

# Synthesis

NH NOURISON  
HOSPITALITY



# *Synthesis*

Synthesis is the first in a series of digital design collections showcasing selected designs from Nourison's rich Archive, influenced by both natural texture and pattern structures from woven effects, to create contemporary designs for Hospitality. The palette combines cool tones of deep marine, soft sky, Irish mauve and plum royale with warmer hues like raw umber, light copper and dark chocolate. The neutrals of beige and bleached sand tone add balance, and accents of exotic orange and tyrian purple enumerate little drama to the overall color scheme.

Synthesis beautifully merges inspiration from nature and Nouveau patterns with a fresh approach, adding intensity and dimension, with a contemporary color palette yielding more dynamism.

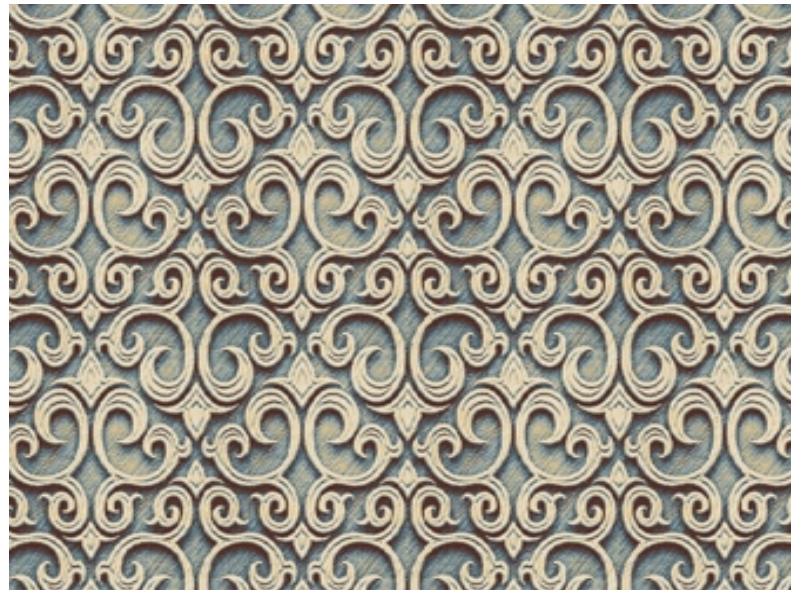
# Synthesis



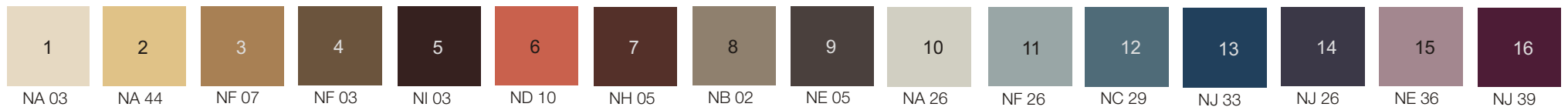
Design: **512v1**  
 Colors: **8,9,10,11**  
 Quality: **7 Row**  
 Repeat: **3'3.43 x 3'3.43"**



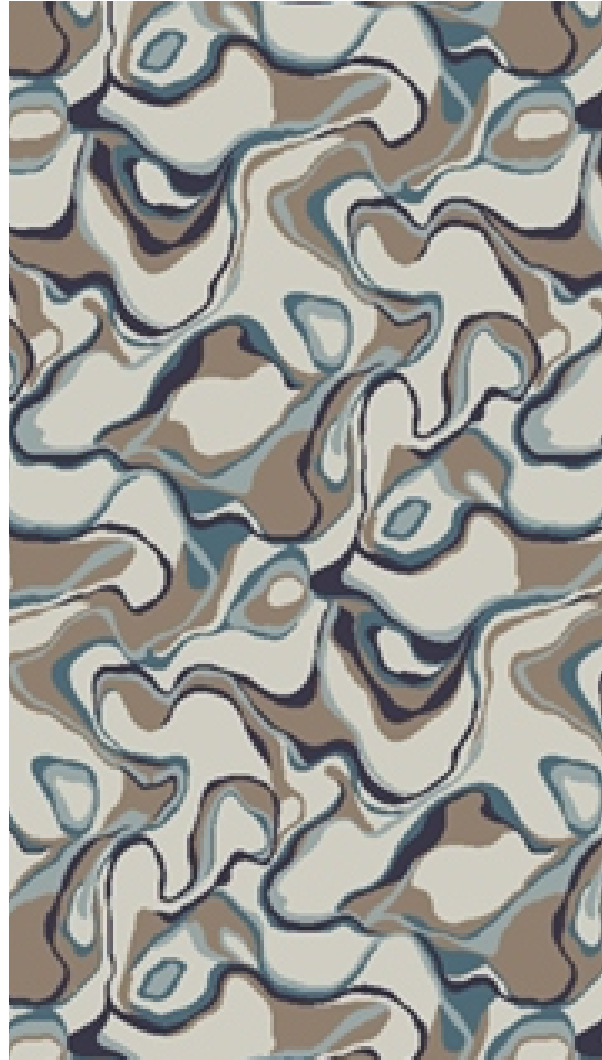
Design: **513v1**  
 Colors: **2,3,4,10**  
 Quality: **7 Row**  
 Repeat: **4'4.57" x 4'4.57"**



