STRATUM

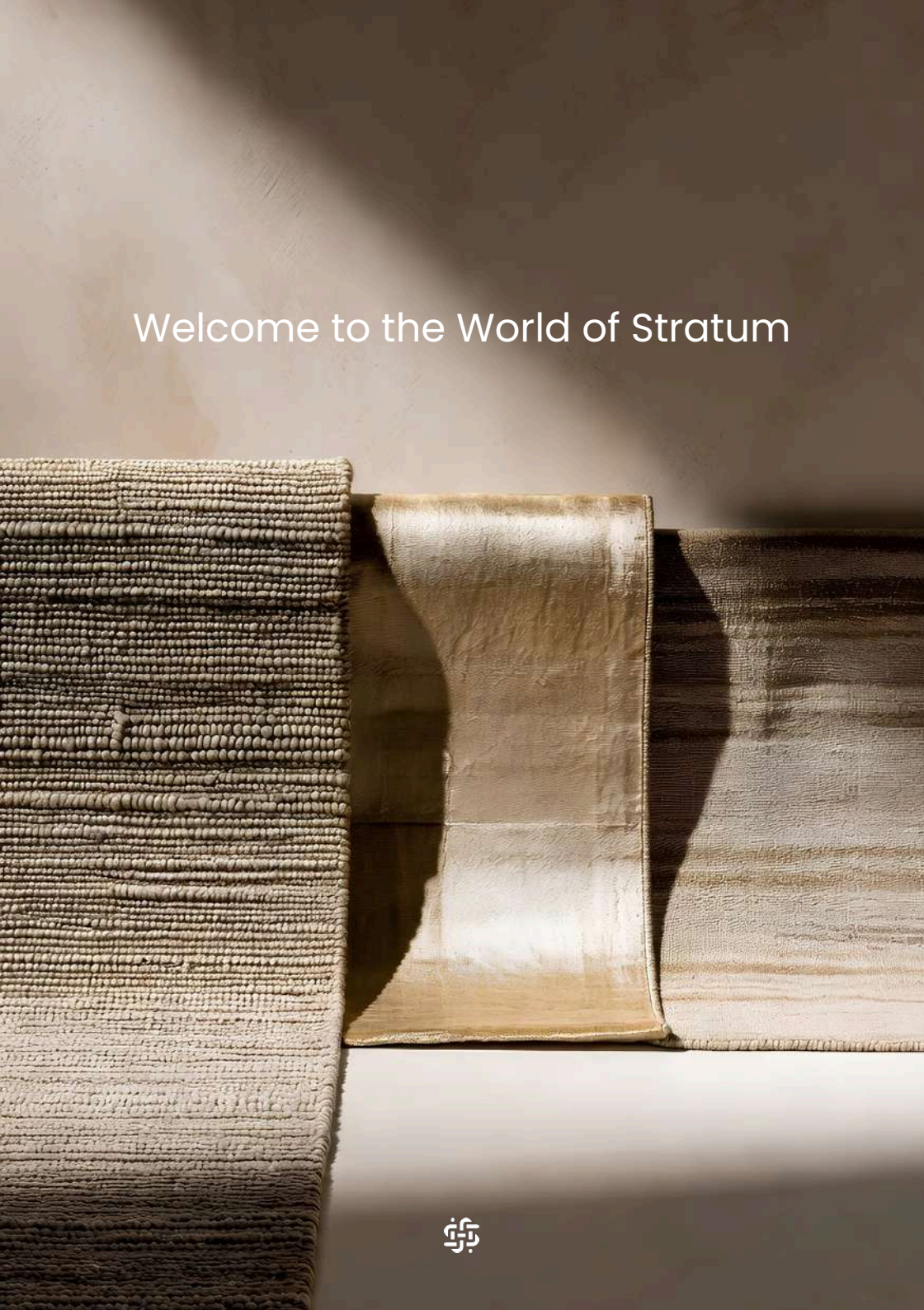
GROUNDED IN GRANDEUR

X

FERN & FIBRE

THE STRATUM GUIDE

Materials. Craft. Color. Capability.


