



hand tufted rugs



BY APPOINTMENT
TO HER MAJESTY THE QUEEN
CARPET MANUFACTURERS
BRINTONS CARPETS LIMITED, HODDERMINSTER

Brintons

It begins with a thought, your inspiration **SPARKED** perhaps by something that captures your imagination – a colour, a texture, a painting – it could be absolutely anything. Your **IDEA**, interpreted by dedicated hands. Designs achieved. Colours matched. Textures subtly brought to life – your rug, **UNIQUE** and faithful to your inspiration.



step one

Preparation

THE BRINTONS HAND TUFTED rug programme has a unique ability to make a beautiful floor covering no matter what your design requirement or specification. Our aim is to supply only rugs with which you will be entirely happy. If you have ideas about design, colour or even shape, we will work happily from your brief. It does not matter where your inspiration comes from, we aim to recreate your vision with the colours you choose and the texture variations you require. To stimulate your approach our unique design archive is also available to you as a seemingly endless source of inspiration.

THE ACTUAL MANUFACTURING process of your rug starts with yarn preparation - each process is carried out with all the care that gives full meaning to the term "hand made". It is, however, in the tufting process that your ideas finally come to life. The process is capable of infinite variation – with wide control of varying depths and contrasting textures, cutting and carving - all contributing to the final realisation of your inspiration.

Traditional cloth backing material is cut to size and shape, stretched and secured over a horizontal frame, ready for the tufting craftsman. Meanwhile, the colours have been individually checked to ensure that a precise match will be obtained when the dyeing commences. When complete, the coloured yarn is dried and transferred onto cones ready for hand crafting.



step two

Tracing

Shape

no limits - absolutely

Let your mind just flow. Whatever shape seems right for your new Brintons rug - it's yours. Pick out the curve of a favourite piece of furniture, echo a dominant architectural feature – a window or a fireplace perhaps. Curves, corners, cut-outs – your imagination precisely captured in an individual rug that is ... entirely that.

Your design is now drawn onto the cloth to show the size and outline of the pattern. A full-size copy is then projected onto the cloth and the pattern is traced. Numbers are applied to identify the chosen colours.



step three

Crafting

Colour

the world of nature - and more

Colour can be anything. Vibrant or calm, discreet or strident, easy to live with or challenging – whatever seems entirely right. To complement your perfect rug, Brintons will add the perfect colours, chosen from a vast range or individually created - unique and just for you.

The marked cloth is now loaded onto a sewing frame with the back of the rug facing upwards. It is pulled tight to ensure that the pattern is accurate and that the backing will not be cut or damaged as the tufts are individually sewn in. The painstaking hand crafting of the rug now begins, as the yarns are inserted, stitch by stitch, at the back of the canvas.



step four

Backing

Scale

your theme - dominant or discreet

How large or how small - your chosen motif can be the star – but in what form? Dominant and masterful or subtly repeated, but always a polite reminder with discreetly expressed private or corporate reassurance. As always with a Brintons hand tufted rug, you're in control. The inevitable result - exactly what you envisaged.

With the hand tufting complete, the back of the rug is sheared smooth using hand held shears. A secondary cotton mesh backing is now applied, followed by three or four applications of latex to provide the necessary stability in use. These coats are allowed to dry naturally.



step five

Finishing

Texture

stimulating, attracting, delighting

The sensuality of touch - alive in your new Brintons rug. Soft, luxurious fibres contrasted perhaps with stronger, tighter areas - the drama of long, luxurious, looped pile set against subtle carving and shaping. The contrast of opposites. An extra dimension added to your personal statement – unique extra life for your vision.

The finishing process first involves spiking the entire pile surface to bring out loops and uncurl folded yarn. Hand carving to emphasise the design and overall shearing to obtain the correct thickness and uniformity of pile to suit the designer's vision follows this. The rug is vacuumed and a further, final quality inspection takes place.



Brintons

making the world a more beautiful place

USA

Brintons US Axminster Inc

Tel: +1 678 594 9300

Fax: +1 678 594 9301

Email: brintons@brintonsusa.com

UK

Brintons Carpets Limited

Tel: +44 (0) 1562 635 665

Fax: +44 (0) 1562 634 705

Email: solutions@brintons.co.uk

Australia

Brintons Pty Ltd

Tel: +61 (0) 3 5226 3200

Fax: +61 (0) 3 5226 3242

Email: enquiries@brintons.com.au



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www.brintons.net

