

PRODUCT CATALOGUE SHEET

The RUSTIC

Plush Underfoot Comfort Meets Heavy-Duty Resilience in a Textured PP Frieze Finish.

CUT PILE PLAIN · 6 COLOURWAYS

EXPLORE THE RANGE FIRST

Product Gallery (6 Colourways)



Brown · 01

A warm and classic brown shade that brings natural charm, comfort, and timeless elegance to any interior.



BROWN — PATTERN



BROWN — PHOTO 1



BROWN — PHOTO 2

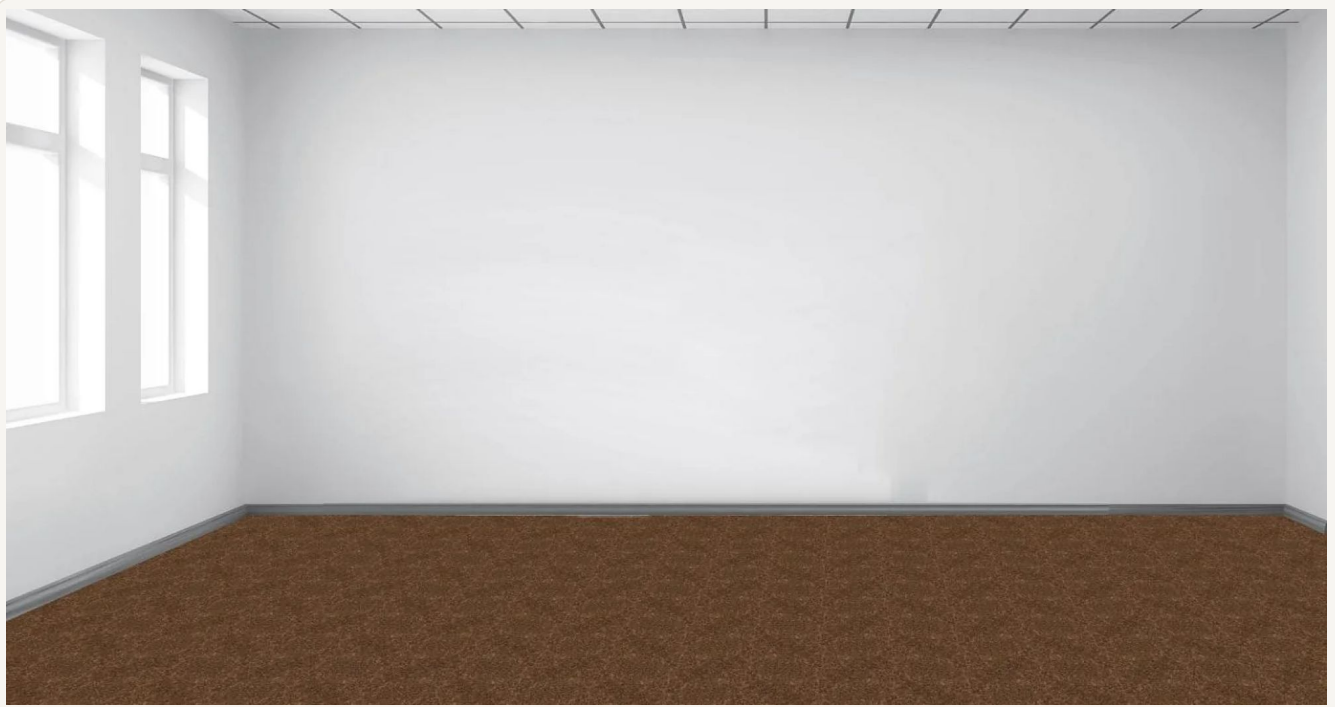
As per Required Length
—SS—



BROWN — PHOTO 3



BROWN — PHOTO 4



BROWN — PHOTO 5



BROWN — PHOTO 6

Camel • 02

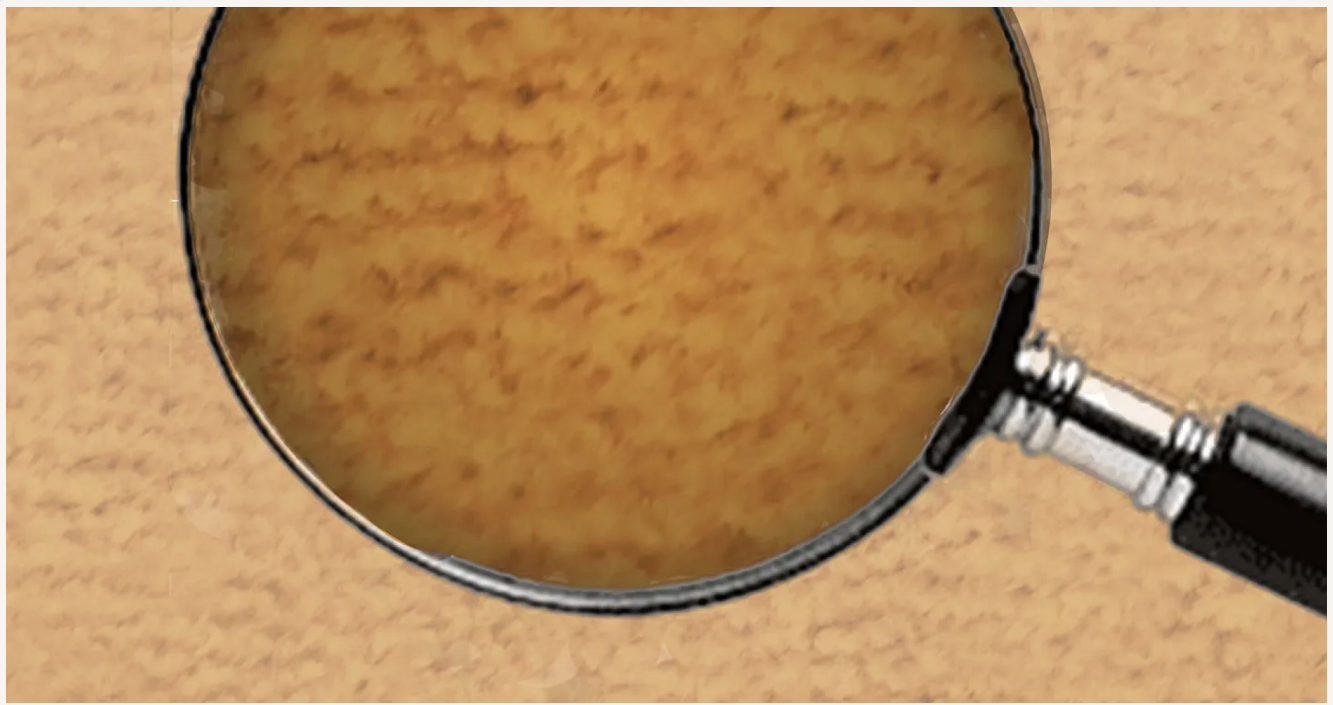
A warm and elegant camel shade that adds natural warmth, understated luxury, and timeless appeal to any interior.