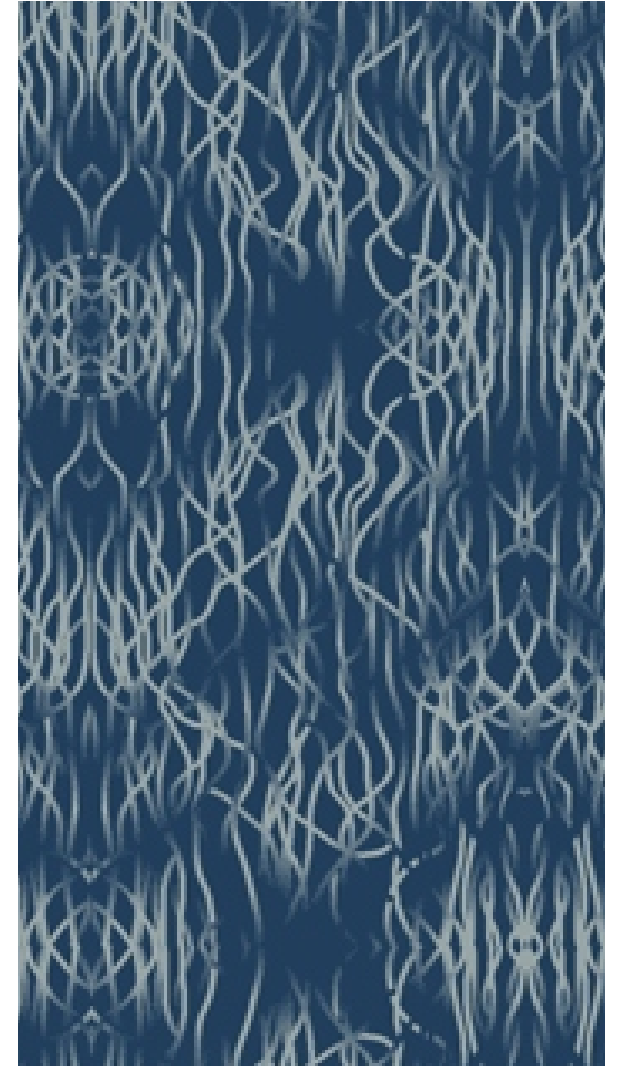
Design: **510v1**  
 Colors: **1,2,7,11,12**  
 Quality: **9 Row**  
 Repeat: **6'6.57" X 6'**



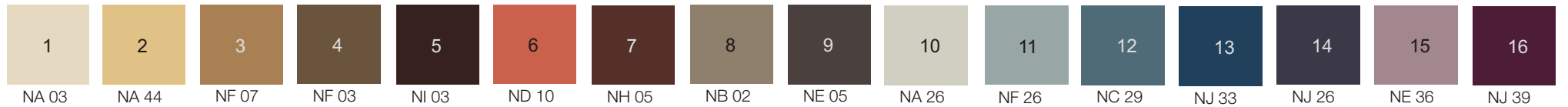
# Synthesis



Design: **523v1**  
Colors: **8,9,10,11**  
Quality: **7 Row**  
Repeat: **4'4.57" x 7'10.14"**



Design: **525v1**  
Colors: **11,13**  
Quality: **7 Row**  
Repeat: **13'1.71" x 17'6"**



