

artisan

NATURAL  
FIBRE  
FLOORING

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# Why Choose Natural Fibre Flooring?

The rustic subtleties of nature are woven into the very heart of our natural fibre flooring. Beyond simply functional, our designs are charming and indulgent.

Flooring is the first thing you feel as you step into a room, setting the tone of comfort and style.

Artisan Flooring can change the entire look and feel of your room, adding value, warmth and beauty.

Decorating the floors, walls and ceilings of many cultures throughout history, natural fibre flooring has become a popular addition to New Zealand homes and businesses - the perfect choice for an elegant interior.

# The Artisan Commitment

## BRINGING IT HOME

Artisan Flooring provides fast and easy delivery to anywhere in New Zealand, Australia and the Pacific Islands. Our accredited installation specialists have extensive knowledge from training and experience, and will guarantee you a job well done.

## STRINGENT 9 POINT QUALITY INSPECTION

Every metre of your floor covering is carefully inspected before delivery to ensure each detail is up to our quality standards. Every step is checked and executed with precision, from yarn colour consistency and latex backing to FibreTec application and dispatch wrapping.

## OUR GUARANTEE

Artisan Flooring has over 30 years experience supplying excellence of service and quality of product to thousands of customers around New Zealand, Australia and the Pacific.

Artisan sources from only the best manufacturers worldwide, we strive for excellence in all areas of service and product. Our aim is to fully inform you on benefits and limitations of natural fibre flooring for complete customer satisfaction. We guarantee your flooring against premature failure from manufacturing flaws for five years from supply date.

Artisan is proud to be a leading provider of natural fibre flooring in New Zealand and the Pacific, you can benefit from our experience by calling us now.



# Natural Fibres

## ARE THEY DURABLE?

Coir, Seagrass and Sisal, tough fibres renowned for strength and durability, were once widely used for ship ropes before the advent of synthetic fibres.

Jute is a soft and illustrious material better suited to light footfall areas.

All natural fibres are moisture sensitive and need to be used away from dampness.

## HOW LONG WILL IT LAST?

Natural fibre flooring can last from 5 to 10 years and more. Excessive moisture, heat, or rough wear and tear can shorten the life of your flooring.

Correct installation, a gentle environment and care, however, will ensure your flooring will last.

## IS IT A RENEWABLE RESOURCE?

Yes. Sisal, Jute and Seagrass are all renewable resources, grown specifically for their fibre, and Coir is a byproduct of the coconut industry.

## WHERE IS THE FIBRE GROWN?

Our natural fibre flooring is imported from exotic destinations around the world. Sisal, extracted from the Agave Sisalana plant, is grown in Brazil, Mexico, China and Africa. Jute is made from the root of giant Corchorus plants grown in Bangladesh. Seagrass is collected from the paddy fields and riverbanks of China and Vietnam.