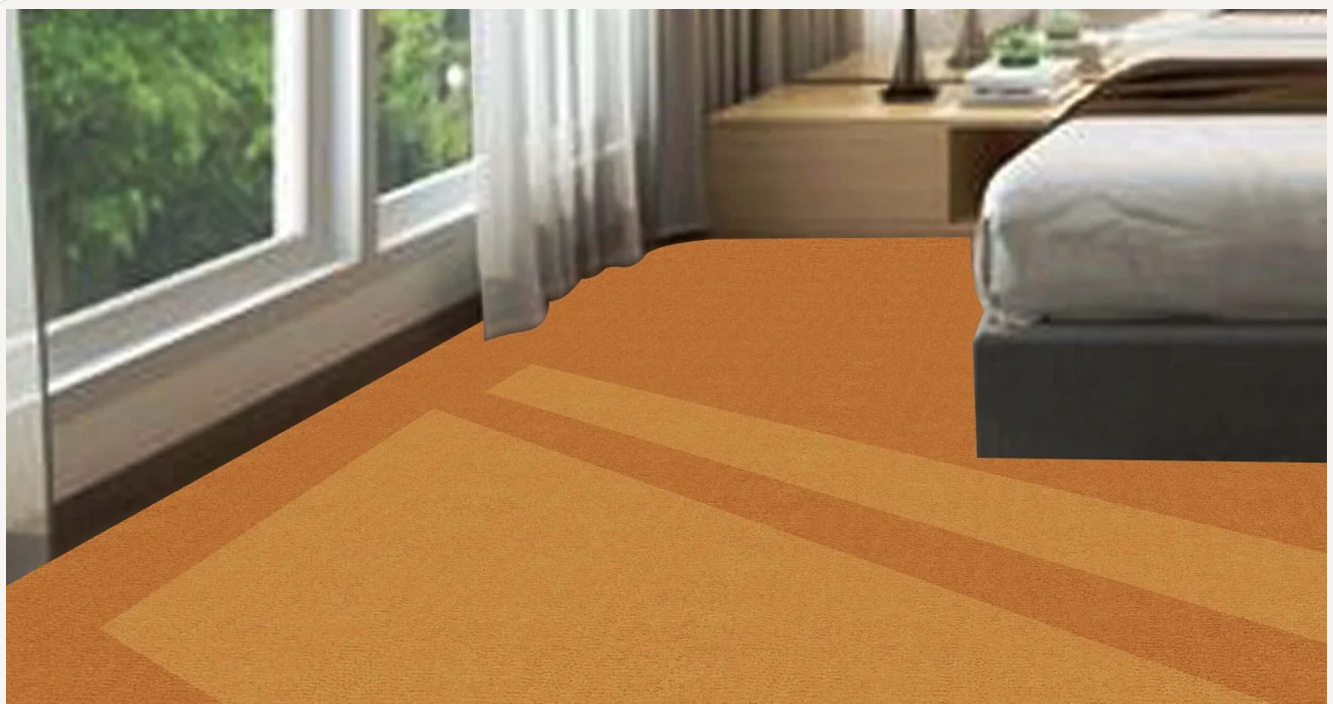
CAMEL — PATTERN



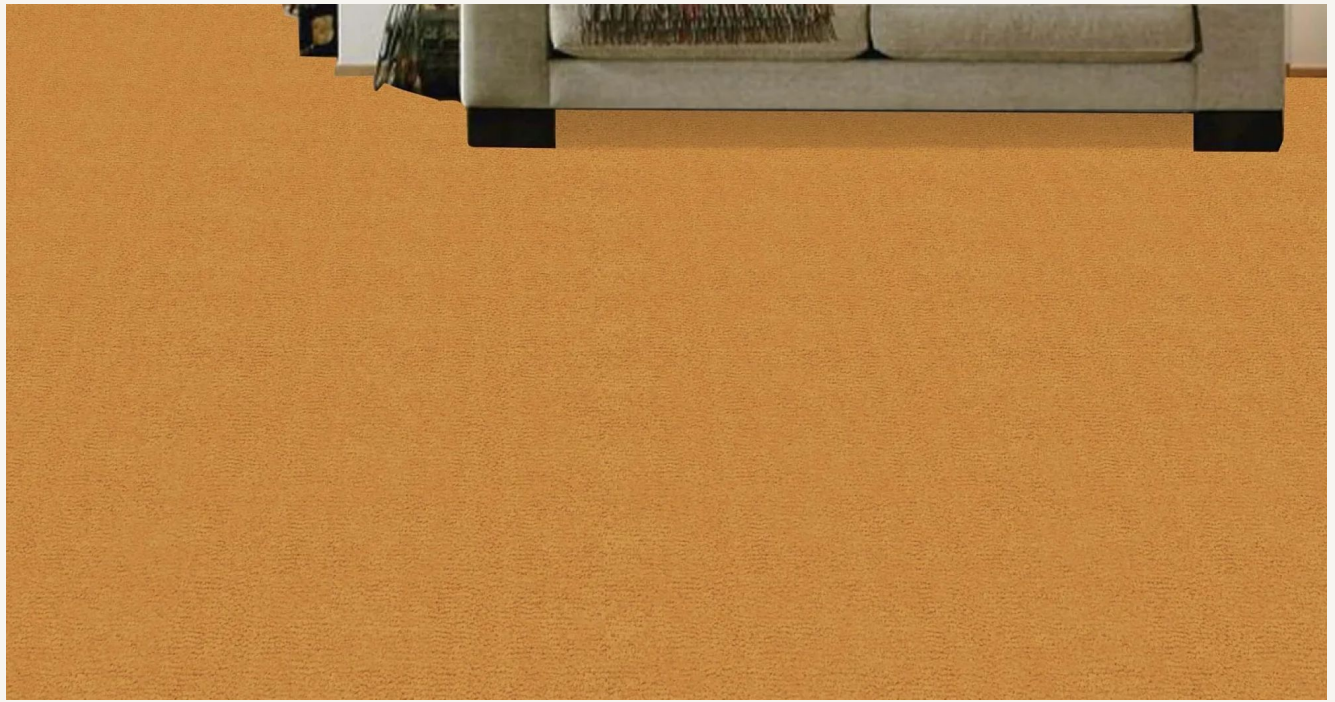
CAMEL — PHOTO 1



CAMEL — PHOTO 2



CAMEL — PHOTO 3

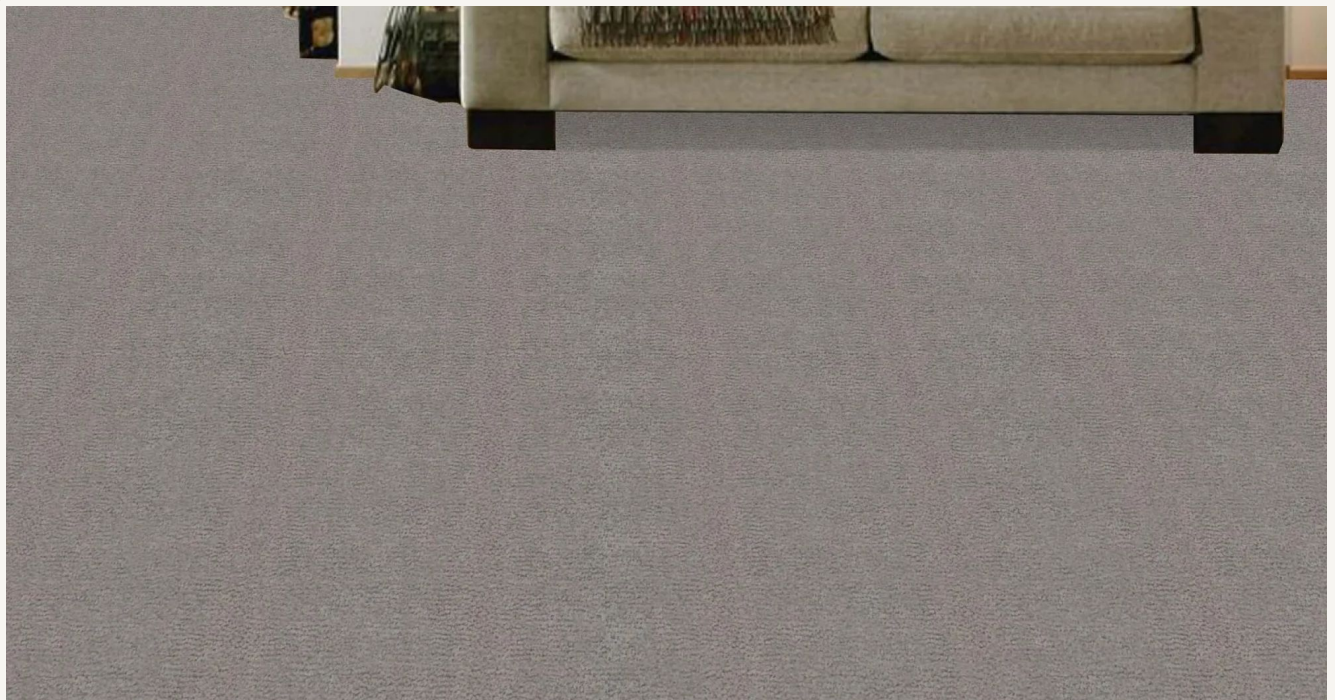