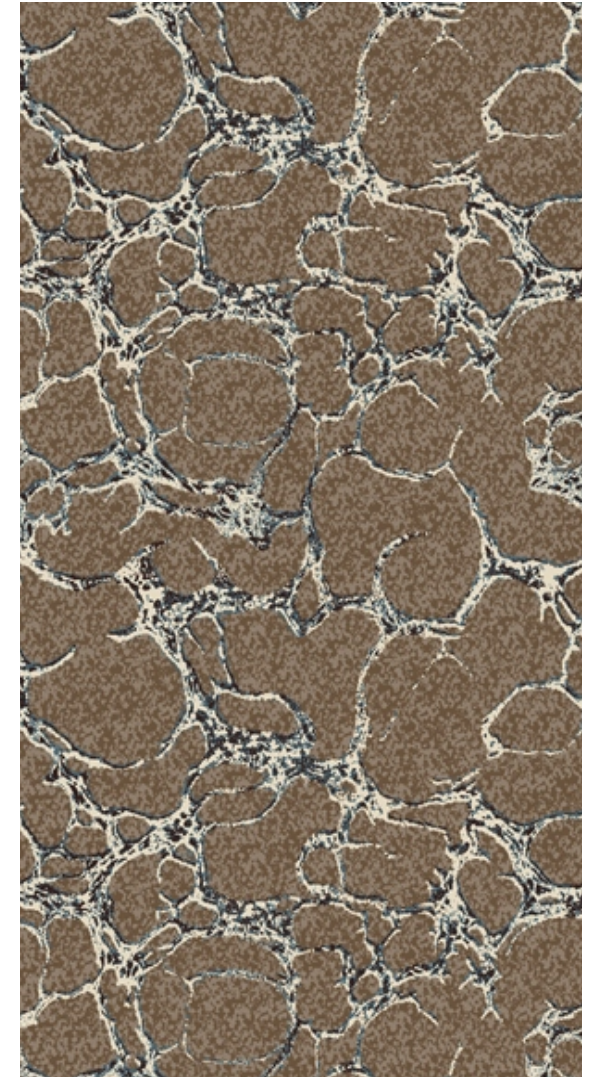
# Synthesis



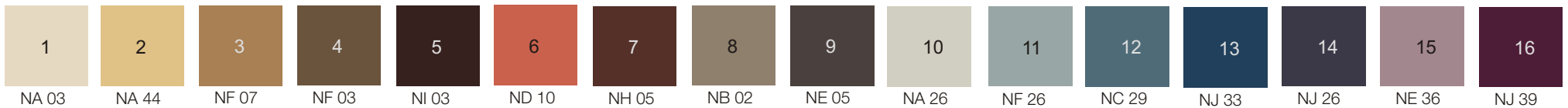
Design: **515v1**  
Colors: **1,2,5,7,8,11**  
Quality: **8 Row**  
Repeat: **6'6.86" X 6'1.5"**



Design: **518v1**  
Colors: **1,5,8,10,11**  
Quality: **7 Row**  
Repeat: **6'6.86" x 6'4.14"**



Design: **521v1**  
Colors: **1,4,5,8,12**  
Quality: **7 Row**  
Repeat: **6'6.86" x 6'6.86"**



# Synthesis



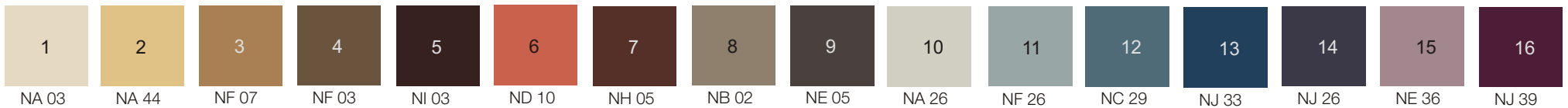
Design: **520v1**  
 Colors: **1,2,3,4,6,11**  
 Quality: **7 Row**  
 Repeat: **3'3.29" x 3'3.43"**



Design: **511v1**  
 Colors: **2,3,4,11**  
 Quality: **8 Row**  
 Repeat: **13'1.71" x 11'6"**



