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www.nourison.com

FOR IMMEDIATE RELEASE

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## **Craftworks™ by Nourison and textured, on-trend collections launching at The International Surface Event 2020**

SADDLE BROOK, NJ — January 24, 2020 – Leading floor covering and home accents manufacturer Nourison will be unveiling Craftworks™ by Nourison, a new broadloom and custom rug program launching at The International Surface Event, January 28th – 30th in Las Vegas.

Craftworks™ by Nourison will include hand-crafted styles made of fine raw materials, with machine-serged, hand-sewn or coordinating wide binding finishing options. This program features broadloom that is 2' to 3' wider than standard broadloom, 15' wide rolls, large custom rugs up to 15' wide, and minimized seams in wall-to-wall broadloom.

“The success we have experienced in recent years in our hand-crafted broadloom category really inspired us launch Craftworks™ as a targeted sub-brand within Nourison. The Craftworks™ brand, product line, and display offer a focused message that speaks to the value of unique artisanal constructions, fashion-forward styling, and flexible custom opportunities,” said Gerard O’Keefe, vice president of sales.

Nourison will introduce a selection of textured, hand-loomed and on-trend collections in wool blends including **Island**, **Highlands**, **Radiant Stripe** and **Ravishing Stripe**. **Island** is a series of decorative yet affordable flatweave carpets featuring four designs – Island Wave, Island Striae, Island Grid and Island Stripe.

**Wherever Sisal** is a hand-woven, indoor/outdoor collection with a natural, chunky sisal look. It is both fashionable and practical, made of UV Stabilized Polypropylene, with a coordinating outdoor 3” binding for beautifully finished rugs.

Popular collections **Starlight**, **Grand Parterre** and **Terrain** are launching new styles and colors. Best-selling Starlight is adding a gorgeous modern Frenetic pattern in several colors. It is woven in fine New Zealand Wool and Luxcelle Plus™, with the hand-washing process adding to the soft feel, luminous appearance and overall performance.

Nourison’s Nourtex division will be introducing **Tidal** and Pacific Stripe, a new addition to the **Pacific** Collection. Tidal introduces flowing, modern abstract Eb tide and Tidal Surge designs in textured high/low pile for a visually stunning collection. The machine tufted Pacific Stripe showcases a herringbone/stripe combination with a sophisticated tip-sheared surface.

Hagaman new introductions include the **Halo**, **Vintage Mod** and **Elements**. Halo introduces two fun and fashionable patterns, Halo Safari and Halo Stripe, densely tufted in New Zealand Wool with a special high luster nylon for a luminous appearance. Each design has 12 coordinating colorways, including soft pastels.

Nourison’s website also launched new functionality to support the Fifty to Infinity custom sized rug program. The website now allows customers to shop hundreds of styles and easily place their custom sized rug orders online at [www.nourison.com/custom](http://www.nourison.com/custom).



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Nourison, located at Booth 5833 at Surfaces, includes new products from Nourison, Nourtex and Hagaman Carpet. Stop by for great deals and Roll the Dice with Nourison for a chance at exciting prizes, with double prizes on Tuesday, January 28th from 8AM to 12PM.

### **About Nourison**

Nourison is a leading global floor covering company that produces extensive collections of area rugs, broadloom carpet, and home accessories at multiple price points from low to mid-market to luxury. Nourison is one of the few fully vertically integrated companies in its segment, overseeing almost every aspect of the manufacturing process. As a result, the company boasts exceptional speed-to-market, shipping more than 95 percent of its product orders within 48 hours. The focus on customer service has helped Nourison become a valued partner within the home furnishings and hospitality industries to both retailers and interior designers.

Nourison was founded in New York by brothers Alex, Steven, and Paul Peykar in 1980, and remains a family-owned company. Its product assortment includes licensed collections from well-known brands such as *CALVIN KLEIN*, Kathy Ireland, Waverly, Christopher Guy, and more.

For further details, visit [www.nourison.com](http://www.nourison.com).

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