

HABITÜS

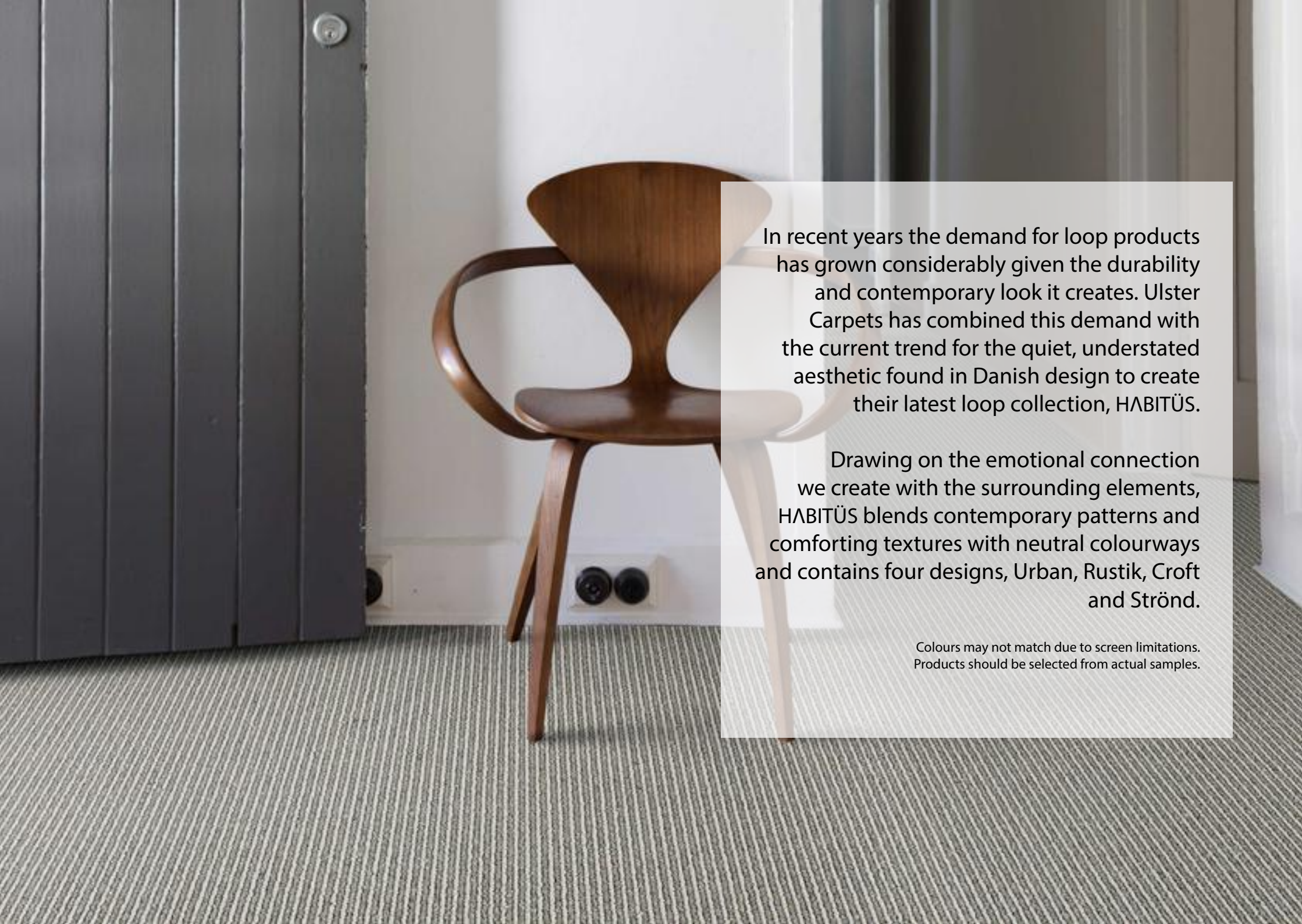


ulsterTM
www.ulstercarpets.com

A high-angle, soft-focus photograph of a cozy interior. In the upper left, a white tray holds a white cup of coffee on a saucer, a small glass, and a ball of white yarn. Below the tray, a book lies open on a textured, light brown rug. To the right, a thick, white, cable-knit blanket is draped over a surface. The overall aesthetic is minimalist and warm, with a muted color palette.

