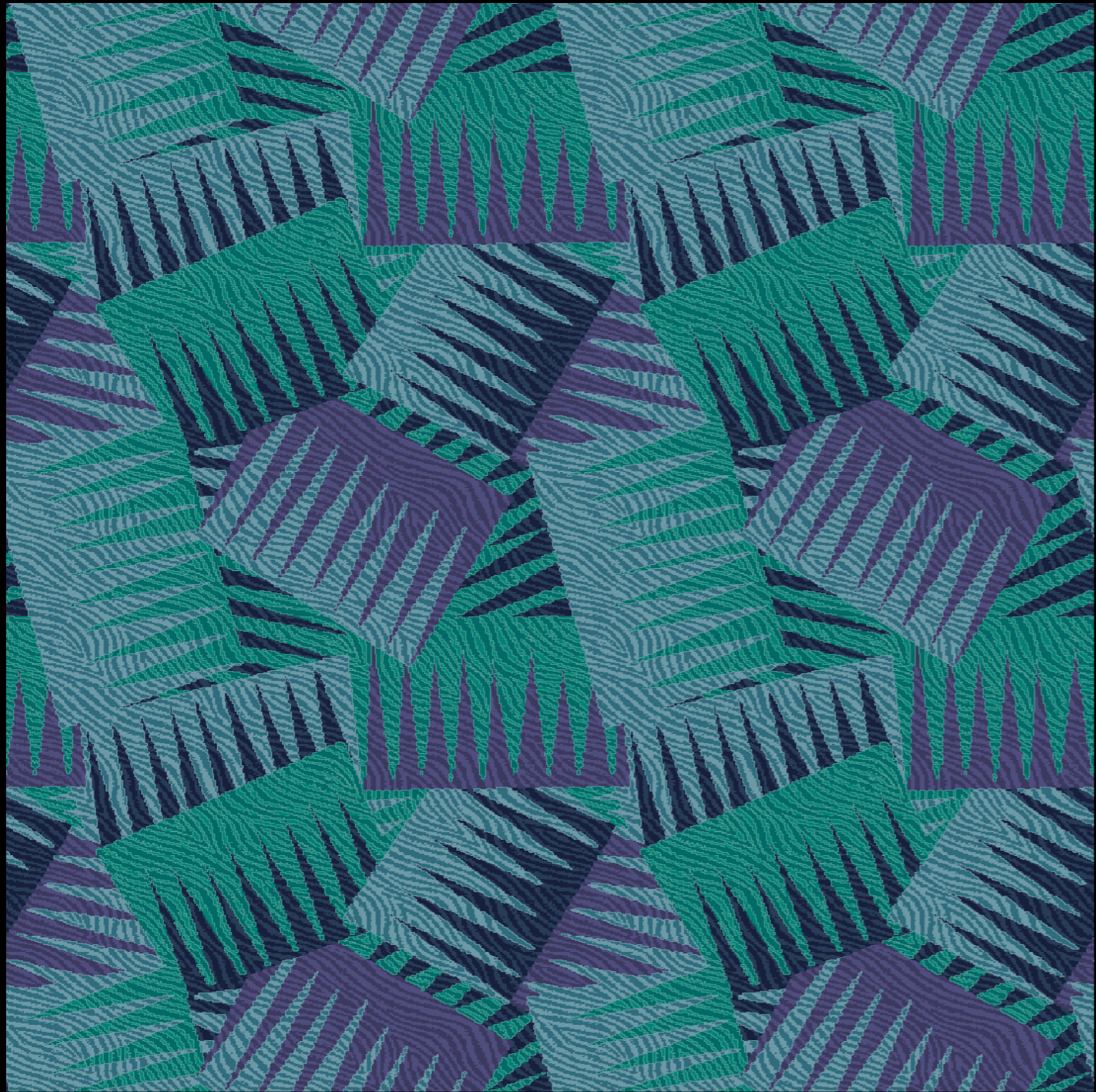




RJ-ROCK-021C

RJ-ROCK-021C SECTION



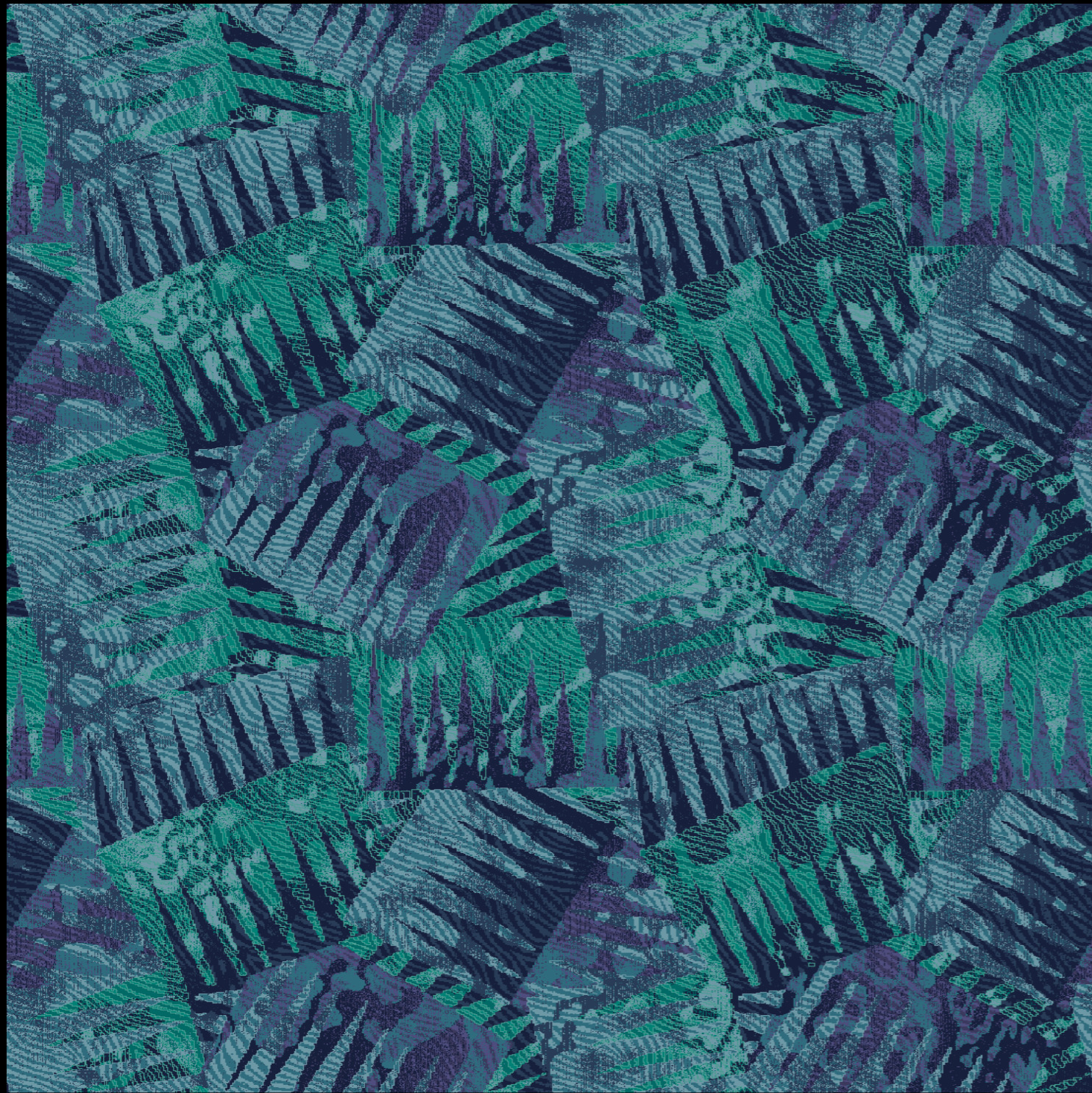


RJ-ROCK-022



RJ-ROCK-022 SECTION





RJ-ROCK-022A



RJ-ROCK-022A SECTION

RJ

SHELLMARC



Corridors I

by

*Roderick
James*



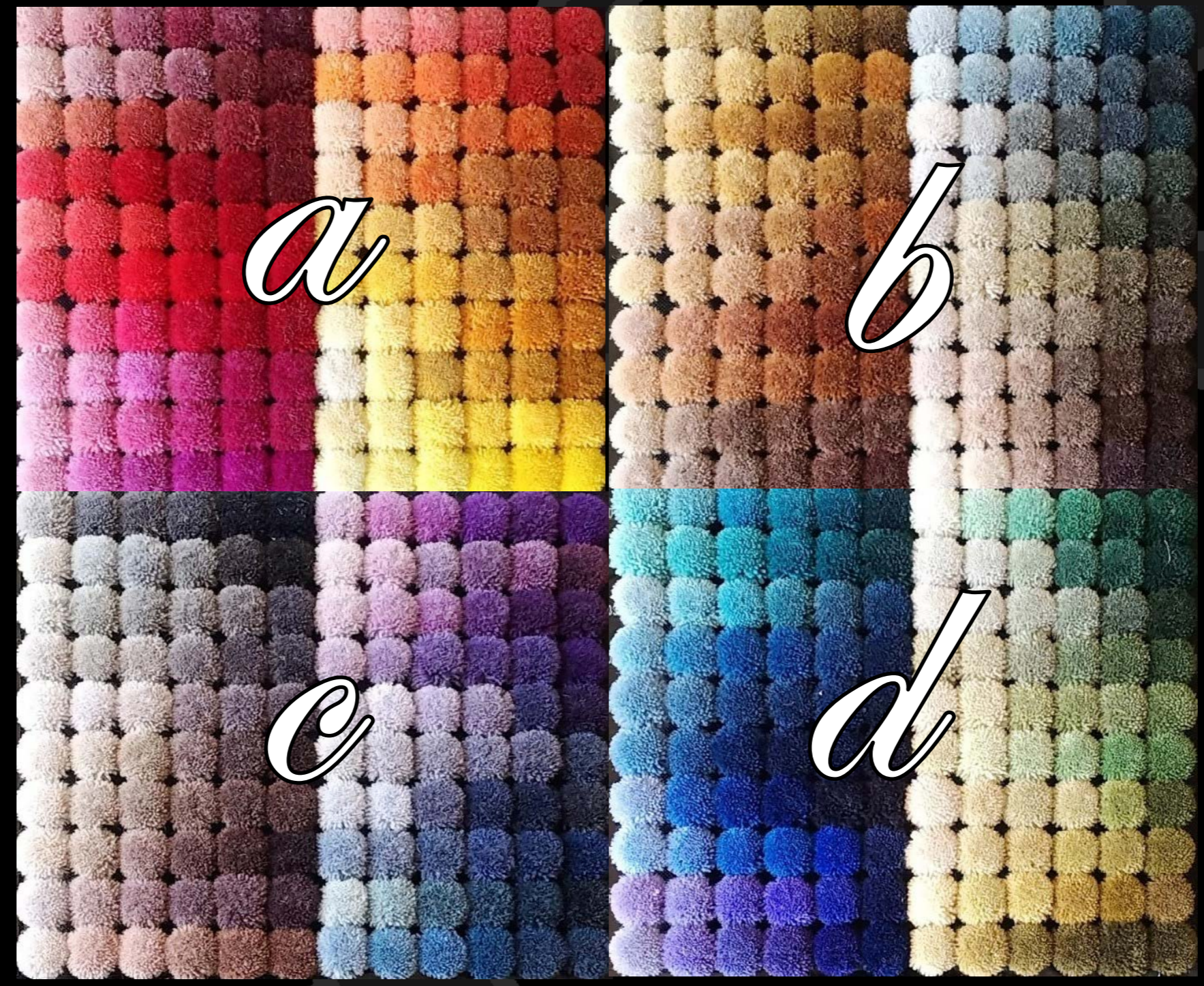
“ Make it an Inspiring Walk to Your Room”

HOSPITALITY



SHEELMARC

Color Box



480 Standard Colors plus Custom Match

HOSPITALITY

SHELLMARC



Axminster Carpets – Woven Of 40% British Wool
40% New Zealand Wool & 20% Nylon.

Corridor Harmony

The Harmony of tonal Neutrals combined with a Soft Blue Gray family allows the addition of Organic design with overlays of pattern to compliment any Corridor in a unique and fresh Carpet design

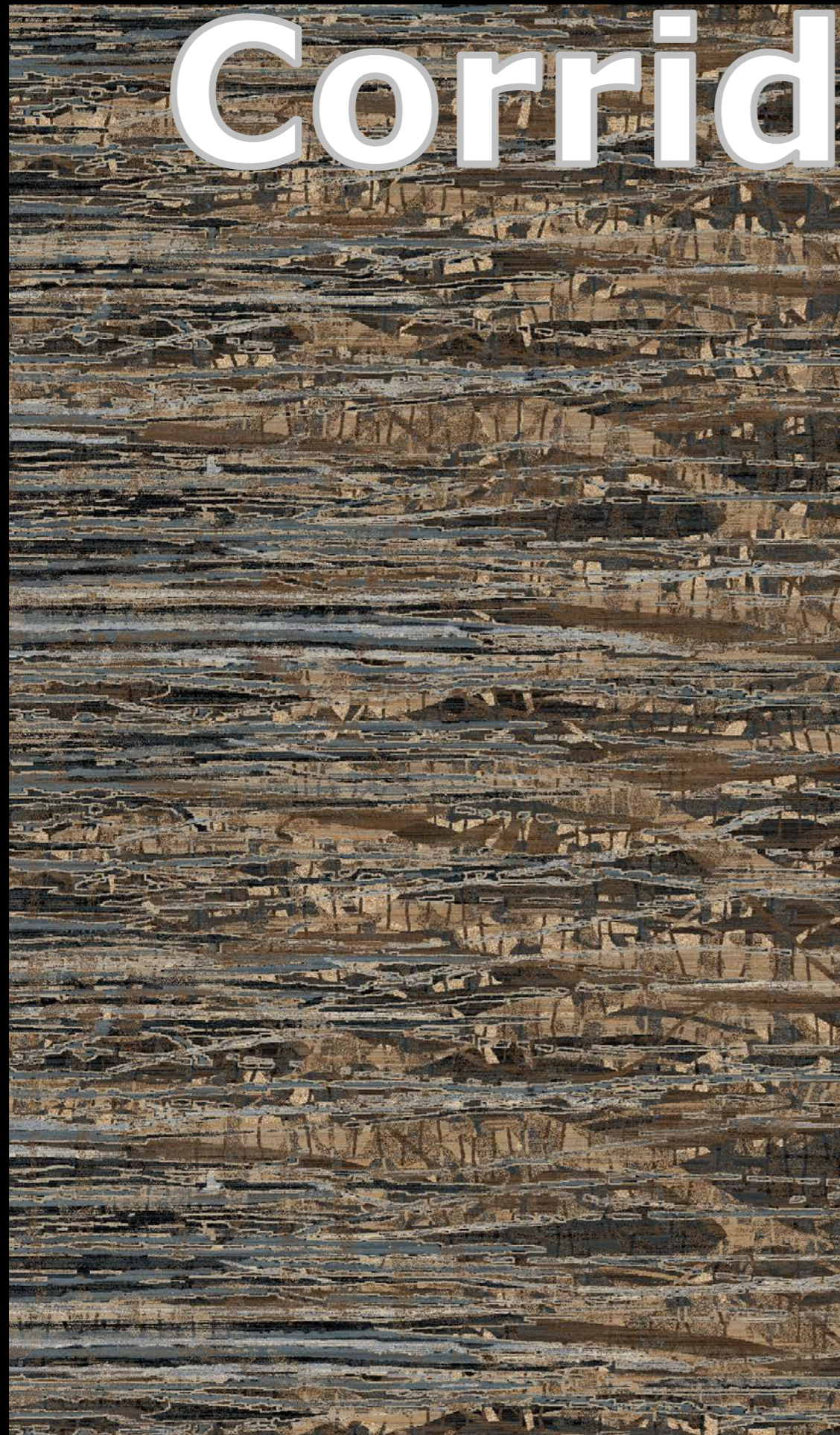
Corridor Harmony

SHELLMARC



RF

Corridor Harmony



RJ-WEST-001



RJ-WEST-001A



RJ

Corridor Harmony



RJ-WEST-001B



RJ-WEST-001C



RJ

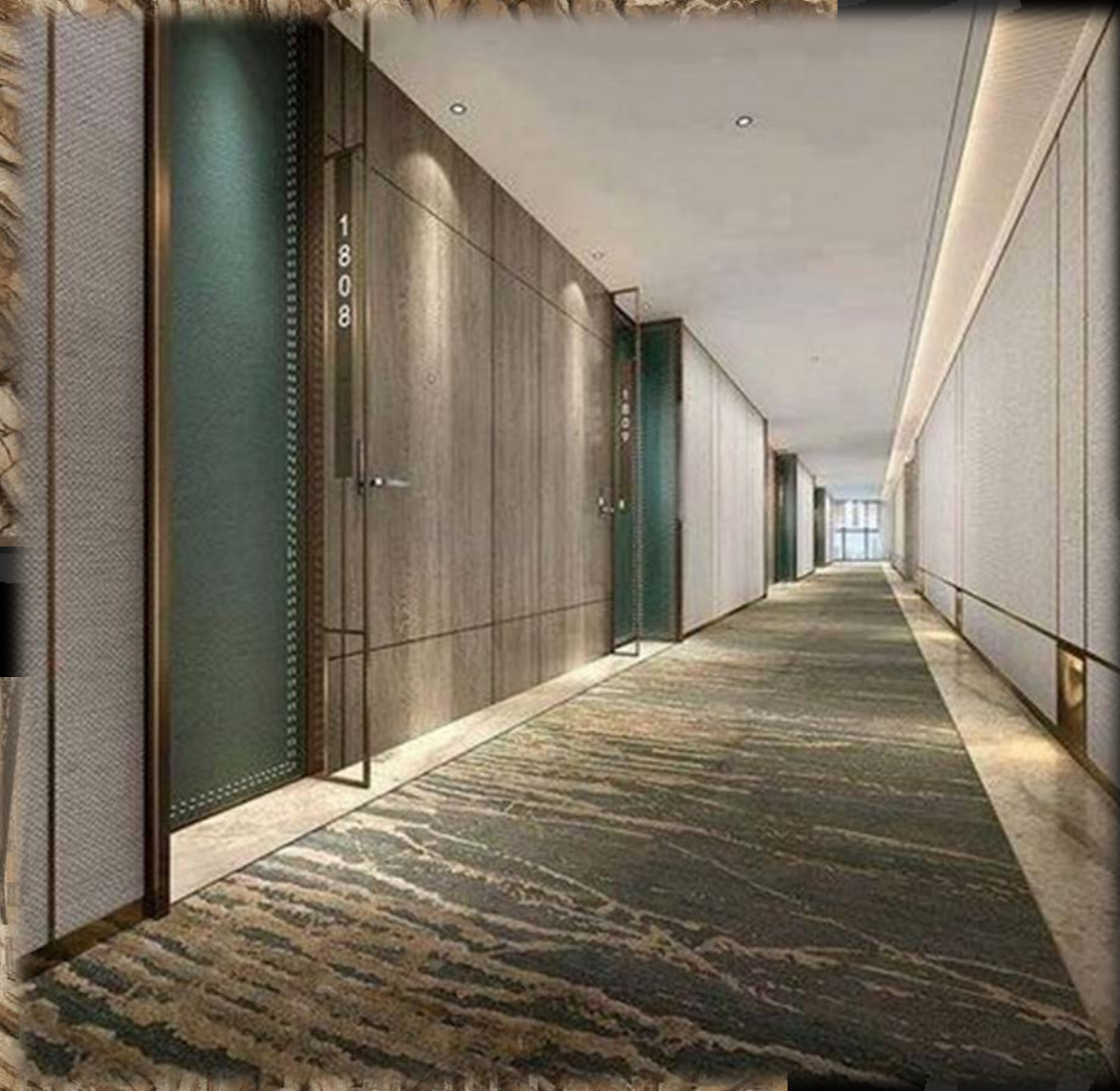
Corridor Harmony



RJ-WEST-002



RJ-WEST-002A



RJ

Corridor Harmony



RJ-WEST-002B



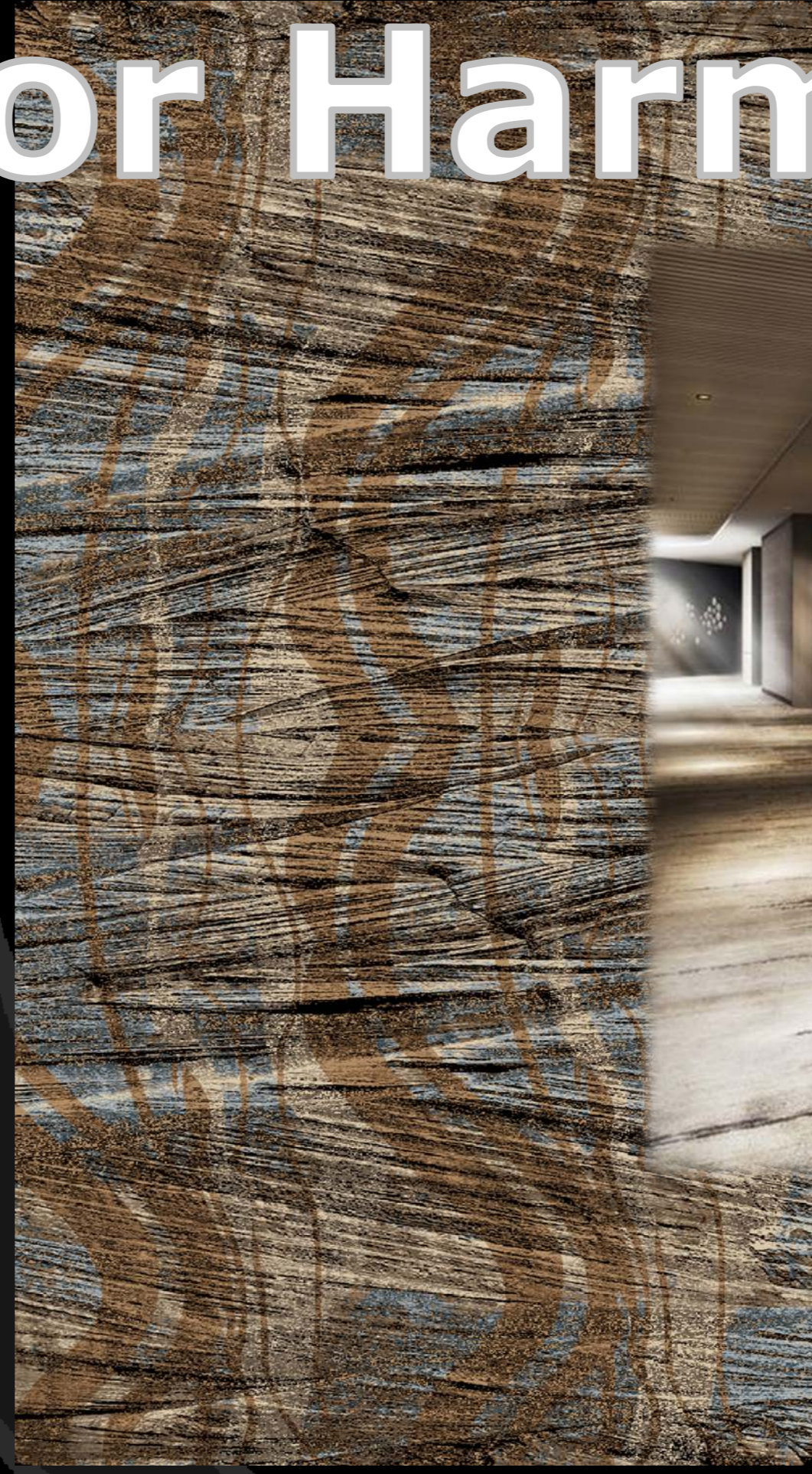
RJ-WEST-002C

RJ

Corridor Harmony



RJ-WEST-003



RJ-WEST-003A



RJ

Corridor Harmony



RJ-WEST-003B



RJ-WEST-003C

RJ



Corridor Harmony

RJ-WEST-004



RJ-WEST-004A



RJ

Corridor Harmony



RJ-WEST-004B



RJ-WEST-004C



RJ

Corridor Harmony



RJ-WEST-005

RJ-WEST-005A

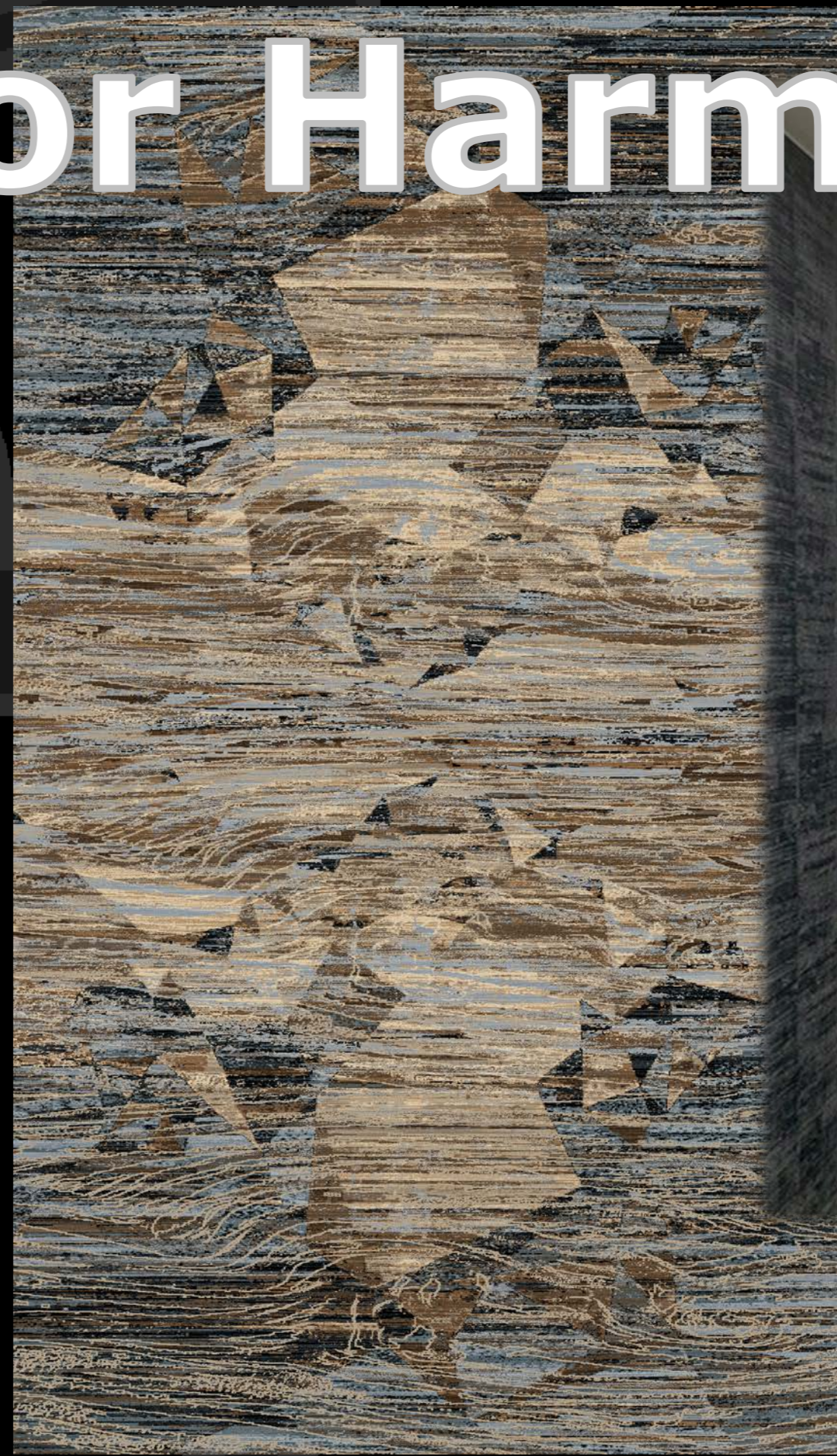
RJ



Corridor Harmony



RJ-WEST-005B



RJ-WEST-005C



Corridor Harmony

RJ-WEST-006



RJ-WEST-006A



RJ

Corridor Harmony



16008



RJ-WEST-006B



RJ-WEST-006C



RJ

SHELLMARC



Corridor Guestroom I

by

*Roderick
James*



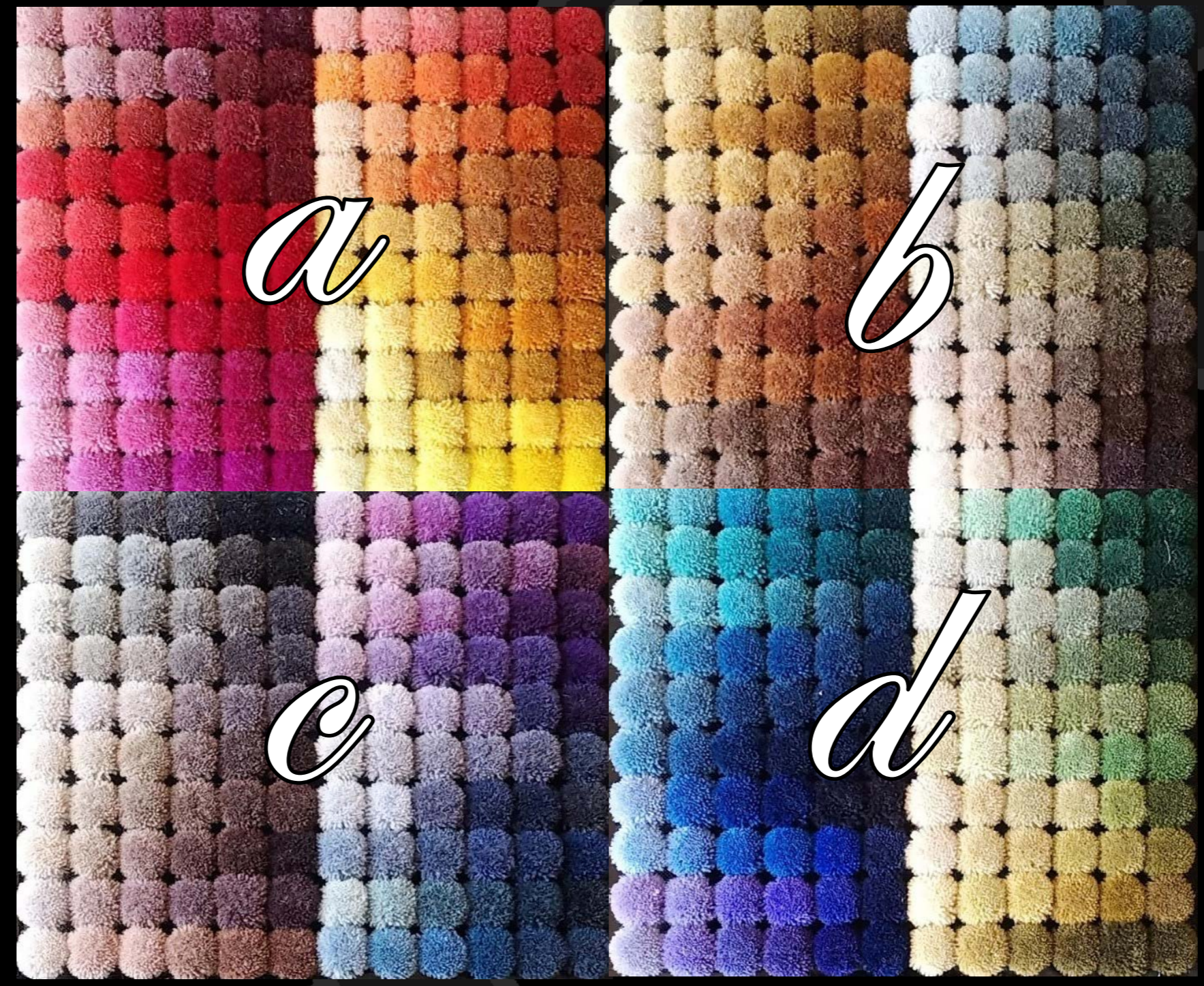
"Carpet makes the Room" From the Floor Up