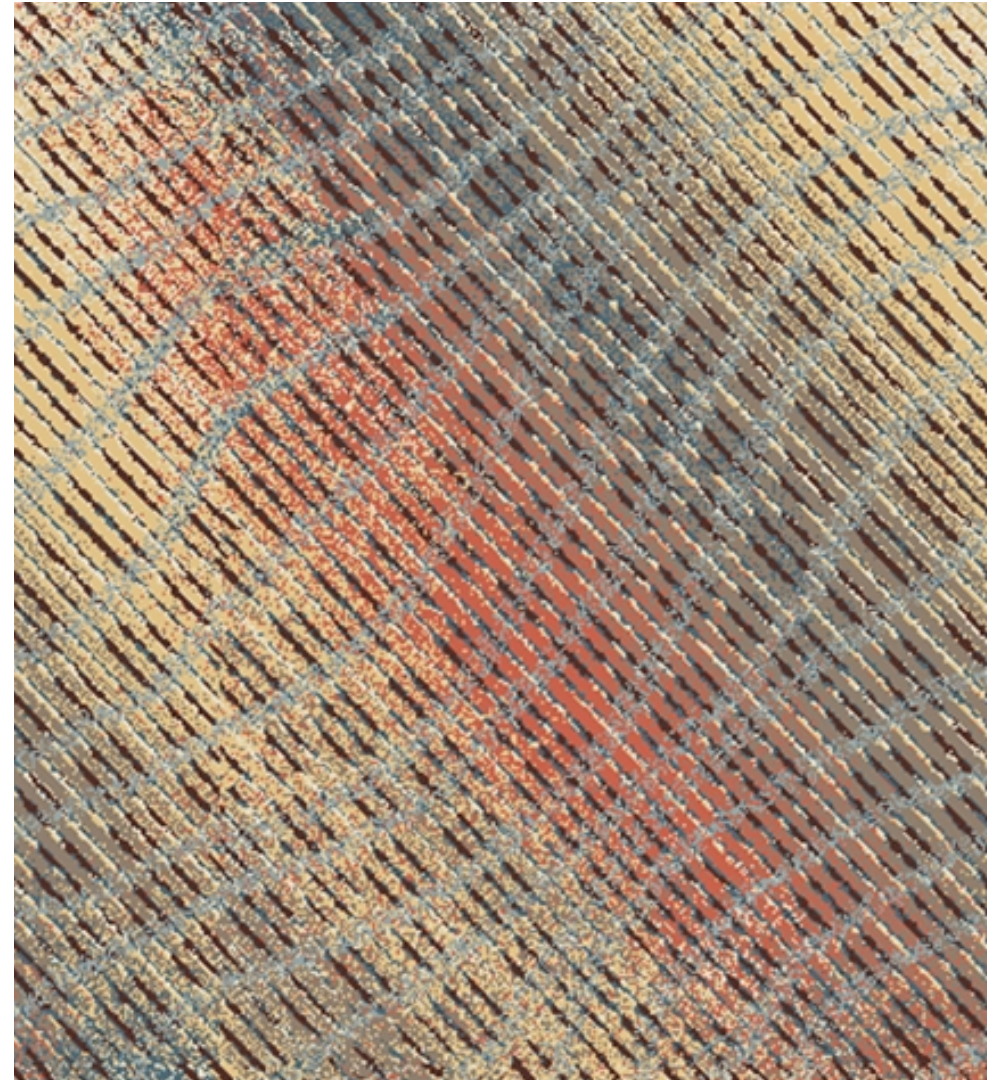
Design: **512v1**  
 Colors: **8,9,10,11**  
 Quality: **7 Row**  
 Repeat: **3'3.43 x 3'3.43"**



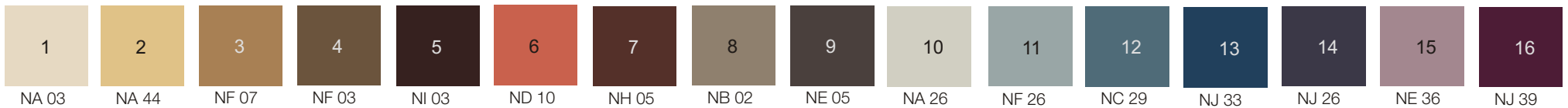
# Synthesis



Design: 524v1  
Colors: 1,2,3,5,11  
Quality: 9 Row  
Repeat: 6'6.86" x 3'3.56"



