

Customised Carpet

Recent interior design trends have been minimalist, resulting in clean lines, plain surfaces and, in some cases, a cold and uninviting living environment.

The desired effect has been achieved with plain carpet, wooden flooring, or ceramic and porcelain tiles, which on their own can be quite stark to look at and cold and hard to walk on. Whilst rugs can offer a softening respite and provide accent with their colour and texture, the option of a patterned carpet for the home has largely been overlooked. This is partly because of fashion trends, but also because of a history of poor accessibility due to high minimum quantities, long lead times, manufacturing closures, lack of design and colour choices, and affordability.

Fortunately those days are over! The modern shift is towards a more personal and emotionally-connected interior/home-owner relationship. Now with state-of-the-art technology, you can access virtually any pattern of carpet in any colour and width you desire, almost as easily as buying a plain carpet from an “off-the-rack” range.

So, how does one go about purchasing a customised carpet? The first step to making it reality – consult a reputable floor covering retailer. They can co-ordinate the entire design process of your customised carpet with a locally-based producer. This will involve an approval process starting with a colour printout of your design idea and finishing with a hand trial sample prior to final confirmation of order. With clear channels of communication, this may only take a couple of weeks to finalise.

The most common ways to achieve a pattern in a carpet:

1. weave the pattern into the carpet;
2. inject the dye into a tufted carpet;
3. print the pattern onto the carpet.

Most woven carpet is made from 80% wool and 20% nylon, however this is not always the case. The ability to change programs on manufacturing looms easily allows amazing design flexibility, in large or reasonably small runs.

Dye injected tufted carpet (usually 100% nylon) uses a precision dye injection process to create virtually any pattern in virtually any shade. This process allows for intricately styled patterns to be created with high definition onto a cut pile base carpet.

Printed nylon carpet is generally less defined than a dye injected or woven carpet. This is because the pattern and colours sit on top of the base carpet, which also makes them more susceptible to the demands of heavy foot traffic.

What does it cost to have a carpet designed specially for a house?

Often design services are provided free-of-charge when arranged through an approved retailer. This service is unique to the industry in NZ and, with negligible or possibly no minimum quantities and a choice of any colour and design, it is now an affordable option to bring life, warmth and unique character back into your home.



For more information or retailer details,
visit: www.irvineinternational.com or
email: info@irvineinternational.com