HOSPITALITY



SHEELMARC

Color Box



480 Standard Colors plus Custom Match

HOSPITALITY

SHELLMARC



Sepia Grey



AXMINSTER WOVEN or PRINTED AX CARPETS

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

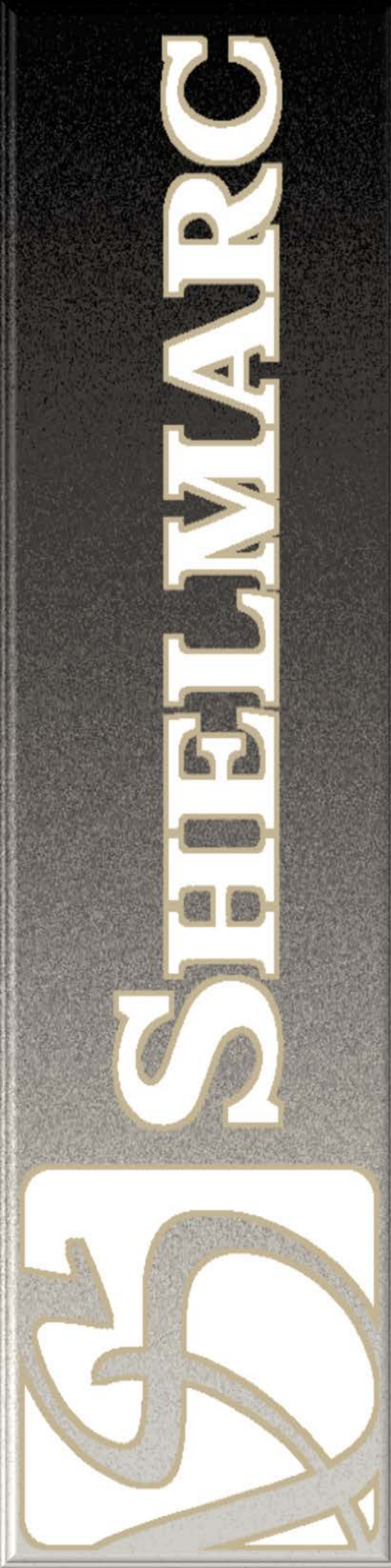
RF

SHELMARC



Guestroom & Corridor Coordinated

RJ



Sepia Grey

CORRIDOR 021C



BED 1

BED 2



RJ

GUESTROOM CARPET 4m x 5m Design: Contemporary-21



SHELLMARC

Sepia Grey

GUESTROOM CARPET 4m x 5m Design: Contemporary-21

RJ

SHELLMARC



Sandcastle

AXMINSTER WOVEN or PRINTED AX
CARPETS



RF

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.



Sandcastle

Guestroom & Corridor Coordinated



SHELLMARC

Sandcastle

CORRIDOR 021AC



BED 1

BED 2

RJ

GUESTROOM CARPET 4m x 5m Design: Contemporary-21A



SHELLMARC

Sandcastle

GUESTROOM CARPET 4m x 5m Design: Contemporary-21A

RJ

SHELLMARC



49
源

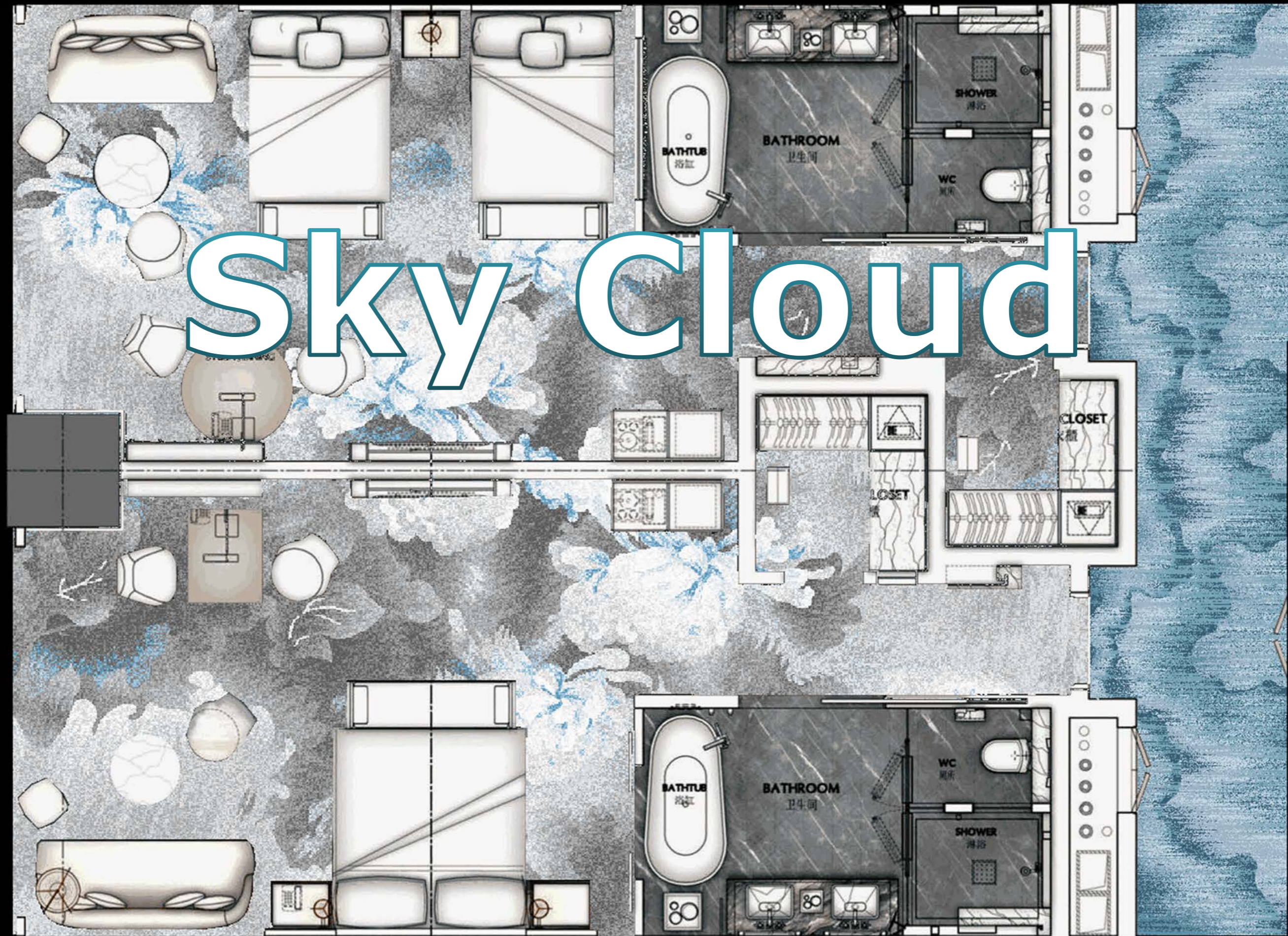
Sky Cloud

AXMINSTER WOVEN or PRINTED AX
CARPETS

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

RJ

SHELMARC



Guestroom & Corridor Coordinated

RJ

Sky Cloud

SHELLMARC

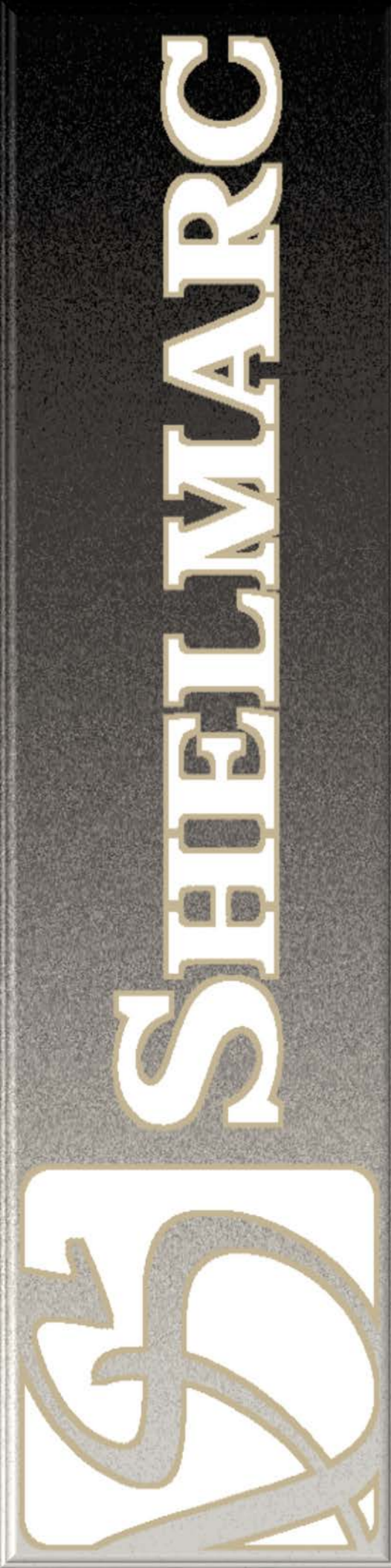


BED 1

BED 2

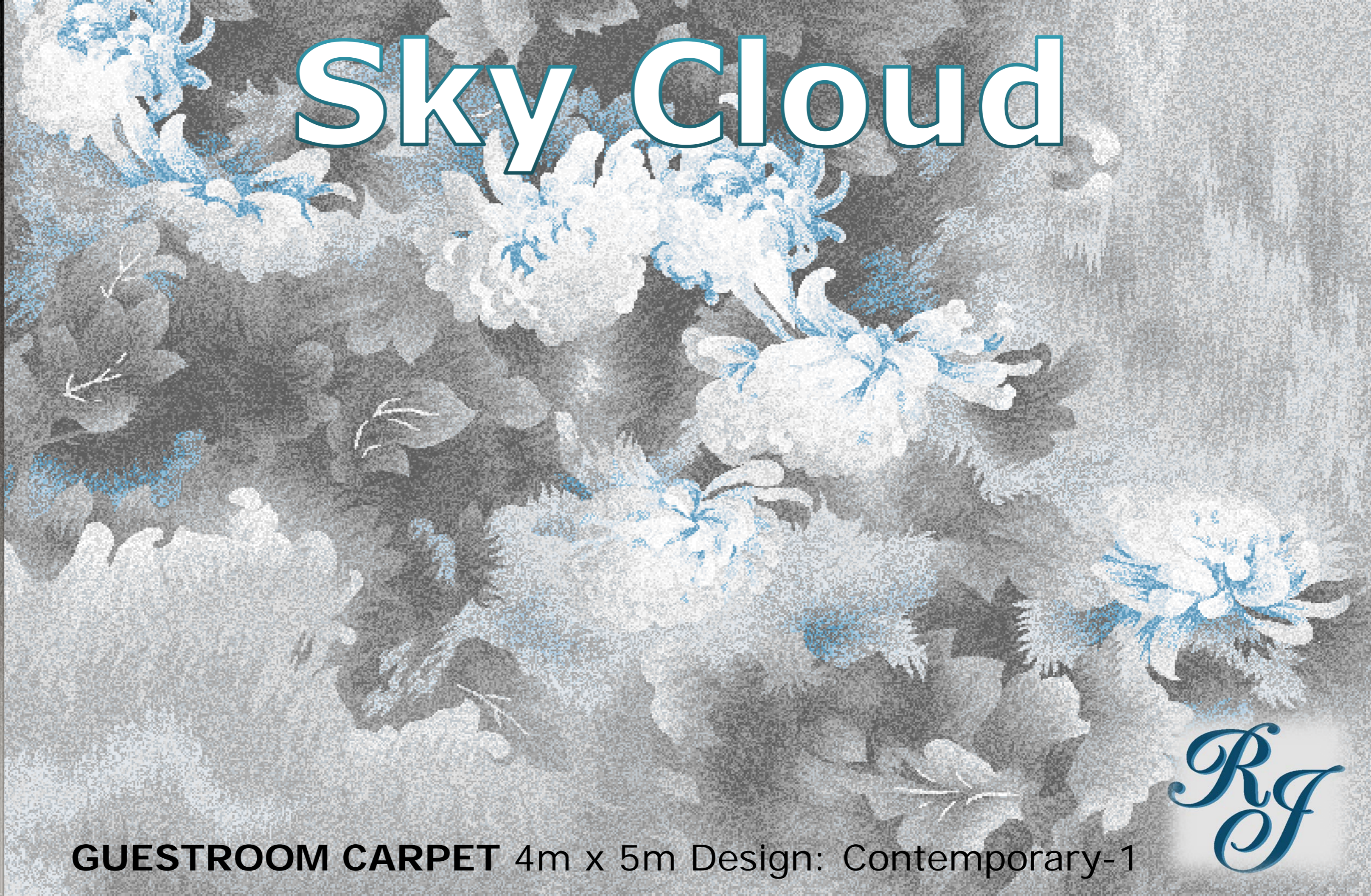
RJ

GUESTROOM CARPET 4m x 5m Design: Contemporary-1



SHELLMARC

Sky Cloud



GUESTROOM CARPET 4m x 5m Design: Contemporary-1



SHELLMARC



Sapphire Snow

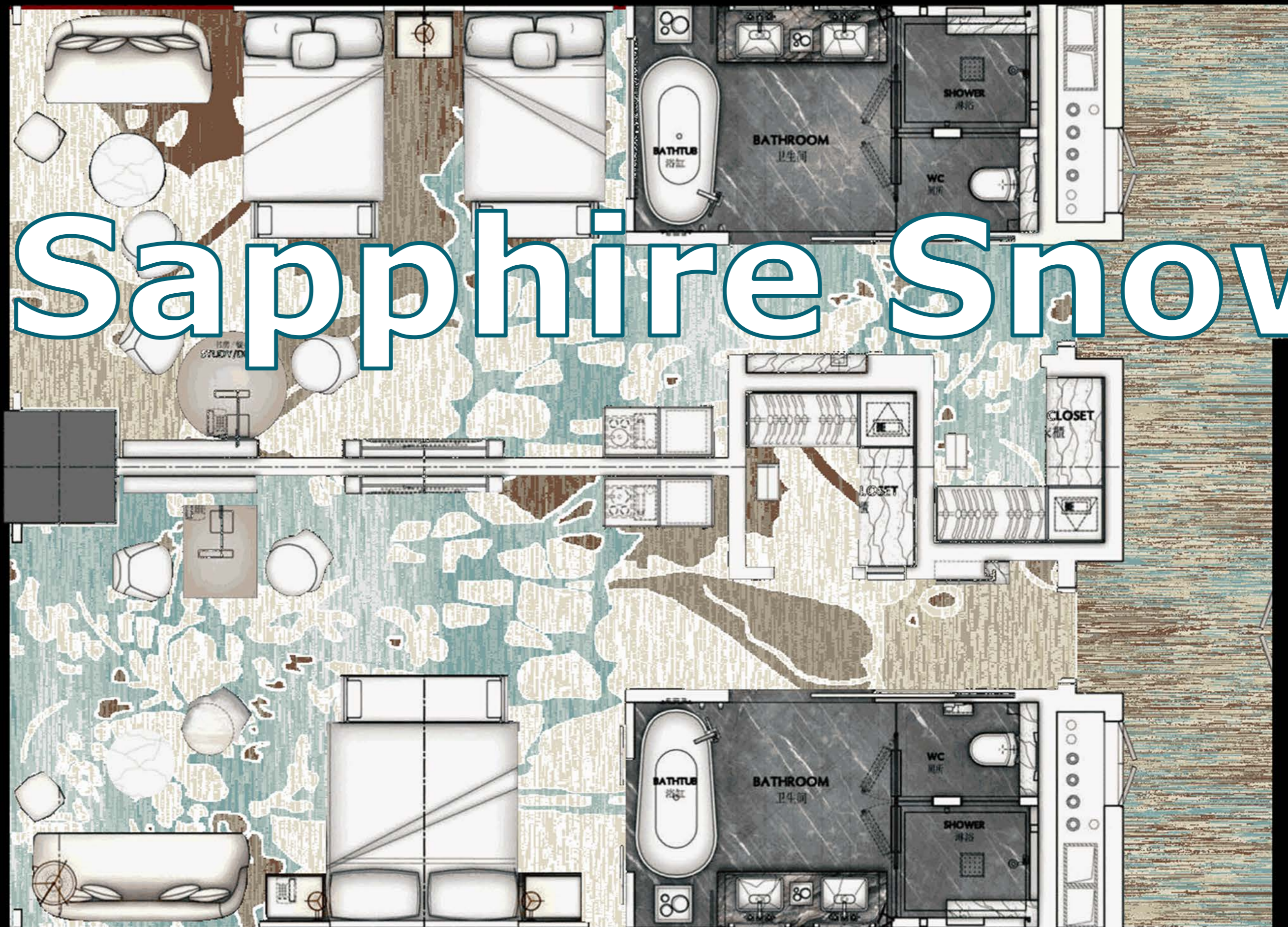
AXMINSTER WOVEN or PRINTED
AX CARPETS



Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

RJ

SHELMARC



Guestroom & Corridor Coordinated

RJ

SHELLMARC



Sapphire Snow

CORRIDOR 04AC



GUESTROOM CARPET 4m x 5m Design: Contemporary-4A

RJ

SHELLMARC



Sapphire Snow

GUESTROOM CARPET 4m x 5m Design: Contemporary-4A

RF

SHELLMARC



Smoke Pearl

AXMINSTER WOVEN or PRINTED AX
CARPETS

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

RJ

SHELLMARC



Guestroom & Corridor Coordinated

RJ

SHELLMARC



Smoke Pearl

CORRIDOR 16AC



BED 1

BED 2



RJ

GUESTROOM CARPET 4m x 5m Design: Contemporary-16A

SHELMARC



Smoke Pearl

GUESTROOM CARPET 4m x 5m Design: Contemporary-16A

RJ

SHELLMARC



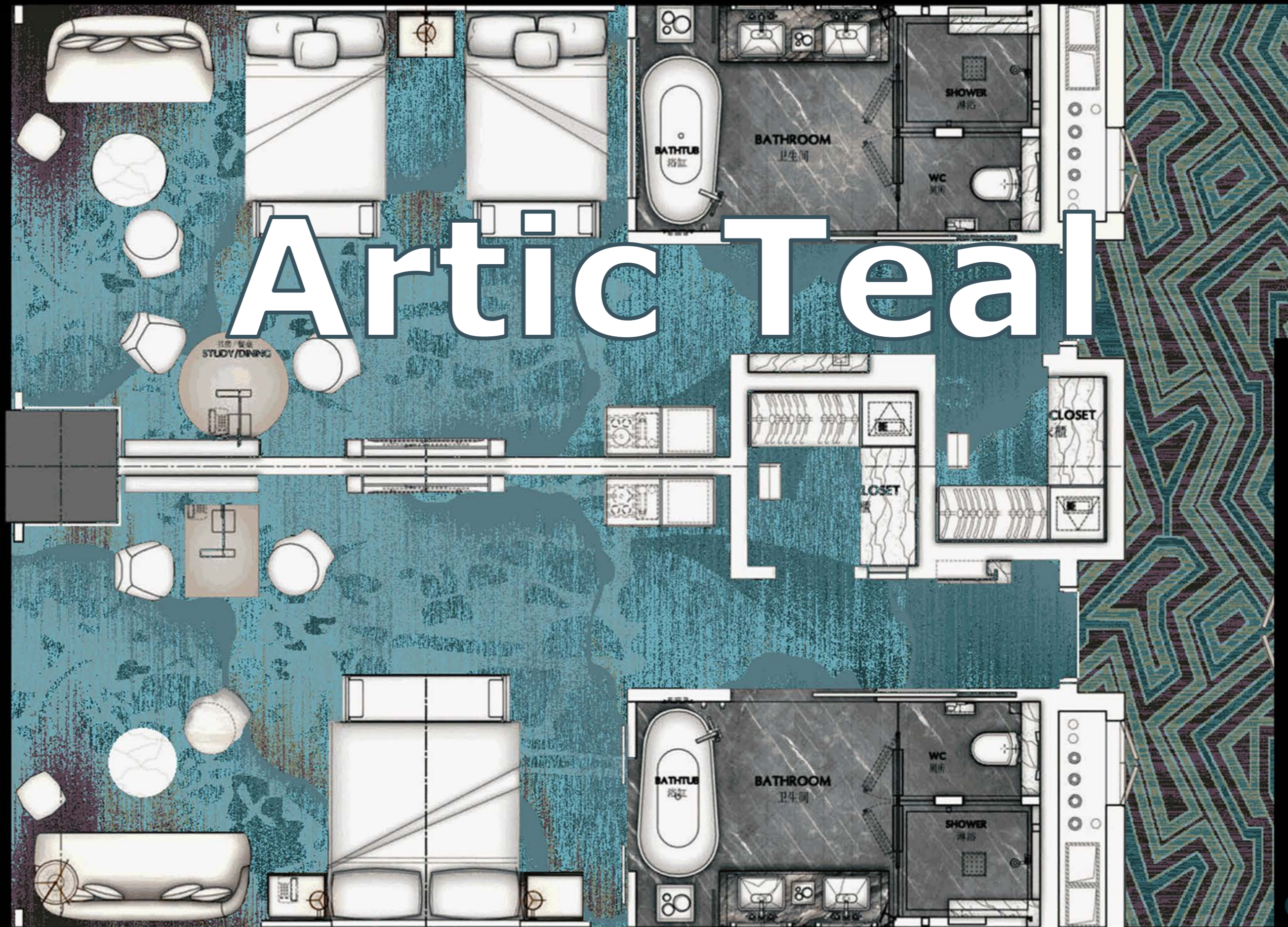
Artic Teal

AXMINSTER WOVEN or PRINTED AX
CARPETS

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

RJ

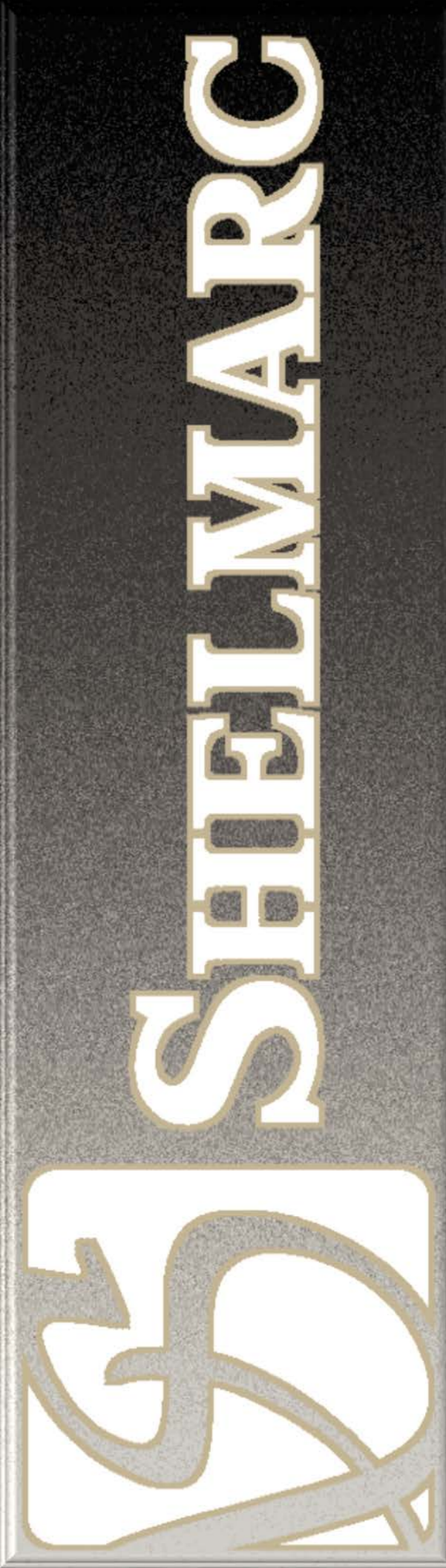
SHELMARC



Artic Teal

Guestroom & Corridor Coordinated

RJ



Artic Teal

CORRIDOR 24C



GUESTROOM CARPET 4m x 5m Design: Contemporary-24



SHELLMARC



Artic Teal

GUESTROOM CARPET 4m x 5m Design: Contemporary-24



SHELLMARC



Chartreuse Blue



AXMINSTER WOVEN or PRINTED
AX CARPETS

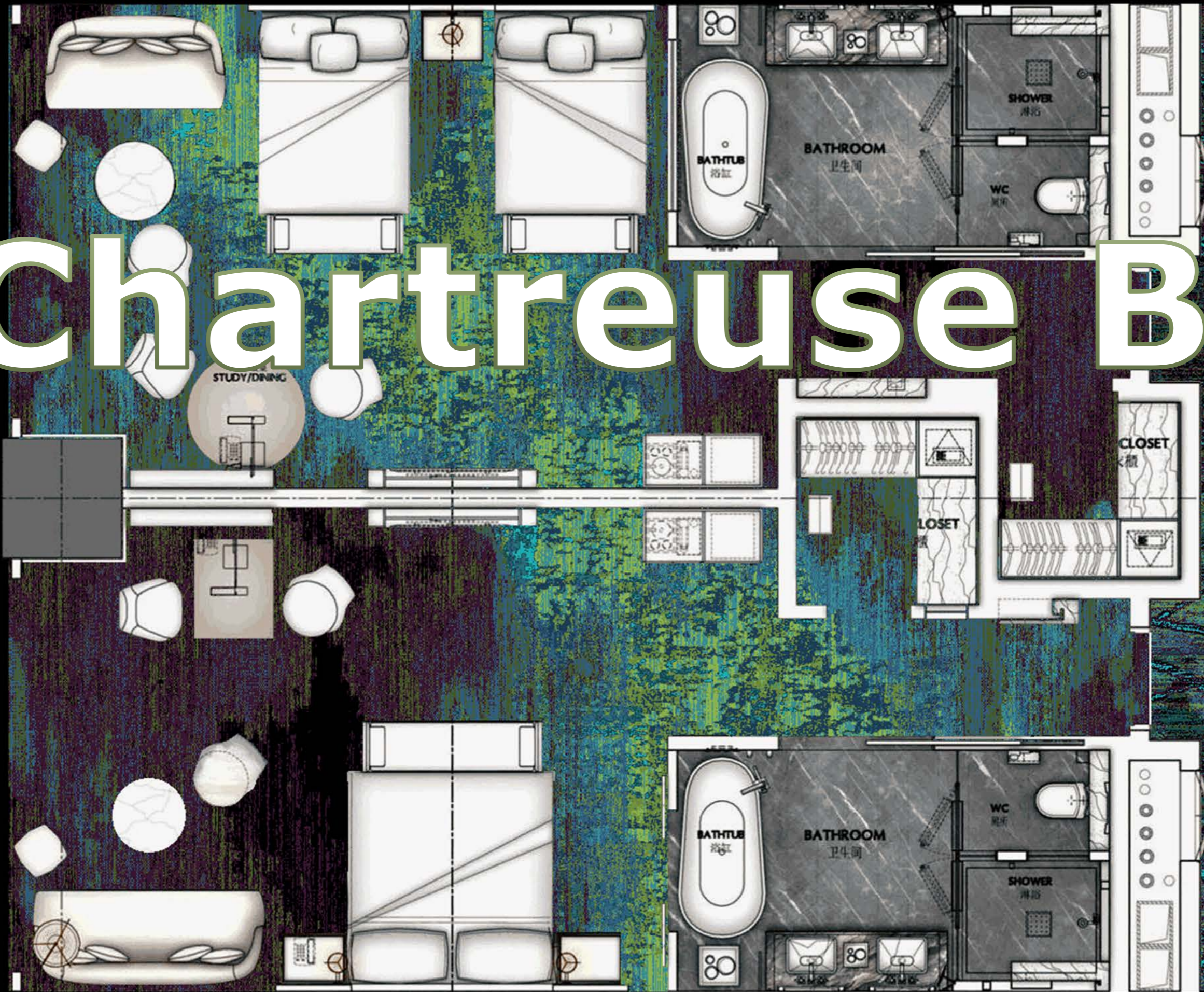
Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