Welcome to the World of Stratum

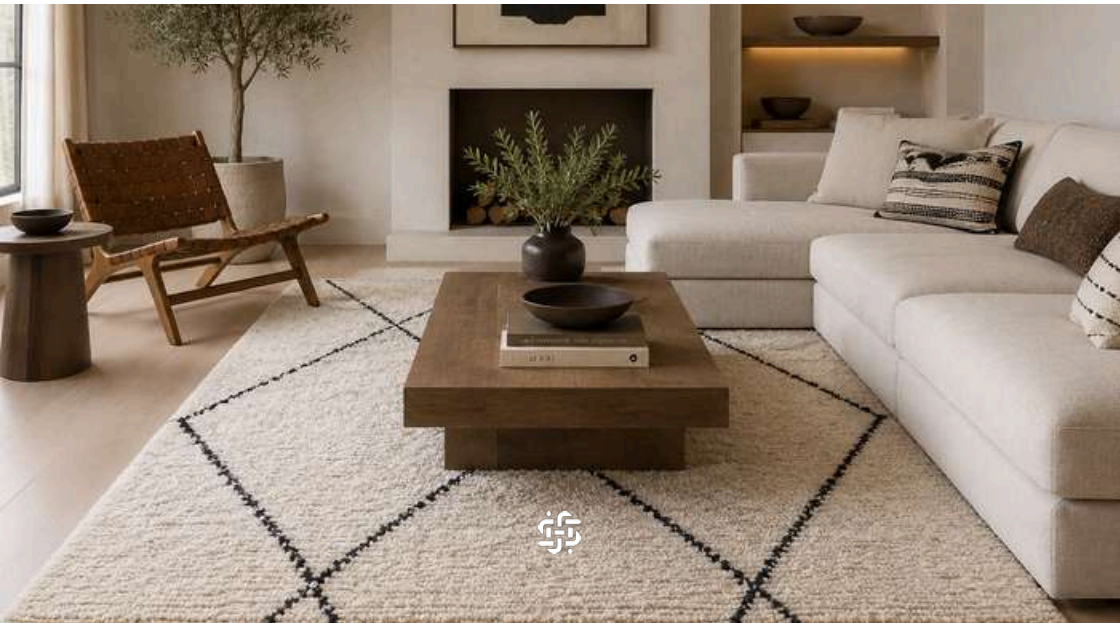
66 YEARS OF RUG EXPERTISE

For over six decades, our expertise has been shaped by a deep understanding of materials, craftsmanship, and design.
Today, Stratum brings these elements together to create contemporary rugs for residential, hospitality, and commercial environments around the world.

Color Pom Code:

B45

Design No. : **SR0801**
Design Language: Moroccan-style pattern
Construction: Hand-Knotted
Fiber Composition: New Zealand Wool
Knot Density: 32 Knots
Sample Size: 1 ft x 1 ft



Color Pom Code:

B34

B150

Design No.: SR0802
Design Language: Floral
Construction: Hand-Knotted
Fiber Composition: Blended Wool (New Zealand Wool + Indian Wool)
Knot Density: 45 Knots
Sample Size: 1 ft x 1 ft

Color Pom Code:

B275

Design No.: SR0803
Design Language: Solid / Texture-Based
Construction: Hand-Knotted
Fiber Composition: Tencel
Knot Density: 60 Knots
Sample Size: 1 ft x 1 ft

Color Pom Codes:

B44

B83

Design No.: SR0804
Design Language: Solid / Texture-Based
Construction: Hand-Knotted
Fiber Composition: Wool & Silk
Knot Density: 80 Knots
Surface Finish: Half Cut-Pile / Half Loop-Pile Construction with a stippling effect in the cut pile.
Sample Size: 1 ft x 1 ft

Color Pom Code:

B103

B20

Design No.: **SRDS05**
Design Language: Checkered
Construction: Hand-Tufted
Fiber Composition: rPET Yarn
Quality: 3500 GSM
Sample Size: 1 ft x 1 ft

Color Pom Code:

B276

Design No.: **SR0806**
Design Language: Solid / Texture-Based
Construction: Hand-Tufted
Fiber Composition: New Zealand Wool
Quality: 3500 GSM
Surface Finish: Half Cut-Pile / Half Loop-Pile Construction
Sample Size: 1 ft x 1 ft

Color Pom Code:

B91

B88

Design No.: SR0807
Design Language: Geometric
Construction: Hand-Tufted
Fiber Composition: Tencel
Quality: 4500 GSM
Sample Size: 1 ft x 1 ft

