



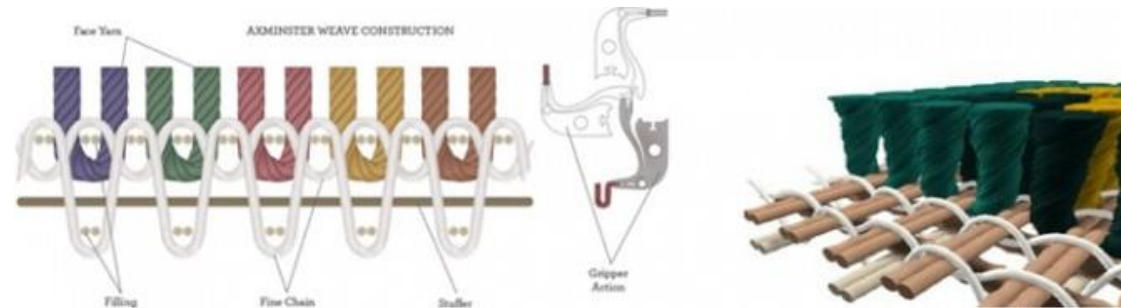
January 2018 Rev.

Axminster Carpet

Internal Learning / Mini-Module



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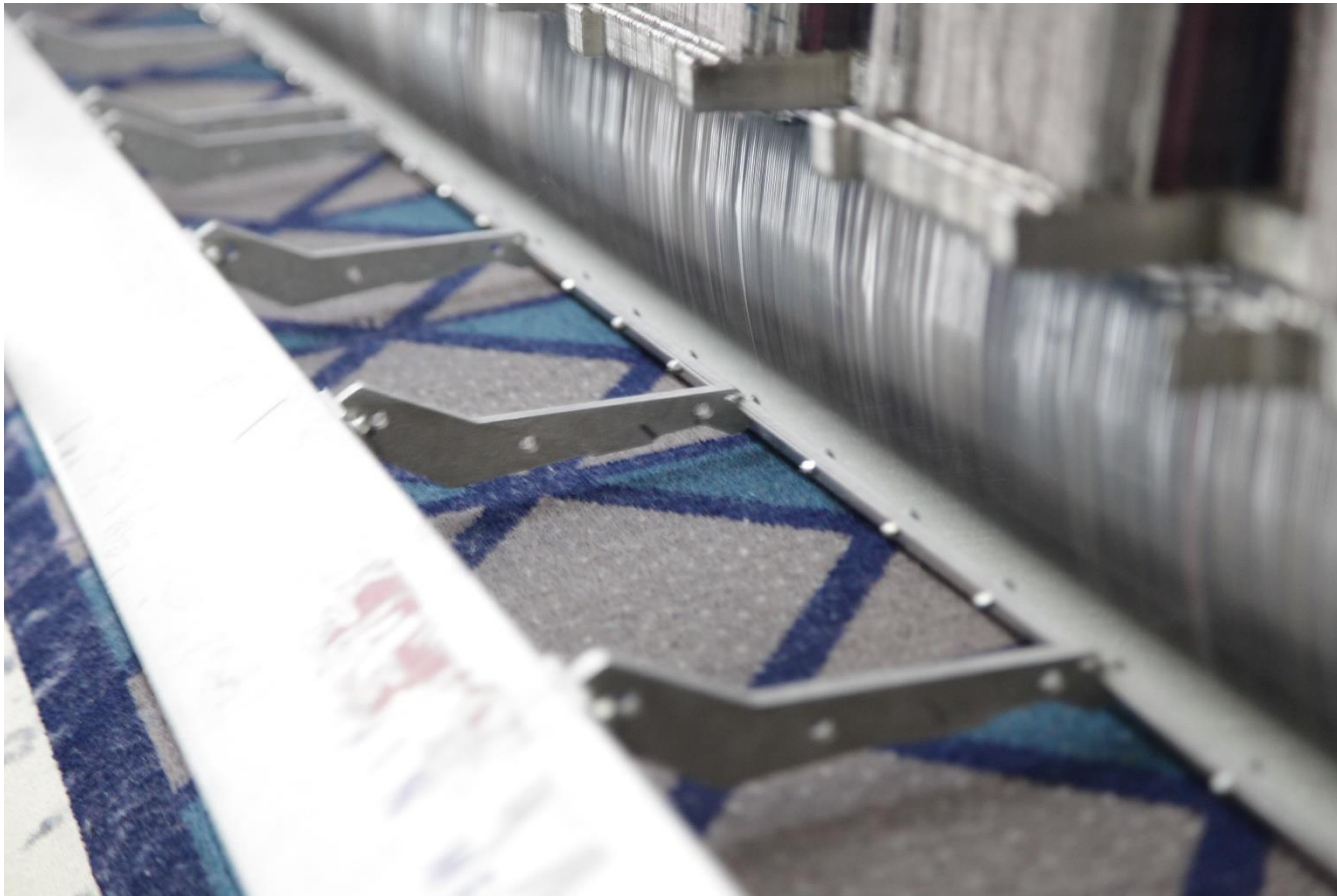
The Basics