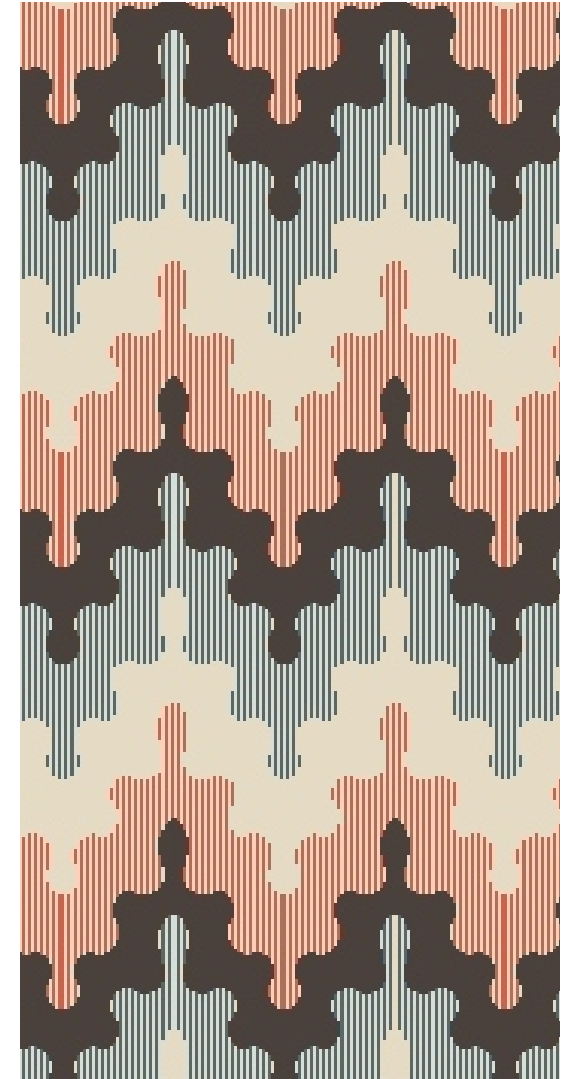
Design: 519v1  
Colors: 1,3,4,6,8,12,14,16  
Quality: 8 Row  
Repeat: 4'4.57" x 5'9"



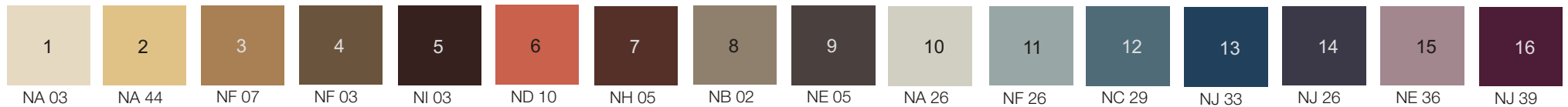
# Synthesis



Design: **527v1**  
 Colors: **6,7,8,11,13,16**  
 Quality: **7 Row**  
 Repeat: **3'3.43" x 2'6.29"**



Design: **253v1**  
 Colors: **1,5,6**  
 Quality: **9 Row**  
 Repeat: **9.84" x 1'4.24"**





# Synthesis



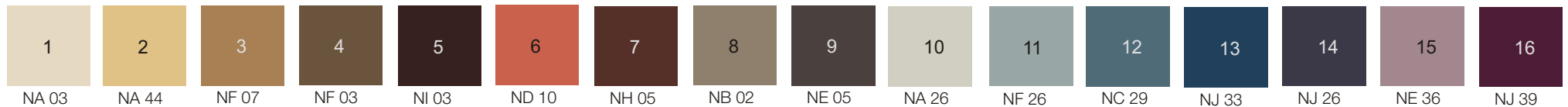
Design: **517v1**  
 Colors: **2,3,5,7,11,15**  
 Quality: **7 Row**  
 Repeat: **5'3.14" x 7'5.43"**



