

## Why Woven Carpet?



### *Pattern*

Depending on the type of carpet loom, pattern definition is unlimited in design, scale, and texture.

### *Color*

The weaving process individually controls every point or tuft on every row of the carpet. In theory, every point across the weft (width) of the carpet can be a different color.

Typically, the number of colors that can be used to cross over rows and mix and match to create a pattern varies by loom type. The standard range is between 2 to 12 unique colors within a particular pattern. However, using the concept of “planting colors,” additional colors can be used to create a very unique pattern.

### *Performance*

The construction of woven carpet is considered by the entire carpet industry to be the industry standard for performance. Unlike tufted carpets, woven carpets will not delaminate, bubble, lose tuft bind, zipper or edge ravel.