

Strata Rug

Hand-carved channels cut through a warm clay-toned surface, creating subtle shifts of light and shadow. Inspired by sculpted terrain, the design brings quiet movement and depth without overpowering a space.

COMPOSITION 100% NZ Wool with cotton backing

CONSTRUCTION Loom-knotted cut pile | 15/20mm height

COUNTRY OF ORIGIN India

CERTIFICATIONS GoodWeave, Responsible Wool Standard (RWS)

SUITABILITY General Living, Bedroom, Kid Friendly



AVAILABLE COLOURS & SIZES



CLAY

73813	200x300cm
73814	250x350cm
73815	300x400cm

CARE INSTRUCTIONS

Do not wash or dry clean. Remove spills immediately by blotting the area with a clean white cloth and a wool-friendly detergent. Gently dab at the mark, never rub. Remove excess moisture by dabbing gently at the area with a dry towel. Dry the area as quickly as possible by placing the floor rug in a breezy or warm and dry area of the house. For a deep clean we recommend using a skilled specialist.

Initial shedding is common as the fibres settle. Lightly vacuum regularly using suction only. Avoid using a brush head, as this can cause matting of the fibres. You can also shake your floor rug outside to remove dust and dirt.

Please refer to our website for more information.

MANUFACTURING VARIATIONS & CONSIDERATIONS

This floor rug has been handcrafted by artisan makers. Although we strive for consistency in our products, the complex nature of this process may reveal minor variations.

SIZE This can vary +/- 3% from the size specified.

COLOUR You may notice slight colour variations from samples, online, and print images. As many of our products are handmade from natural fibres and materials, there may also be minor variations between production runs and dye batches. Every effort is made to ensure these are minimal and within textile industry standards.

SPROUTING Sprouting occurs when fibre ends wriggle loose and appear above the natural pile height of the rug. Sprouting is common in handwoven rugs and not considered a fault. To maintain a neat appearance, simply trim the loose fibres with scissors to match the surrounding pile.