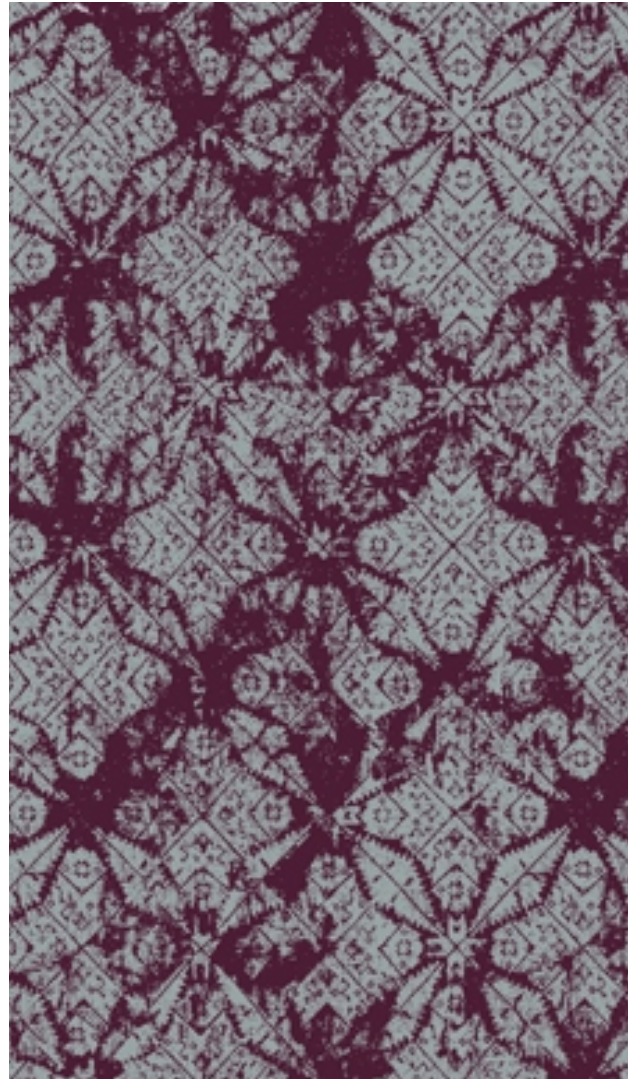
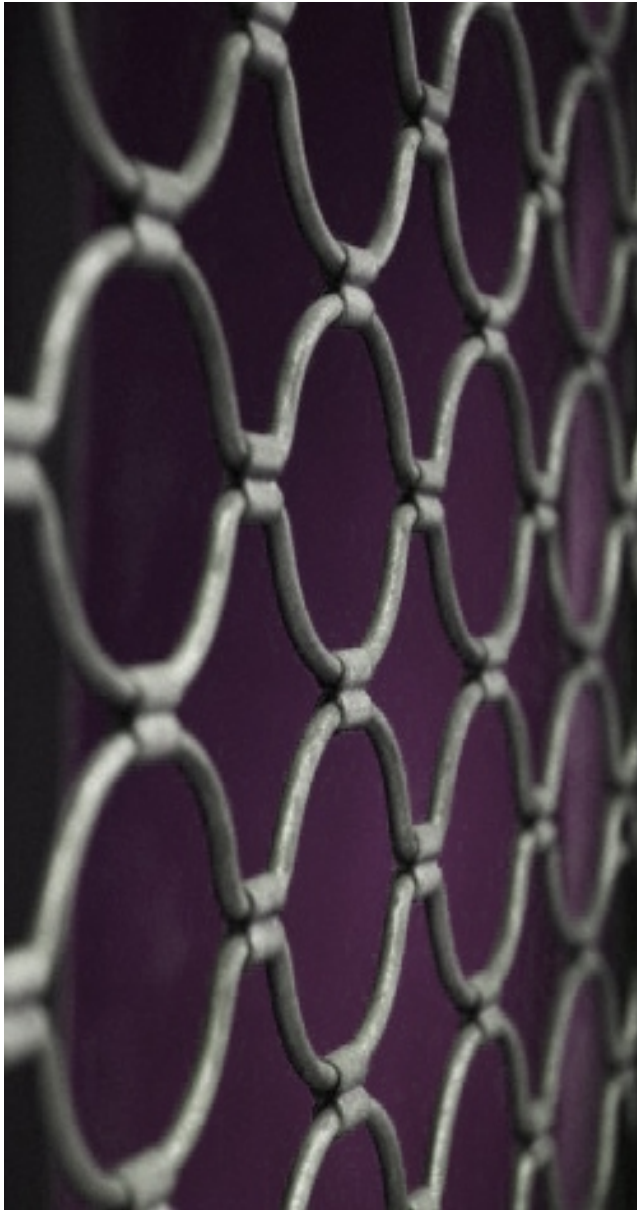
Design: **514v1**  
 Colors: **2,3,10,11,16**  
 Quality: **7 Row**  
 Repeat: **6'6.86" x 6'6.86"**



Design: **533v1**  
 Colors: **2,8,14,15,16**  
 Quality: **7 Row**  
 Repeat: **4'4.57" x 3'1.43"**