CAMEL — PHOTO 4

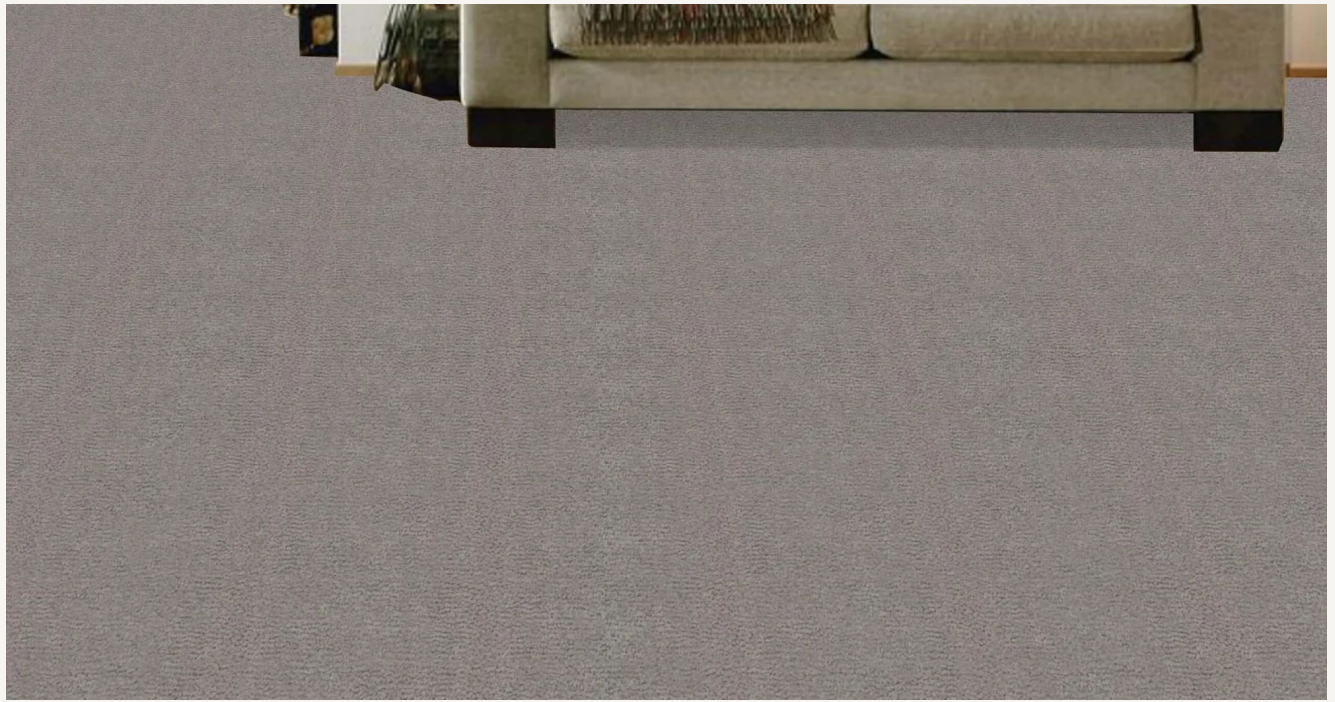


Grey • 03

– A refined and versatile grey shade that blends modern sophistication with timeless elegance, complementing any interior style.