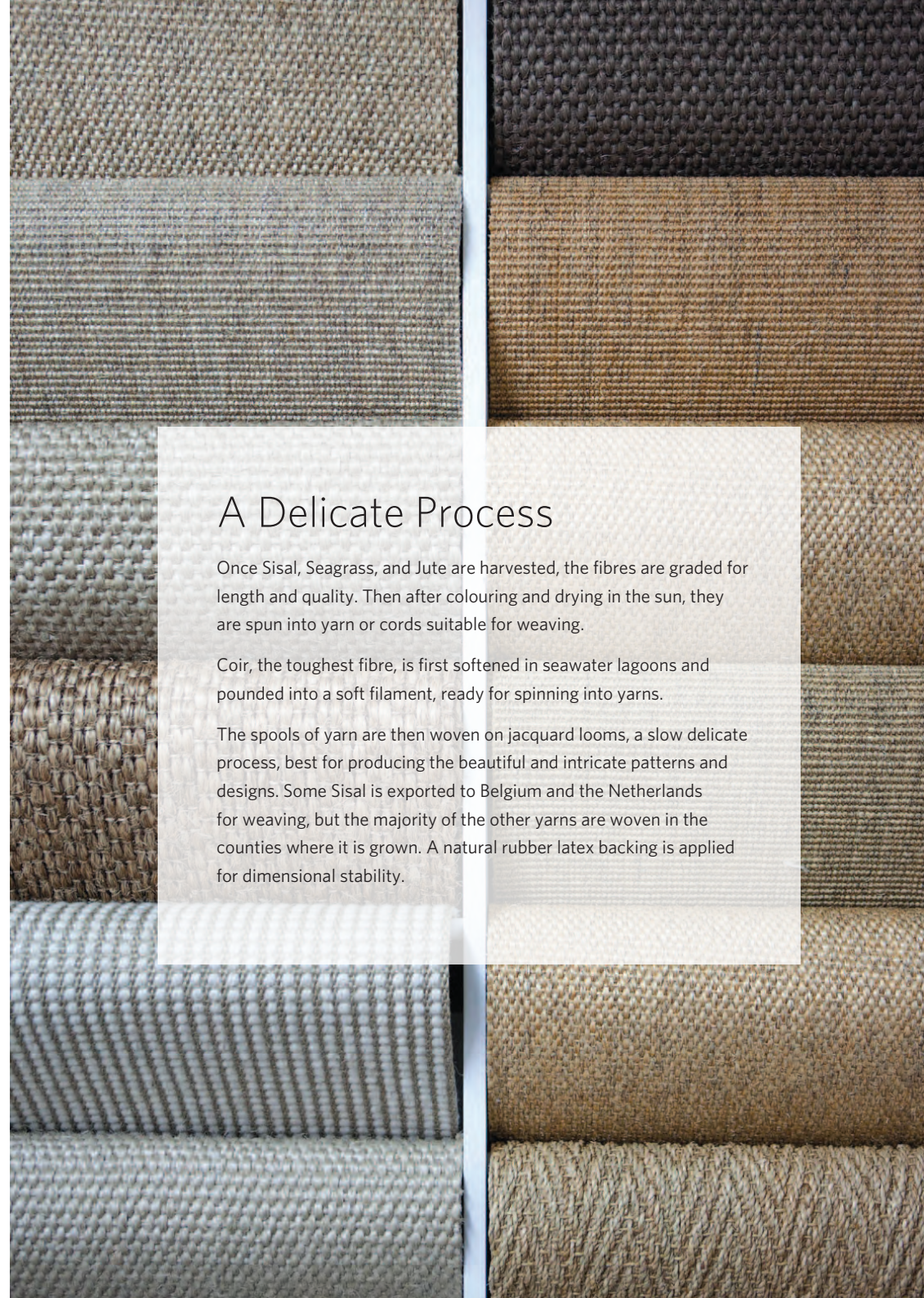
And Coir, a fibre hand removed from the coconut husk, is grown on the swaying palms of India.

## A Delicate Process

Once Sisal, Seagrass, and Jute are harvested, the fibres are graded for length and quality. Then after colouring and drying in the sun, they are spun into yarn or cords suitable for weaving.

Coir, the toughest fibre, is first softened in seawater lagoons and pounded into a soft filament, ready for spinning into yarns.

The spools of yarn are then woven on jacquard looms, a slow delicate process, best for producing the beautiful and intricate patterns and designs. Some Sisal is exported to Belgium and the Netherlands for weaving, but the majority of the other yarns are woven in the counties where it is grown. A natural rubber latex backing is applied for dimensional stability.



# Standard or Bespoke

## RUGS OR CARPET

Artisan Flooring offers variations in flooring and rugs as unique as each customer. Each rug can be sized and tailored to your exact requirements.

Complement your rugs with a border of your choice. Be original with our wide selection of materials including leather, jute, cotton and linen or canvas.

## FLOORING ACCESSORIES

For a truly professional finish, Artisan supplies a variety of flooring accessories. Stair-rods are an elegant way to add style to your stairs. Door bars are another attractive finish to complement your natural flooring.

Choose from our wide selection of antique bronze, polished brass, brushed stainless steel and more.

Your installer can advise you on selecting these.



# Maintenance

## HOW DO I MAINTAIN NATURAL FIBRE FLOORING?

FibreTec protection is applied to each floor covering to help reduce the absorption of liquid spills. This effective technique was developed by Artisan especially for our natural fibre flooring.

## WHAT ABOUT OVERALL CLEANING?

A good vacuum will suffice for regular cleaning. Never use a wet carpet cleaning system as shrinkage or water marking may occur.

## WILL THE EDGES FRAY?

Correct wall-to-wall installation will prevent carpet edges fraying. Rug edges must be bound for long lasting durability, choose from our wide range of materials for creating unique rug borders.

## WILL THE COLOUR FADE?

All natural fibres lose colour and fade over time, especially in direct sunlight. It's best to avoid placing dark natural flooring in intensely bright areas. Natural floor coverings are intended for use indoors.





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**Sisal + Carpet + Rugs + Binding + Blinds**

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