RJ

SHELLMARC



Chartreuse Blue

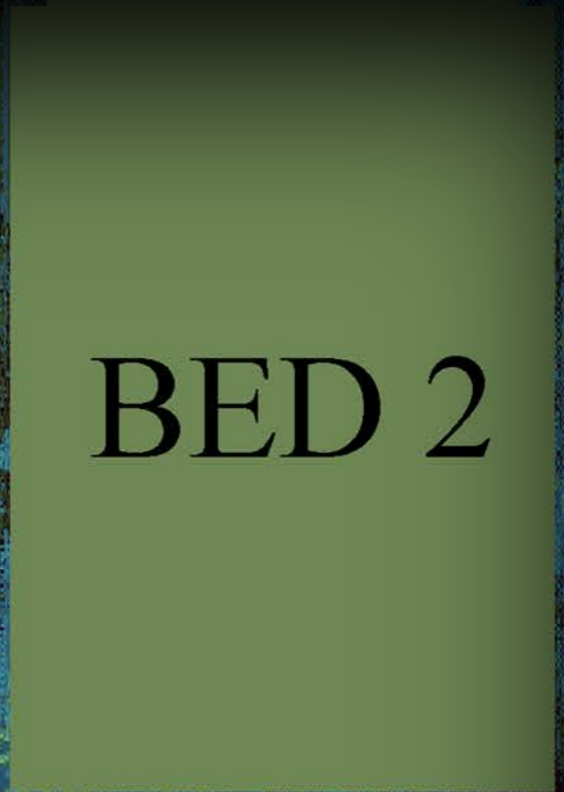


Guestroom & Corridor Coordinated

RJ

Chartreuse Blue

SHELLMARC



GUESTROOM CARPET 4m x 5m Design: Contemporary-89A



SHELLMARC



Chartreuse Blue

GUESTROOM CARPET 4m x 5m Design: Contemporary-89A



SHEELMARC



Shadow Slate



AXMINSTER WOVEN or PRINTED AX
CARPETS

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

RJ

SHELLMARC



Guestroom & Corridor Coordinated

RJ

Shadow Slate

BED 1

BED 2

RJ

GUESTROOM CARPET 4m x 5m Design: Contemporary-113

SHELLMARC



SHELLMARC



Shadow Slate

GUESTROOM CARPET 4m x 5m Design: Contemporary-113

RJ

SHELLMARC



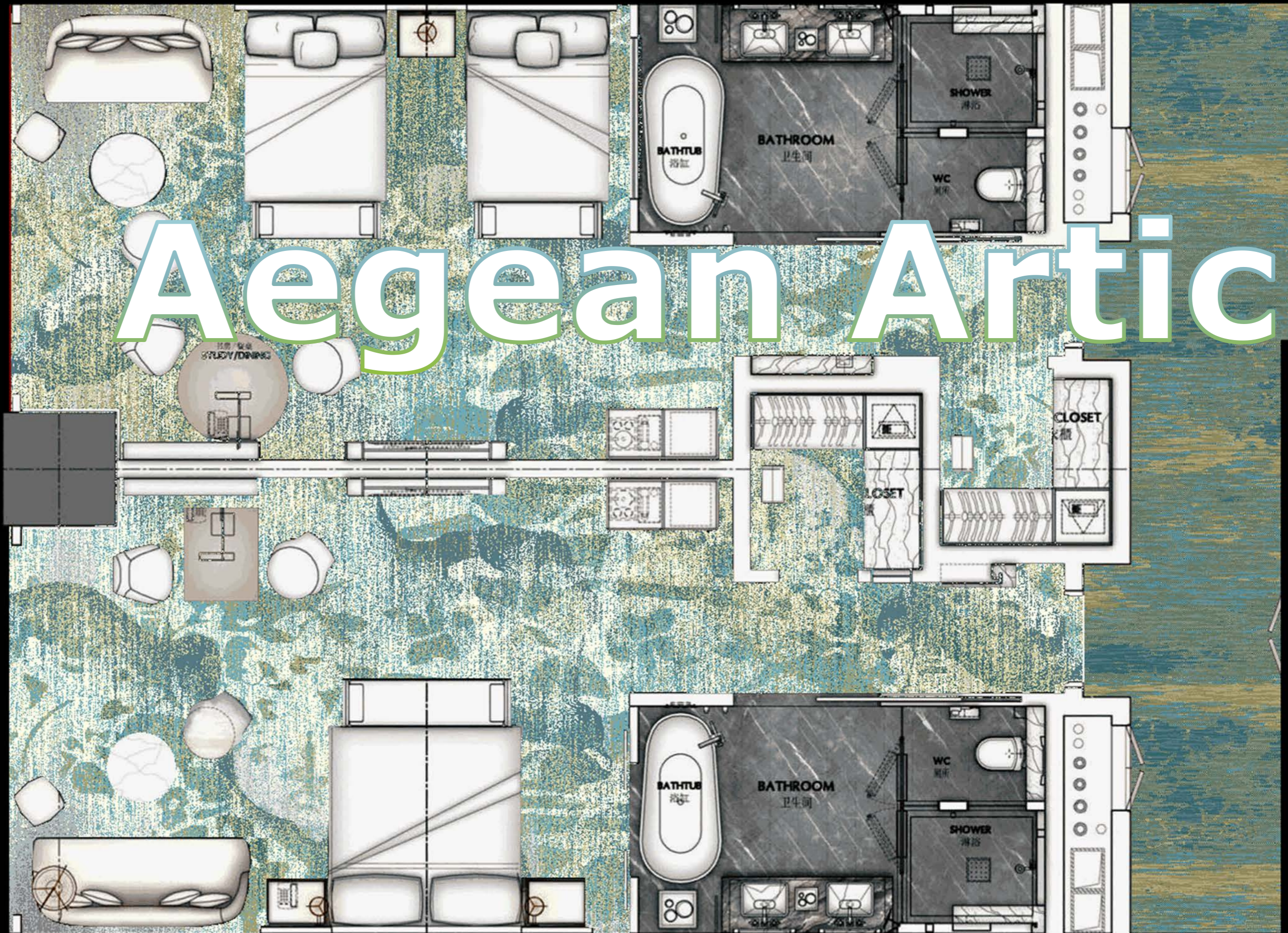
Aegean Artic

AXMINSTER WOVEN or PRINTED AX
CARPETS

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

RJ

SHEETMARC



Guestroom & Corridor Coordinated

RJ

SHELLMARC

Aegean Artic

CORRIDOR 2412C



BED 1

BED 2

RJ

GUESTROOM CARPET 4m x 5m Design: Contemporary-2412

SHELLMARC



Aegean Artistic

GUESTROOM CARPET 4m x 5m Design: Contemporary-2412



SHEELMARC



Silver Frost



AXMINSTER WOVEN or PRINTED AX
CARPETS

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

RJ

SHELMARC



Guestroom & Corridor Coordinated



SHELLMARC



Silver Frost

CORRIDOR 2418C



BED 1

BED 2



GUESTROOM CARPET 4m x 5m Design: Contemporary-2418

SHELLMARC



Silver Frost

GUESTROOM CARPET 4m x 5m Design: Contemporary-2418



SHELLMARC



Powdered Stone

AXMINSTER WOVEN or PRINTED
AX CARPETS

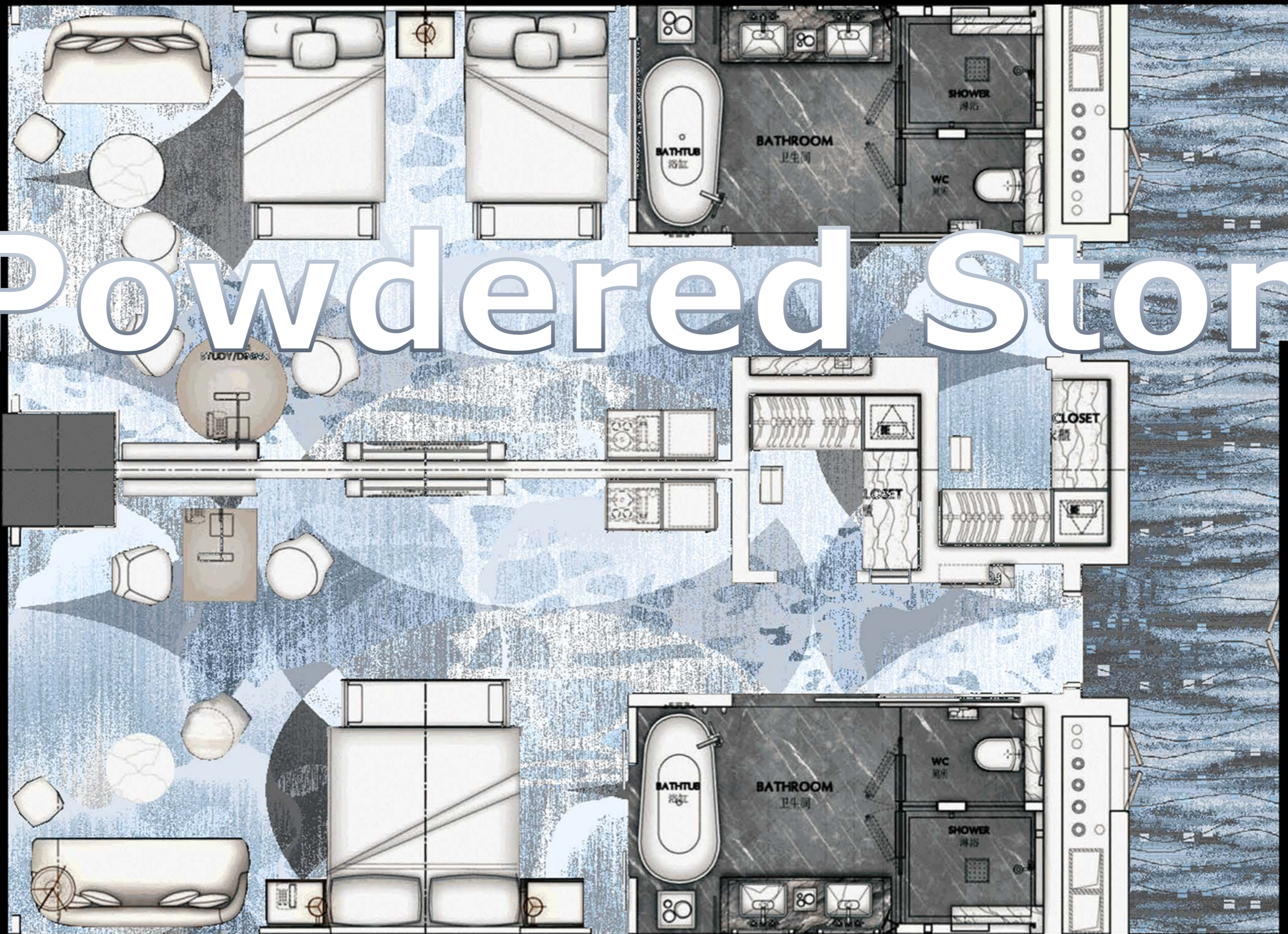
Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

RF

SHELLMARC



Powdered Stone

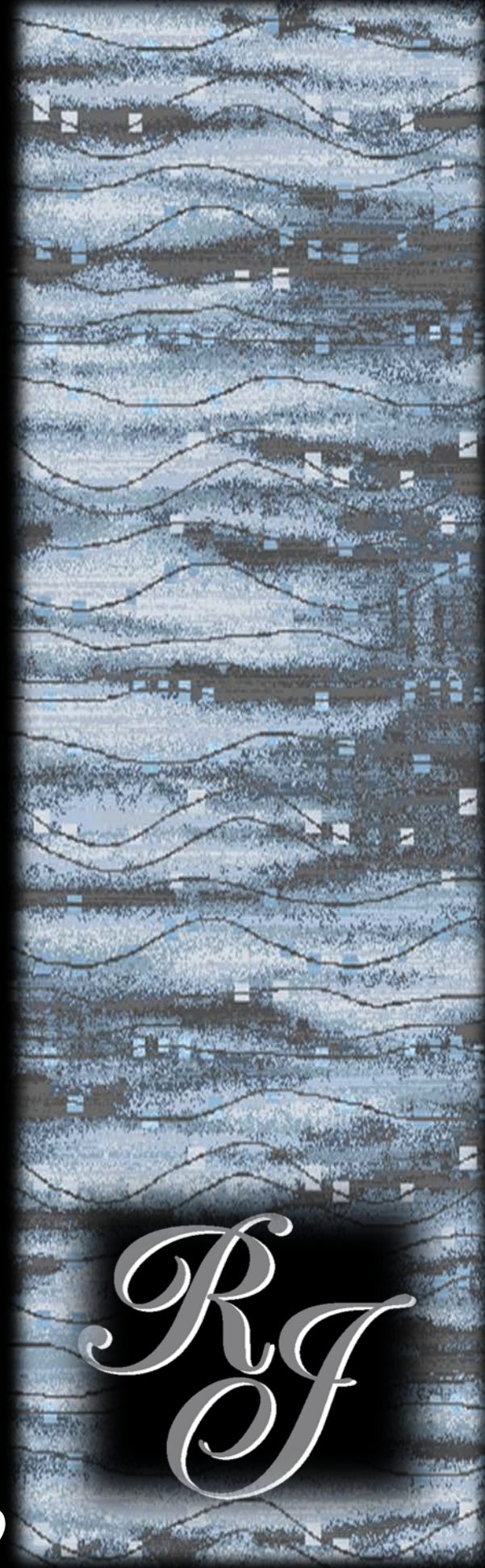


Guestroom & Corridor Coordinated

RJ

Powdered Stone

SHELLMARC



RJ

GUESTROOM CARPET 4m x 5m Design: Contemporary-2419

SHELLMARC



Powdered Stone

GUESTROOM CARPET 4m x 5m Design: Contemporary-2419



SHELLMARC



Silver Jade

AXMINSTER WOVEN or PRINTED AX
CARPETS

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

RJ

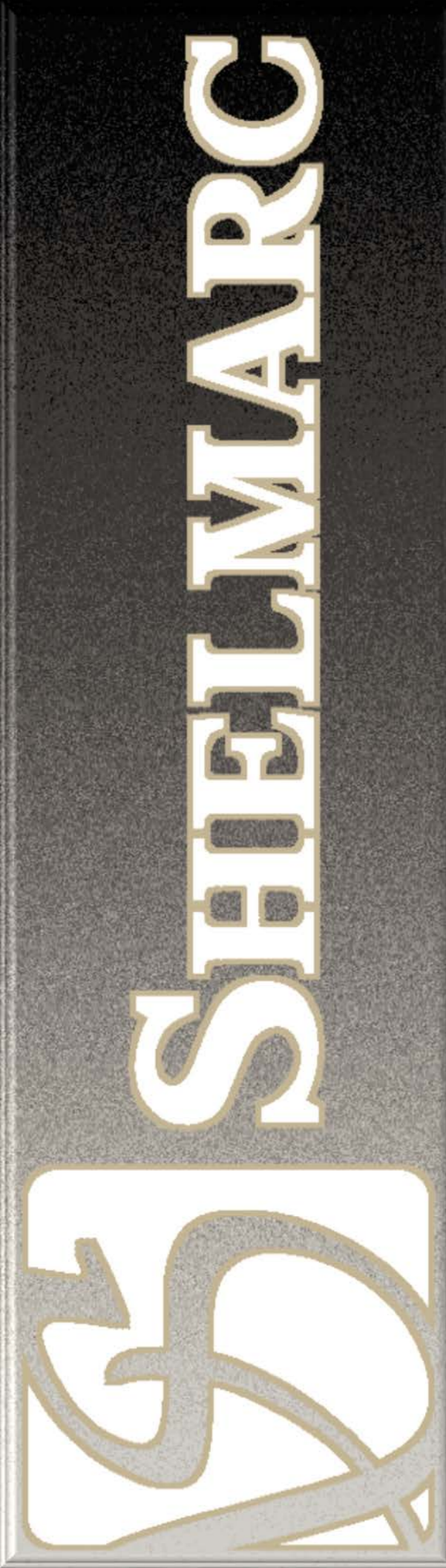
SHELMARC



Silver Jade

Guestroom & Corridor Coordinated

RJ



Silver Jade

CORRIDOR 8414C



BED 1

BED 2

GUESTROOM CARPET 4m x 5m Design: Contemporary-8914





SHELLMARC

Silver Jade

GUESTROOM CARPET 4m x 5m Design: Contemporary-8914



SHELLMARC



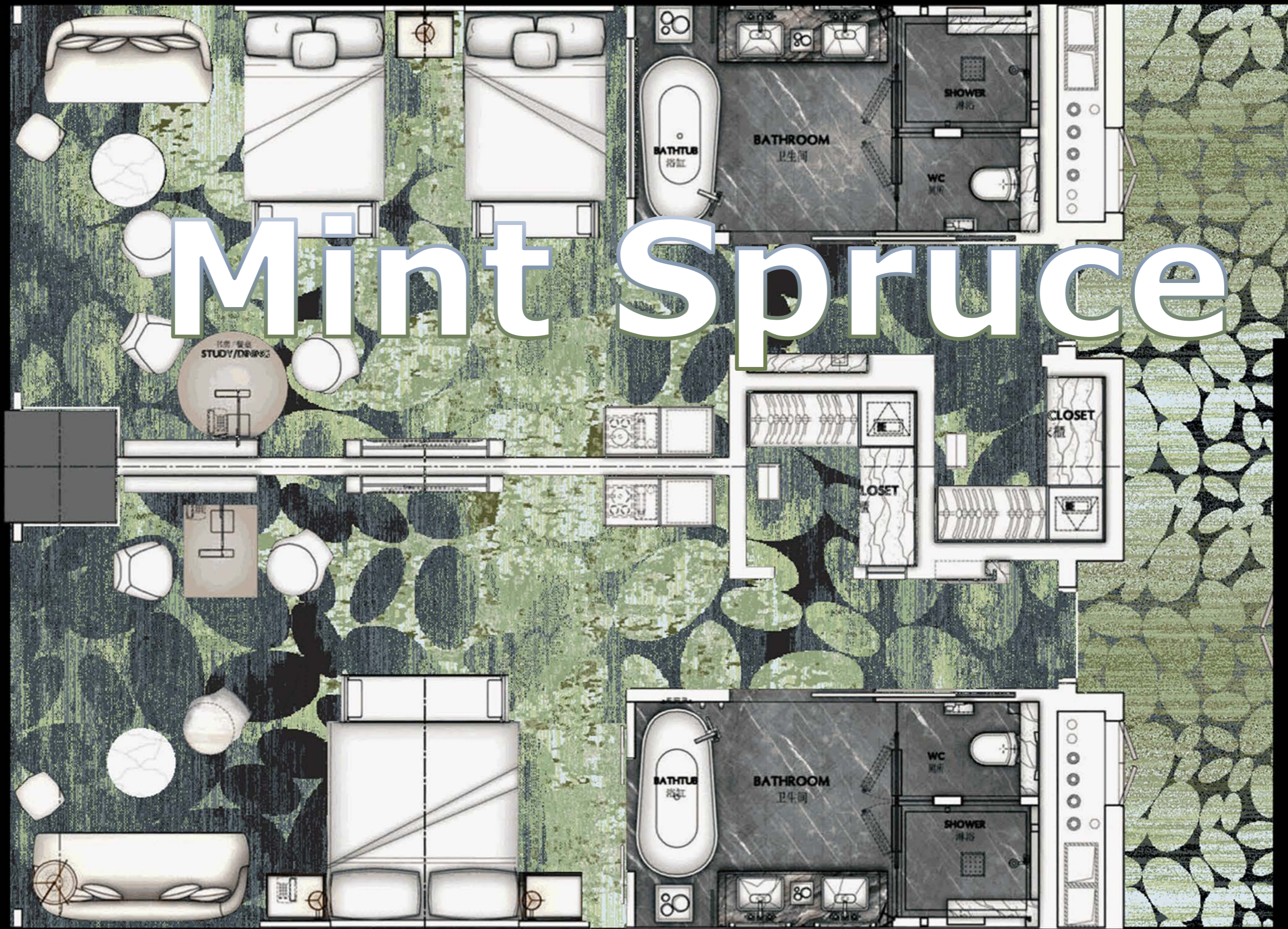
Mint Spruce

AXMINSTER WOVEN or PRINTED AX
CARPETS

Axminster Carpets – Woven Of 40% British Wool 40% New Zealand Wool & 20% Nylon.

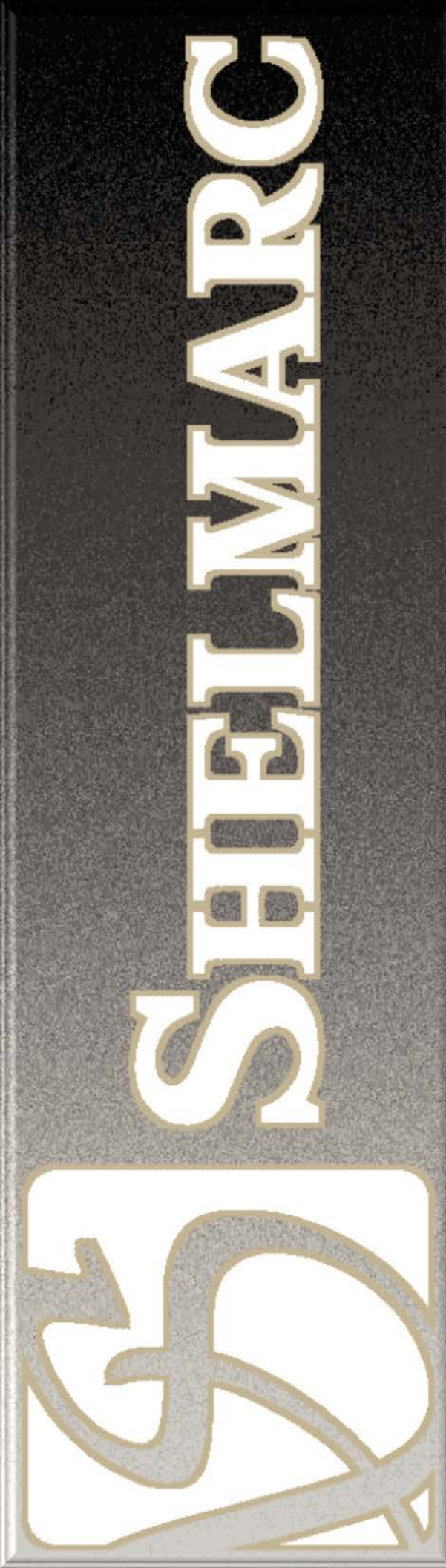
RF

SHELMARC



Guestroom & Corridor Coordinated





SHELLMARC

Mint Spruce

CORRIDOR 8920C



BED 1

BED 2

GUESTROOM CARPET 4m x 5m Design: Contemporary-8920

RF



SHELLMARC

Mint Spruce

GUESTROOM CARPET 4m x 5m Design: Contemporary-8920



Woven Specifications 7x8x8

AXMINSTER 80/20 NZ Wool/Nylon

HOSPITALITY

Gripper Genuine Axminster Carpets For 7x8 8mm Pile Height quality S266P0808/36

1. Gripper Axminster 4M WIDE (13'2") (Van De Wiele High Speed Axminster Loom)
2. Pile Content: 80% New Zealand Wool 20% Solutia 6.6 Nylon
3. Yarn Count: 660/2 tex (2/47s Dewsbury)
4. Pitch: 7
5. Row: 8
6. Effective Pile Height: 8.0mm \pm 0.5mm
7. Effective Pile Weight: 918 Gm/SM \pm 58Gm/SM
8. Total Carpet Thickness: 10.0mm \pm 0.5mm
9. Pile Weight: 37.75 oz/sq.y (1280gm/SM) \pm 10.0%
10. Total Weight: 60.03 oz/sq.y (2044gm/sm) \pm 10.0%
11. Dyeing Method : Skein Dyeing
12. Dyestuff: Top Quality Supplied By American Company Huntsman
13. Moth-proofing: Mystox CMP
14. Pile Construction: Full Cut
15. Pile Density: 4050
16. Weft Backing: Polypropylene From HE TAIXING
17. Weft Weight: 378
18. Chain Backing: Cotton and Polyester
19. Latex Coating: BASF SBR Fray Resistant Latex Compound
20. Latex Weight: Around 360 grams/sqm
21. 3M Treatment: Available As Request
22. WIRA Abrasion To End Point: More than 12000 rubs
23. Carpet Traffic Classification: Medium Heavy Traffic For Commercial
24. Classification For Critical Radiant Flux: ASTM E648 or Equivalent Class 1
25. Tuft Binding: More Than 10 Newton
26. Oil Content: Less Than 2%
27. Moth Resistance: Class 5
28. Color Fastness To Light: Class 5 (ISO 105-B02)
29. Color Fastness To Dry Rubbing: Min Class 4 (ISO105-X12)
30. Static Resistance: Less Than 3.5 KV
31. Static Loading Test: 85% Recovery After 24 Hours
32. Dynamic Loading Test: Less Than 15% Thickness Loss After 1000 Impacts
33. Hexapod Test: Min Class 3 After 12000 Turns
34. Durability and Fiber Integrity: Average Weight Loss Than 42.5mg/1000cycles
35. Hot Metal Nut Test: BS4790
36. Methenamine Tablet Test: BS6307
37. Smoke Density: DM Less Than 327
38. Green Label: CRI
39. Pattern & Colors: within 16 colors



Printed Woven Specifications 7x8x8

PRINTED AX 80/20 NZ Wool/Nylon

HOSPITALITY

Gripper Genuine Axminster Carpets For 7x8 8mm Pile Height quality S266P0808/36

1. Gripper Axminster 4M WIDE (13'2") (Van De Wiele High Speed Axminster Loom)
2. Pile Content: 80% New Zealand Wool 20% Solutia 6.6 Nylon
3. Yarn Count: 660/2 tex (2/47s Dewsbury)
4. Pitch: 7
5. Row: 8
6. Effective Pile Height: 8.0mm \pm 0.5mm
7. Effective Pile Weight: 918 Gm/SM \pm 58Gm/SM
8. Total Carpet Thickness: 10.0mm \pm 0.5mm
9. Pile Weight: 37.75 oz/sq.y (1280gm/SM) \pm 10.0%
10. Total Weight: 60.03 oz/sq.y (2044gm/sm) \pm 10.0%
11. Dyeing Method : Skein Dyeing
12. Dyestuff: Top Quality Supplied By American Company Huntsman
13. Moth-proofing: Mystox CMP
14. Pile Construction: Full Cut
15. Pile Density: 4050
16. Weft Backing: Polypropylene From HE TAIXING
17. Weft Weight: 378
18. Chain Backing: Cotton and Polyester
19. Latex Coating: BASF SBR Fray Resistant Latex Compound
20. Latex Weight: Around 360 grams/sqm
21. 3M Treatment: Available As Request
22. WIRA Abrasion To End Point: More than 12000 rubs
23. Carpet Traffic Classification: Medium Heavy Traffic For Commercial
24. Classification For Critical Radiant Flux: ASTM E648 or Equivalent Class 1
25. Tuft Binding: More Than 10 Newton
26. Oil Content: Less Than 2%
27. Moth Resistance: Class 5
28. Color Fastness To Light: Class 5 (ISO 105-B02)
29. Color Fastness To Dry Rubbing: Min Class 4 (ISO105-X12)
30. Static Resistance: Less Than 3.5 KV
31. Static Loading Test: 85% Recovery After 24 Hours
32. Dynamic Loading Test: Less Than 15% Thickness Loss After 1000 Impacts
33. Hexapod Test: Min Class 3 After 12000 Turns
34. Durability and Fiber Integrity: Average Weight Loss Than 42.5mg/1000cycles
35. Hot Metal Nut Test: BS4790
36. Methenamine Tablet Test: BS6307
37. Smoke Density: DM Less Than 327
38. Green Label: CRI
39. Pattern & Colors: within 16 colors