GREY — PATTERN



GREY — PHOTO 1



GREY — PHOTO 2



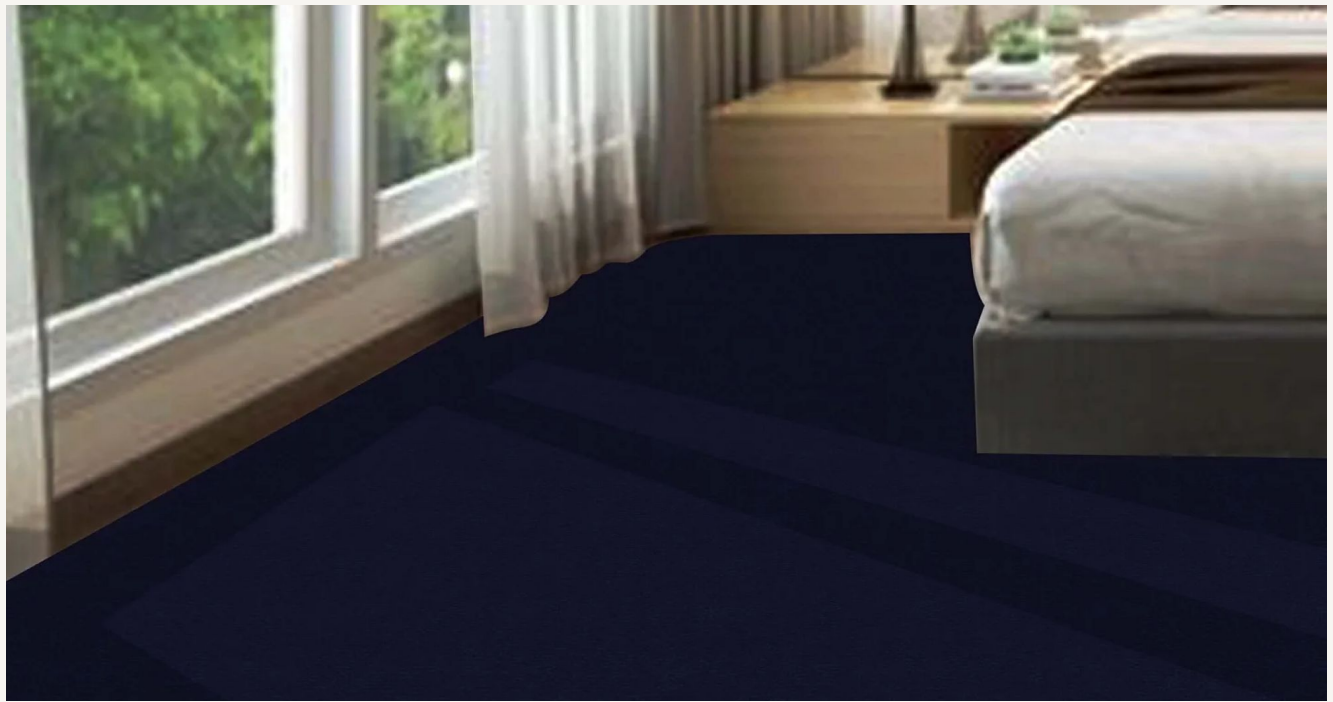
GREY — PHOTO 3



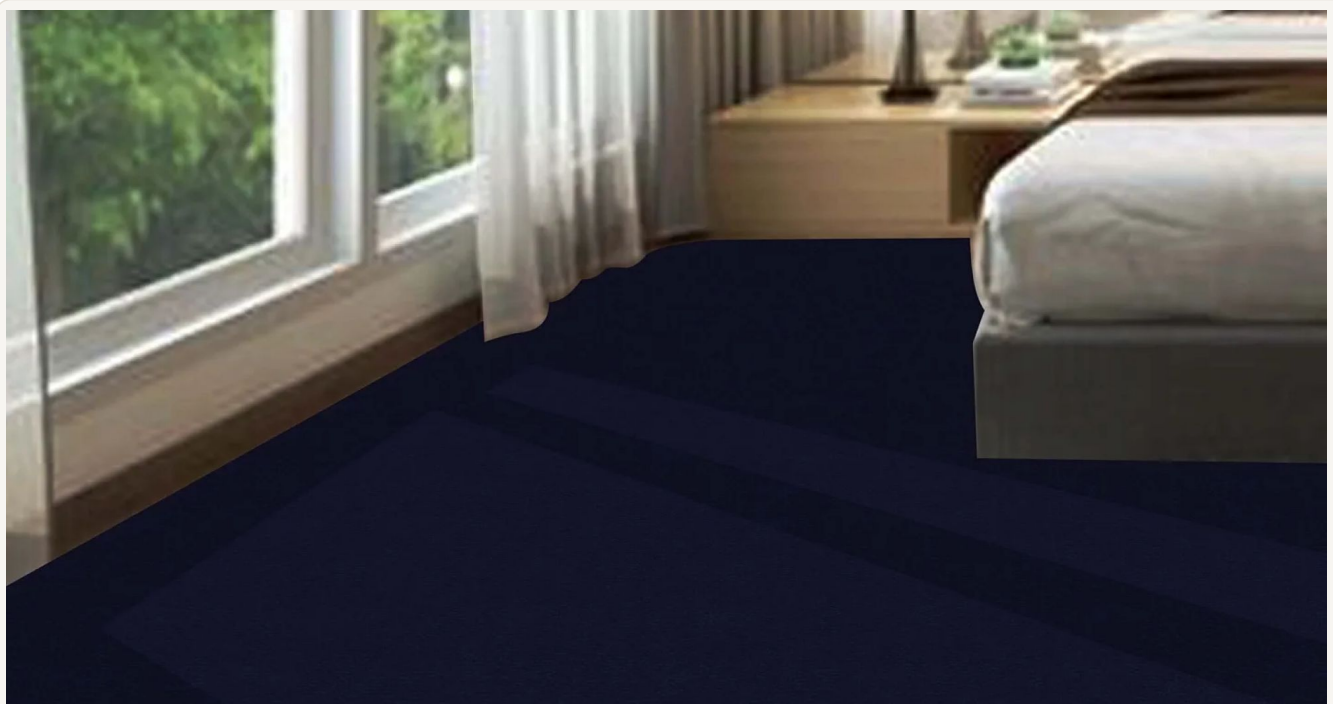
GREY — PHOTO 4

Navy Blue • 04

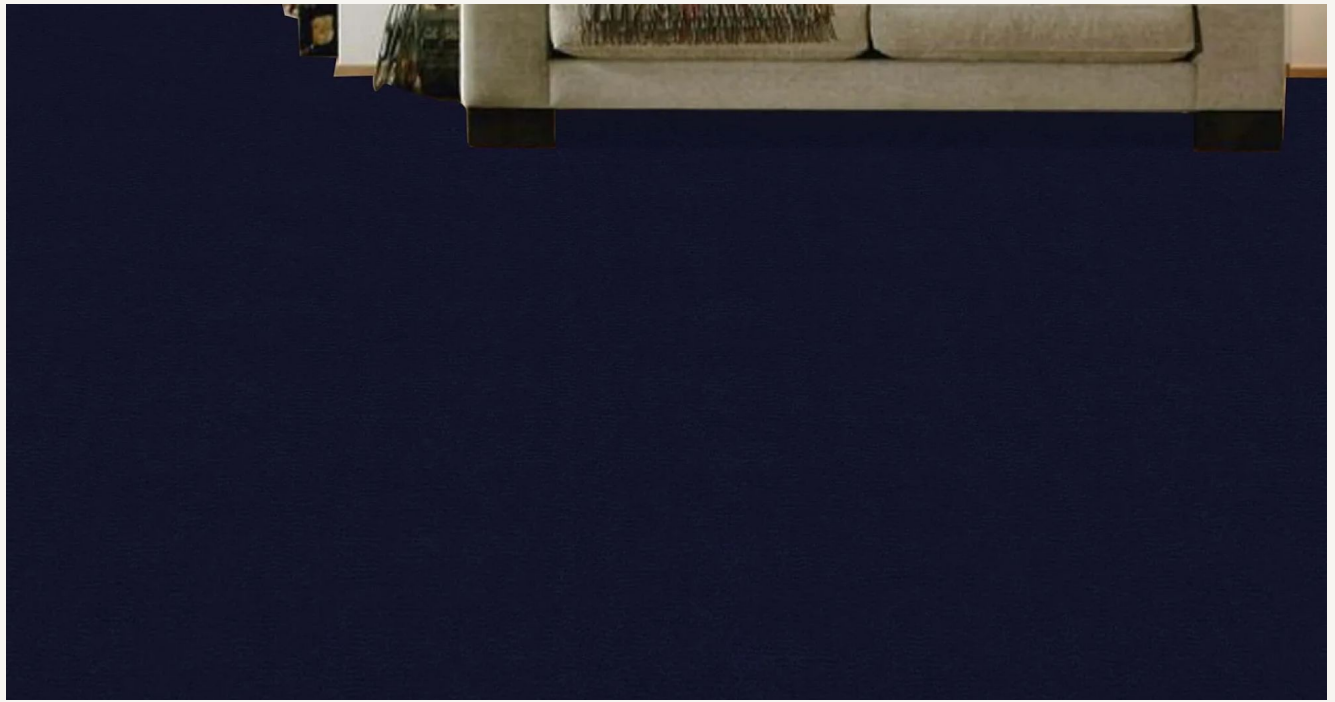
A bold and sophisticated navy blue shade that brings timeless elegance, rich depth, and a premium look to any interior.



NAVY BLUE — PATTERN



NAVY BLUE — PHOTO 1



NAVY BLUE — PHOTO 2



NAVY BLUE — PHOTO 3

Robust Felt Backing



NAVY BLUE — PHOTO 4

Maroon • 04

A rich and sophisticated maroon shade that adds depth, warmth, and timeless elegance to any interior space.