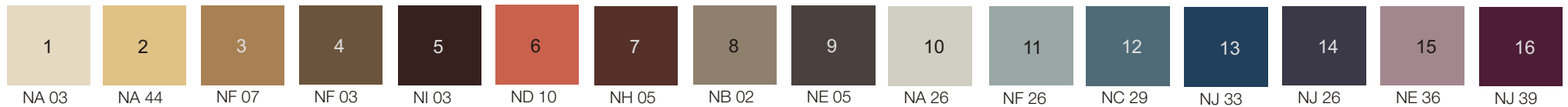
# Synthesis



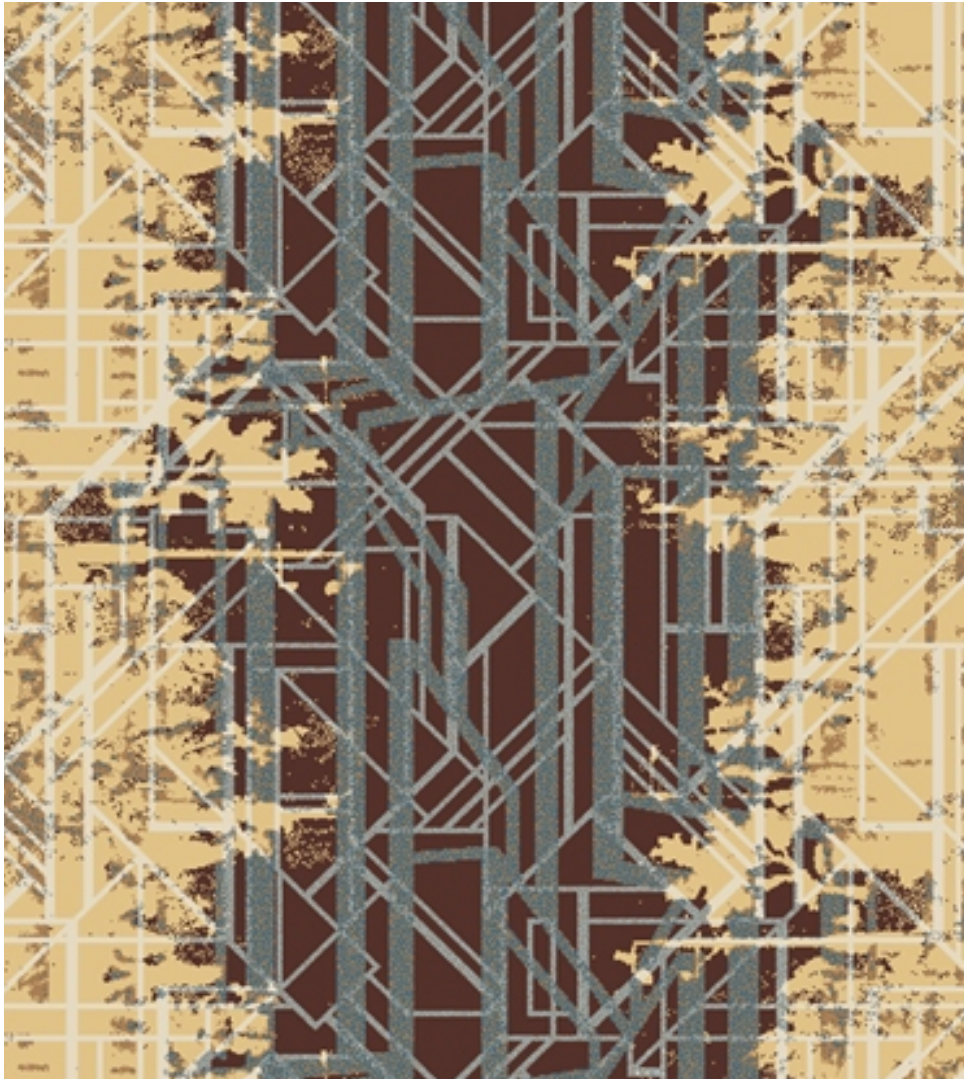
Design: **516v1**  
Colors: **9,11,16**  
Quality: **7 Row**  
Repeat: **13'1.14 x 17'7.86"**



Design: **507v1**  
Colors: **10,11,12,13,14,15,16**  
Quality: **9 Row**  
Repeat: **6'6.57" x 5'1.11"**