HABITÜS

A collection inspired by the quiet, understated
aesthetic found in Danish design.



In recent years the demand for loop products has grown considerably given the durability and contemporary look it creates. Ulster Carpets has combined this demand with the current trend for the quiet, understated aesthetic found in Danish design to create their latest loop collection, HABITÜS.

Drawing on the emotional connection we create with the surrounding elements, HABITÜS blends contemporary patterns and comforting textures with neutral colourways and contains four designs, Urban, Rustik, Croft and Strönd.

Colours may not match due to screen limitations.
Products should be selected from actual samples.

Croft

100% wool

Available in 5m, 4m, 3m, 2m, 1m

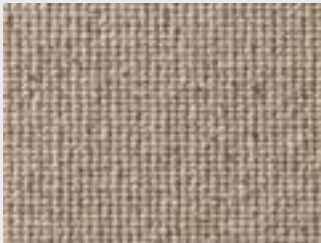
Suitable for heavy wear



Soya 25/1318



Wren 72/1318



Rye 35/1318



Furrow 74/1318



Gable 38/1318

Introducing Croft, the latest addition to Ulster's Danish inspired HABITÜS range. The ten berber shades have been manufactured using a combination of plain and heathered yarn, creating a natural textured finish.

Keeping in line with current interior trends, Croft reflects the 'Hygge' movement of cosiness and comfort and conjures images of log fires, chunky knit throws and hand crafted textiles.