- Axminster is a weaving process for broadloom carpet and/or rugs. It is NOT a brand!
- In Axminster construction, pile yarns are placed into position by the loom following the digital design production file for the associated pattern, color placement and pattern repeat.
- Pile yarns are and then locked into place in a U-shaped orientation (tips up) within the warp/weft backing yarns. Axminster is an extremely durable carpet product as a result of its construction method where the face yarns and backing become integrally woven together.
- Most Axminster is woven using an 80% wool and 20% nylon yarn blend. Wool accepts dye beautifully, producing warm color tones and it maintains strong color retention throughout the carpet's life-cycle.
- Wool properties also include ease of maintenance, high-level of moisture absorption while being resistant to mildew, good resistance to static electricity and fire. Nylon is an extremely durable fiber and the 80/20 blend produces an optimal construction.
- Axminster carpets are the specification of choice for 3-5 star hotels, casinos and convention centers due to their strong initial appearance, retention of their appearance throughout their life-cycle, along with ease of maintenance.

Nourison's state-of-the-art looms can produce up to 16 colors.



Axminster Creel



Axminster Loom



Yarn System

“What’s the carpet made of”?

- Wool quality varies significantly between Axminster manufacturers! **Buyer beware.**
- Premium virgin wool from well-sourced and known suppliers is ultimately paramount to successful product performance and longevity.
- Nourison uses premium grades of wool, which is a blend of fine New Zealand and British qualities. New Zealand fibers are long and extremely white in color, which is great for tensile strength and dye acceptance. British wool is a bit thicker and sturdier fiber. The two, twisted together along with the supportive nylon 6.6 fiber contributes to Nourison’s premium-quality.
- Speaking of twist, this is also a key metric for performance. If yarn isn’t properly twisted it will not have the bounce-back under foot and memory to return to an upright position. Poorly twisted yarn will unravel and lie down, causing a loss in design / pattern definition along with premature fiber wear. A minimum of 3 twists per inch (TPI) should be required. Nourison twists to 3.56 TPI.



Happy Nourison Sheep named “Bromley” – His LinkedIn profile shows he’s been a loyal employee since 1980



3-Ply vs. 2-Ply Yarn

<u>Face Weight</u>	<u>Rows</u>	<u>X</u>	<u>Pitch</u>	<u>X</u>	<u>Ply</u>	<u>=</u>	<u>Number of Singles Yarns Per Sq. Inch</u>
36 oz.	9		7		2		126
36 oz.	7		7		3		147
40 oz.	10		7		2		140
40 oz.	8		7		3		168

- 3-ply yarn provides appx. 14% more yarn per sq. inch than 2-ply.
- Nourison's tight yarn twist level of 3.56 TPI assures excellent resilience to pile crushing.
- Brand standards at major lodging brands now include 3-ply!



Nourison's Unique Selling Propositions (USP's)

- High-quality Axminster from company owned mills assures optimal results for hospitality projects
- Superior 3-ply yarn yarn "standard"; 2-ply construction also available on request
- Nourison's signature hand-carving and sculpting is NOT offered by most Axminster manufacturers
- Nourison's proprietary "Abrash" dye technique is totally unique in the industry and provides another unmatched selling feature to set us apart





Tufted Carpet is **NOT** Axminster Carpet

- The majority of broadloom carpet products offered in the market today are produced using various methods of tufted construction. These include Computerized Yarn Placement (CYP), Infinity, Multi-Level Cut Loop (MLCL), ColorPoint, ColorTec, Print, etc. Various mills have also created their own names in order to try to “brand” their products.
- Tufted carpets are produced whereby pile yarns are pushed into place within a separate mesh backing (scrim) and then latex is applied to help lock them in place.
- Tufted carpets may be produced using solution-dyed yarns or designs / colors may be printed on white finished goods. Most all tufted carpets in North America are produced using 100% nylon.
- Nourison offers various tufted products including: cut/loop solution dyed 100% nylon and High-Definition ChromoJet print carpets. We also offer printed carpets using wool and nylon blends, which are not widely available in North America from competitors.
- Nourison also offers hand-carving and sculpting of cut pile ChromoJet print carpets.

DO NOT BE FOOLED by marketers claiming tufted products as some new type of Axminster!!! Does the phrase “fake news” arouse your attention?