Color Pom Codes:

- B54
- B186
- B64
- B10

Design No.: SR0808
Design Language: Absract
Construction: Hand-Tufted
Fiber Composition: Wool & Tencel
Quality: 5500 GSM
Sample Size: 1 ft x 1 ft

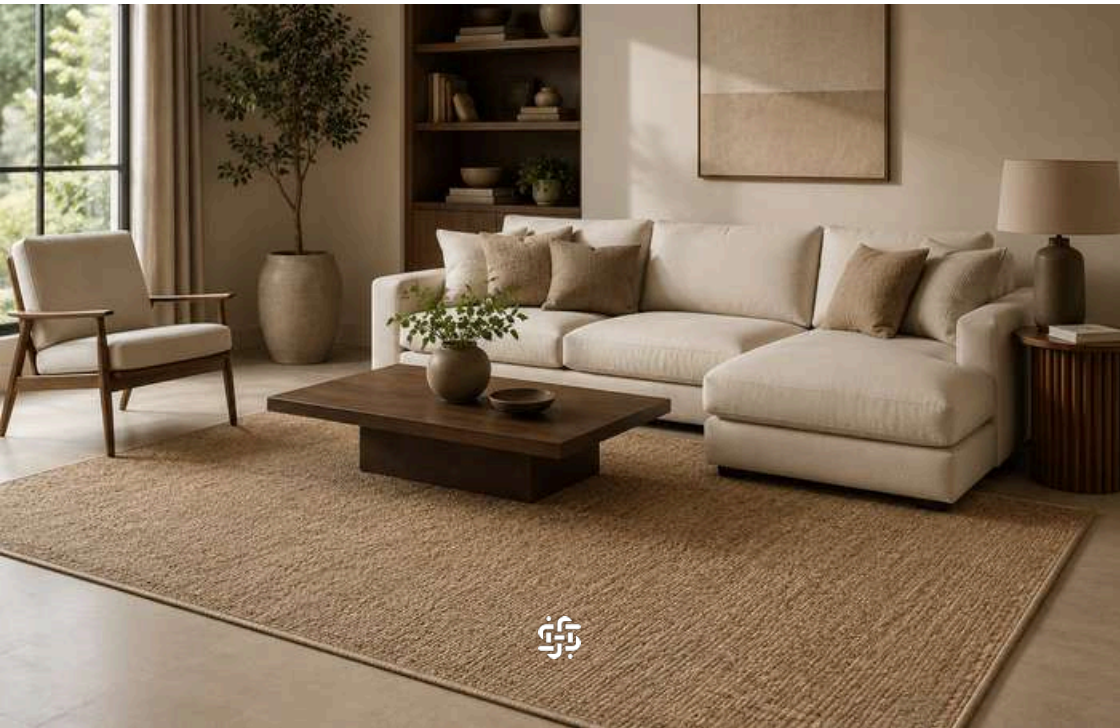
Color Pom Codes:

B156

Design No.: SR0809
Design Language: Diamond Pattern
Construction: Flatweave
Fiber Composition: rPET Yarn
Sample Size: 1 ft x 1 ft

Color Pom Code:
Natural Hemp
(Undyed)

Design No.: SR0810
Design Language: Solid / Texture-Based
Construction: Flatweave
Fiber Composition: Natural Hemp
Sample Size: 1 ft x 1 ft



FROM CONCEPT TO RUG

The journey from design concept to finished rug.

01

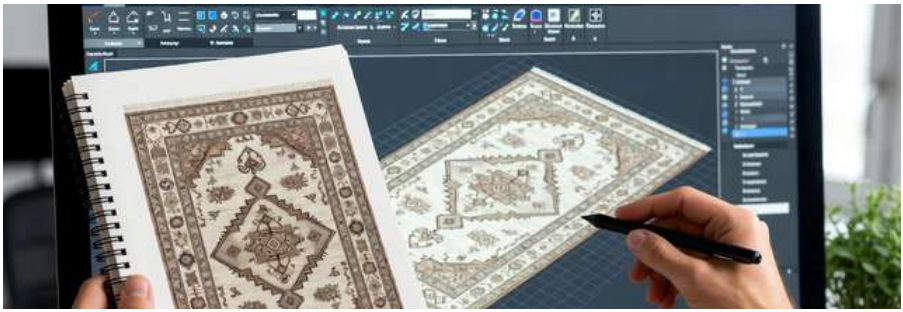
CONCEPT & INSPIRATION

Every project begins with a design direction. This may involve selecting a design from the Stratum Design Library, adapting an existing concept, or creating an entirely new design based on the client's brief, inspiration images, mood boards, or project requirements.