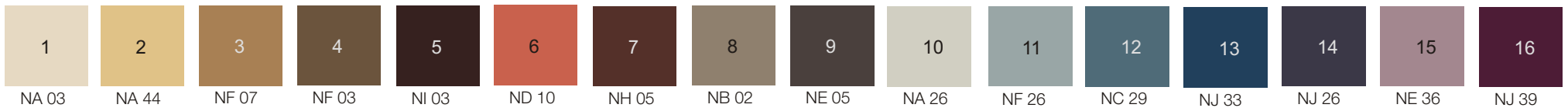
# Synthesis



Design: **528v1**  
Colors: **1,2,3,7,10,11**  
Quality: **8 Row**  
Repeat: **6'6.86" x 7'8"**



Design: **526v1**  
Colors: **2,5,7,8**  
Quality: **7 Row**  
Repeat: **6'6.86" x 6'6.86"**



# *A higher level of hospitality*

Known for over 30 years as the premier resource for handcrafted, luxury area rugs, Nourison was recognized for the quality of designs, scope of variety, and consistently innovative nature of the assortments the country offered the industry. Now Nourison turns the focus of its decades of design excellence to the commercial and hospitality industry, and launches Nourison Hospitality.

Nourison Hospitality sets a new standard of luxury and fashion in the world of premium quality carpet and rugs for Hospitality, Corporate, and all upscale commercial markets. Our distinctive carpets are woven from the highest quality materials, specially dyed with our exclusive techniques and can be hand-finished to create an unparalleled look of luxury. Antique 'abrash' dyeing effects, hand-carving, hand-embossing, hand-serging and luster-washing, are just some of the signature techniques that make Nourison products the most unique and desirable in the market. Nourison boasts one of the world's largest and finest historical design archives of both antique and modern motifs, which can be tapped as inspiration and modified for a truly remarkable result. Nourison broadloom products are designed and constructed from scratch in our fully vertical, state-of-the-art factories. As a fully vertical integrated company, Nourison is capable of fulfilling the most intricate needs of the hospitality client, and a quarter-century of experience gives customers the ability to choose from an enormous variety of stock designs ready for immediate delivery, or detailed customization. Project teams can work with our talented staff to create any custom look.

Nourison Axminster's construction makes it the most durable choice for many high-traffic interiors, and the unique weave allows for the most design freedom, perfect for custom applications. Unlike printed carpets, Axminster designs are woven to the base of the pile, offering superior appearance retention, even in the face of heavy wear and tear. This level of meticulous precision produces unprecedented intricacy and detail in a machine-woven carpet. Nourison utilizes Electronic Jacquard technology, allowing for unlimited pattern repeat and complete design freedom, with minimal seaming and waste. State-of-the-art, 16 color looms give our Axminster a broader scope, in terms of creative possibilities and design flexibility, than traditional eight-color Axminster weaving. Nourison Axminster also features an ultra-plush, 3-ply construction of 80% premium wool with 20% nylon. Natural wool provides softness, rich color, and eco-friendly, including LEED compatibility, while the nylon adds stability and strength. In contrast to the standard 2-ply construction, our 3-ply is a lusher, denser, more durable pile. More fibers also impart better clarity of the design, and more subtle shading and tonal effects. The denser pile affords cleaner, crisper, hand-carving effects. Nourison's artisans are masters in the art of hand-carved textiles; their meticulous work enhances design clarity and can be used to add texture to any floor covering.

# *Environmental Awareness*



Nourison is a LEED compliant manufacturer. If obtaining LEED certificate is important to the client, early in the planning stages the Nourison team will offer covering solutions that meet the need, Axminster carpets, and other Nourison products which feature wool: Clean Air Certified, quality for one LEED credit in the IEQ Credit 4.3: Low Emitting Materials- Flooring Systems category for all U.S. Green Building Council (USGBC) LEED projects.

Unlike petroleum based synthetics, wool is a renewable resource- the ultimate renewable resource- continuously growing on the backs of sheep year round. Wool requires very small amounts of energy to produce, about 1/8th of that required for nylon. Wool is the only widely available carpet fiber which is not made from oil. Unlike synthetics, the carbon footprint of wool carpet is barely discernible. Wool retains its good looks longer, reducing the need for wasteful, premature replacement.



Nourison's Axminster and other woolen broadloom and area rug products are certified Green Label Plus. Independently tested and certified, and using qualifications developed in conjunction with the Environmental Protection Agency, (EPA), Green Label Plus ensures floor coverings are among the lowest emitters of Volatile Organic Compounds, or VOCs.

It has been estimated that wool carpets can continue purifying indoor air upto 30 years. Synthetic carpet absorbed less than half of the nitrogen dioxide of wool, and more readily re-emitted it into the air.



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