PRODUCT CATALOGUE SHEET

The Graphics Brown

Contemporary style meets heavy-duty resilience and underfoot comfort.

LOOP PILE WALL-TO-WALL CARPETS · 1 COLOURWAYS

EXPLORE THE RANGE FIRST

Product Gallery (1 Colourways)

Brown · 01

A rich, versatile brown with a textured graphic finish that adds contemporary warmth while effortlessly concealing everyday dirt and wear.



BROWN — PATTERN

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BROWN — PHOTO 1



BROWN — PHOTO 2

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BROWN — PHOTO 3



BROWN — PHOTO 4

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ABOUT THIS COLLECTION

Overview

Transform your space with the Graphic Brown Loop Pile Carpet. Crafted from highly resilient, stain-resistant Solution Dyed Olefin and backed with premium felt, this 12-foot wide carpet offers the perfect blend of modern textured design and lasting everyday performance for high-traffic areas.

1370 GSM | 6-7 mm | 3.66 Metres / 12 Feet | Solution Dyed Olefin | 1 Colours

Engineered for Style: The Graphic Brown Olefin Carpet

Elevate your home or commercial space with the contemporary appeal of our Graphic Brown Loop Pile Carpet, part of the exclusive Graphics 3 collection. Manufactured using high-quality Solution Dyed Olefin fibre, this carpet delivers exceptional colourfastness and unmatched resistance to stains, fading, and moisture. The distinctive graphic loop pile construction not only creates a visually striking textured pattern, but it also expertly hides foot traffic and vacuum marks, making it a low-maintenance powerhouse for busy, demanding environments.

Beyond its stylish appearance, this carpet is built for superior comfort and structural integrity. With a substantial 1370gsm weight and a comfortable 6-7mm thickness, it provides a plush, dense feel that bounces back beautifully. The integrated felt backing adds an extra layer of thermal insulation, acoustic dampening, and underfoot cushioning, ensuring a warmer and quieter room. Plus, the generous 12ft width allows for seamless installation in larger rooms, giving you a flawless, high-end finish that stands the test of time.

MATERIALS & CONSTRUCTION

Technical Specifications

FIBRE COMPOSITION Solution Dyed Olefin	PILE CONSTRUCTION Loop Pile
TOTAL WEIGHT 1370 GSM	TOTAL THICKNESS 6-7 mm
STANDARD WIDTH 3.66 Metres / 12 Feet	RECOMMENDED USAGE Residential & Commercial

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WHERE IT PERFORMS

Versatility for Any Environment

Stylish Durability for the Modern Home

The Graphic Brown loop pile carpet is the perfect flooring solution for busy households. Its dense, stain-resistant olefin fibre and built-in felt backing provide a warm, cushioned foundation that stands up to family life, pets, and daily wear. The contemporary textured pattern effortlessly complements any interior decor while actively resisting moisture and concealing dirt, giving you peace of mind and a beautiful home.

- Living rooms & master bedrooms
- Multi-story homes (acoustic insulation)
- Home theaters (sound dampening)

Heavy-Duty Performance for Professional Spaces

Engineered to withstand the rigorous demands of commercial environments, the Graphic Brown carpet delivers exceptional crush resistance and long-lasting performance. The tight loop pile construction prevents matting under heavy foot traffic and rolling office chairs, while the solution-dyed olefin ensures the rich brown colour will not fade under harsh commercial lighting or aggressive cleaning protocols. Its low-maintenance design and professional aesthetic make it a smart, cost-effective flooring investment for businesses.

- Corporate offices & boardrooms
- Hotel corridors & VIP lounges
- Retail showrooms & community halls

THE DIFFERENCE

Why Graphics Brown?

01 Ultimate Stain & Fade Resistance

Crafted from 100% Solution Dyed Olefin, the colour is structurally locked into the fibre. This makes the carpet exceptionally resistant to spills, harsh cleaning agents, and fading from direct sunlight.

02 Heavy-Duty Durability

The tightly woven loop pile construction is engineered to bounce back from heavy foot traffic. It effectively prevents crushing and matting, maintaining its premium texture for years.

03 Enhanced Acoustic & Thermal Insulation

The integrated premium felt backing acts as a highly effective natural insulator. It helps keep rooms warmer during cooler months while significantly dampening noise transmission between floors.

04 Luxurious Underfoot Comfort

Featuring a dense 1370 GSM weight and a substantial 6-7mm thickness, this carpet delivers a plush, cushioned feel underfoot without compromising its robust structural integrity.

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05 Seamless Large-Room Installation

Manufactured in a generous 12ft broadloom width, this carpet minimizes the need for visible seams and joins, ensuring a flawless, professional finish even in expansive open-plan spaces.

06 Low Maintenance & Dirt Concealment

The distinctive graphic pattern and deep brown hues naturally camouflage dust, soil, and footprint marks between routine vacuums, keeping your floors looking pristine with minimal effort.

GOOD TO KNOW

Frequently Asked Questions

What are the best rooms to install the Graphic Brown Loop Pile Carpet?

Because of its highly durable loop pile construction and dense 1370 GSM weight, this carpet is exceptionally well-suited for high-traffic areas. It performs beautifully in living rooms, hallways, staircases, home offices, and demanding commercial spaces.

Is Solution Dyed Olefin carpet easy to clean?

Yes. Solution-dyed olefin is naturally highly resistant to moisture, mildew, and stains because the colour pigment is built directly into the fibre during manufacturing. Regular vacuuming and simple spot cleaning with a mild detergent are usually all it takes to keep it looking new.

Do I need to buy a separate carpet underlay for felt-backed carpets?

Our felt-backed carpets feature built-in cushioning, acoustic dampening, and insulation, which allows them to be installed directly onto the subfloor. However, adding a separate high-quality underlay can further enhance underfoot comfort and extend the overall lifespan of the carpet.

How does the 12ft width benefit my carpet installation?

A generous 12-foot width is ideal for covering standard and larger rooms seamlessly. By utilizing a wider broadloom cut, it significantly reduces the number of visible joins required during installation, resulting in a cleaner, higher-end finish across your floor.

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KEEP IT LOOKING NEW

Expert Installation & Maintenance

Installation Recommendations

- Professional Installation: Our Loop Pile Wall-to-Wall Carpets require professional installation for perfect pattern alignment.
- Underlay: Install over high-density PU/EPE foam for maximum lifespan and soundproofing.
- Seamless Pattern: The generous width ensures patterns align perfectly during fitting.

Easy Care & Maintenance

- Routine Vacuuming: Twice weekly with a rotating brush to lift cut pile fibres.
- Spot Cleaning: Immediately blot spills. Quality yarn is designed for easy cleaning.
- Deep Clean: Professional steam clean every 12–18 months for commercial use.

Colours and textures may vary slightly from the printed or on-screen representation. Generated on 29 Nov 2026.

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