Woven Specifications 7x9x7

AXMINSTER 80/20 NZ Wool/Nylon

HOSPITALITY

Gripper Genuine Axminster Carpets For 7x9 7mm Pile Height quality S266P0907/32

1. Gripper Axminster 4M WIDE (13'2") (Van De Wiele High Speed Axminster Loom)
2. Pile Content: 80% New Zealand Wool 20% Solutia 6.6 Nylon
3. Yarn Count: 660/2 tex (2/47s Dewsbury)
4. Pitch: 7
5. Row: 9
6. Effective Pile Height: 7.0mm \pm 0.5mm
7. Effective Pile Weight: 903 Gm/SM \pm 65Gm/SM
8. Total Carpet Thickness: 9.0mm \pm 0.5mm
9. Pile Weight: 39.2 oz/sq.y (1329gm/SM) \pm 10.0%
10. Total Weight: 61.0 oz/sq.y (2067gm/sm) \pm 10.0%
11. Dyeing Method : Skein Dyeing
12. Dyestuff: Top Quality Supplied By American Company Huntsman
13. Moth-proofing: Mystox CMP
14. Pile Construction: Full Cut
15. Pile Density: 4696
16. Weft Backing: Polypropylene From HE TAIKING
17. Weft Weight: 382
18. Chain Backing: Cotton and Polyester
19. Latex Coating: BASF SBR Fray Resistant Latex Compound
20. Latex Weight: Around 360 grams/sqm
21. 3M Treatment: Available As Request
22. WIRA Abrasion To End Point: More than 12000 rubs
23. Carpet Traffic Classification: Medium Heavy Traffic For Commercial
24. Classification For Critical Radiant Flux: ASTM E648 or Equivalent Class 1
25. Tuft Binding: More Than 10 Newton
26. Oil Content: Less Than 2%
27. Moth Resistance: Class 5
28. Color Fastness To Light: Class 5 (ISO 105-B02)
29. Color Fastness To Dry Rubbing: Min Class 4 (ISO105-X12)
30. Static Resistance: Less Than 3.5 KV
31. Static Loading Test: 85% Recovery After 24 Hours
32. Dynamic Loading Test: Less Than 15% Thickness Loss After 1000 Impacts
33. Hexapod Test: Min Class 3 After 12000 Turns
34. Durability and Fiber Integrity: Average Weight Loss Than 42.5mg/1000cycles
35. Hot Metal Nut Test: BS4790
36. Methenamine Tablet Test: BS6307
37. Smoke Density: DM Less Than 327
38. Green Label: CRI
39. Pattern & Colors: within 16 colors



Printed Woven Specifications 7x9x7

PRINTED AX 80/20 NZ Wool/Nylon

HOSPITALITY

Gripper Genuine Axminster Carpets For 7x9 7mm Pile Height quality S266P0907/32

1. Gripper Axminster 4M WIDE (13'2") (Van De Wiele High Speed Axminster Loom)
2. Pile Content: 80% New Zealand Wool 20% Solutia 6.6 Nylon
3. Yarn Count: 660/2 tex (2/47s Dewsbury)
4. Pitch: 7
5. Row: 9
6. Effective Pile Height: 7.0mm \pm 0.5mm
7. Effective Pile Weight: 903 Gm/SM \pm 65Gm/SM
8. Total Carpet Thickness: 9.0mm \pm 0.5mm
9. Pile Weight: 39.2 oz/sq.y (1329gm/SM) \pm 10.0%
10. Total Weight: 61.0 oz/sq.y (2067gm/sm) \pm 10.0%
11. Dyeing Method : Skein Dyeing
12. Dyestuff: Top Quality Supplied By American Company Huntsman
13. Moth-proofing: Mystox CMP
14. Pile Construction: Full Cut
15. Pile Density: 4696
16. Weft Backing: Polypropylene From HE TAIXING
17. Weft Weight: 382
18. Chain Backing: Cotton and Polyester
19. Latex Coating: BASF SBR Fray Resistant Latex Compound
20. Latex Weight: Around 360 grams/sqm
21. 3M Treatment: Available As Request
22. WIRA Abrasion To End Point: More than 12000 rubs
23. Carpet Traffic Classification: Medium Heavy Traffic For Commercial
24. Classification For Critical Radiant Flux: ASTM E648 or Equivalent Class 1
25. Tuft Binding: More Than 10 Newton
26. Oil Content: Less Than 2%
27. Moth Resistance: Class 5
28. Color Fastness To Light: Class 5 (ISO 105-B02)
29. Color Fastness To Dry Rubbing: Min Class 4 (ISO105-X12)
30. Static Resistance: Less Than 3.5 KV
31. Static Loading Test: 85% Recovery After 24 Hours
32. Dynamic Loading Test: Less Than 15% Thickness Loss After 1000 Impacts
33. Hexapod Test: Min Class 3 After 12000 Turns
34. Durability and Fiber Integrity: Average Weight Loss Than 42.5mg/1000cycles
35. Hot Metal Nut Test: BS4790
36. Methenamine Tablet Test: BS6307
37. Smoke Density: DM Less Than 327
38. Green Label: CRI
39. Pattern & Colors: within 16 colors



Woven Specifications 7x9x8

AXMINSTER 80/20 NZ Wool/Nylon

HOSPITALITY

Gripper Genuine Axminster Carpets For 7x9 8mm Pile Height quality S266P0908/40

1. Gripper Axminster 4M WIDE (13'2") (Van De Wiele High Speed Axminster Loom)
2. Pile Content: 80% New Zealand Wool 20% Solutia 6.6 Nylon
3. Yarn Count: 660/2 tex (2/47s Dewsbury)
4. Pitch: 7
5. Row: 9
6. Effective Pile Height: 8.0mm \pm 0.5mm
7. Effective Pile Weight: 1032 Gm/SM \pm 65Gm/SM
8. Total Carpet Thickness: 10.0mm \pm 0.5mm
9. Pile Weight: 42.2 oz/sq.y (1431gm/SM) \pm 10.0%
10. Total Weight: 64.8 oz/sq.y (2196gm/sm) \pm 10.0%
11. Dyeing Method : Skein Dyeing
12. Dyestuff: Top Quality Supplied By American Company Huntsman
13. Moth-proofing: Mystox CMP
14. Pile Construction: Full Cut
15. Pile Density: 4549
16. Weft Backing: Polypropylene From HE TAIXING
17. Weft Weight: 382
18. Chain Backing: Cotton and Polyester
19. Latex Coating: BASF SBR Fray Resistant Latex Compound
20. Latex Weight: Around 360 grams/sqm
21. 3M Treatment: Available As Request
22. WIRA Abrasion To End Point: More than 12000 rubs
23. Carpet Traffic Classification: Medium Heavy Traffic For Commercial
24. Classification For Critical Radiant Flux: ASTM E648 or Equivalent Class 1
25. Tuft Binding: More Than 10 Newton
26. Oil Content: Less Than 2%
27. Moth Resistance: Class 5
28. Color Fastness To Light: Class 5 (ISO 105-B02)
29. Color Fastness To Dry Rubbing: Min Class 4 (ISO105-X12)
30. Static Resistance: Less Than 3.5 KV
31. Static Loading Test: 85% Recovery After 24 Hours
32. Dynamic Loading Test: Less Than 15% Thickness Loss After 1000 Impacts
33. Hexapod Test: Min Class 3 After 12000 Turns
34. Durability and Fiber Integrity: Average Weight Loss Than 42.5mg/1000cycles
35. Hot Metal Nut Test: BS4790
36. Methenamine Tablet Test: BS6307
37. Smoke Density: DM Less Than 327
38. Green Label: CRI
39. Pattern & Colors: within 16 colors



Woven Specifications 7x10x7

AXMINSTER 80/20 NZ Wool/Nylon **HOSPITALITY**

Gripper Genuine Axminster Carpets For 7x10 7mm Pile Height quality S266P1007/40

1. Gripper Axminster 4M WIDE (13'2") (Van De Wiele High Speed Axminster Loom)
2. Pile Content: 80% New Zealand Wool 20% Solutia 6.6 Nylon
3. Yarn Count: 660/2 tex (2/47s Dewsbury)
4. Pitch: 7
5. Row: 10
6. Effective Pile Height: 7.0mm \pm 0.5mm
7. Effective Pile Weight: 1005 Gm/SM \pm 72Gm/SM
8. Total Carpet Thickness: 9.0mm \pm 0.5mm
9. Pile Weight: 43.6 oz/sq.y (1447gm/SM) \pm 10.0%
10. Total Weight: 66.4 oz/sq.y (2250gm/sm) \pm 10.0%
11. Dyeing Method : Skein Dyeing
12. Dyestuff: Top Quality Supplied By American Company Huntsman
13. Moth-proofing: Mystox CMP
14. Pile Construction: Full Cut
15. Pile Density: 5228
16. Weft Backing: Polypropylene From HE TAIXING
17. Weft Weight: 426
18. Chain Backing: Cotton and Polyester
19. Latex Coating: BASF SBR Fray Resistant Latex Compound
20. Latex Weight: Around 360 grams/sqm
21. 3M Treatment: Available As Request
22. WIRA Abrasion To End Point: More than 12000 rubs
23. Carpet Traffic Classification: Medium Heavy Traffic For Commercial
24. Classification For Critical Radiant Flux: ASTM E648 or Equivalent Class 1
25. Tuft Binding: More Than 10 Newton
26. Oil Content: Less Than 2%
27. Moth Resistance: Class 5
28. Color Fastness To Light: Class 5 (ISO 105-B02)
29. Color Fastness To Dry Rubbing: Min Class 4 (ISO105-X12)
30. Static Resistance: Less Than 3.5 KV
31. Static Loading Test: 85% Recovery After 24 Hours
32. Dynamic Loading Test: Less Than 15% Thickness Loss After 1000 Impacts
33. Hexapod Test: Min Class 3 After 12000 Turns
34. Durability and Fiber Integrity: Average Weight Loss Than 42.5mg/1000cycles
35. Hot Metal Nut Test: BS4790
36. Methenamine Tablet Test: BS6307
37. Smoke Density: DM Less Than 327
38. Green Label: CRI
39. Pattern & Colors: within 16 colors



Woven Specifications 7x10x8

AXMINSTER 80/20 NZ Wool/Nylon

HOSPITALITY

Gripper Genuine Axminster Carpets For 7x10 8mm Pile Height quality S266P1008/45

1. Gripper Axminster 4M WIDE (13'2") (Van De Wiele High Speed Axminster Loom)
2. Pile Content: 80% New Zealand Wool 20% Solutia 6.6 Nylon
3. Yarn Count: 660/2 tex (2/47s Dewsbury)
4. Pitch: 7
5. Row: 10
6. Effective Pile Height: 8.0mm \pm 0.5mm
7. Effective Pile Weight: 1148 Gm/SM \pm 72Gm/SM
8. Total Carpet Thickness: 10.0mm \pm 0.5mm
9. Pile Weight: 46.9 oz/sq.y (1590gm/SM) \pm 10.0%
10. Total Weight: 70.6 oz/sq.y (2393gm/sm) \pm 10.0%
11. Dyeing Method : Skein Dyeing
12. Dyestuff: Top Quality Supplied By American Company Huntsman
13. Moth-proofing: Mystox CMP
14. Pile Construction: Full Cut
15. Pile Density: 5065
16. Weft Backing: Polypropylene From HE TAIXING
17. Weft Weight: 426
18. Chain Backing: Cotton and Polyester
19. Latex Coating: BASF SBR Fray Resistant Latex Compound
20. Latex Weight: Around 360 grams/sqm
21. 3M Treatment: Available As Request
22. WIRA Abrasion To End Point: More than 12000 rubs
23. Carpet Traffic Classification: Medium Heavy Traffic For Commercial
24. Classification For Critical Radiant Flux: ASTM E648 or Equivalent Class 1
25. Tuft Binding: More Than 10 Newton
26. Oil Content: Less Than 2%
27. Moth Resistance: Class 5
28. Color Fastness To Light: Class 5 (ISO 105-B02)
29. Color Fastness To Dry Rubbing: Min Class 4 (ISO105-X12)
30. Static Resistance: Less Than 3.5 KV
31. Static Loading Test: 85% Recovery After 24 Hours
32. Dynamic Loading Test: Less Than 15% Thickness Loss After 1000 Impacts
33. Hexapod Test: Min Class 3 After 12000 Turns
34. Durability and Fiber Integrity: Average Weight Loss Than 42.5mg/1000cycles
35. Hot Metal Nut Test: BS4790
36. Methenamine Tablet Test: BS6307
37. Smoke Density: DM Less Than 327
38. Green Label: CRI
39. Pattern & Colors: within 16 colors



SHELLMARC



Handmade I

by Design

*Roderick
James*



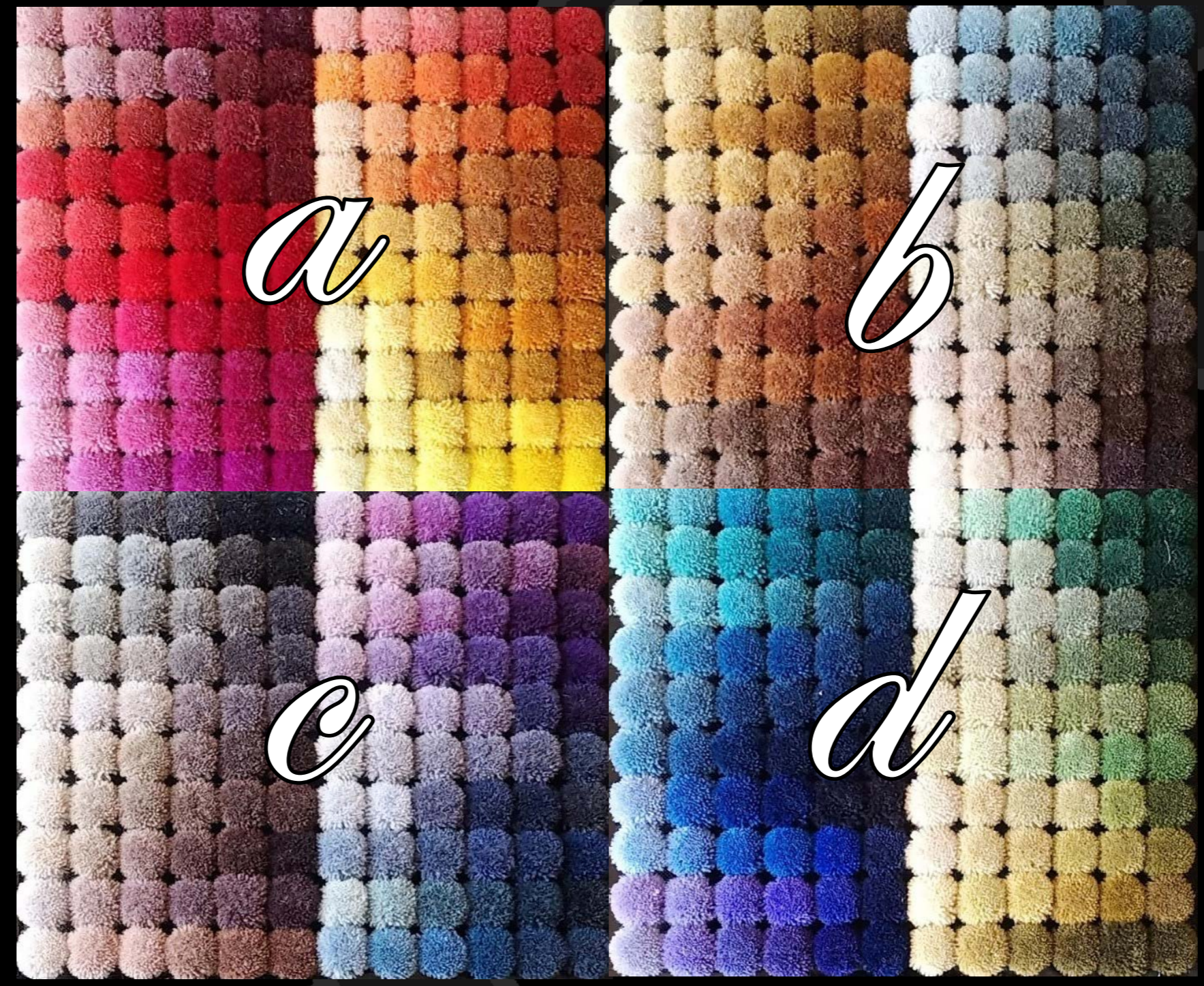
"Let Your Imagination Become a Reality"

HOSPITALITY



SHEELMARC

Color Box



480 Standard Colors plus Custom Match

HOSPITALITY

SHELLMARC



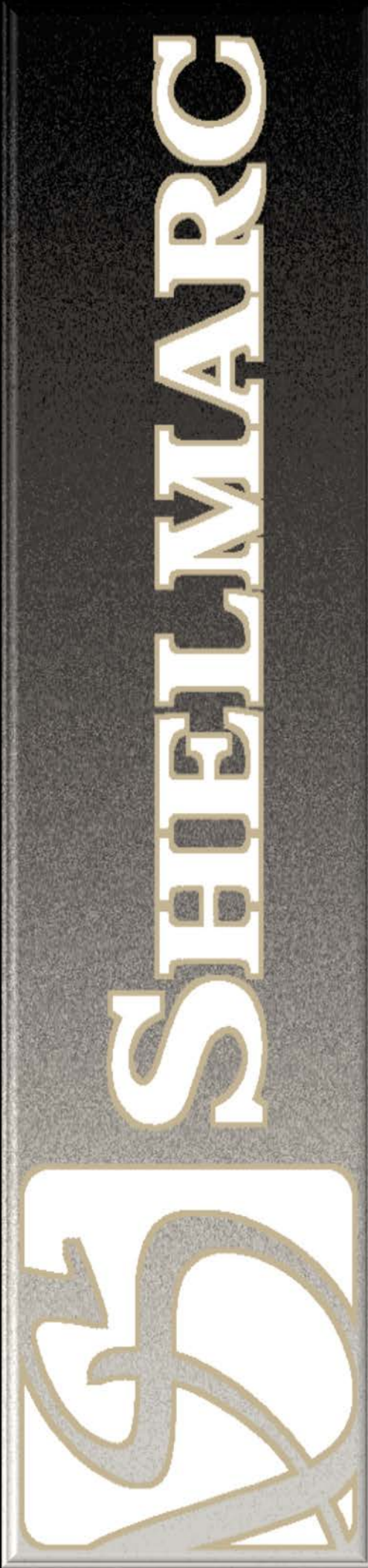
Indigo Saffron

HAND TUFTED CARPETS

RJ

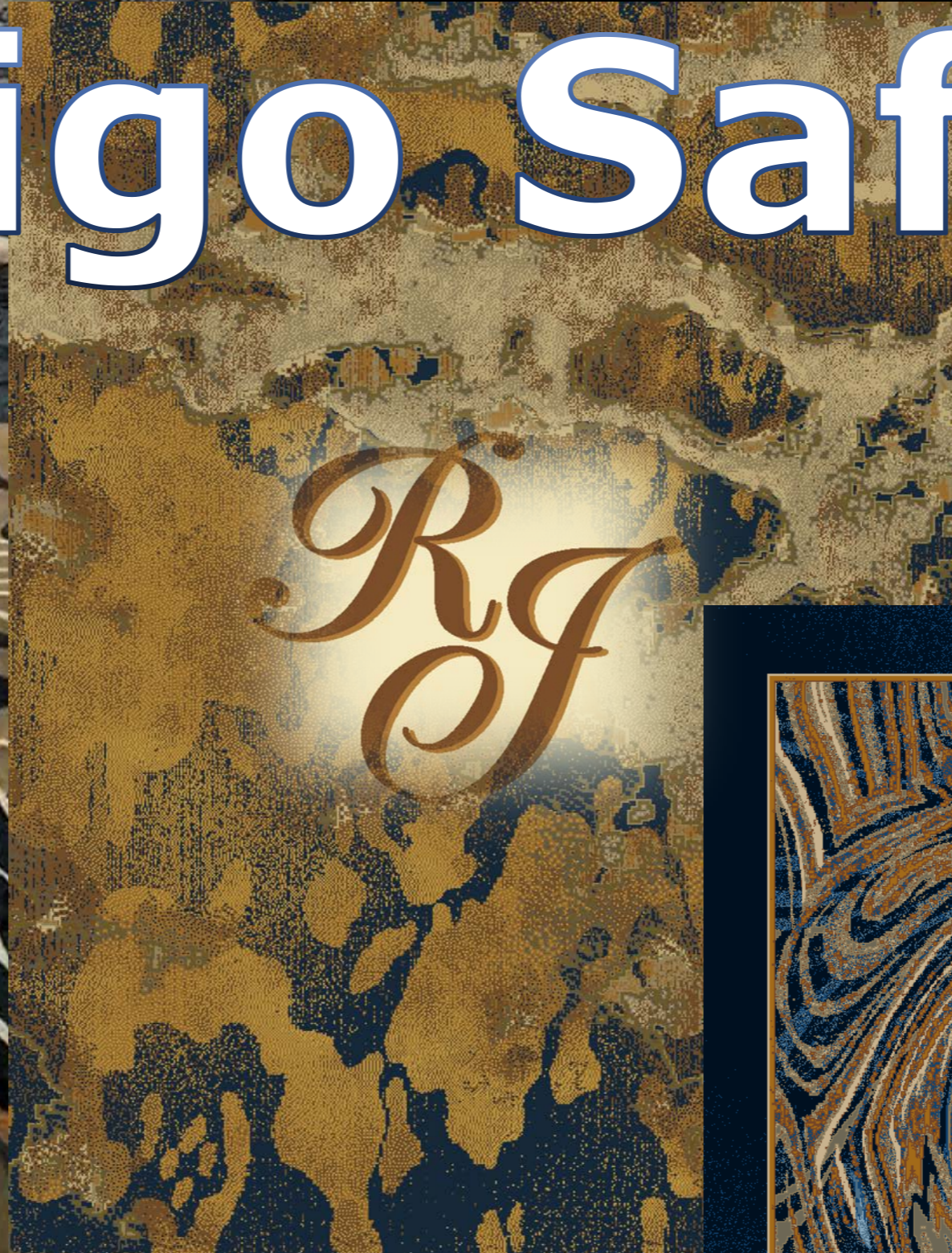
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Hand Tufted Carpets – Gun Tufted Loop & Cut Piles Of 100% New Zealand Wool Plus Option of Hand Carving

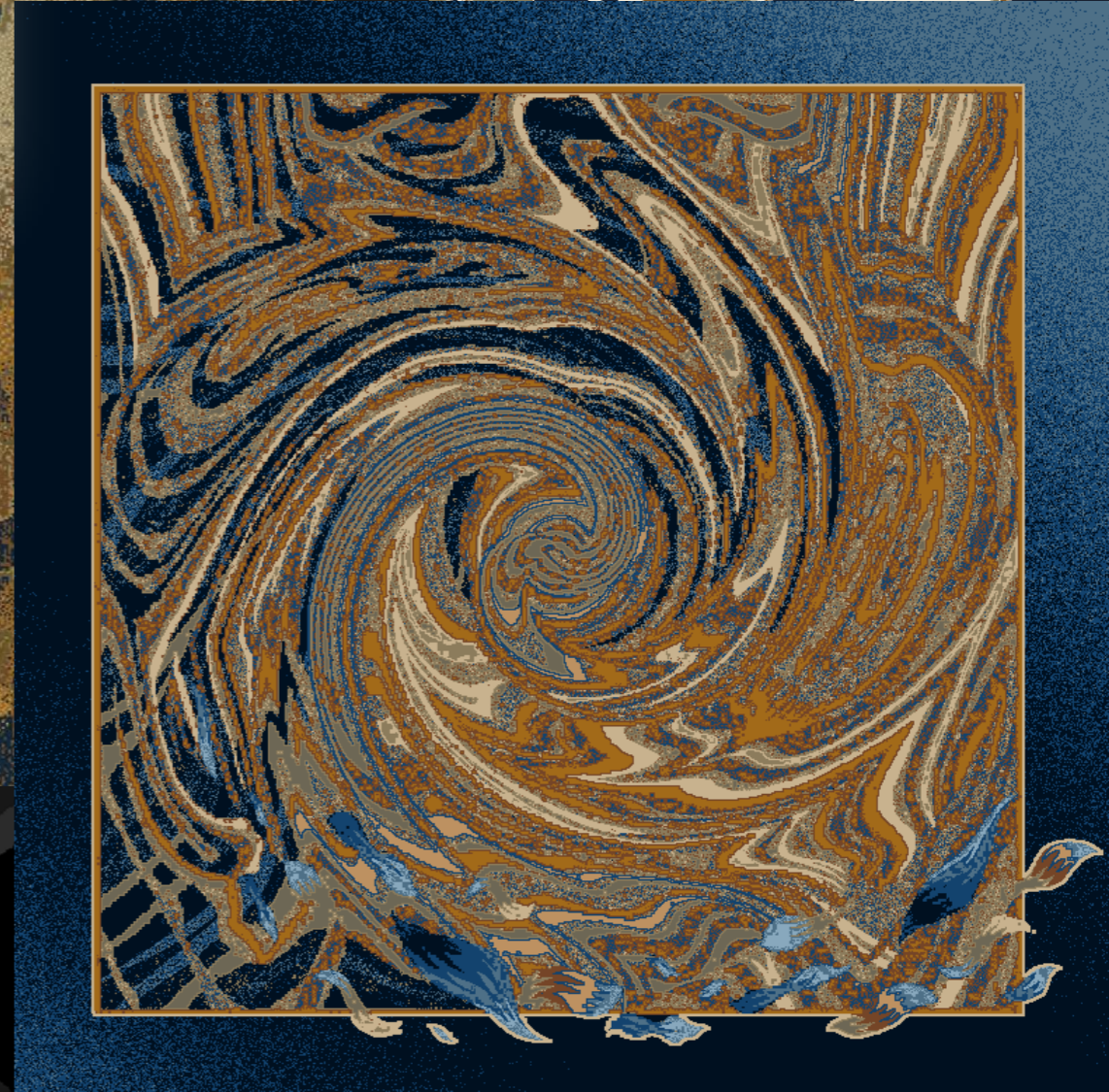
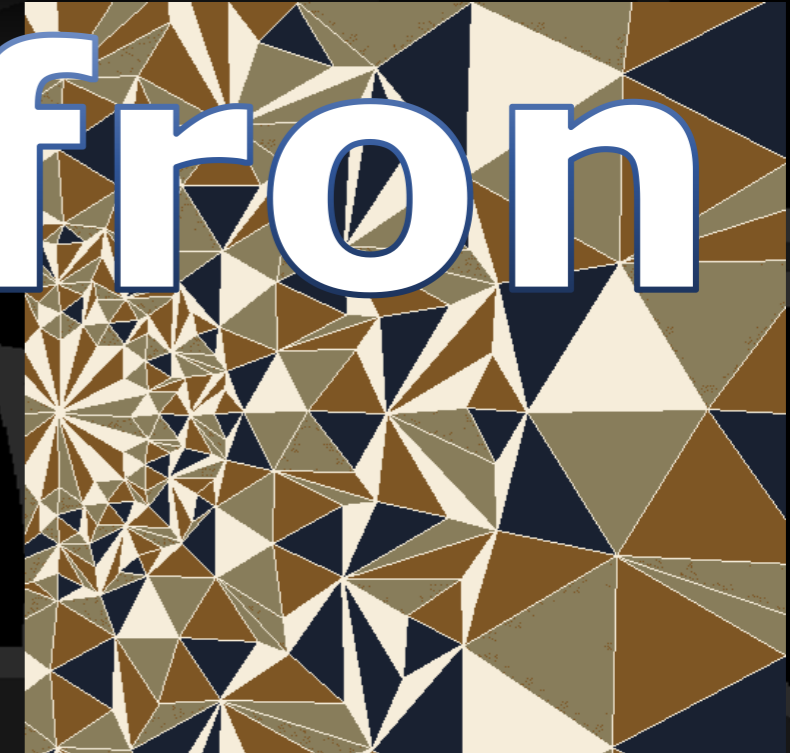