Croft

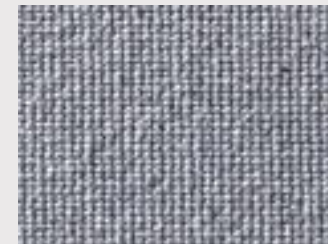
100% wool

Available in 5m, 4m, 3m, 2m, 1m

Suitable for heavy wear



Surf 70/1318



Reef 65/1318



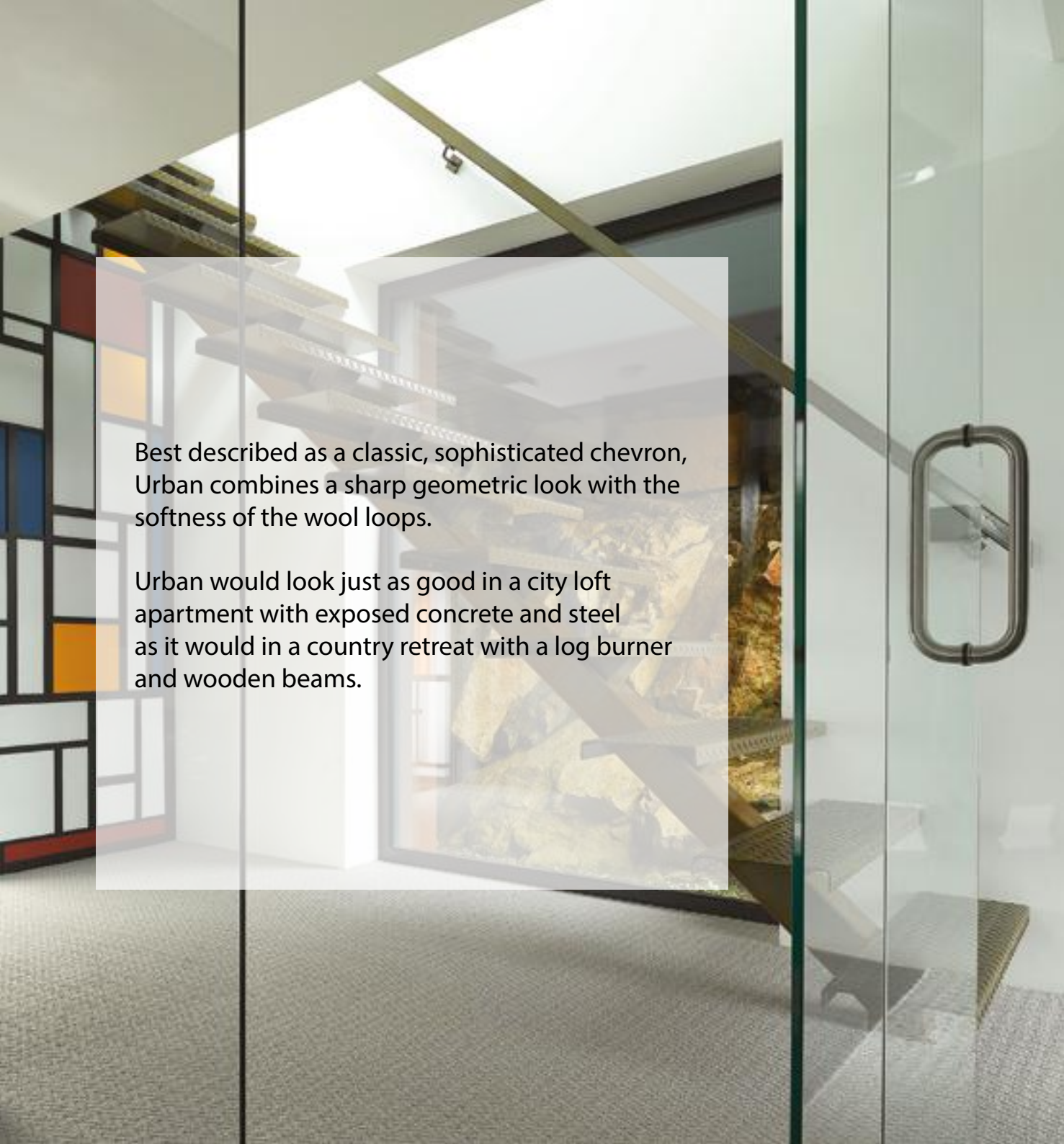
Etching 75/1318



Mere 62/1318



Hearth 78/1318



Best described as a classic, sophisticated chevron, Urban combines a sharp geometric look with the softness of the wool loops.

Urban would look just as good in a city loft apartment with exposed concrete and steel as it would in a country retreat with a log burner and wooden beams.

Urban

100% wool

Available in 5m, 4m, 3m, 2m, 1m

Suitable for heavy wear



Air 70/1445



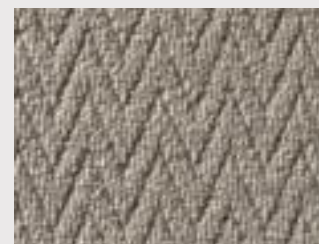
River 71/1446



Rain 73/1445



Rope 35/1446



Wharf 72/1446



Smoke 75/1445

Rustik

100% wool

Available in 5m, 4m, 3m, 2m, 1m

Suitable for heavy wear



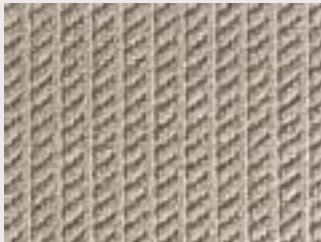
Air 70/1440



River 71/1441



Rain 73/1440



Rope 35/1441



Wharf 72/1441



Smoke 75/1440

Rustik is a striking, 'cable' design inspired by the 'Chunky Knit' weave and Aran sweaters. This more defined pattern makes it ideal for areas such as hallways and stairs.

Both Urban and Rustik contain six colourways; 'Air', 'Rain', 'Smoke', 'Rope', 'River', and 'Wharf' consisting of a neutral colour palette of relaxing earthy tones.



Inspired by the Scandinavian coast, Strönd is best described as an understated yet striking ribbed design with a nautical theme.

Eight fresh, neutral colourways make the collection ideal for bringing a touch of the outdoors into your home, creating a clean, calm and contemporary aesthetic.

Strönd

100% wool

Available in 5m, 4m, 3m, 2m, 1m

Suitable for heavy wear



Bay 80/1317



Pier 75/1317



Creek 38/1317



Brook 78/1317



Strönd

100% wool

Available in 5m, 4m, 3m, 2m, 1m

Suitable for heavy wear



Shoal 20/1317



Shore 35/1317



Sail 70/1317



Ebb 65/1317



Key selling points



Wool
Natural & durable
Fire safe
Easy to clean
Non allergenic



Product - loop
High tech backing
100% wool
Crease resistant
Easy to install



Quality
Superior construction
Moth resistant
Premium materials
Innovative design



Design
Distinctive pattern
Contemporary choice
Sophisticated colours
Deluxe finish

«MULTIWIDTHS»



Better value



Less waste



Colour matching



Wider widths

You can order samples to be delivered direct to your door free of charge via our website.
Alternatively check our website to find contact details for your nearest retailer.





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