02

DESIGN DEVELOPMENT & CAD

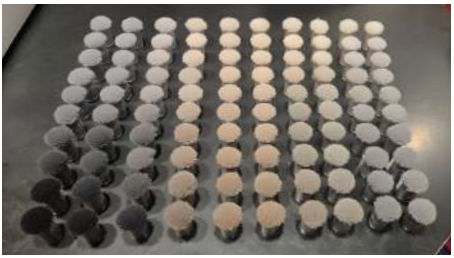
Once the design direction is finalized, the artwork is translated into a detailed CAD (Computer-Aided Design), defining scale, proportions, colors, textures, and construction details. The CAD is then reviewed and approved before moving into the next stage.



03

MATERIAL & COLOR SELECTION

Fibers, constructions, textures, and color palettes are carefully selected to align with the project's aesthetic and performance requirements.



04

SAMPLING & APPROVAL

Strike-offs and samples are developed for review, refinement, and final approval.

05

CRAFTING & PRODUCTION

Skilled artisans bring the design to life using traditional and contemporary weaving techniques.

06

FINISHING & QUALITY CONTROL

Each rug undergoes finishing, inspection, and quality checks to ensure consistency and craftsmanship.

07

DELIVERY & INSTALLATION

The completed rug is prepared for shipment and delivered to its final destination.

UNDERSTANDING THE MATERIALS

The character of a rug begins with its materiality. Each fiber brings a distinct tactile quality, visual depth, and performance characteristic - shaping how a surface feels, reflects light, and inhabits a space.

WOOL

NEW ZEALAND WOOL

The global gold standard for luxury rugs. Sourced from pristine pastures, it is naturally ultra-white, allowing for exceptionally vibrant, rich colors. It feels incredibly soft, yet its thick, springy fibers bounce back easily from heavy furniture and footsteps without flattening. It features a natural protective coating that repels spills for easy cleaning, making it the ultimate blend of eco-luxury and long-lasting durability.

BLENDED WOOL

The "best of both worlds" natural fiber. This blend pairs ultra-soft New Zealand wool with resilient, structural Indian wool to balance luxury with everyday performance. The New Zealand wool provides bright color clarity and a plush feel, while the hearty Indian wool delivers massive structural toughness. It is highly resistant to shedding and matting, making it a high-value choice for busy spaces.

INDIAN WOOL

The heavy-duty workhorse of natural fibers. Grown in rugged, arid environments, it features thicker, stronger fibers that give rugs a rich weight and a crush-proof structure. It naturally repels dirt, experiences very minimal shedding, and acts as a shield against wear and tear. It is the perfect choice for high-traffic entryways and family rooms wanting 100% natural, textured luxury.

SILK

TENCEL

The durable, eco-friendly alternative to real silk. Made from sustainable eucalyptus trees, this fiber delivers a diamond-like shimmer and a cloud-soft feel. Unlike traditional viscose, Tencel is incredibly strong, highly resistant to tracking (footprints), and handles moisture much better. It is perfect for clients wanting an ultra-luxury silk look paired with modern durability.

MULBERRY SILK

The timeless benchmark of textile royalty. World-renowned for its feather-light feel and intense, luminous glow, its ultra-fine threads allow weavers to create the most intricate, high-definition designs possible. This premium heritage silk is the ultimate luxury statement for sophisticated, low-traffic spaces like formal sitting rooms or master suites.

BOTANICAL SILK

The sustainable, plant-based luxury alternative to traditional silk. Made from renewable wood cellulose (bamboo, eucalyptus, or beechwood), it offers the exact same breathtaking shimmer, rich color, and buttery softness as genuine silk. It is completely vegan, eco-friendly, and naturally cool to the touch—ideal for modern clients wanting high-end glamor on a sustainable budget.