Indigo Saffron

RJ-HDM-007-1



RJ-HDM-003-1



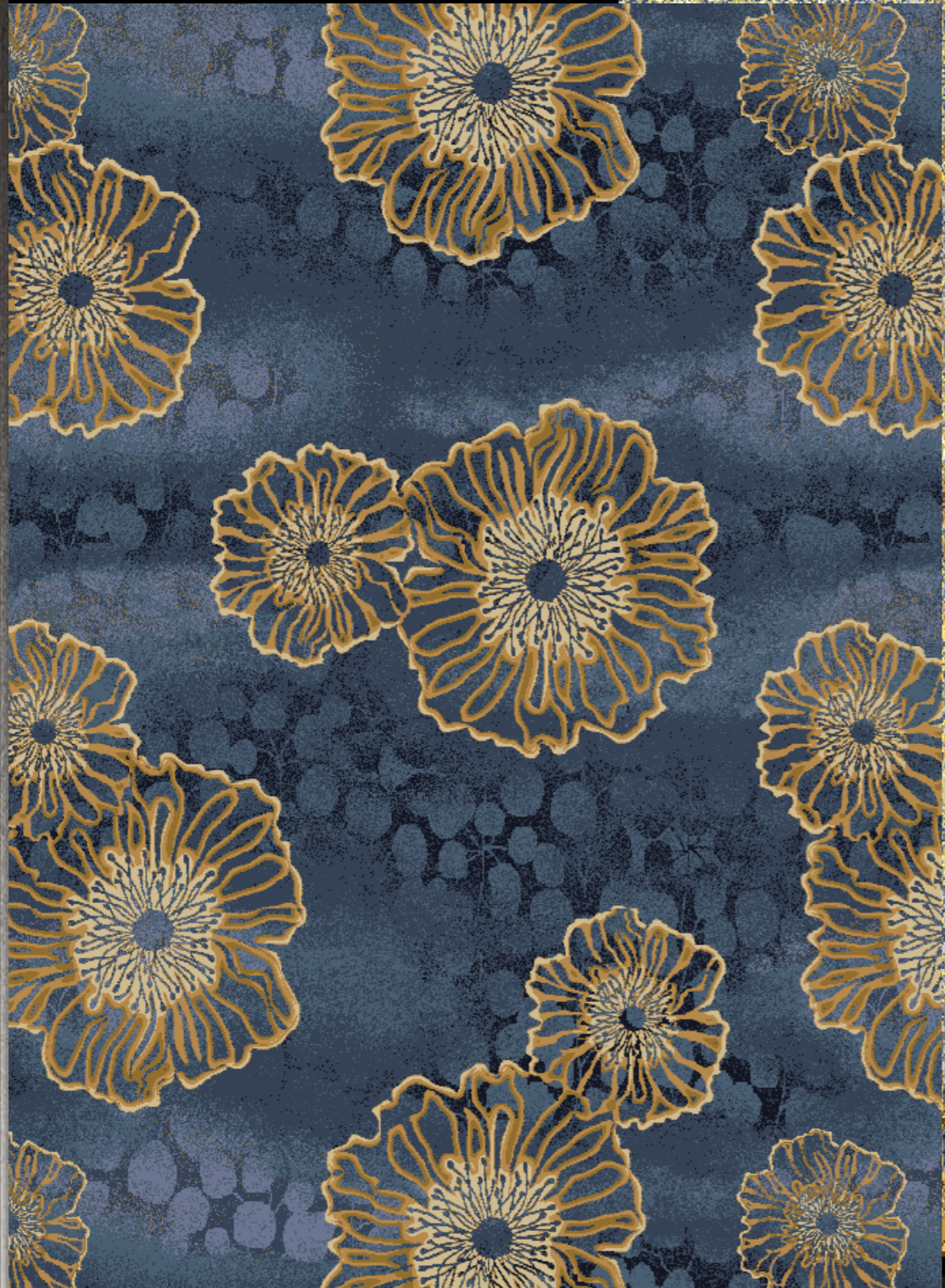
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HANDTUFTEND 100% NZ Wool



SHELLMARC

Indigo Saffron



RJ-HDM-005-1



RJ-HDM-020-1



RJ-HDM-049A-1

HANDTUMENED 100% NZ Wool



SHELLMARC

Indigo Saffron



RJ-HDM-011-1



RJ-HDM-058-1



RJ-HDM-026-1

HANDTURNED 100% NZ WOOL

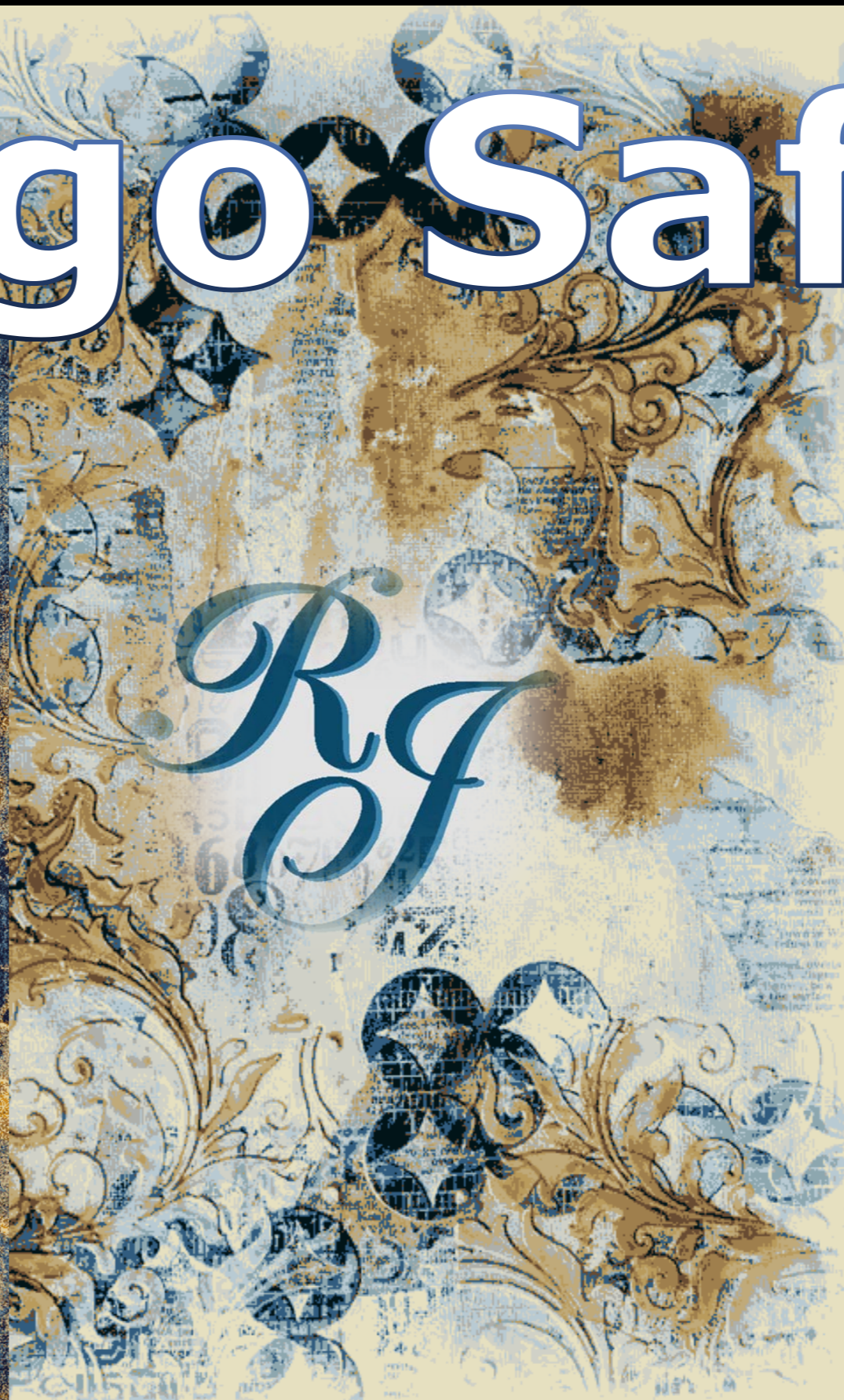


SHEELMARC

Indigo Saffron



RJ-HDM-059-1



RJ-HDM-064-1



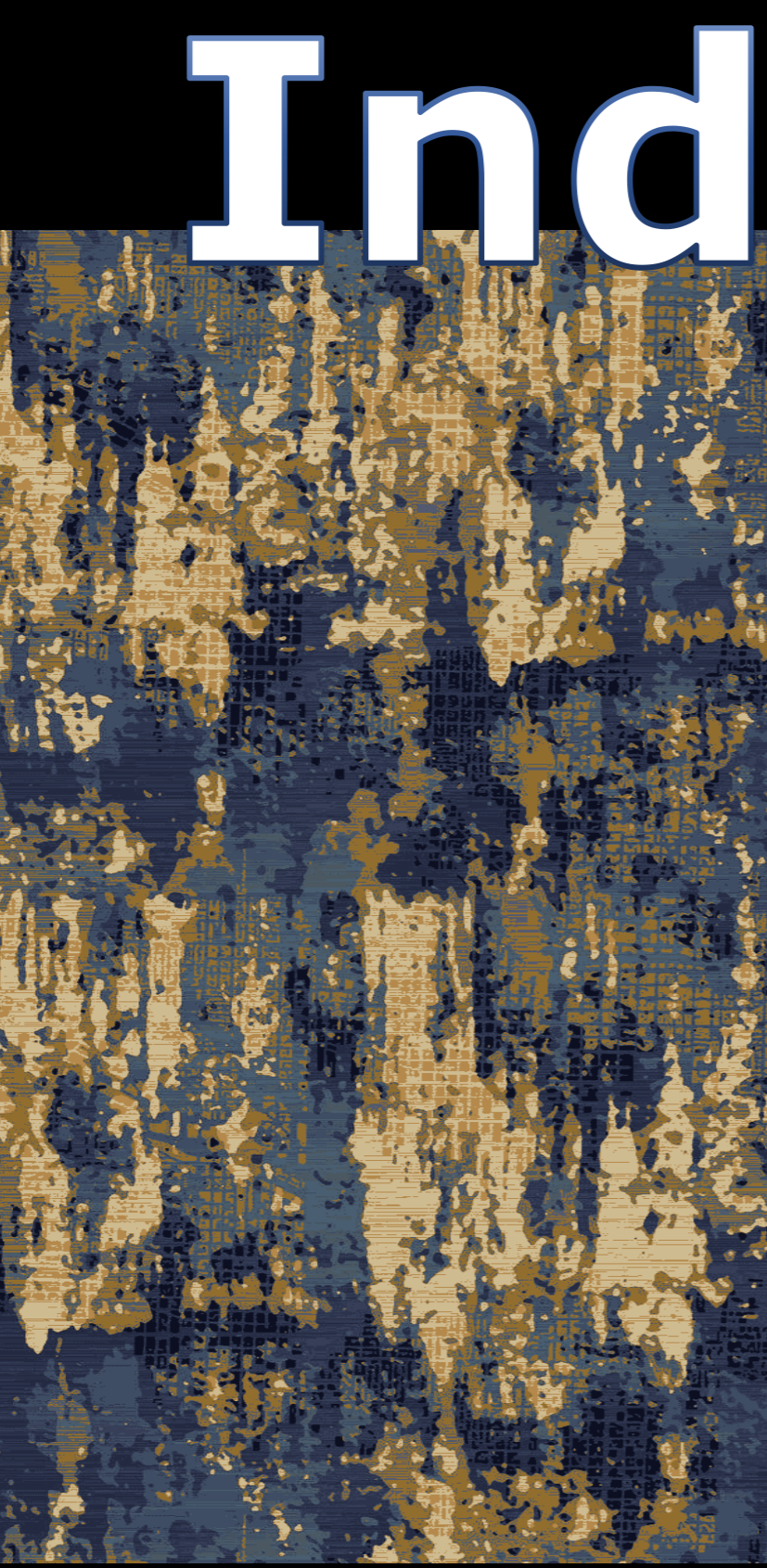
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HANDTUFTED 100% NZ Wool

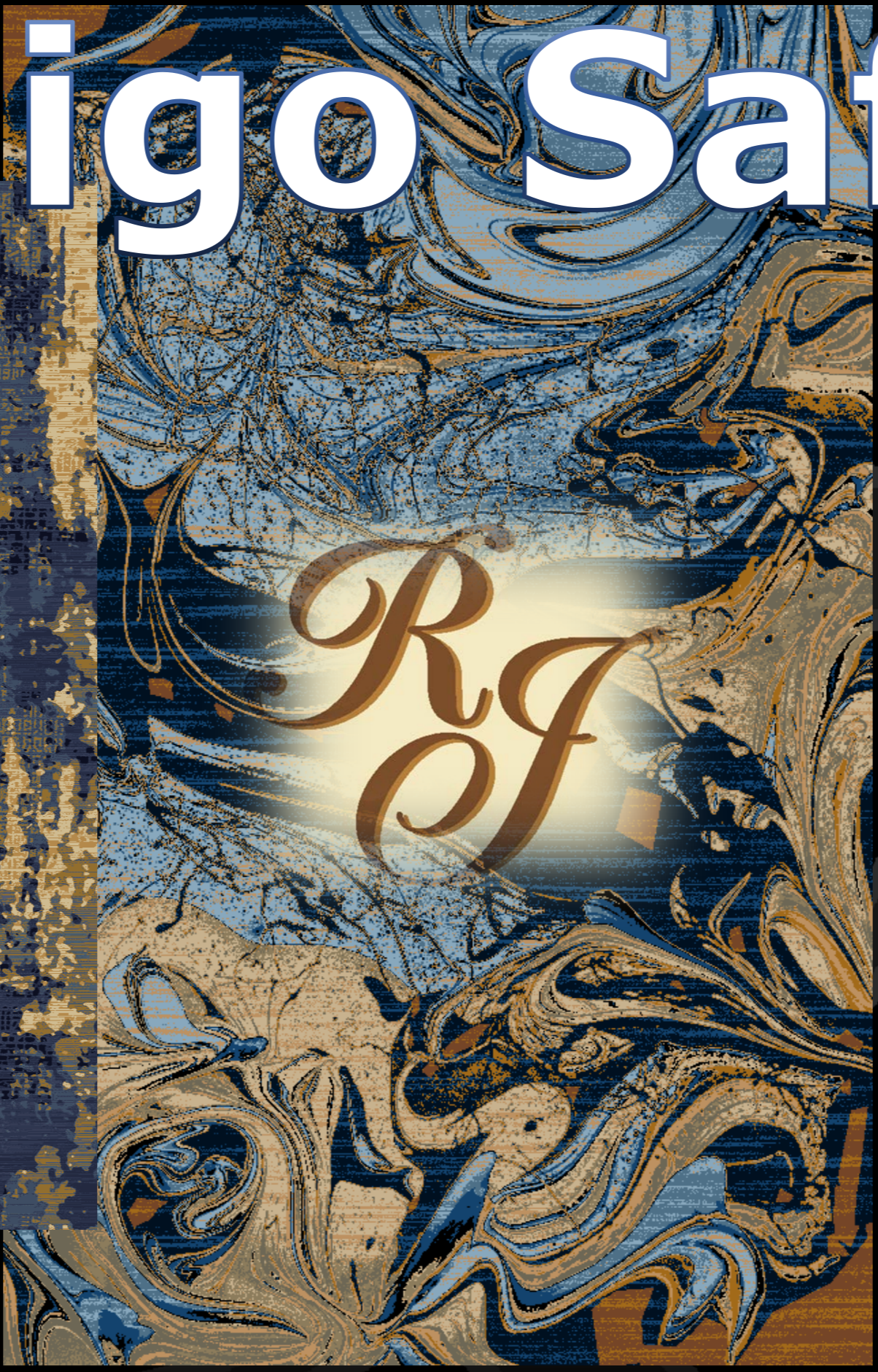


SHEELMARC

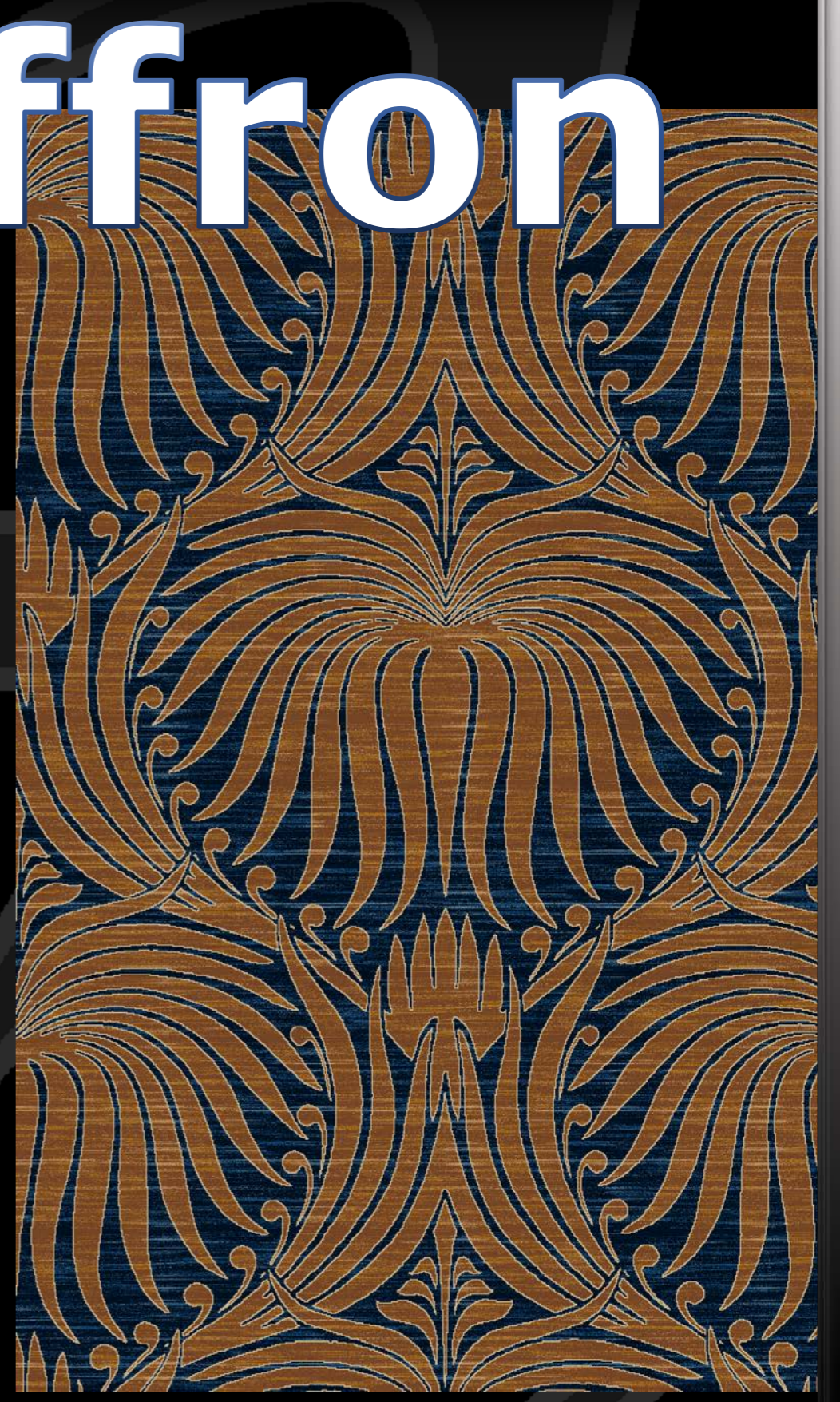
Indigo Saffron



RJ-HDM-071-1



RJ-HDM-111-1



RJ-HDM-151-1

HANDTURNED 100% NZ Wool

SHELLMARC



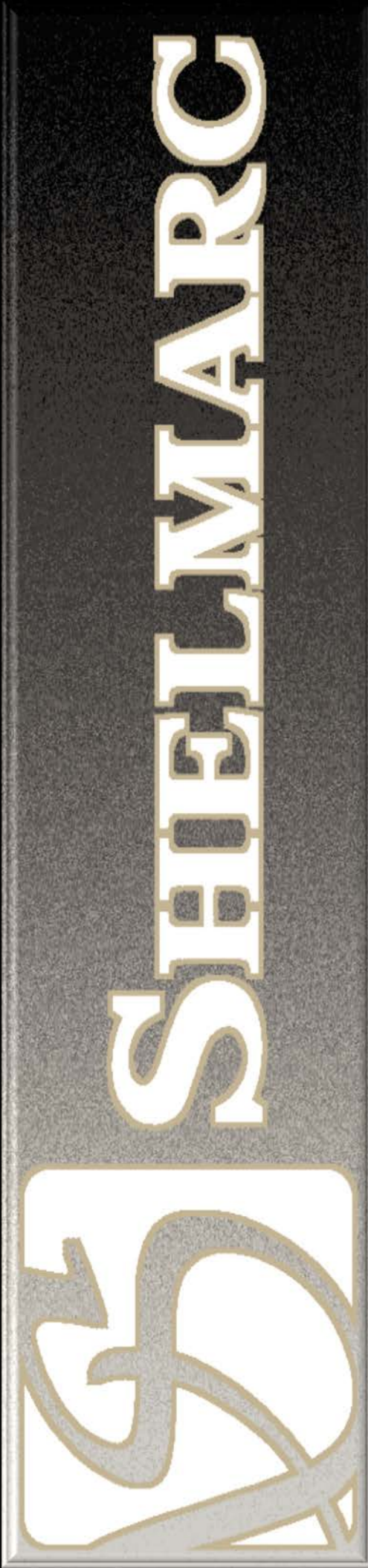
Cobalt Gold



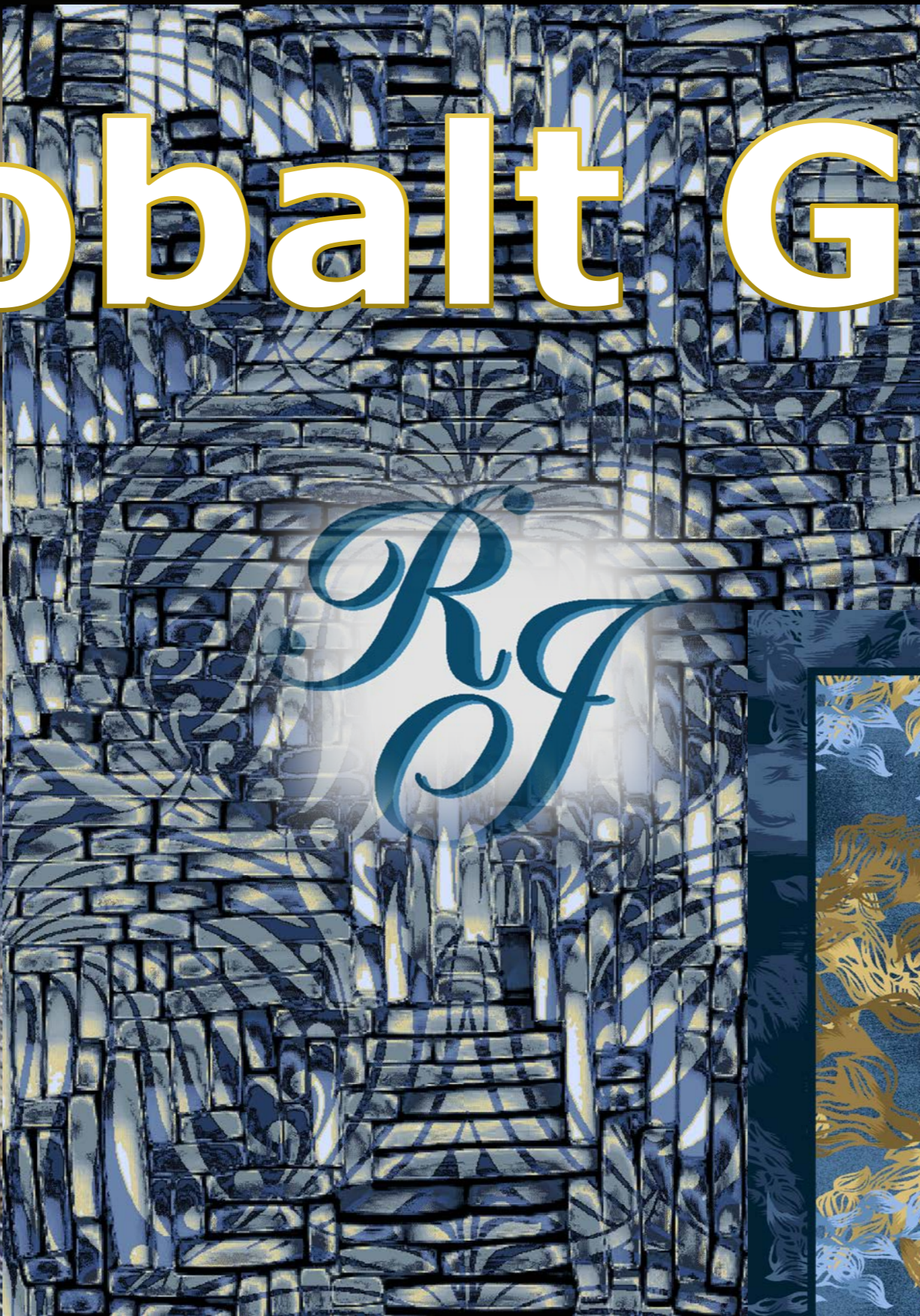
HAND TUFTED CARPETS

RJ-HDM-013-2

Hand Tufted Carpets – Gun Tufted Loop & Cut Piles Of 100% New Zealand Wool Plus Option of Hand Carving



Cobalt Gold



RJ-HDM-022-2

RJ-HDM-012-2



RJ-HDM-008-2

HANDTUFTED 100% NZ Wool



SHELLMARC

Cobalt Gold



RJ-HDM-027A-2



RJ-HDM-030-2



RJ-HDM-043-2

HANDTUMFED 100% NZ Wool



SHELLMARC

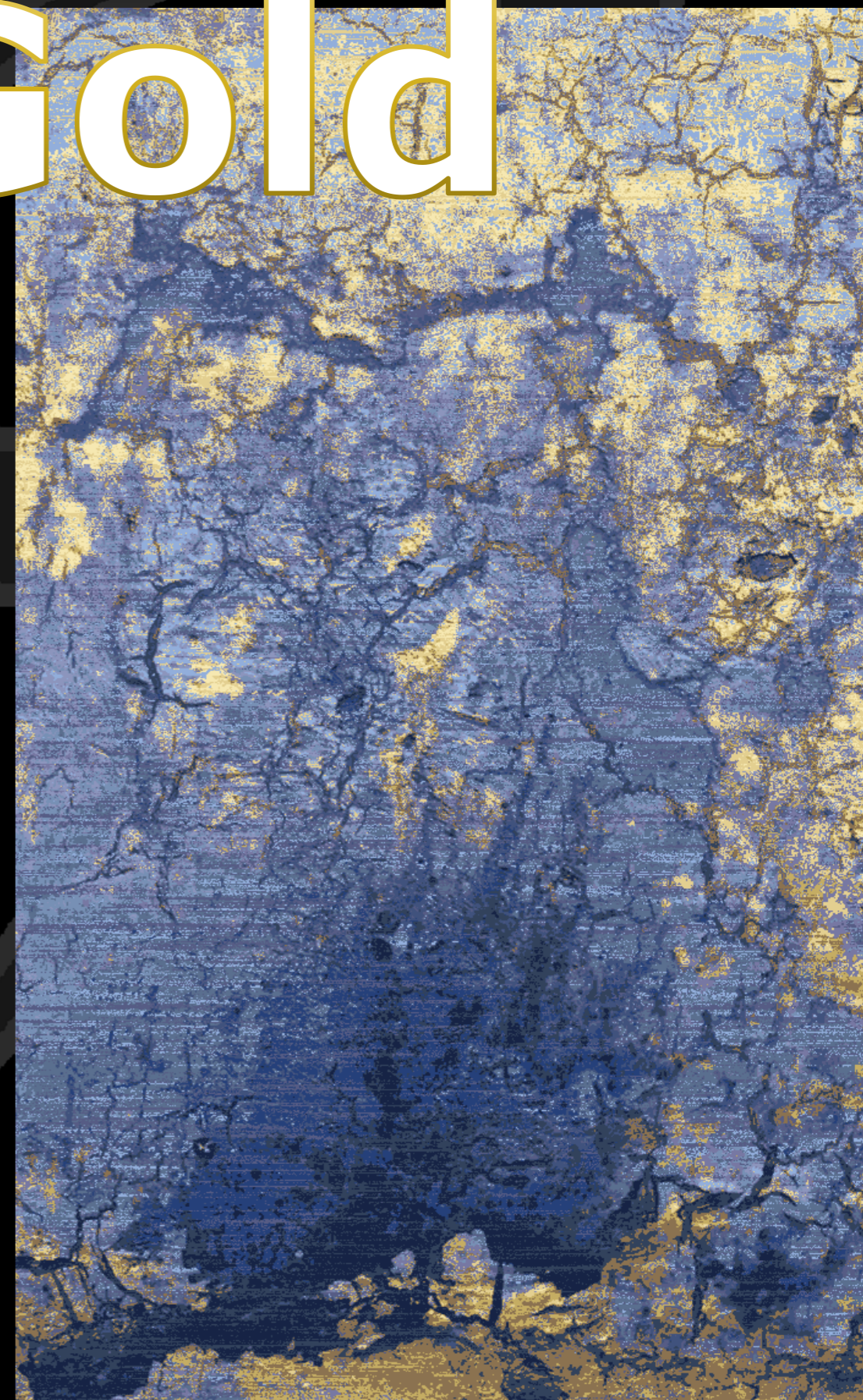
Cobalt Gold



RJ-HDM-049-2



RJ-HDM-051-2



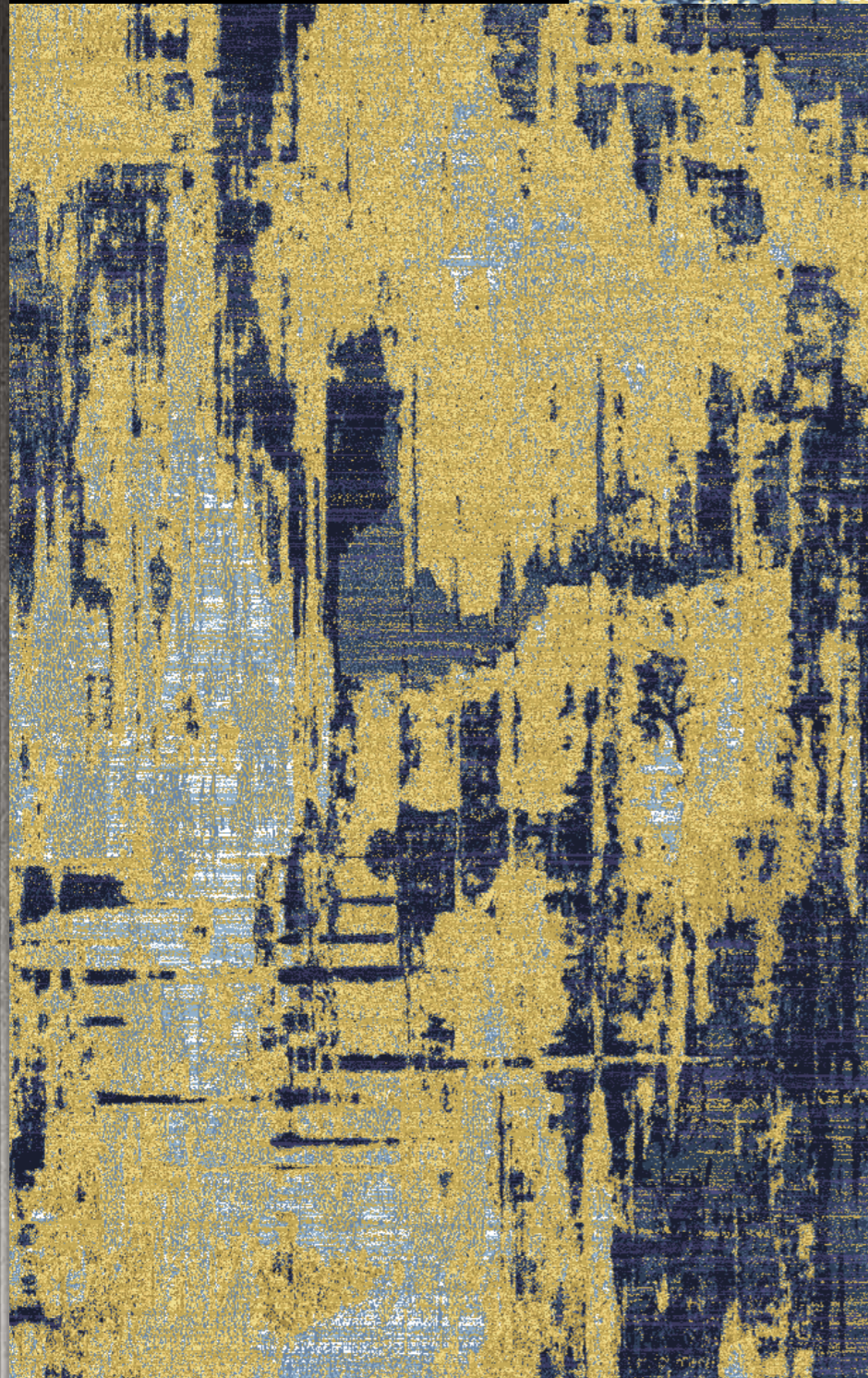
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HANDTUFTEND 100% NZ Wool



