

Karastan[®]

LIVE BEAUTIFULLY

90th
ANNIVERSARY

history
craftsmanship
color & design
fiber
smartstrand
cashmere
wool
sustainability
cushion
quality
timelessness



THE KARASTAN STORY

history

The Karastan name has been synonymous with quality, beauty and durability for more than 80 years. Since the 1920's, we've been setting the standard that other rug and carpet makers struggle to follow.

It all started in a mill in Eden, North Carolina when Marshall Field & Co. revolutionized the rug industry by being the first in the world to introduce power-loomed rugs, woven on new Axminster looms, with all the richness of handwoven Orientals. These elegant new rugs, almost impossible to distinguish from imported originals, were sold by Wanamaker's New York department store in 1928, and the Karastan brand was born.

During the 1930's, Karastan's "Wonder Rug" was unveiled at two World's Fairs, and we've been making headlines ever since with the introduction of the country's first multi-colored carpets, woven on the innovative Kara-Loc loom, and then the first permanent stain protection fiber.

Today, Karastan continues to maintain its leadership position as America's brand of choice for high-end carpeting and rugs.





A LEGACY OF
CRAFTSMANSHIP AND
SUPERIOR QUALITY

crafts manship

There is still a place for fine craftsmanship in the modern world. A place where working by hand is still respected. And it's here where Karastan carpets and rugs are made. So even though it's true that they don't make them like they used to, at Karastan, we do. Despite our use of highly advanced technology, much of the work here is still done by the most proven piece of machinery we could find—the human hand. We continue, day after day, to rely upon this human element because, while machines can do the work, only people can create a work of art.

After collecting some of the finest wools from around the world, along with premium-quality synthetic fibers, we process the yarns ourselves and prepare them for various dyeing methods. While many of these steps require the highest levels of technology, nothing can replace the human touch looking for a loose stitch or a stray thread. From designer to weaver to inspector, every hand that touches a Karastan product represents someone who takes great pride in their craft. They all understand that quality is the Karastan trademark. It is behind every choice of material, every design, every technology, every process and every product that goes out the door.

COLOR CLARITY AND
DESIGN INNOVATION

color & design

Your most discerning clients will find their perfect carpeting in Karastan's wide selection of products that complement any décor.

Only Karastan offers woven and tufted carpets with timeless design choices –fresh colors, exquisite patterns, new textures and innovative fibers that will always be perfectly in style. If your customers can't find the perfect piece in our collection, we're able to custom design Karastan in any color, and we can size any of our Karastans to complement their home furnishings.

From subtle to bold, elegant to edgy, our products transcend trend, and yet capture it. Inspired by art, nature, interior design and fashion, our passionate designers collect ideas that help your customers make their personal statement.





THE ESSENCE
OF CARPET

fiber

The fiber is the essence of a carpet. Fiber not only determines the look and feel of a carpet, but also its resilience and durability. Yes, we are well respected for our fine wools, our highly sustainable and man-made materials and our advanced weaving techniques. But we are also known for our exacting construction. Our innovative fiber advancements are also worth talking about.

EXTRAORDINARILY SOFT
REMARKABLY DURABLE

smart strand



SmartStrand® Silk Forever Clean™ is a true game changer in carpeting. SmartStrand Forever Clean with All Pet Protection is the only carpet that contains permanent, built-in stain and soil protection that never washes or wears off. This breakthrough product features an advanced nanoloc technology that prevents spills from locking into the fiber core and becoming a stain. Whether it's kids, pets or unexpected spills, our SmartStrand carpets are easy to keep clean. Authentic luxury encompasses not only comfort, but ultimate cleanability so that you can live worry free. SmartStrand is the only carpet that offers unmatched spill protection, permanent stain resistance and maximum durability.





ELEGANT SOFTNESS
EXTRAORDINARY
DURABILITY

kashmere

Karastan Kashmere offers elegant softness paired with extraordinary durability. Our exclusive nylon, Kashmere, is engineered for outstanding performance. To create irresistible softness, Karastan uses a proprietary technology to craft carpets with a dense construction that produces a deep, soft texture. To ensure long-lasting beauty, each fiber, from the tip to the carpet backing, is protected from stains with Scotchgard™ Protector Advanced Repel Technology, the most trusted brand in stain and soil protection. Scotchgard repels spills and keeps stains from seeping in, making cleanup a breeze.



FROM FARM TO FLOOR

WOOL



Not only is wool beautiful and soft, it is naturally soil resistant and flame retardant. The natural fiber of wool actually improves indoor air quality and is safe for those with allergies and asthma. But not all wool is created equal.

Along with the unsurpassed durability that comes from weaving the carpet and backing together in one unit, on our exclusive Kara-Loc looms, Karastan uses 100% New Zealand wool which is grown in an environmentally responsible way through sustainable land use, New Zealand wool is the purest, whitest wool in the world, offering excellent dyeing characteristics that create long-lasting colors. From farm to floor, Karastan wools are one of the most environmentally friendly products that can be used in a home.

All Karastan wool carpets have passed stringent VOC emissions tests to carry the wool: Clean Air Certified label.





BEAUTIFUL PRODUCTS
A CLEANER WORLD

sustainability

Making a commitment to building a better world means more than talk; it means redefining flooring with products that not only minimize environmental impacts, but also foster beauty and allow those who interact with it to thrive. Responsible processes, beautiful products, a cleaner world.

Today's educated consumers and business partners are well aware of the importance of sustainability in production. Karastan's efforts to use sustainable ingredients, conserve natural resources and repurpose excess are continual. We aggressively research, develop and employ new ways of preserving our planet.

Whether it's a carpet constructed from natural wool to improve indoor air quality or our bio-based Smart-Strand fiber, you can rest assured that our products are designed with sustainability in mind. It's good to know you can have the beauty, softness and durability you desire in a carpet without compromising the beautiful earth around us.

ADD LIFE TO
YOUR CARPET

cushion



Carpet brings life to a room, but what adds life to carpet? The carpet cushion. Our premium cushions make carpet more comfortable, more beautiful and longer lasting. That's a wise flooring investment.

KaraStep™ premium cushions protect your investment by extending the beauty, comfort and life of your carpet. Not only do premium cushions add an extra layer of softness and padding that creates a warm and inviting room, they also fight mold, mildew, fungus and odor causing bacteria. Quality cushions can significantly reduce noise levels and provide exceptional thermal insulation, as well. And your choice of KaraStep Reserve cushion helps contribute to a greater cause. Every purchase helps fight breast cancer through the support of the Susan G. Komen Foundation and Decorate for the Cure.

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PERFECTING AND
INNOVATING

quality

Today, the Karastan Mill in Eden, NC., still produces beautiful rugs on Axminster looms and woven carpet on Kara-Loc looms. We have spent decades perfecting processes and innovating new designs and technologies to create comfortably luxurious products. Classic, contemporary and everything in between, Karastan offers exceptional products that create the perfect space in your home.

The sheer carpets in the market can feel overwhelming. But if you are looking for wuperior quality, craftsmanship and performance from a name you can trust, look for Karastan the finest rugs and carpets. The unparalleled workmanship, the stunning colors, patterns and textures of your Karastan will always be perfectly in style.

LIVE
BEAUTIFULLY

timeless

Beautiful homes are created from beautiful things. Quality, beauty and performance are all part of the Karastan legacy.

Karastan doesn't just build our floorcoverings to last, we build them to be timeless. Each one is beautiful. And each one lives beautifully. This is and always has been the hallmark of Karastan.



Karastan

karastan.com