VISCOSE

The "budget-friendly glamor" fiber. Made from processed wood cellulose, viscose perfectly captures the soft feel and shifting liquid shine of genuine silk at a fraction of the cost. It catches room lighting beautifully from every angle. Because it is sensitive to moisture, it is best reserved for low-traffic luxury spaces like formal dining rooms and bedrooms.

SUSTAINABLE FIBRES

ECONYL®
Crafted from regenerated nylon fibers, ECONYL® combines durability and performance with a more sustainable material approach suited for high-traffic environments.

rPET YARN
Developed from recycled PET materials, rPET yarn offers durability, versatility, and a conscious approach to modern rug construction.

Every material is selected not only for its aesthetic character, but for how it performs, ages, and contributes to the overall language of the surface.

CONSTRUCTION & TECHNIQUE

Each construction method creates a distinct surface expression, influencing texture, density, durability, and overall character.

HAND KNOTTED

A highly detailed construction crafted knot by knot, offering exceptional durability, depth, and artisanal richness.

- Construction Detail: Each knot is individually tied by hand onto the warp, creating a dense and highly durable surface with exceptional clarity of design.
- Design Capability: Intricate motifs, high-detail geometrics, tonal gradients, and complex compositions
- Design Considerations: Longer development and production timelines due to the complexity and density of the weave
- Pile Height: 6–12 mm

HAND TUFTED

Contemporary and versatile, hand tufted rugs allow for sculpted textures, refined detailing, and greater flexibility in design development.

- Construction Detail: Yarn is hand-inserted into a stretched backing using a tufting tool, allowing for efficient production and a wide range of textures, patterns, and surface effects.
- Design Capability: Organic forms, modern geometrics, carving, cut & loop textures, and tonal layering
- Design Considerations: Not suited for extremely fine detailing or highly intricate pattern resolutions
- Pile Height: 8–16 mm

FLATWEAVE

Lightweight and textural, flatweaves offer a refined low-profile surface suited to contemporary and relaxed interiors.

- Construction Detail: Created by interweaving warp and weft yarns without a cut pile, resulting in a durable, lightweight, and reversible surface with a distinctly textural character.
- Design Capability: Linear patterns, minimal geometrics, stripes, and textural compositions
- Design Considerations: Limited plushness and reduced suitability for highly dimensional or carved textures
- Pile Height: Flat / Low Profile

HANDLOOM

Minimal, tonal, and tactile — handloom constructions emphasize texture, softness, and understated elegance.

- Construction Detail: Crafted on a hand-operated loom, where yarns are woven to create smooth, textural surfaces with exceptional softness and a refined, contemporary appearance.
- Design Capability: Textural surfaces, tonal effects, subtle patterning, and soft contemporary finishes
- Design Considerations: Limited ability to achieve highly intricate motifs or sharp pattern definition
- Pile Height: Customizable

PILE HEIGHT & FINISH

Pile height and finishing techniques influence how a surface feels, reflects light, and interacts with space.

LOW PILE
Clean, refined, and architectural in appearance.

MEDIUM PILE
Balanced softness with defined texture and everyday comfort.

HIGH PILE
Plush, immersive surfaces with enhanced softness and visual depth.

CUT PILE
A smooth and refined surface created by shearing the yarn loops, resulting in a softer texture and more uniform finish.

LOOP PILE
Created by retaining the yarn loops on the surface, loop pile constructions offer enhanced texture, durability, and dimensional character.

CARVED DETAILING
Hand-carved accents enhance geometry, definition, and depth.

CUSTOMIZATION & BESPOKE CAPABILITIES

Every project carries its own spatial language. Our customization process allows designers and clients to adapt scale, color, texture, and construction to suit specific interiors and applications.

Size
Our rugs can be crafted in a range of dimensions to seamlessly fit the layout and proportions of your space.

Shape
From rectangular and round rugs to runners and custom silhouettes, each piece can be tailored to complement the flow and character of your space.

Thickness
From sleek low-pile finishes to plush, luxurious textures, pile height can be customized to balance comfort, performance, and aesthetics.

Design Elements
From classic motifs to contemporary expressions, our artisans can adapt each design to reflect your vision and aesthetic preferences.

Fiber Content
Choose from a curated selection of premium materials, including wool, silk, and blended fibers, tailored to your aesthetic and performance needs.

Target Price
Designs can be tailored across a range of material and construction options to align with your project goals and investment parameters.