SHELLMARC

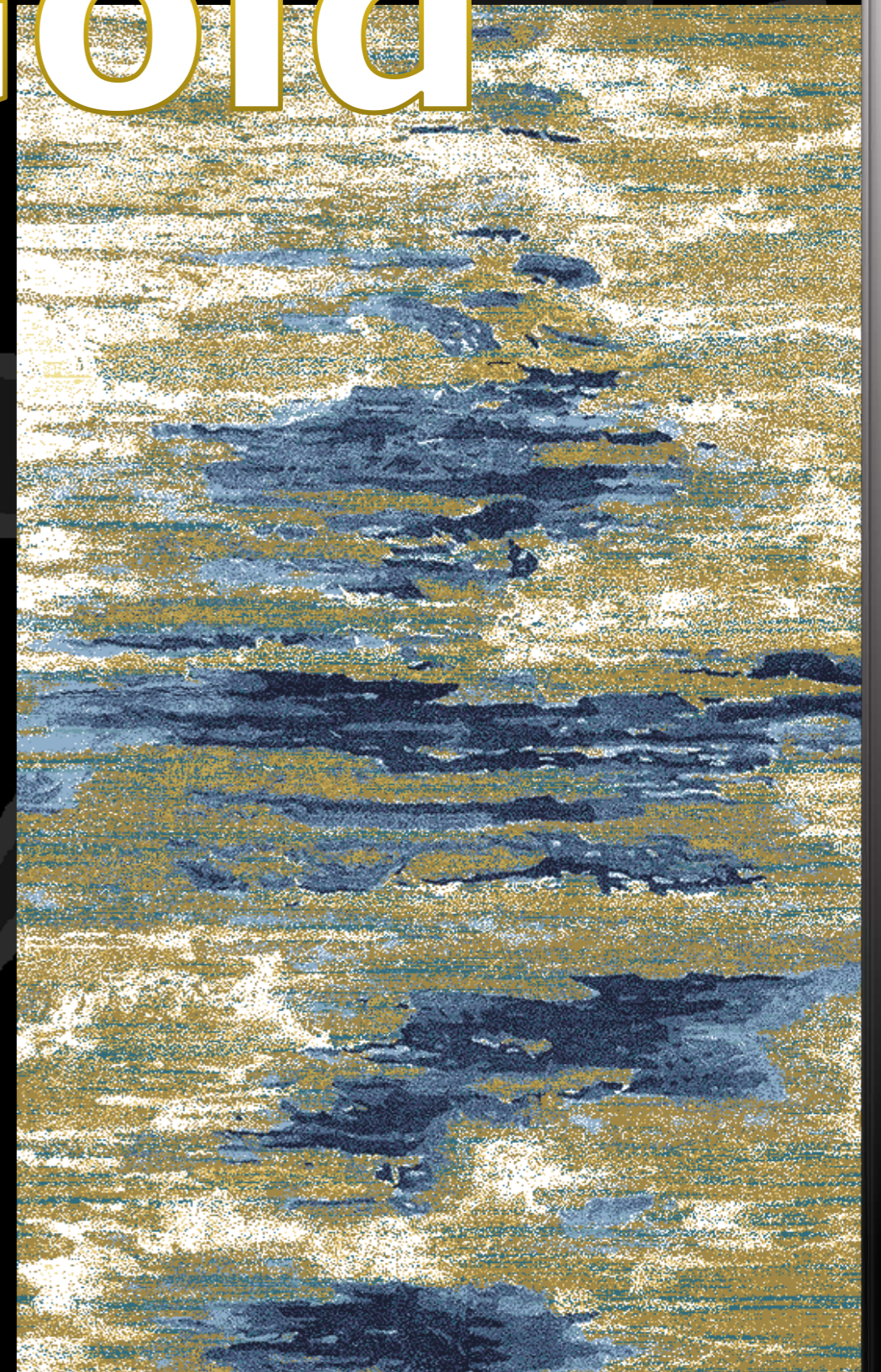
Cobalt Gold



RJ-HDM-055-2



RJ-HDM-056-2



RJ-HDM-065-2

HANDTUFTED 100% NZ Wool



SHELLMARC

Cobalt Gold



RJ-HDM-066-2



RJ-HDM-070-2



RJ-HDM-072-2

HANDTUFTED 100% NZ Wool

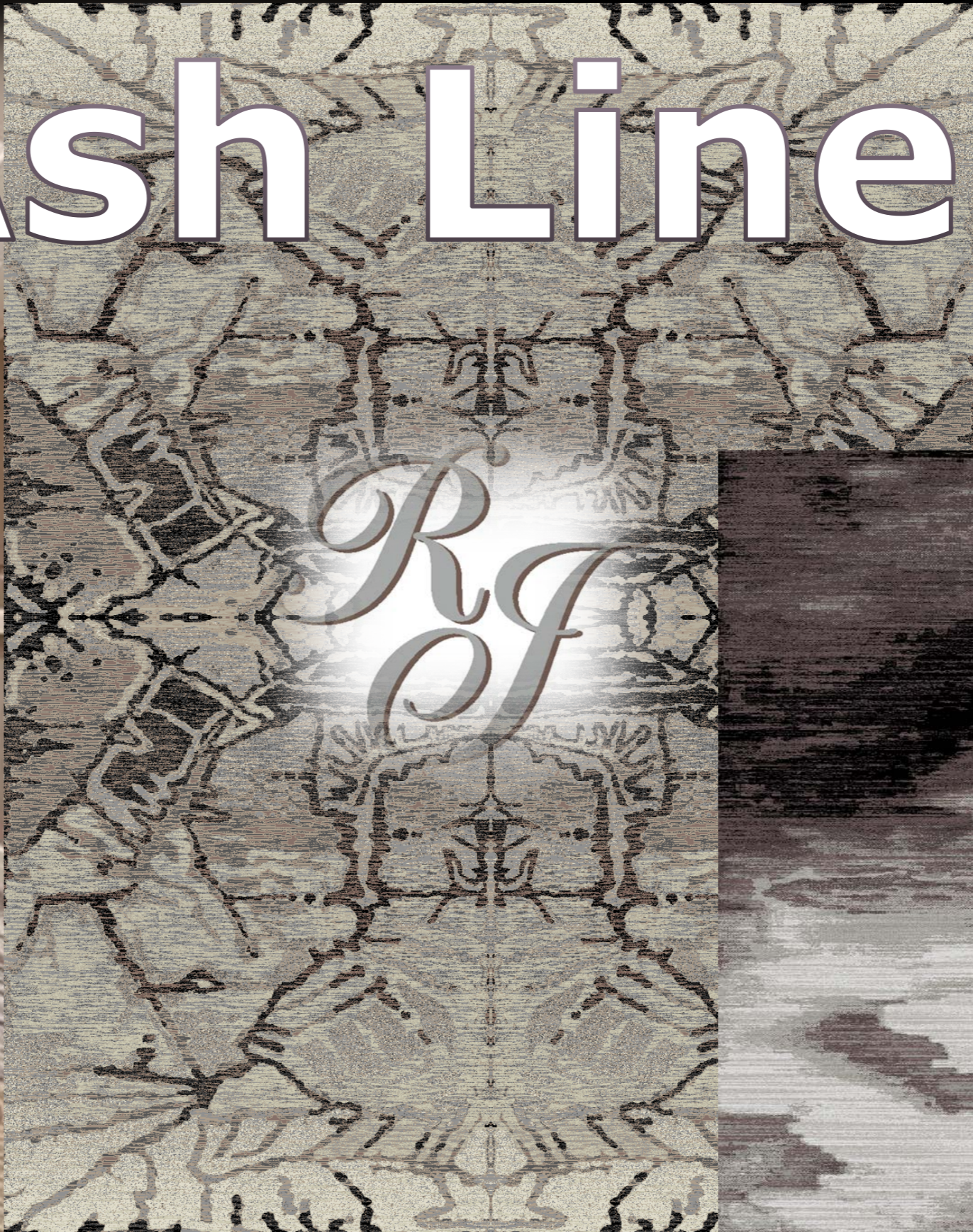
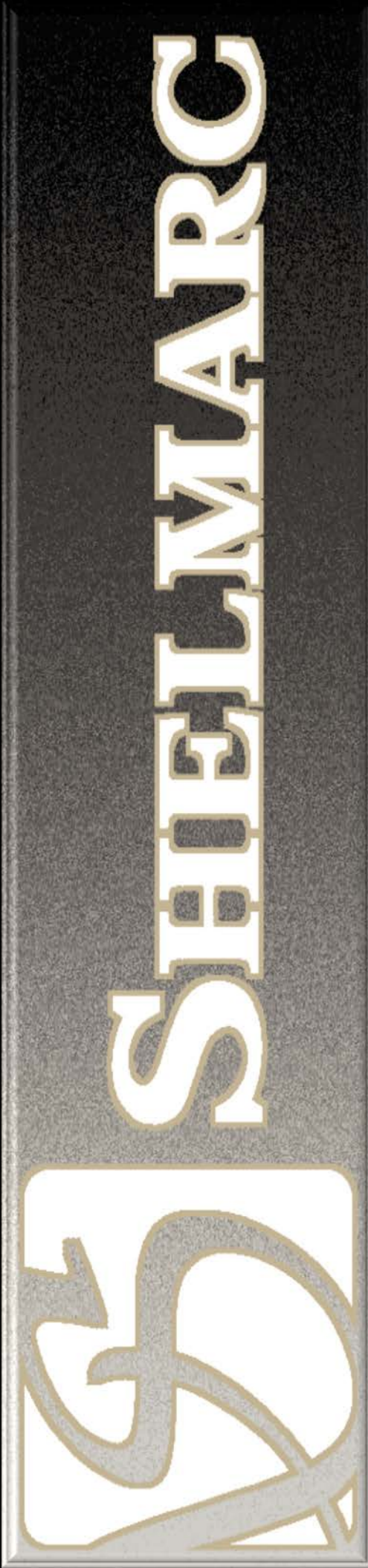
Ash Linen



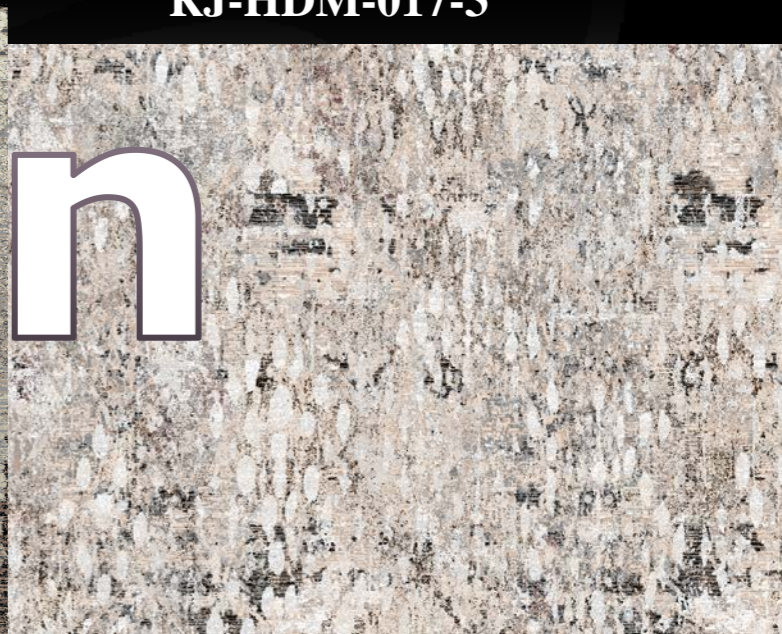
RJ



Hand Tufted Carpets – Gun Tufted Loop & Cut Piles Of 100% New Zealand Wool Plus Option of Hand Carving



RJ-HDM-004-3



RJ-HDM-017-3



RJ-HDM-016-3

HANDTUFTED 100% NZ Wool



SHELLMARC

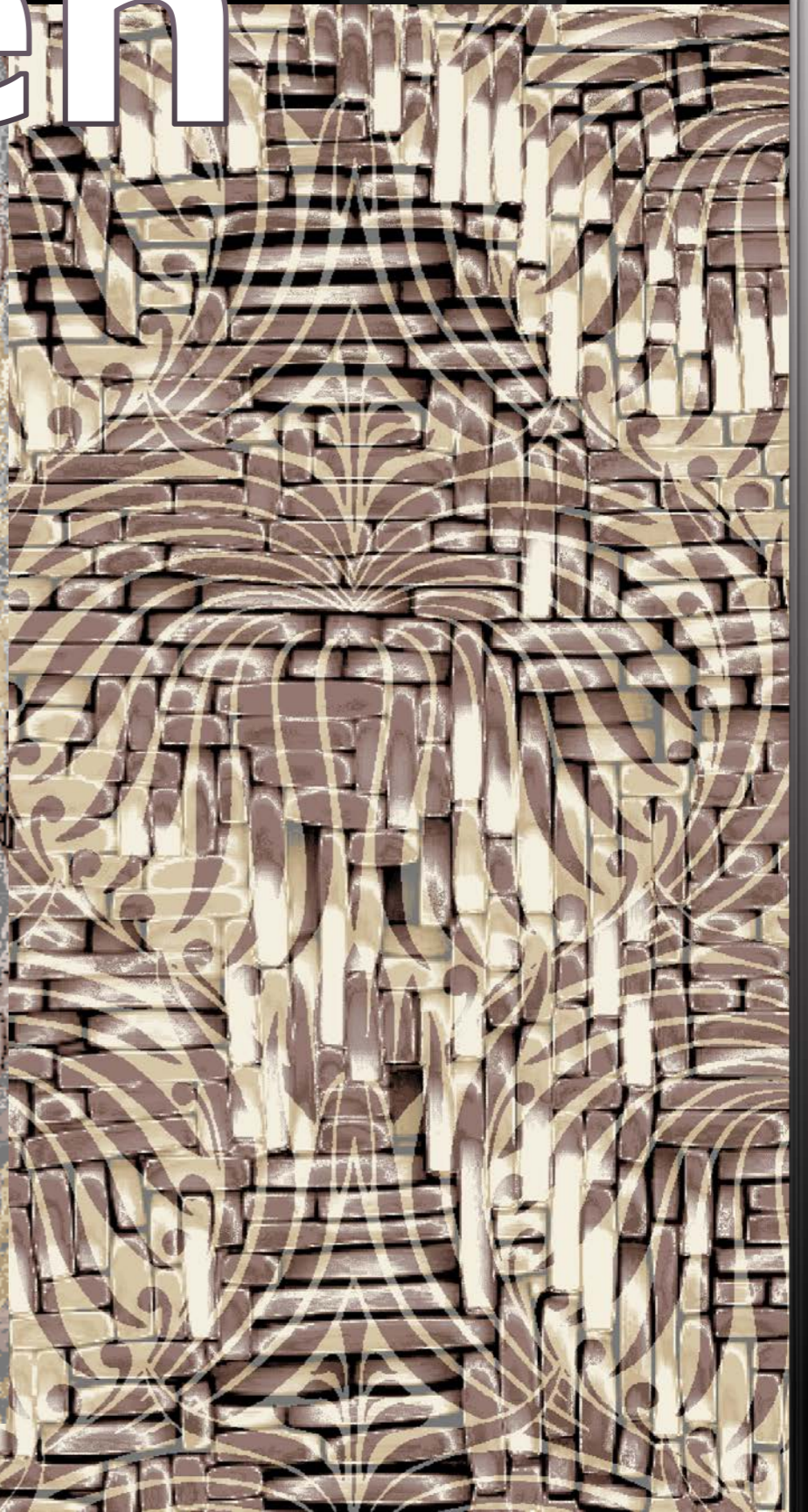
Ash Linen



RJ-HDM-006-3



RJ-HDM-021C-3



RJ-HDM-022A-3

HANDTUMENED 100% NZ Wool



SHELLMARC

Ash Linen

RJ



RJ-HDM-029-3



RJ-HDM-035-3



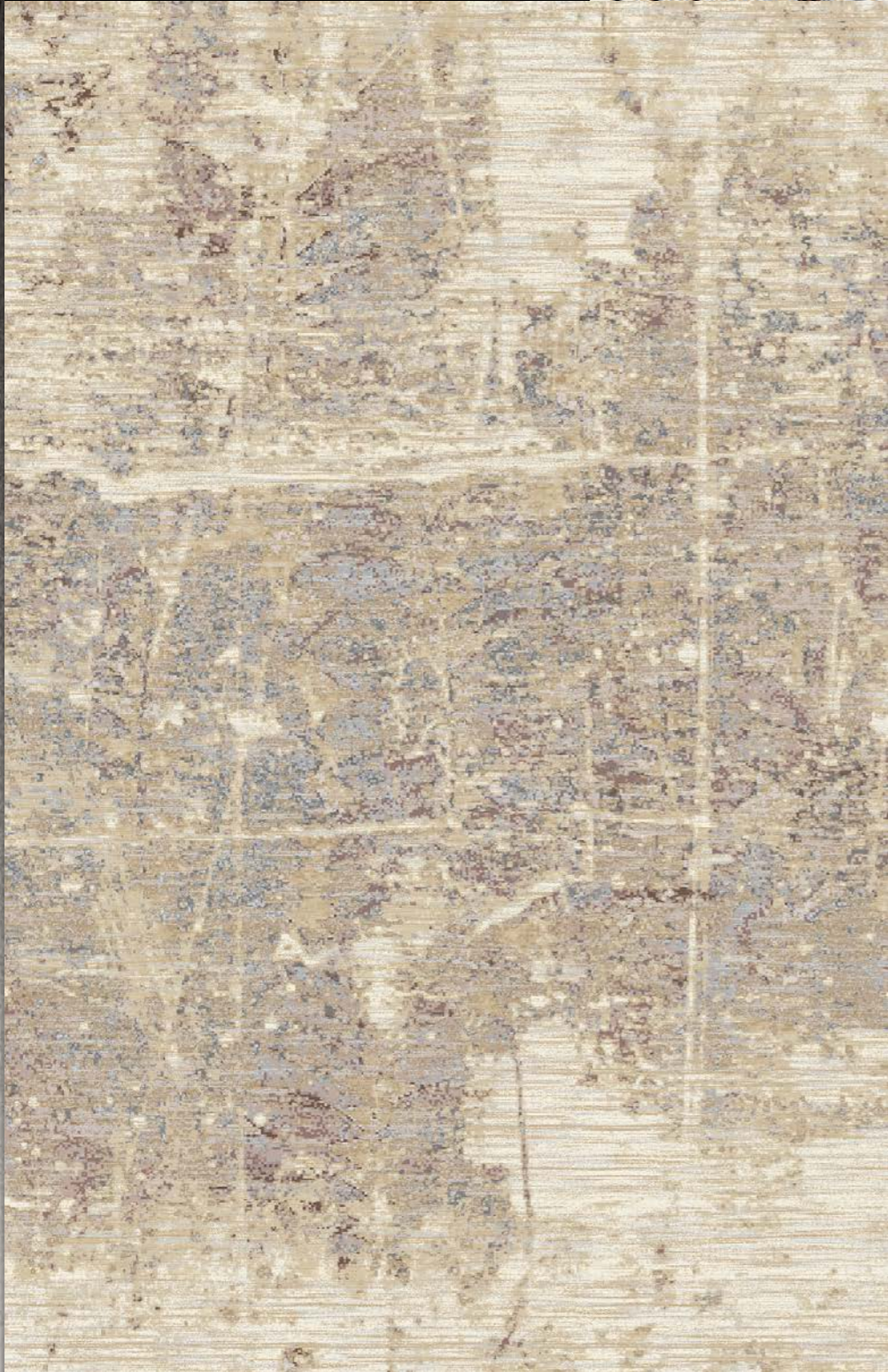
RJ-HDM-023-3

HANDTUFFED 100% NZ Wool



SHELLMARC

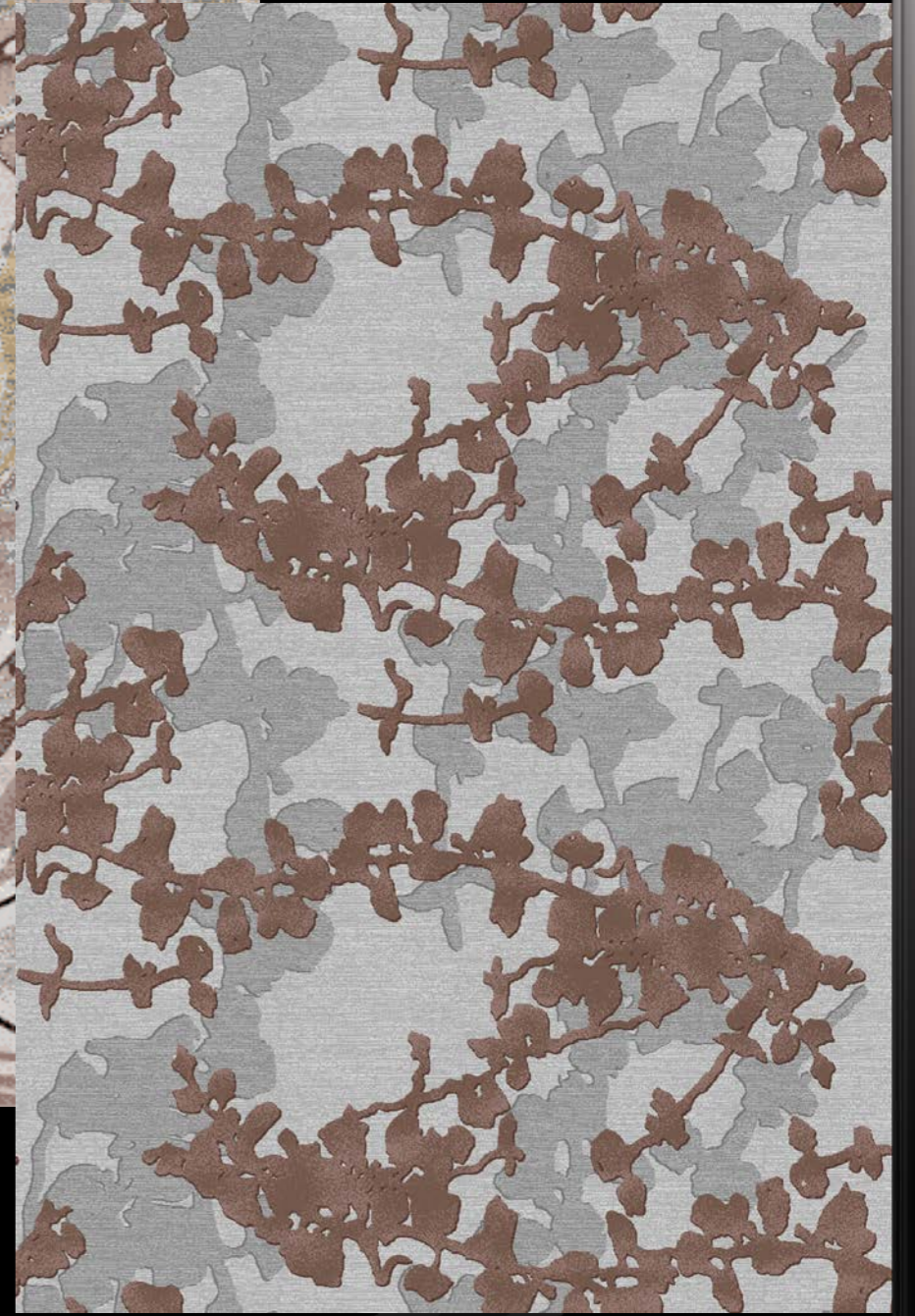
Ash Linen



RJ-HDM-039-3



RJ-HDM-042-3



RJ-HDM-044-3

HANDTUWIND 100% NZ Wool



SHELLMARC

Ash Linen



RJ-HDM-060-3

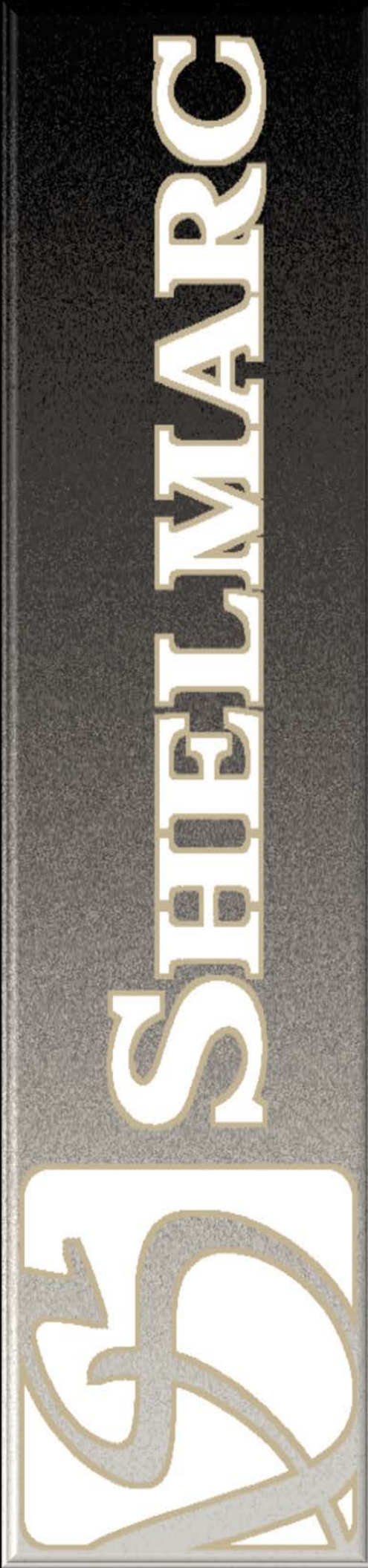


RJ-HDM-068-3



RJ-HDM-061-3

HANDTURNED 100% NZ WOOL



SHELLMARC

Ocean Sand



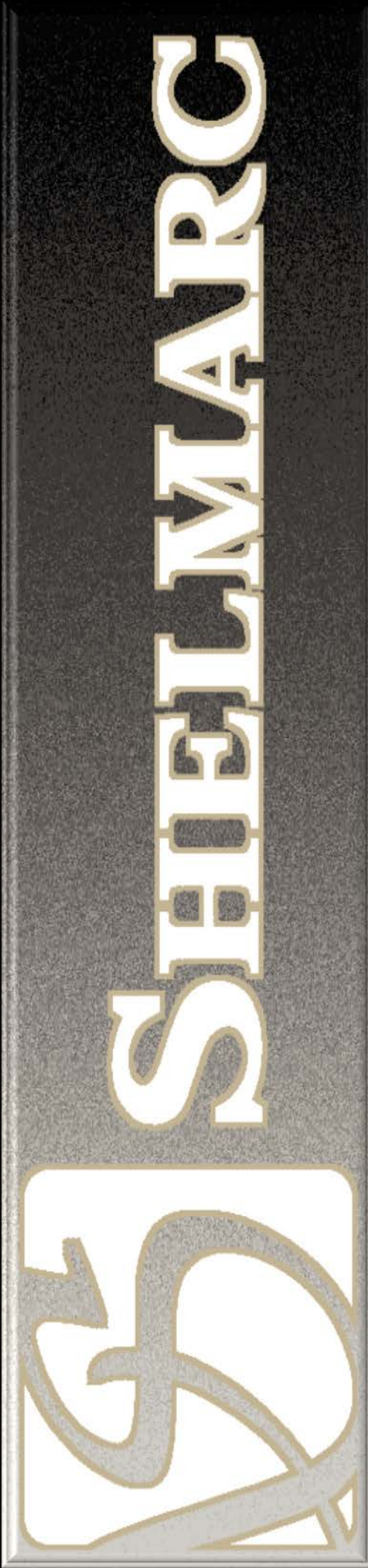
RJ



HAND TUFTED CARPETS

RJ-HDM-031A-4

Hand Tufted Carpets – Gun Tufted Loop & Cut Piles Of 100% New Zealand Wool Plus Option of Hand Carving



