

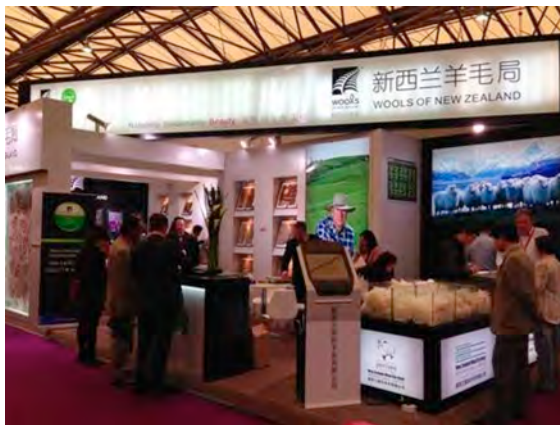


Wools of New Zealand Rug Design Award' 2014

In March, we held the Wools of New Zealand Rug Design Award 2014 event at the annual Domotex Asia/Chinafloor floorcoverings tradeshow in Shanghai, China (March 25-27). Samples submitted had to satisfy the quality and fibre content specifications (at least 80% NZ wool) of the Wools of New Zealand brand. The quality of all products was of a very high standard with eight rugs selected from 32 entries to be awarded for their creativity.

Most of the entries were displayed on the Wools of New Zealand stand during Domotex Asia/Chinafloor and stimulated significant interest from the professional visitors to the stand. Mr. Ross Townshend, CE of Wools of New Zealand, presented certificates to the awarded companies and designers.

The revival of wool as a fashion fibre is influencing style direction and highlighting how its natural properties and qualities can be exploited. It was encouraging to see just how well the China design fraternity embraced this trend.



Left photo: Wools of New Zealand stand at Domotex Asia/Chinafloor March, 2014



Right photo: Mr. Ross Townshend, CE of Wools of New Zealand, presenting a certificate to the awarded designer of Yarns Ltd.

Please find the following information of the awarded companies and their entries.

BEST HAND TUFTED

Company: Weihai Shanhua Carpet Group Co., Ltd. <http://www.chinashanhua.com/english/ch/main.asp>

Construction: High-low cut, hand-tufted, with coving

Fibre composition: 100% New Zealand wool

Pile weight: 7.5LB

Pile height: 4MM-13MM

Size: 4m x 3m

Designing idea: fast flowing water



BEST COLOUR

Company: Ploy Regen Carpet Design Co. Ltd. <http://www.ployregen.com/>

Product: The Shadow of Butterfully

Construction: hand-tufted, cut& loop tip shear

Fibre composition: 100% NZ wool

Pile weight: 5.5LB Pile height: 9-10mm

Yarn count: 380-1



BEST CONCEPTUAL DESIGN

Company: Yarns Limited
Product: Paradise Forest
Construction: Loop pile,
Fibre composition: 100% New Zealand Wool
Design ideas: Hidden in wild
<http://www.yarns-ltd.com/eng/index/>



Company: Zhejiang Artistic Carpets Manufacturing Co., Ltd. <http://en.zhemeicorp.com/>
Product: Sand Dune
Construction: Machine tufted, loop pile, with embossment effect
Fibre composition: 100% New Zealand wool



BEST CLASSIC RUG

Company: Suzhou Weitu Handicraft Blanket Co. Ltd.
Product: VINTAGE
Construction: Hand-tufted, high cut&low loop
Fibre composition: 100% New Zealand Wool
Pile height: CUT 6mm, NPT 6mm
pile weight: 450
Yarn count: R240 TEX/2
Color: Custom colours (5 colours)
Email: service@naiad-rugs.com



BEST WOVEN RUG DESIGN

Company:  <http://www.rivieratex.com>
Product: Modelama
Construction: Wilton Jacquard
Fibre composition: 80% NZ wool+ 20% nylon
Design ideas: To create neat, clean and bold look



BEST RUG DESIGN

Company: Guangzhou Dome Carpet Manufacturing Co. Ltd. http://www.domefloor.com/english/c_instruction.asp

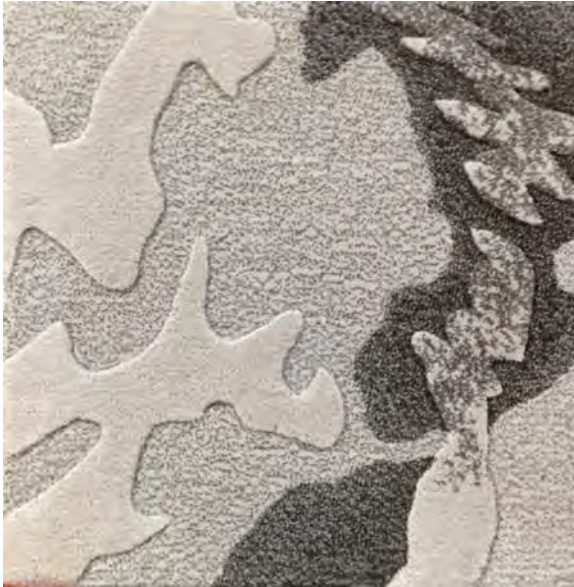
Product: Ice Age

Construction: High& low cut and loop, carving

Fibre composition: 100% New Zealand wool

Pile Weight: 5.5LB

Pile Height: Loop 8mm, cut 9mm & 11mm



BEST CONTEMPORARY DESIGN

Company: TC Carpets Industrial Ltd. <http://www.tccarpets.com>

Product: Level Curves

Construction: Hand-tufted, cut pile with carving & sculpting

Fibre composition: 100% NZ wool

Pile Weight: H650

Pile Height: 8-13mm



Ms. Joanna Ramsden, Creative Manager of Wools of New Zealand (UK) Ltd., one of the judges, commented on the event—“In my opinion the overall standard of entry surpassed all those of previous years and presented the very best in China’s high end rug designer market. It is evident the designers responsible for the rugs have utilised the unique benefits of New Zealand wool – specifically the clean white lustrous nature of the fibre to ensure purity and clarity of the colour spectrum on display. Beautiful, Delightful, Magical and Exceptional sum up the rug collection exhibit and has set a high quality bench mark for the 2015 design awards.”

We would like to thank all the companies who participated in this event and recognise their continuous effort in the product development and innovation of New Zealand wool carpets and rugs. We are very glad to see the outstanding achievement they have already made and congratulate all the companies on their styling initiative.

Wools of New Zealand
April 30, 2014

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