MAROON — PATTERN

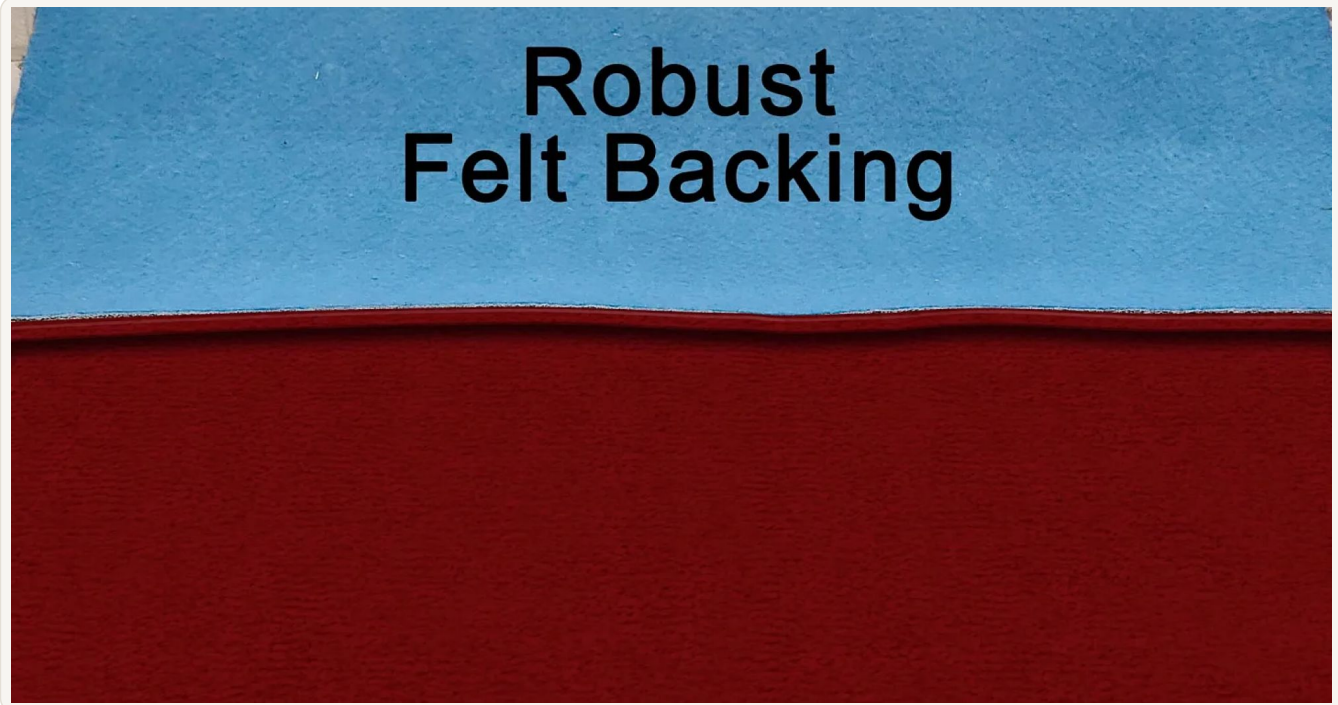


MAROON — PHOTO 1

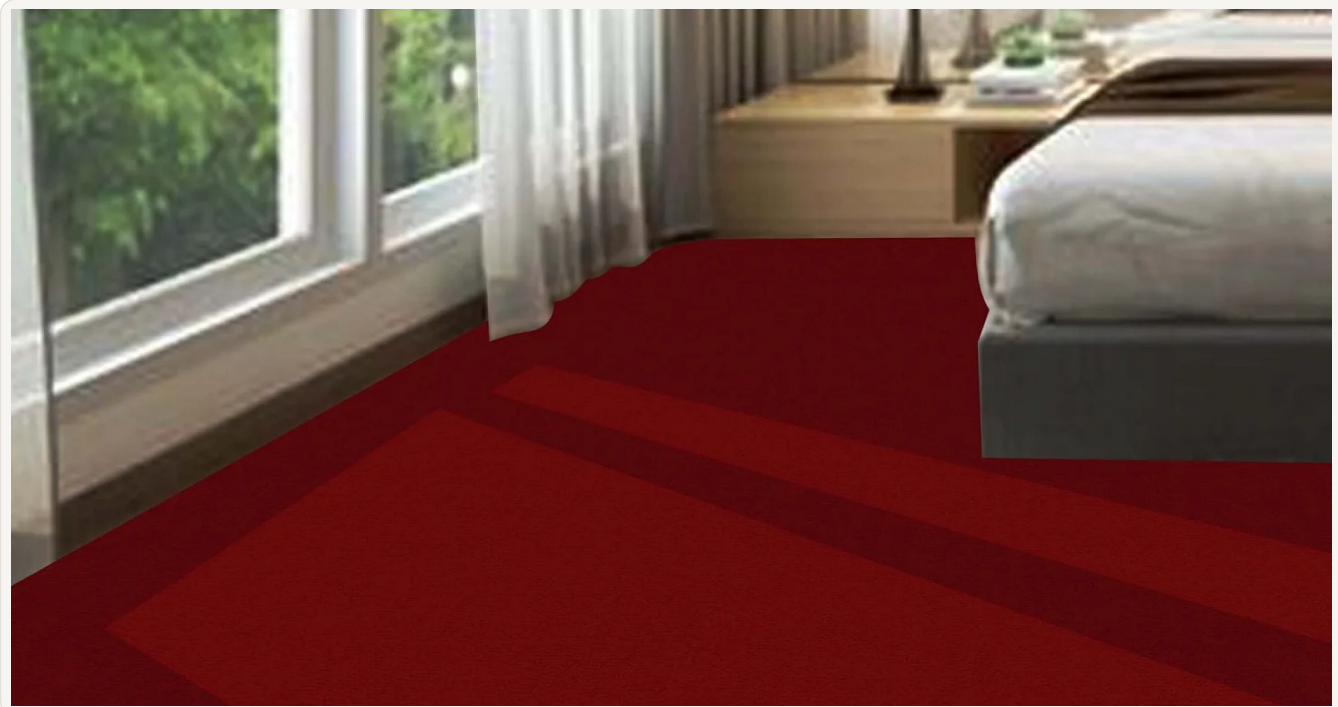


MAROON — PHOTO 2

Robust Felt Backing



MAROON — PHOTO 3



MAROON — PHOTO 4

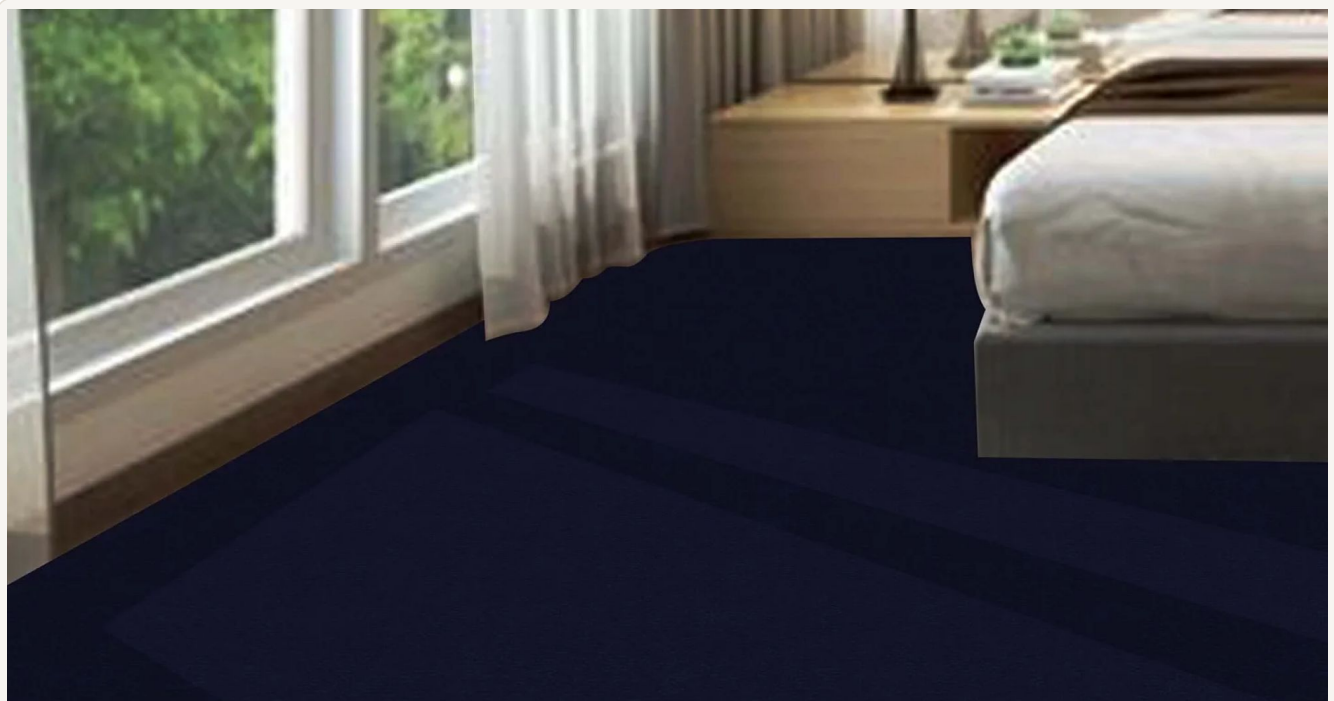


MAROON — PHOTO 5

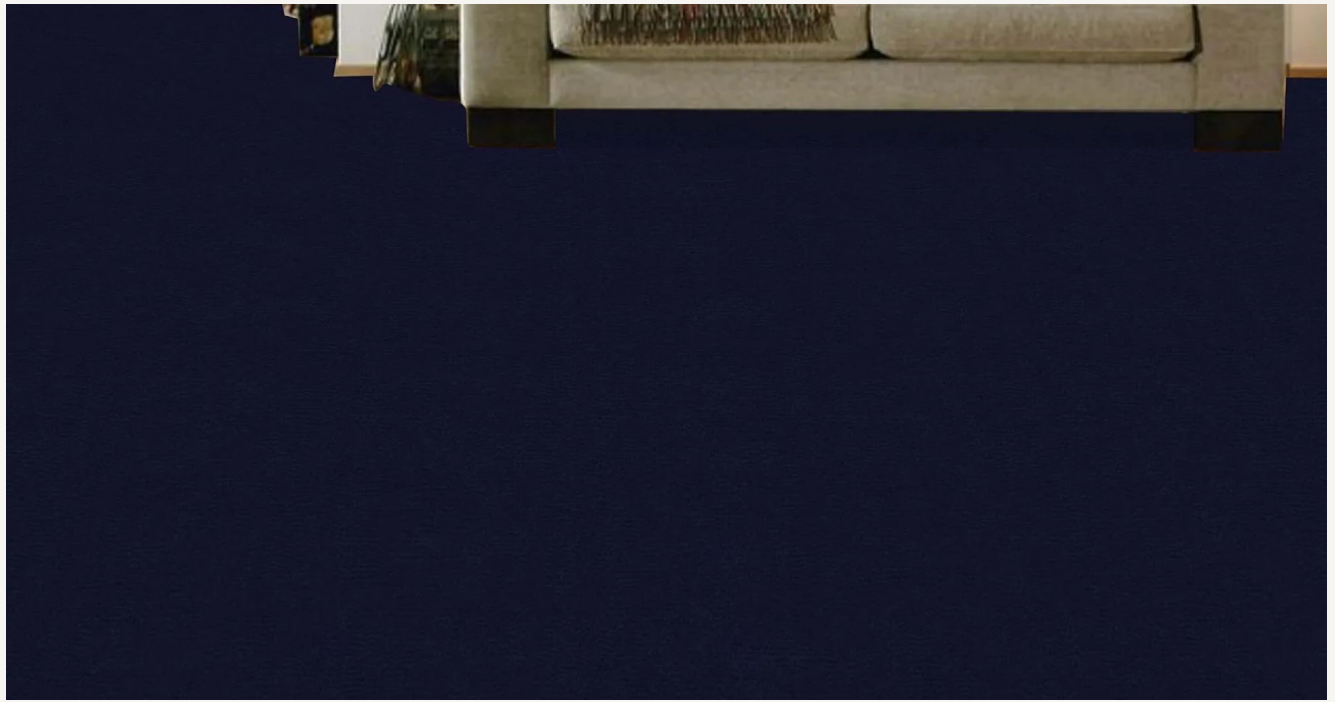


Navy Blue • 04

A bold and sophisticated navy blue shade that brings timeless elegance, rich depth, and a premium look to any interior.



NAVY BLUE — PHOTO 1



NAVY BLUE — PHOTO 2



NAVY BLUE — PHOTO 3

Robust Felt Backing

NAVY BLUE — PHOTO 4

ABOUT THIS COLLECTION

Overview

Transform any space with the RUSTIC Collection, a premium 12mm cut pile plain carpet engineered for lasting luxury and everyday durability. Crafted from 100% Polypropylene (PP) Frieze yarn with an integrated acoustic felt backing and a dense 1550 GSM build, RUSTIC delivers exceptional sound dampening, thermal insulation, and a rich, textured surface that naturally conceals footprints and vacuum marks. Available in seamless 12ft broadloom widths for a flawless wall-to-wall finish.