SHELLMARC



Ocean Sand

RJ-HDM-037-4

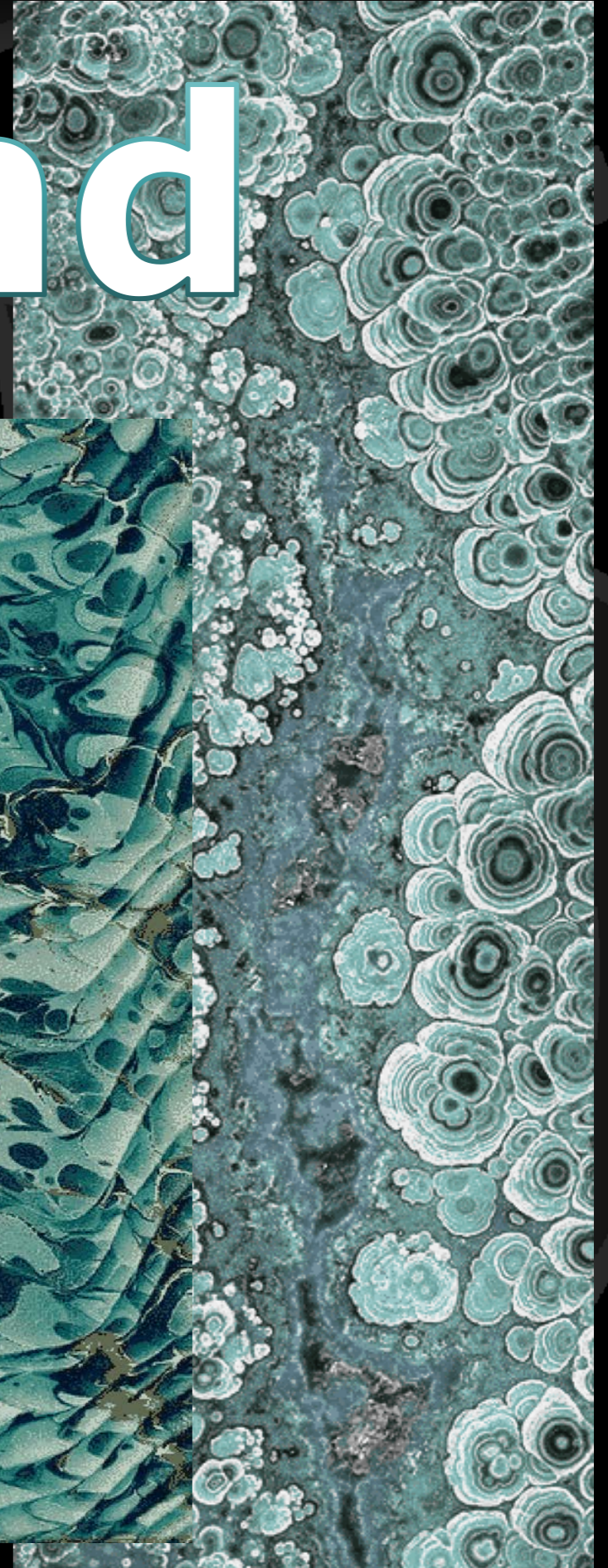


RJ-HDM-015-4

RJ



RJ-HDM-036-4



HANDTUFTED 100% NZ Wool



SHELLMARC

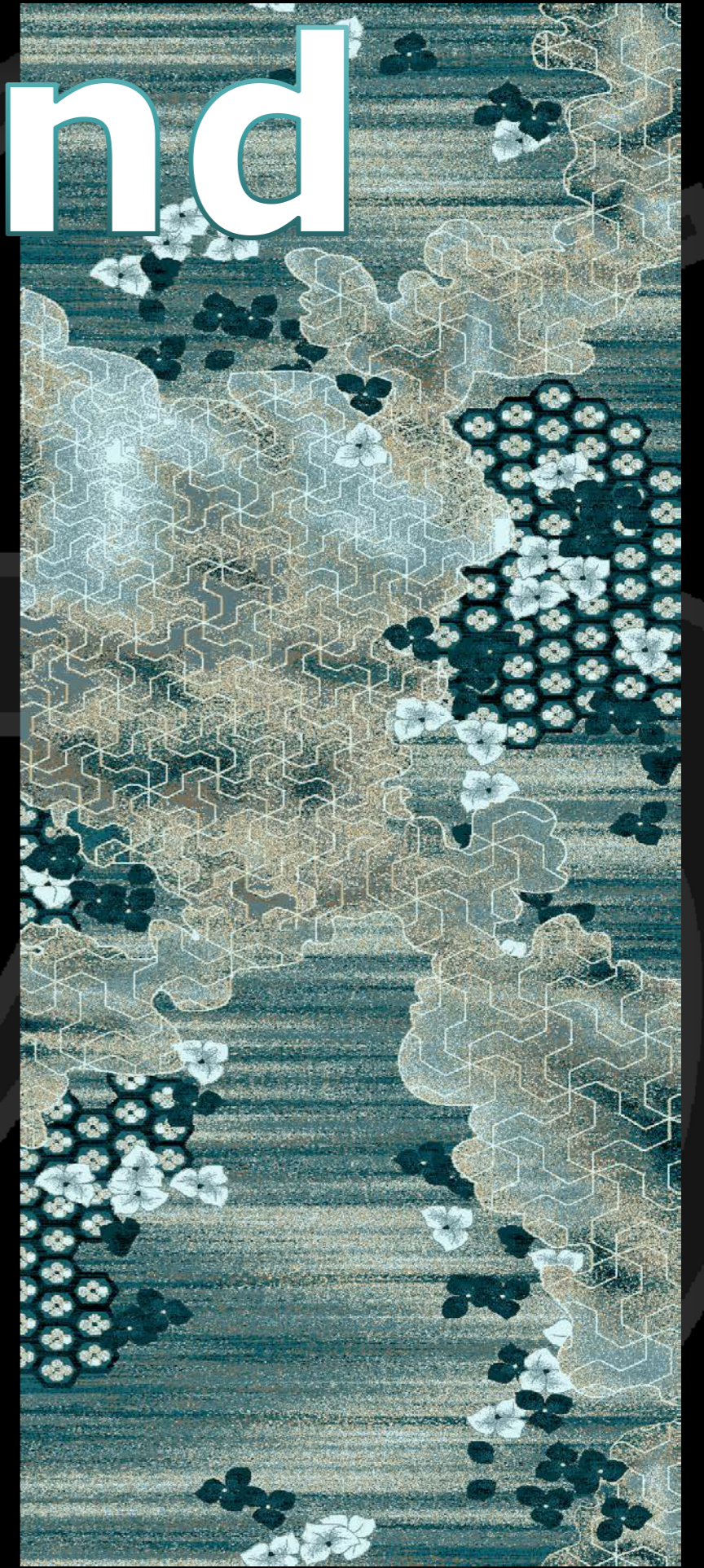
Ocean Sand



RJ-HDM-002-4



RJ-HDM-009-4



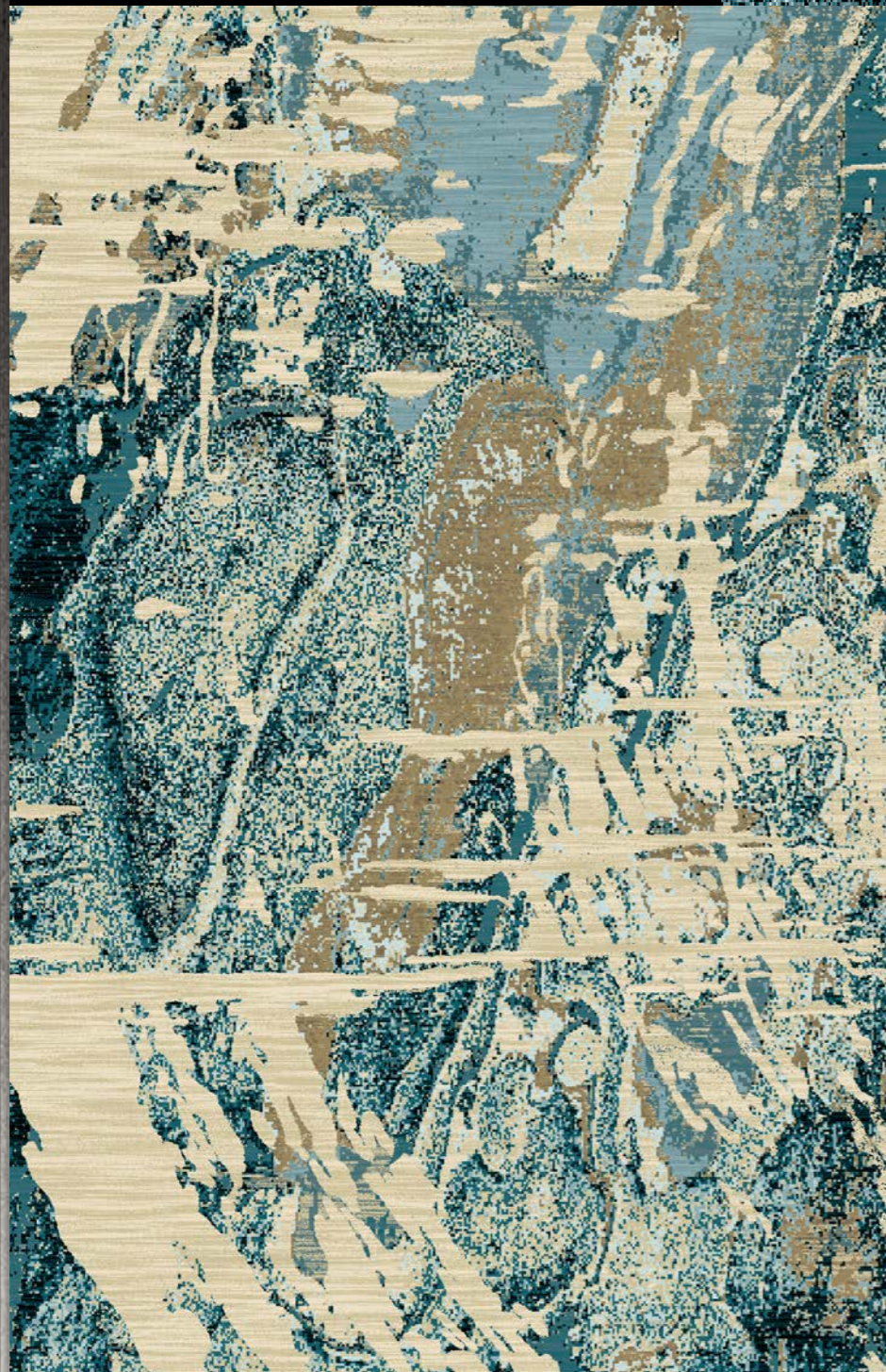
RJ-HDM-010-4

HANDTUFTED 100% NZ Wool



SHELLMARC

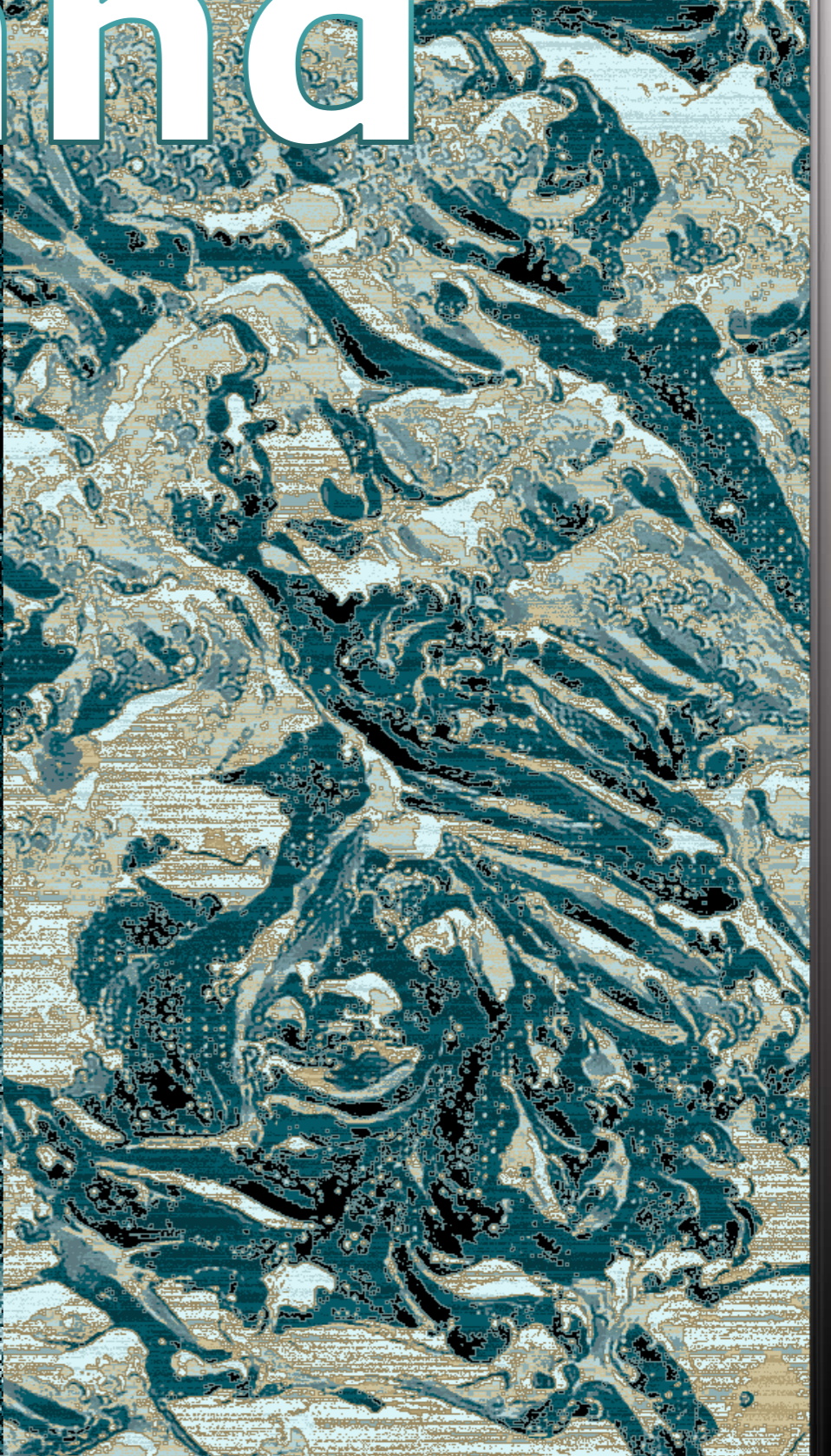
Ocean Sand



RJ-HDM-019-4



RJ-HDM-020A-4



RJ-HDM-024-4

HANDTUFTED 100% NZ Wool



SHELLMARC

Ocean Sand



RJ-HDM-074-4



RJ-HDM-032-4



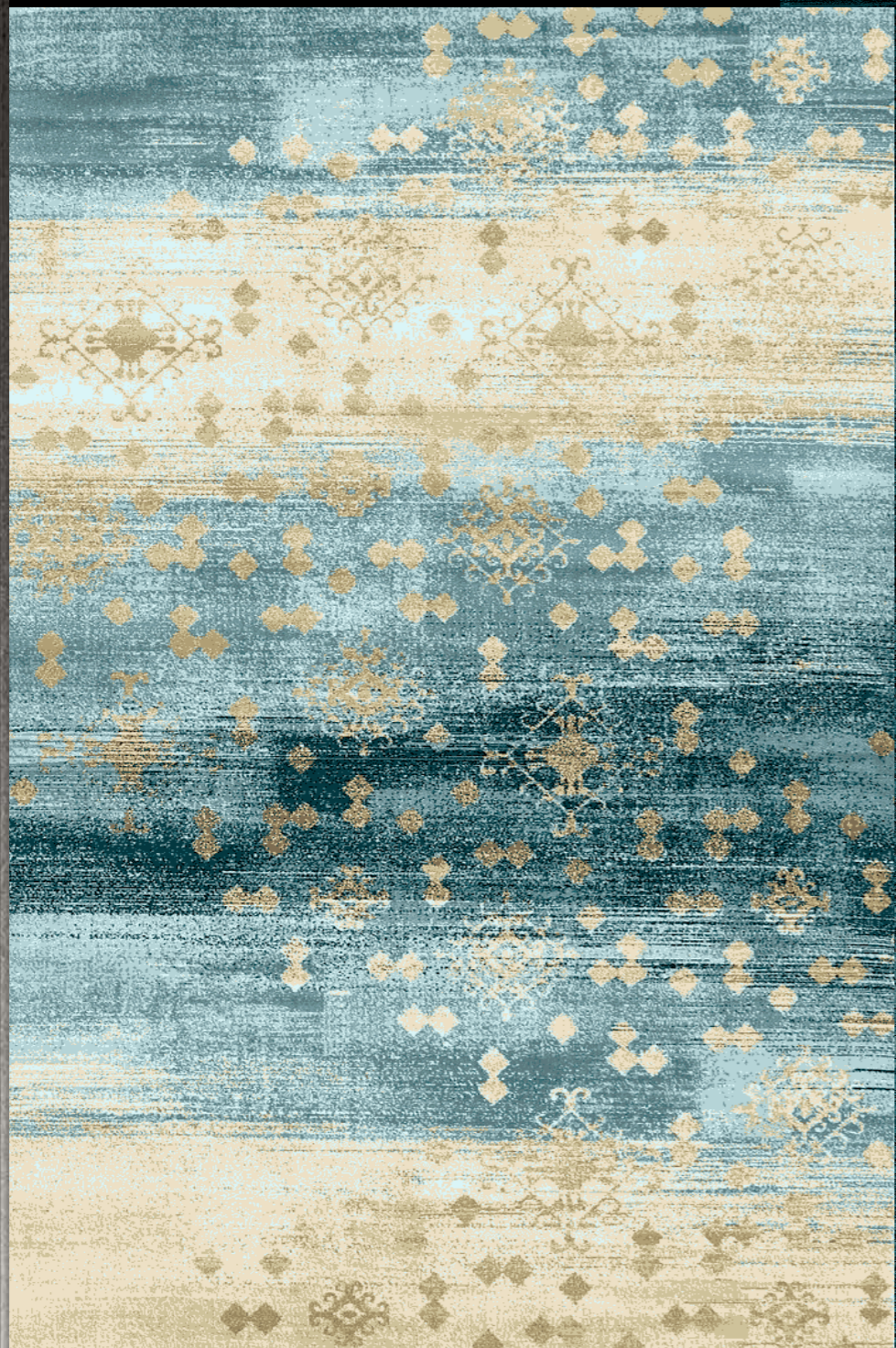
RJ-HDM-040B-4

HANDTUFTED 100% NZ Wool



SHELLMARC

Ocean Sand



RJ-HDM-045A-4



RJ-HDM-054-4



RJ-HDM-067-4

HANDTUFTED 100% NZ Wool

SHELLMARC



Sangria Rose



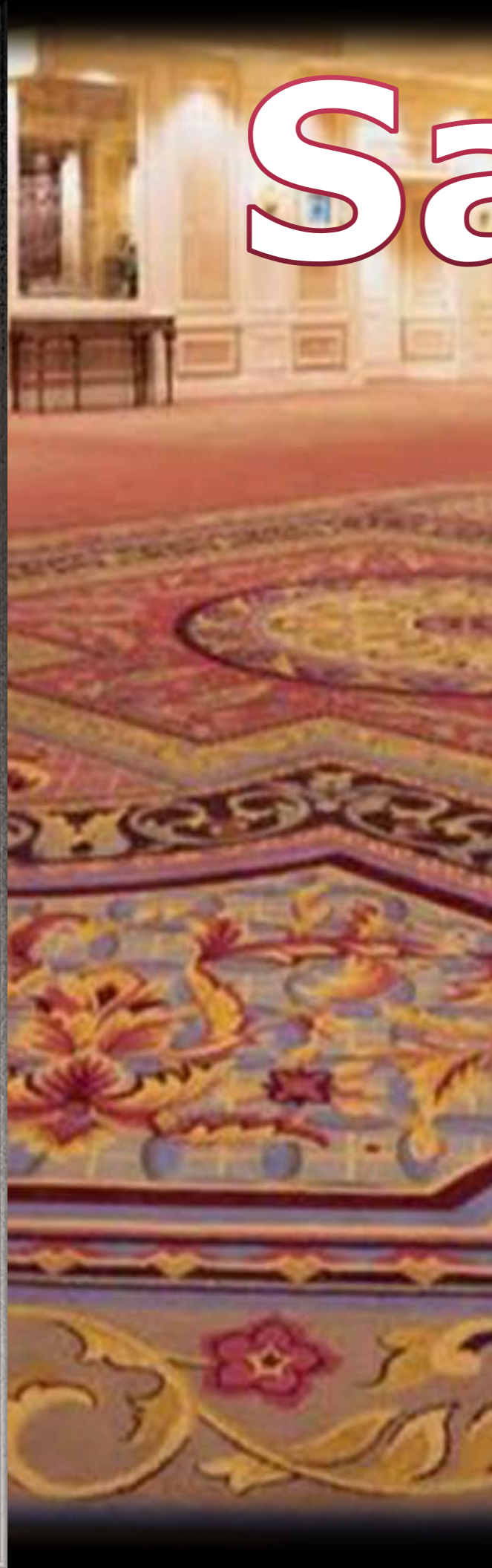
RJ

HAND TUFTED CARPETS

RJ-HDM-034-5

Hand Tufted Carpets – Gun Tufted Loop & Cut Piles Of 100% New Zealand Wool Plus Option of Hand Carving