PRODUCTION TIMELINE

Sampling
2–4 Weeks

Production
Hand-Tufted: 4 weeks
Hand-Knotted: 12–16 weeks
Flatweave: 6–8 weeks
Handloom: 6–8 weeks

Shipping
5–7 business days.
For more information, please visit our website.

MOQ
No minimums

Detailed specifications can be shared upon project discussion.

STRATUM NOW

Stratum Now is our fast-track rug program, designed for projects that require shorter lead times without compromising on design, quality, or craftsmanship.
Built around a curated inventory of ready-dyed yarns held in stock, Stratum Now eliminates the time typically required for custom yarn dyeing, allowing projects to move into production significantly faster.

Why Stratum Now?
✓ Ready-Dyed Yarns in Stock
✓ Reduced Lead Times
✓ Design-Led Approach
✓ Commercial & Hospitality Friendly
✓ Customizable Within the Program

Flexibility to adapt designs while working within the available color palette.

Ideal For
• Hospitality Launches
• Model Apartments & Show Homes
• Commercial Fit-Outs
• Multi-Unit Residential Projects
• Time-Sensitive Installations
• Last-Minute Styling Requirements

The result
Faster specification. Faster production. Faster delivery.
All while maintaining the material quality, craftsmanship, and design integrity expected from Stratum.

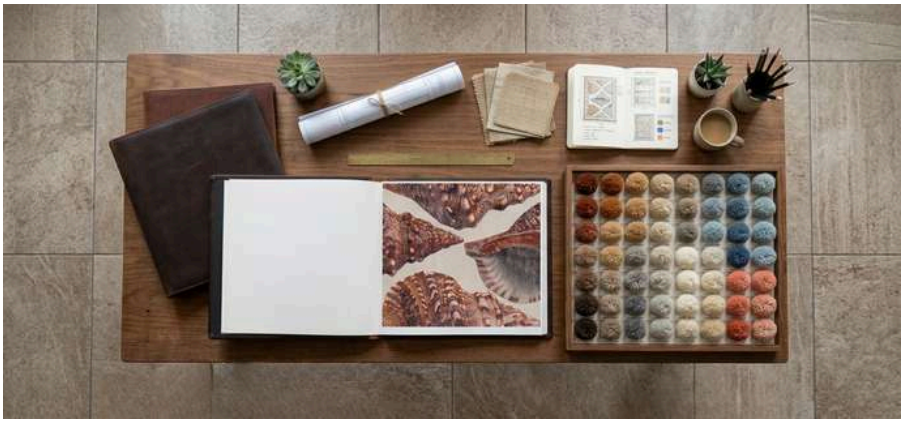
THE STRATUM DESIGN LIBRARY

A World of Designs at Your Fingertips
Over the years, Stratum has developed an extensive library of designs spanning contemporary, geometric, organic, textural, transitional, hospitality, and commercial aesthetics.

Each collection is a unique design narrative—crafted to bring together form, texture, and emotion for commercial offices and hospitality spaces such as hotels and resorts.
Handcrafted by skilled artisans using time-honored techniques and premium materials, every rug is made-to-order to meet project requirements.

HOW IT CAN BE USED

- Select an existing design
- Adapt colors, scale, or construction
- Develop custom variations
- Create entirely bespoke rugs
- Accelerate project development



EXPLORE THE LIBRARY

Instantly Access Hundreds of Designs
Scan the QR code below to browse the Stratum Design Library and discover designs across multiple styles, constructions, and applications.

Whether you're working on a residential project, hospitality environment, commercial space, or a fully bespoke development, the library serves as a valuable source of inspiration and specification.

Scan to Access

CARE & MAINTENANCE GUIDE

- Rugs are long-term investments, and proper care helps preserve their beauty and durability.
- Rotate rugs periodically to minimize uneven fading and wear from sunlight.
- New rugs may show temporary creasing, shedding, or odor, all of which are normal during the settling period.
- Use rug pads and furniture protectors to prevent slipping, flattening, and damage.
- Vacuum gently on a regular basis and avoid aggressive brushing or strong beater bars.
- Blot spills immediately rather than rubbing, and use appropriate spot-cleaning solutions when needed.
- Periodic professional cleaning is recommended, especially for wool and silk rugs.
- Store rugs rolled in a dry, well-ventilated area to help preserve their condition.