1550 GSM

12 MM

3.66 Metres / 12 Feet

PP Frieze

6 Colours

Why Choose RUSTIC Cut Pile Frieze Carpet for High-Traffic Interiors?

The RUSTIC collection marries cloud-like softness with commercial-grade endurance. Manufactured using specialized polypropylene frieze fibers, the yarn is tightly twisted and heat-set to create a distinctive, textured cut-pile surface. This advanced frieze construction is highly favored in modern interior design because it actively resists matting, crushing, and shading caused by heavy foot traffic. With a robust weight of 1550 GSM and a generous 12mm pile thickness, RUSTIC provides a sumptuous feel underfoot while maintaining the structural integrity required for busy residential rooms, hotel corridors, executive offices, and luxury living spaces.

Designed for streamlined installation and superior environmental performance, RUSTIC features a high-grade felt backing that eliminates the immediate need for separate underlays while significantly dampening ambient room noise and enhancing floor insulation. The expansive 12-foot broadloom width minimizes installation seams, ensuring a clean, continuous aesthetic across large floor plans. Highly resistant to moisture, everyday stains, and color fading, this collection offers property owners and designers a low-maintenance flooring solution without sacrificing an ounce of visual depth or tactile elegance.

MATERIALS & CONSTRUCTION

Technical Specifications

FIBRE COMPOSITION

PP Frieze

PILE CONSTRUCTION

Cut Pile Plain

TOTAL WEIGHT

1550 GSM

TOTAL THICKNESS

12 MM

STANDARD WIDTH

3.66 Metres / 12 Feet

RECOMMENDED USAGE

Residential & Commercial

WHERE IT PERFORMS

Versatility for Any Environment

Luxury, Warmth & Everyday Family Resilience for the Modern Home

Bring exceptional warmth, acoustic tranquility, and cloud-like underfoot comfort to your living spaces with the RUSTIC Collection. Designed for active households, the plush 12mm thickness and integrated felt backing transform bedrooms and family rooms into cozy retreats while naturally insulating against cold subfloors. Thanks to its hydrophobic Polypropylene (PP) Frieze construction, RUSTIC easily handles spills, pets, and children, resisting stains while the textured cut-pile finish keeps your home looking immaculate by hiding daily footprints and vacuum tracks.

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

Heavy-Duty 1550 GSM Resilience & Acoustic Control for Professional Spaces

Combine upscale commercial aesthetics with uncompromising structural endurance. The RUSTIC Collection is engineered with a dense 1550 GSM pile weight specifically built to withstand continuous daily foot traffic in professional environments without matting or shading. The integrated high-grade felt backing significantly reduces floor-to-floor impact noise and ambient office chatter, creating a quieter, more focused workplace or an atmospheric hospitality setting. Available in expansive 12-foot broadloom rolls for rapid, seamless installations across large commercial floor plans.

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

THE DIFFERENCE

Why RUSTIC?

01 Superior Footprint & Vacuum Mark Concealment

Crafted with tightly twisted, heat-set PP Frieze yarn, the textured cut-pile surface naturally diffuses light and resists matting. This unique texture hides daily footprints, vacuum tracks, and minor dirt far better than traditional plain plush carpets, making it ideal for busy living rooms and high-traffic commercial spaces.

02 Built-In Acoustic & Thermal Insulation

Featuring an integrated high-density felt backing combined with a generous 12mm pile thickness, RUSTIC acts as a powerful sound dampener that absorbs ambient room noise and reduces floor-to-floor sound transmission while insulating cold subfloors for year-round energy efficiency.

03 Commercial-Grade 1550 GSM Resilience

Engineered with a heavy-duty 1550 GSM pile weight, this carpet delivers exceptional crush resistance and structural density. The robust polypropylene fibers bounce back from heavy furniture loads and continuous foot traffic without losing their structural height or underfoot plushness.

04 100% Stain & Moisture Resistant

Polypropylene (PP) is an inherently hydrophobic and colorfast fiber. It repels liquid spills, resists mold and mildew growth, and cleans effortlessly with standard carpet cleaners without bleaching or fading over time.

05 Seamless 12-Foot Broadloom Width

Manufactured in expansive 12-foot (3.66-meter) rolls, RUSTIC allows for seamless wall-to-wall installations across large master bedrooms, executive offices, and hotel corridors—eliminating unsightly join lines and reducing installation waste.

GOOD TO KNOW

Frequently Asked Questions

What is a PP Frieze carpet, and what makes it different from standard cut pile?

PP Frieze (Polypropylene Frieze) carpet is made from fibers that are tightly twisted and kinked before being heat-set. Unlike standard straight cut-pile carpets that show every footprint and vacuum line, the frieze texture creates a subtly tousled, matte finish that exceptionally hides daily wear, surface marks, and traffic patterns while remaining soft underfoot.

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

No, a separate underlay is not strictly necessary. The RUSTIC collection features an integrated, high-grade felt backing that provides built-in cushioning, thermal insulation, and sound absorption. It can be installed directly onto a clean, dry subfloor using adhesive or double-sided carpet tape, significantly reducing overall installation time and material costs.

How does the 1550 GSM weight and 12mm thickness affect durability?

GSM (Grams per Square Meter) measures the density and weight of the carpet fibers. A 1550 GSM rating combined with a 12mm thickness places RUSTIC in the premium durability category. This high density means more yarn per square inch, which prevents the carpet from flattening, crushing, or wearing bald in high-traffic zones like hallways, lobbies, and living rooms.

How do I clean and maintain RUSTIC polypropylene carpet?

Routine maintenance requires simple vacuuming 1-2 times per week to remove dry soil. For liquid spills, blot immediately with a clean, dry cloth; polypropylene is naturally stain-resistant and moisture-repellent, meaning most common household spills

KEEP IT LOOKING NEW

Expert Installation & Maintenance

Installation Recommendations

- Professional Installation: Our Cut Pile Plain 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 24 Aug 2026.