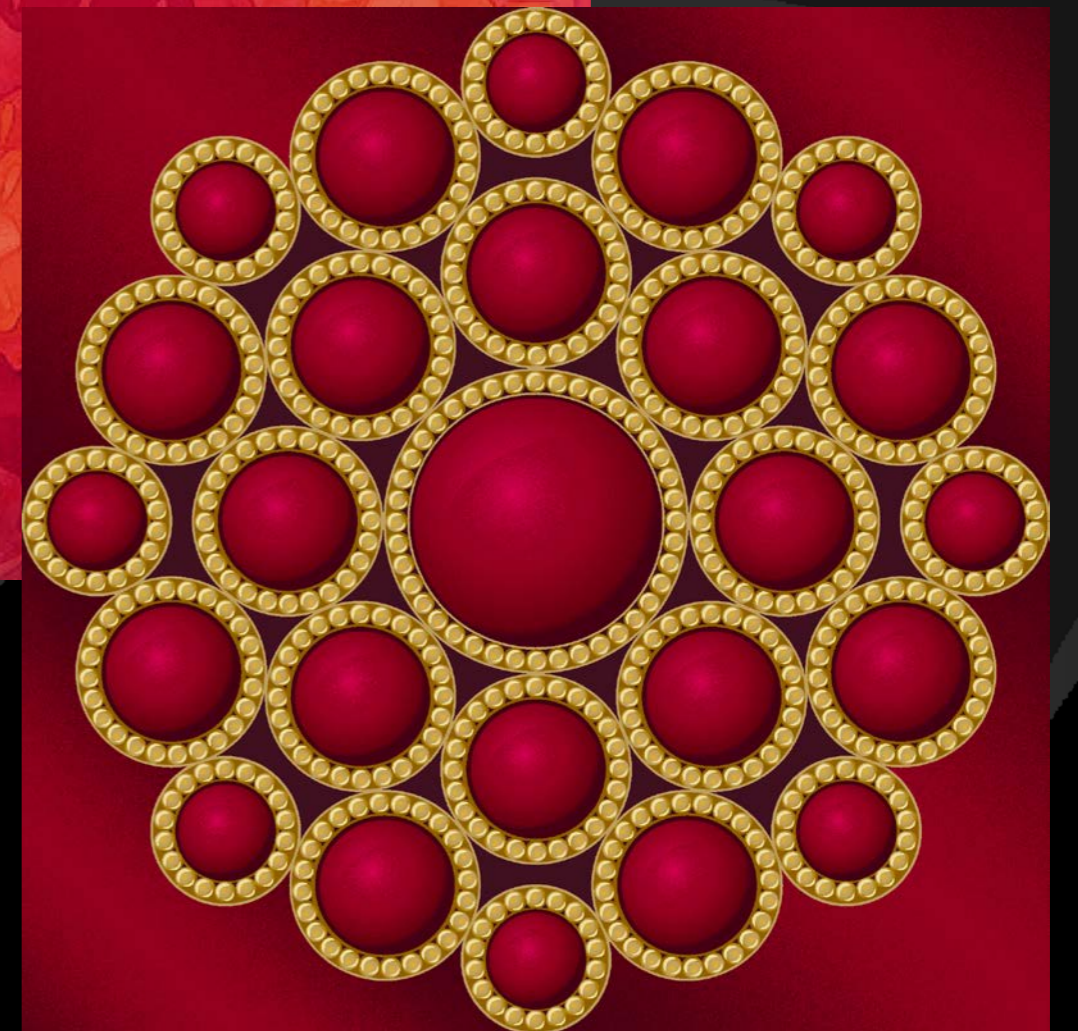
Sangria Rose



RJ-HDM-052-5



RJ-HDM-048-5



RJ-HDM-072-5



SHELLMARC

Sangria Rose



RJ-HDM-014-5



RJ-HDM-025-5



RJ-HDM-028-5

HANDTURNED 100% NZ Wool



SHELLMARC

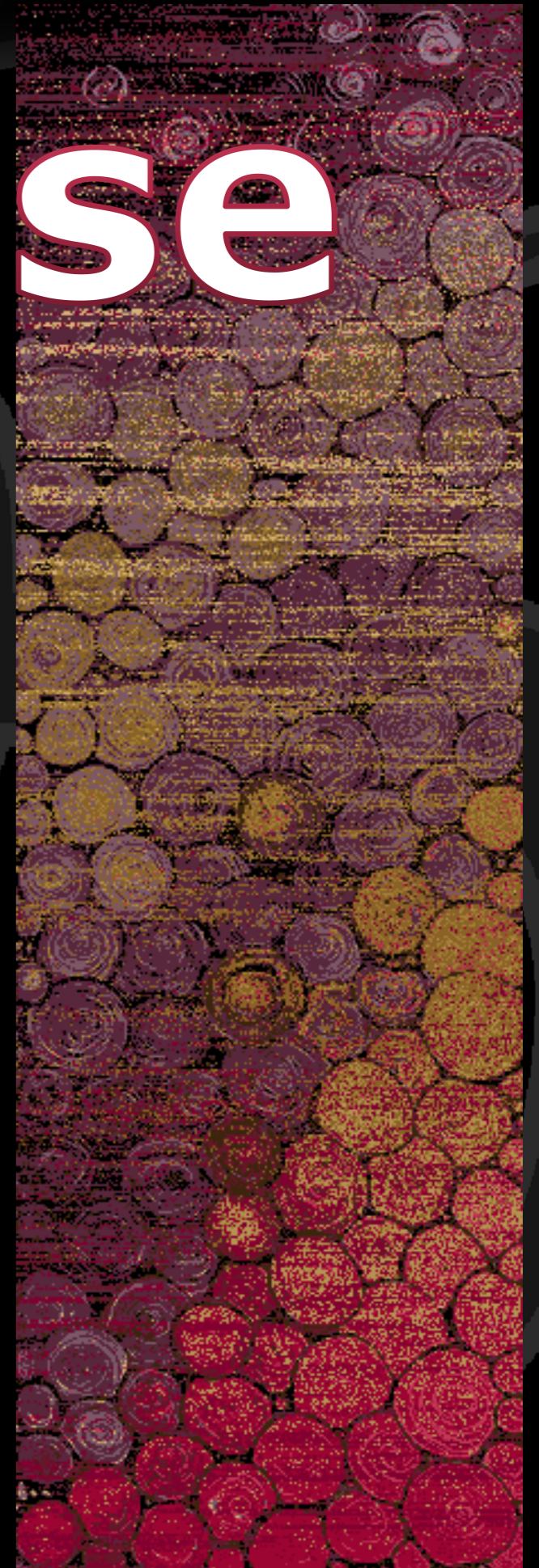
Sangria Rose



RJ-HDM-033-5



RJ-HDM-038-5



RJ-HDM-041-5

HANDTURNED 100% NZ Wool



SHELLMARC

Sangria Rose

RJ-HDM-057-5

RJ-HDM-271-5

RJ-HDM-063-5

HANDTUFTED 100% NZ Wool



SHELLMARC

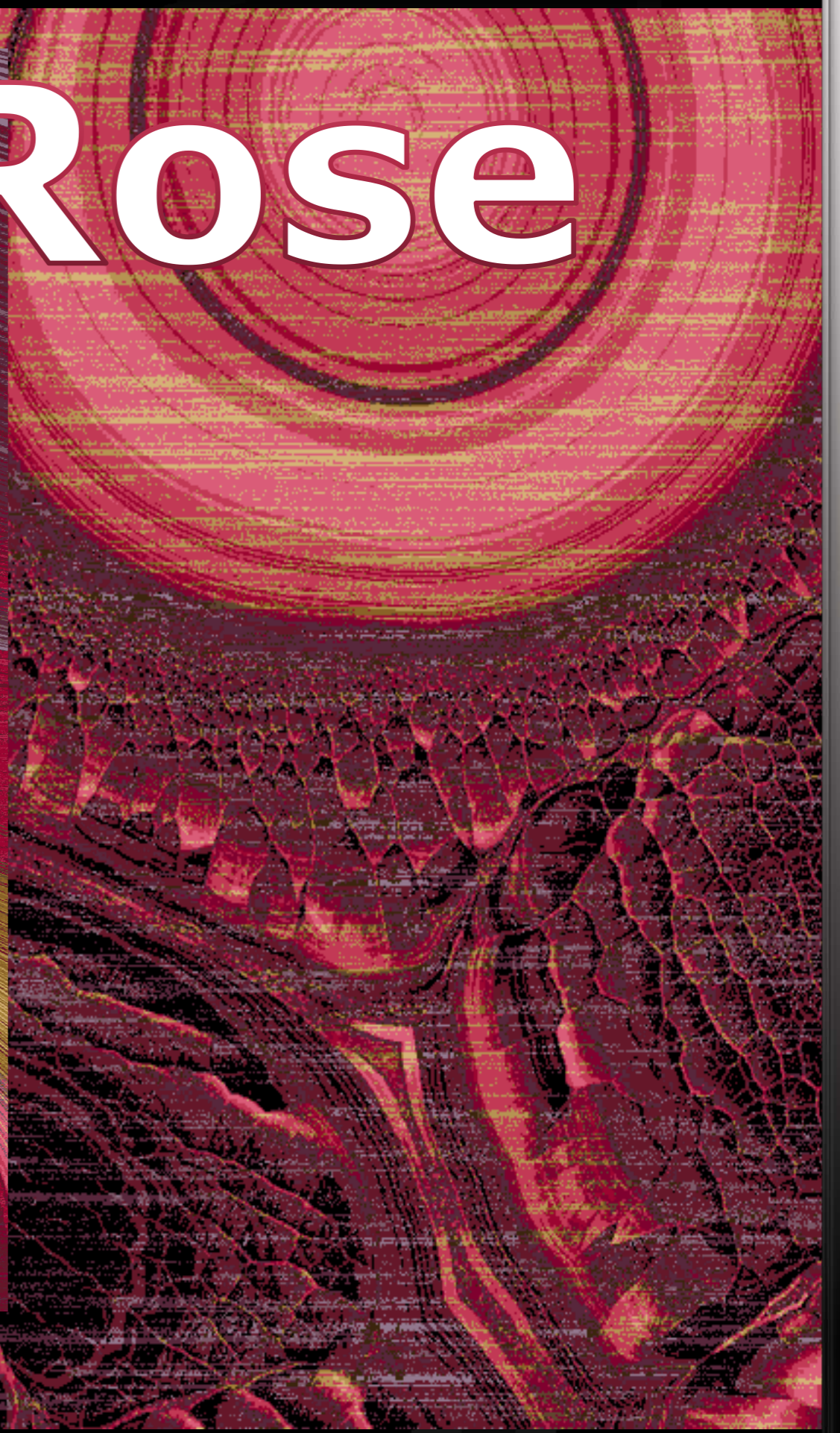
Sangria Rose



RJ-HDM-640-5



RJ-HDM-062-5



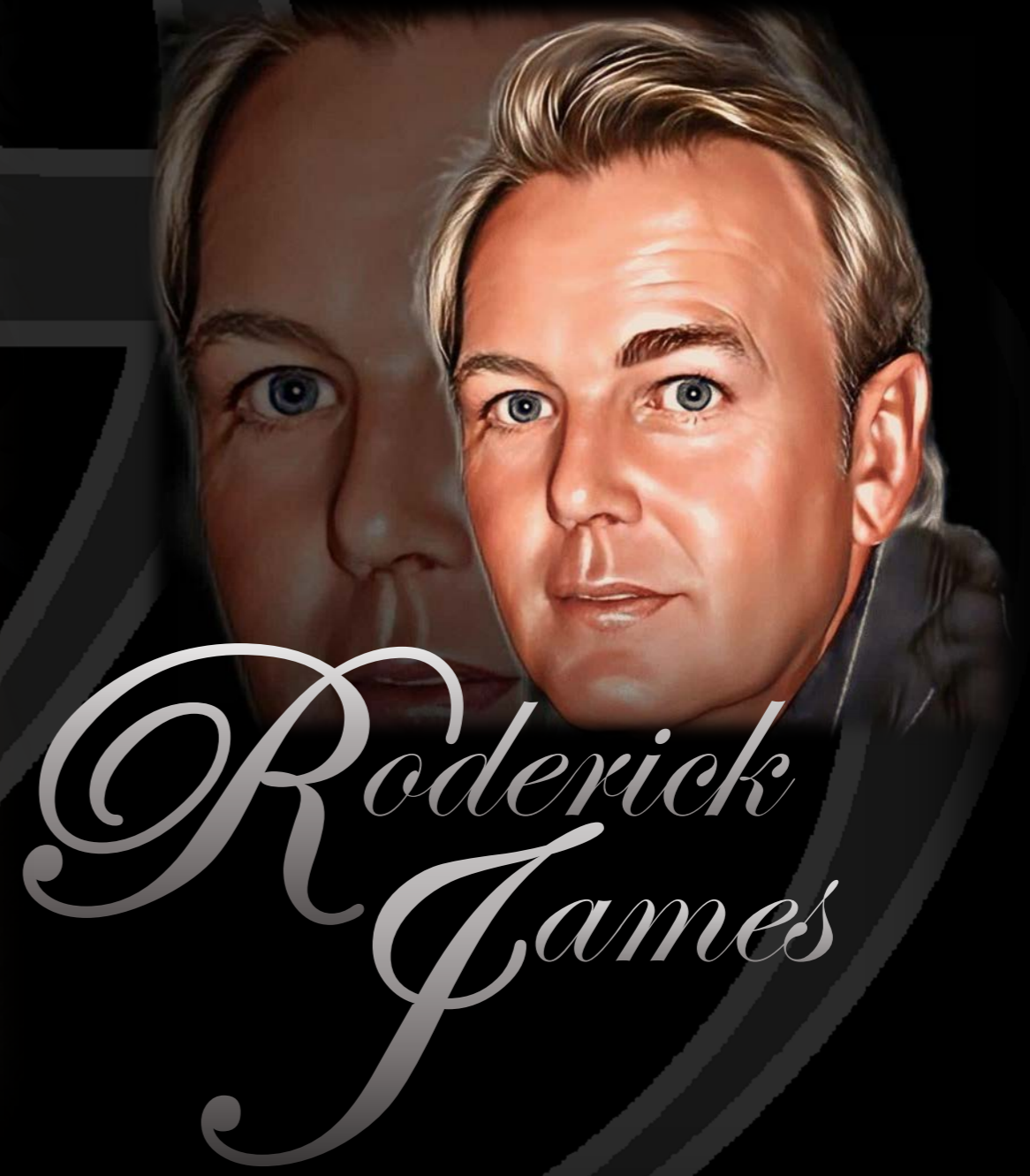
RJ-HDM-318-5

HANDTURNED 100% NZ Wool



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Handmade The Process



*Roderick
James*

"Let Your Imagination Become a Reality"

HOSPITALITY

SHEELMARC



Handmade The Process



Step 1: Hand Draw Design On Tufted Backing



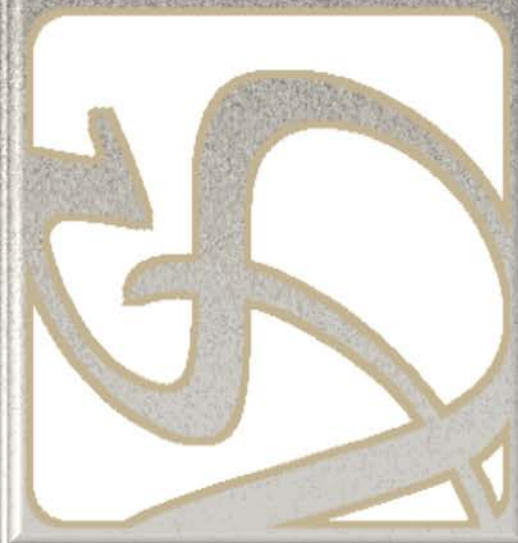
Step 2: Gun Tuft NZ Wool in Loop or Cut into Drawn Design on Backing stretched on Frame from the Back



“Let Your Imagination Become a Reality”

HOSPITALITY

SHEELMARC



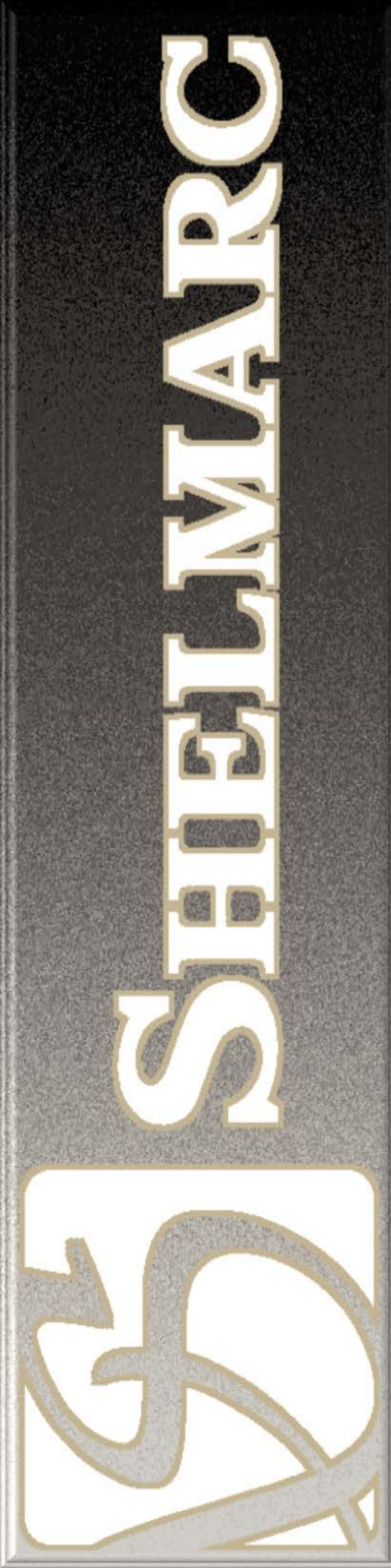
Handmade The Process



Step 3: Carpet is Pre Sheared & Hand Carved with various Pile heights and depth of Carve

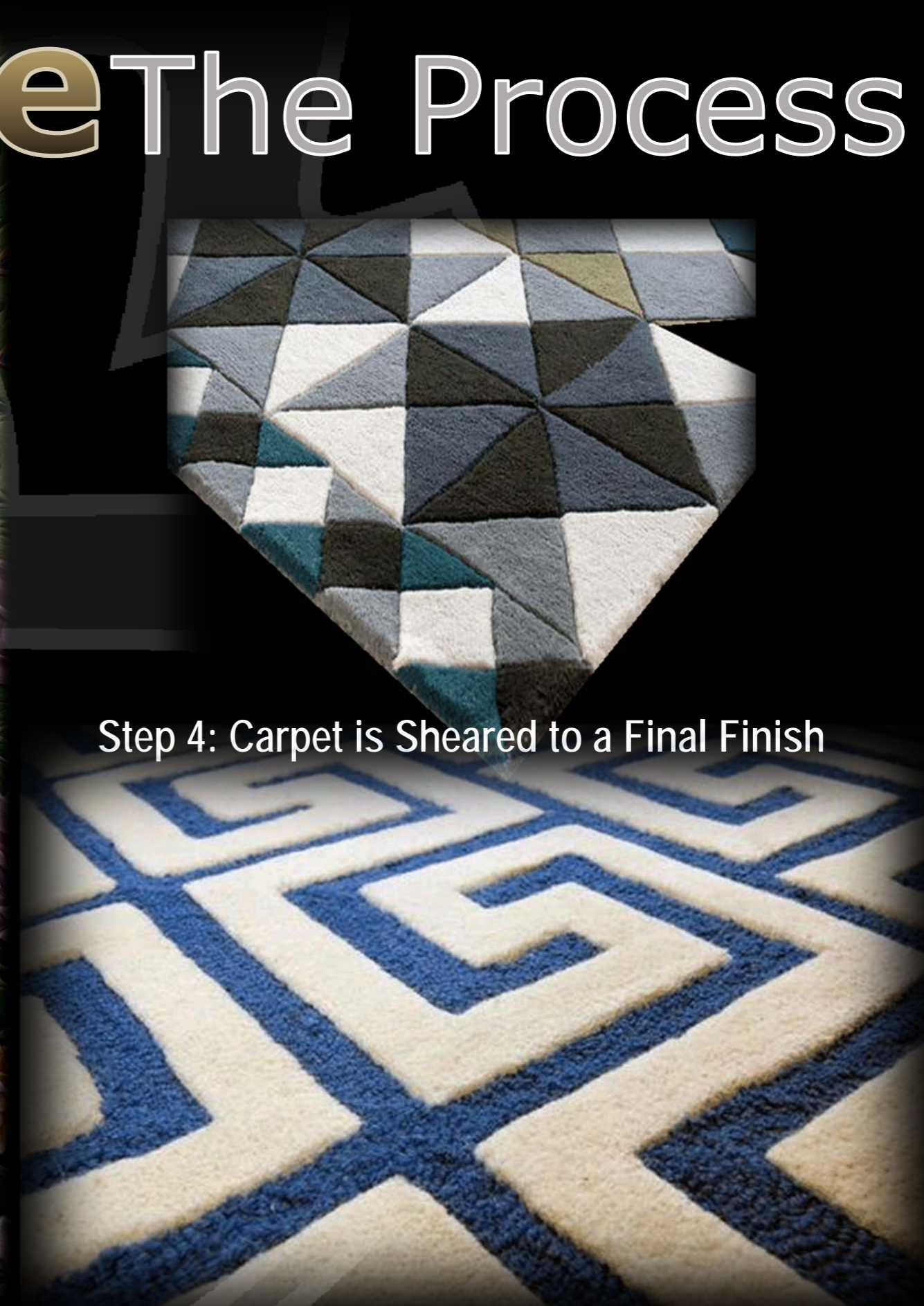
"Let Your Imagination Become a Reality"

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Handmade The Process



Step 4: Carpet is Sheared to a Final Finish

“Let Your Imagination Become a Reality”

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By the Hand



Samples of Gun Tufted and Hand Carved

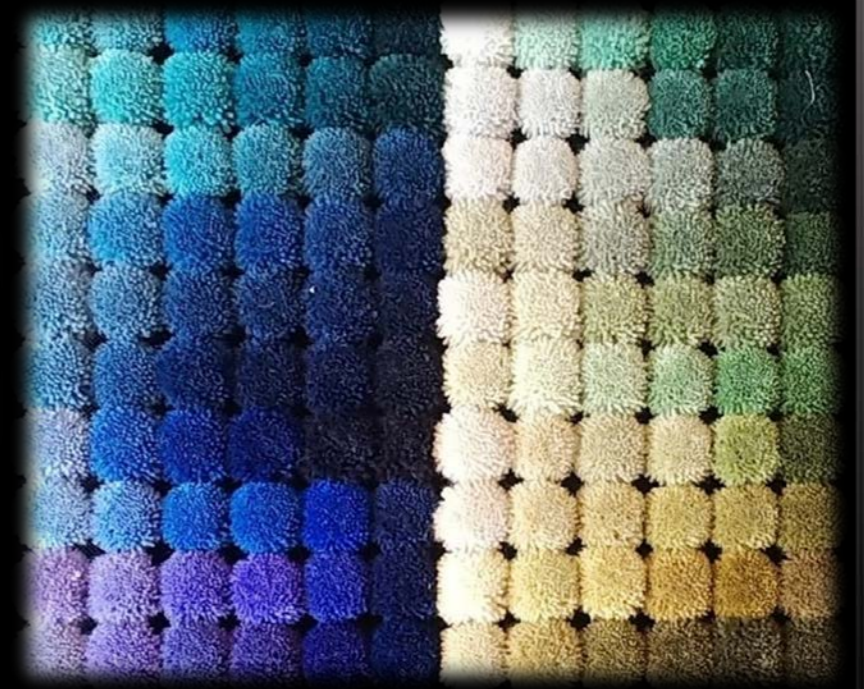
HOSPITALITY



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By the Hand



Samples of Gun Tufted and Hand Carved

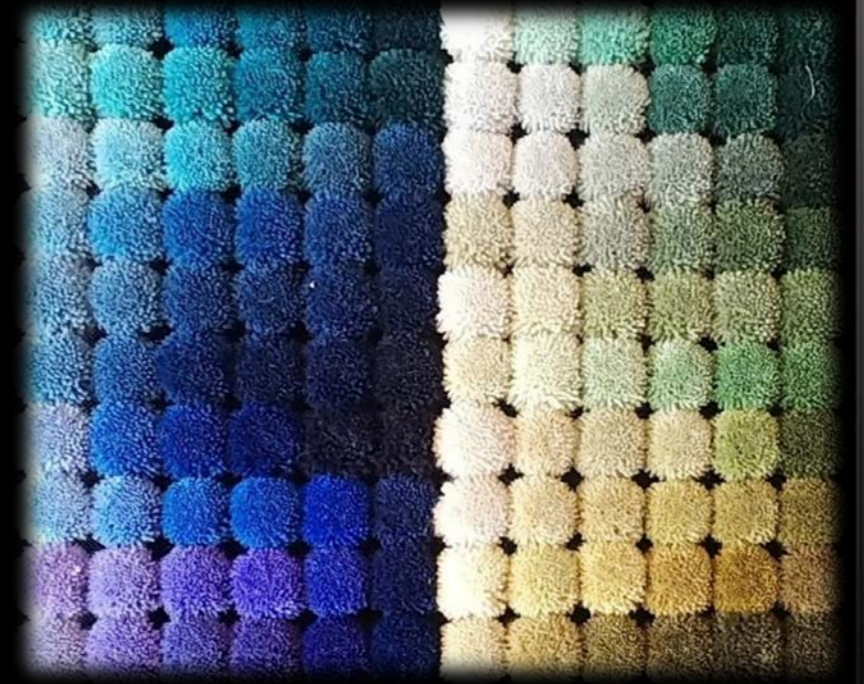
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By the Hand



Samples of Gun Tufted and Hand Carved

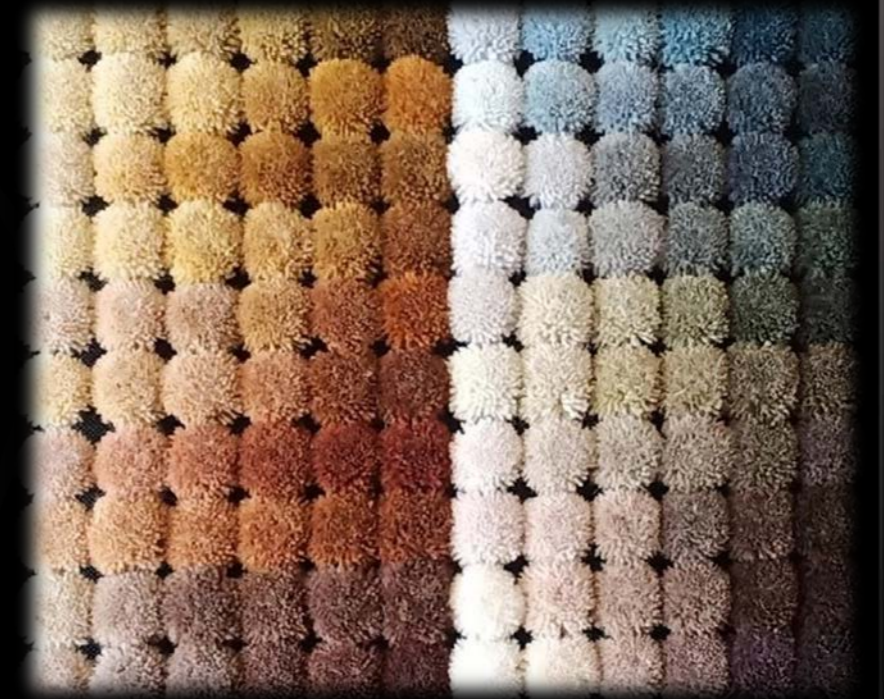
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By the Hand



Samples of Gun Tufted and Hand Carved

HOSPITALITY

HANDTUFTED 100% NZ Wool

HOSPITALITY

Gun Tufted-Rugs & Broadloom Specifications – 4.5 pound Quality

Quality	4.5 Pound	Primary Backing: 60% Cotton, 40% Polyester, Basket Weave
Construction	Full Cut Pile	Construction: 26 x 26 per inch (102 x 102 per dm)
Yarn Content	100% NZ Wool	Yarn count: 12/3s x 12/3s
Yarn Count	380 Tex, 1/80s Dewsbury	Width: 244" (6.2 m.)
Yarn Twist	140 twists per M.-"Z"	Weight: 9.6 oz/sq yd. (326 gm/sqm.)
Ply Twist	Where applicable	
Dyestuff	Top Quality Supplied By American Company Huntsman	Secondary Backing: Leno Weave
Dyeing Method	Skein dyeing	Warp: 100% Cotton
Color	Custom	Weft: 90% Cotton, 10% Polyester
Size	Custom	Construction: 12 x 6 per inch (47 x 23.50 per dm)
Total Weight	117 oz/sq yd. (3970 gm/sqm.)	Yarn count: 10/1s x 10/2s
Gross Yarn Weight	72 oz/sq yd. (2440 gm/sqm.)	Width: 118" (3 m.)
Pile Height	12 mm (15/32")	Weight: 1.8 oz/sq.yd. (61 gm/sq.m.)
Number of rows/dm	20 (20 rows per 4 inch)	Latex: Celanese VAE
Number of stitches/dm	21 (5.5 stitches per inch)	
Number of ends/insertion	4	Mothproofing: MYSTOX CMP

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HANDTUFTED 100% NZ Wool

HOSPITALITY

Gun Tufted-Rugs & Broadloom Specifications – 5.5 pound Quality

Quality	5.5 Pound	Primary Backing: 60% Cotton, 40% Polyester, Basket Weave
Construction	Full Cut Pile	Construction: 26 x 26 per inch (102 x 102 per dm)
Yarn Content	100% NZ Wool	Yarn count: 12/3s x 12/3s
Yarn Count	380 Tex, 1/80s Dewsbury	Width: 244" (6.2 m.)
Yarn Twist	140 twists per M.-"Z"	Weight: 9.6 oz/sq yd. (326 gm/sqm.)
Ply Twist	Where applicable	
Dyestuff	Top Quality Supplied By American Company Huntsman	Secondary Backing: Leno Weave
Dyeing Method	Skein dyeing	Warp: 100% Cotton
Color	Custom	Weft: 90% Cotton, 10% Polyester
Size	Custom	Construction: 12 x 6 per inch (47 x 23.50 per dm)
Total Weight	133 oz/sq yd. (4515 gm/sqm.)	Yarn count: 10/1s x 10/2s
Gross Yarn Weight	88 oz/sq yd. (2985 gm/sqm.)	Width: 118" (3 m.)
Pile Height	13.5 mm (17/32")	Weight: 1.8 oz/sq.yd. (61 gm/sq.m.)
Number of rows/dm	22 (22 rows per 4 inch)	Latex: Celanese VAE
Number of stitches/dm	23 (6 stitches per inch)	
Number of ends/insertion	4	Mothproofing: MYSTOX CMP

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HANDTUFTED 100% NZ Wool

HOSPITALITY

Gun Tufted-Rugs & Broadloom Specifications – 6.5 pound Quality

Quality	6.5 Pound	Primary Backing: 60% Cotton, 40% Polyester, Basket Weave
Construction	Full Cut Pile	Construction: 26 x 26 per inch (102 x 102 per dm)
Yarn Content	100% NZ Wool	Yarn count: 12/3s x 12/3s
Yarn Count	380 Tex, 1/80s Dewsbury	Width: 244" (6.2 m.)
Yarn Twist	140 twists per M.-"Z"	Weight: 9.6 oz/sq yd. (326 gm/sqm.)
Ply Twist	114 twists M-"S" Where applicable	
Dyestuff	Top Quality Supplied By American Company Huntsman	Secondary Backing: Leno Weave
Dyeing Method	Skein dyeing	Warp: 100% Cotton
Color	Custom	Weft: 90% Cotton, 10% Polyester
Size	Custom	Construction: 12 x 6 per inch (47 x 23.50 per dm)
Total Weight	149 oz/sq yd. (5055 gm/sqm.)	Yarn count: 10/1s x 10/2s
Gross Yarn Weight	104 oz/sq yd. (3525 gm/sqm.)	Width: 118" (3 m.)
Pile Height	17 mm (21/32")	Weight: 1.8 oz/sq.yd. (61 gm/sq.m.)
Number of rows/dm	22 (22 rows per 4 inch)	Latex: Celanese VAE
Number of stitches/dm	23 (6 stitches per inch)	
Number of ends/insertion	4	Mothproofing: MYSTOX CMP

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HANDTUFTED 100% NZ Wool

HOSPITALITY

Gun Tufted-Rugs & Broadloom Specifications – 7.5 pound Quality

Quality	7.5 Pound	Primary Backing: 60% Cotton, 40% Polyester, Basket Weave
Construction	Full Cut Pile	Construction: 26 x 26 per inch (102 x 102 per dm)
Yarn Content	100% NZ Wool	Yarn count: 12/3s x 12/3s
Yarn Count	380 Tex, 1/80s Dewsbury	Width: 244" (6.2 m.)
Yarn Twist	140 twists per M.-"Z"	Weight: 9.6 oz/sq yd. (326 gm/sqm.)
Ply Twist	Where applicable	
Dyestuff	Top Quality Supplied By American Company Huntsman	Secondary Backing: Leno Weave
Dyeing Method	Skein dyeing	Warp: 100% Cotton
Color	Custom	Weft: 90% Cotton, 10% Polyester
Size	Custom	Construction: 12 x 6 per inch (47 x 23.50 per dm)
Total Weight	165 oz/sq yd. (5600 gm/sqm.)	Yarn count: 10/1s x 10/2s
Gross Yarn Weight	120 oz/sq yd. (4070 gm/sqm.)	Width: 118" (3 m.)
Pile Height	18 mm (23/32")	Weight: 1.8 oz/sq.yd. (61 gm/sq.m.)
Number of rows/dm	16 (16 rows per 4 inch)	Latex: Celanese VAE
Number of stitches/dm	23 (6 stitches per inch)	
Number of ends/insertion	6	Mothproofing: MYSTOX CMP

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With our Expertise in Design and Color we will make your
Vison a Reality for all Floors and areas of your Project”**

HOSPITALITY Carpets



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