THE STRATUM COLOR SYSTEM

Color is often where a project begins.
Developed as a practical design resource, the Stratum Color System brings together 300 carefully curated shades spanning soft neutrals, earthy tones, architectural greys, warm naturals, rich jewel tones, and contemporary accent colors.

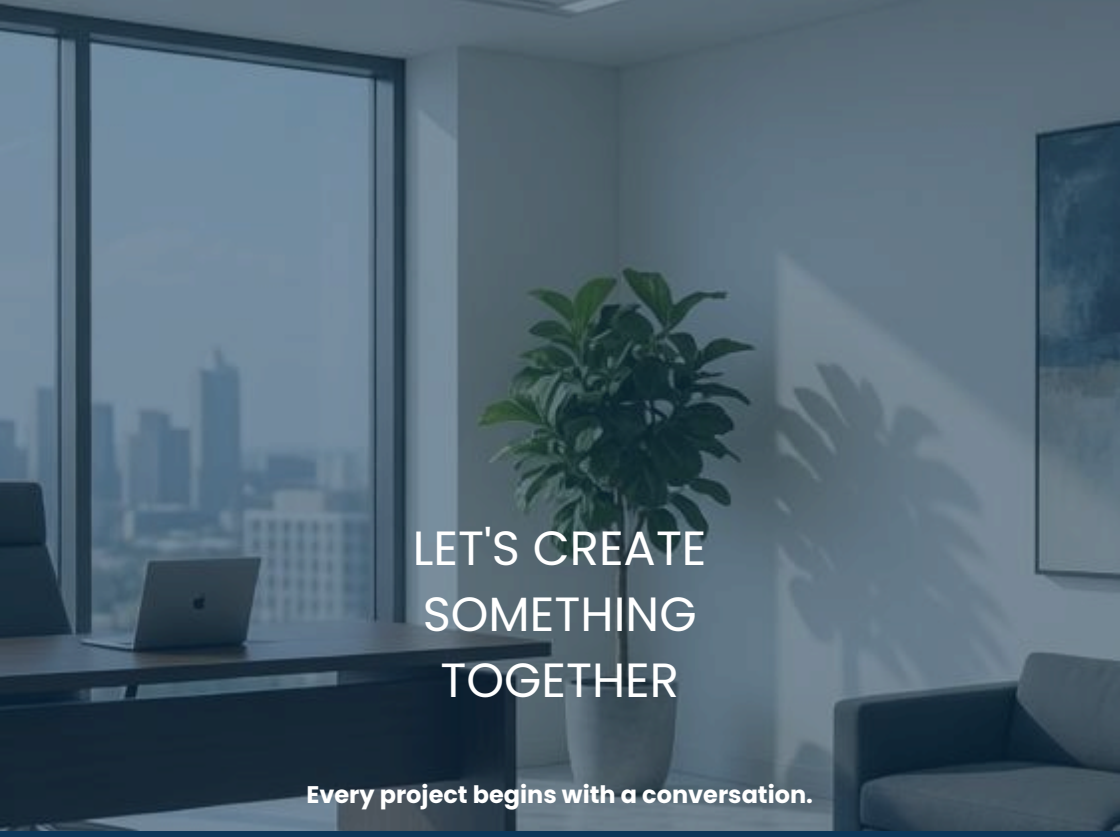
Housed within a dedicated presentation briefcase, the collection is organized as a portable reference tool designed for client meetings, design reviews, material discussions, and project development. The structured format allows colors to be explored, compared, and specified with ease while keeping the entire collection readily accessible.

Whether selecting a palette for a bespoke rug, adapting an existing design, or responding to a project brief, the color system provides a common language between concept, design, sampling, and production.

DESIGNING WITH COLOR

Each color pom is assigned a unique reference code that can be used throughout design development, sampling, approvals, and production.
By creating a shared reference system between client, designer, and manufacturer, the collection helps streamline communication and simplify color decisions.

Look for the Color Pom Codes referenced throughout the sample pages to identify the shades used within each construction and design example.



LET'S CREATE SOMETHING TOGETHER

Every project begins with a conversation.

Whether you're looking to specify an existing design, develop a custom rug, explore new material possibilities, or meet a demanding project timeline, our team is here to help.
Design. Customize. Collaborate.

REACH US

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