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FOR IMMEDIATE RELEASE

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Nourison Home Introduces New Handloomed Carpet Styles During January Markets

SADDLE BROOK, NJ — January 19, 2024 – Leading floor covering and home accents manufacturer Nourison Home is introducing dozens of new broadloom carpet styles the week of January 22nd in their showroom at Las Vegas World Market Center, C112. Their showroom will be open to coincide with the Surfaces show also running in Las Vegas that time.

The new broadloom styles tell a story of soft color and subtle texture, many of which are hand loomed of wool and wool blends. These new styles will complement current interior design trends and are crafted with the same quality and value that Nourison Home is known for.

New styles and collections include the following:

Odyssey - An organic, casual take on the classic Greek Key motif. Hand-Loomed in naturally striated high-performance wool and nylon.

Desert Contours & Desert Links - Decorative flatweaves that combine multiple fibers to create unique pile textures. Transitional and modern patterns are intricately woven with specially-dyed yarns.

Niagra - Tonal soothing colors create a flowing organic pattern. Textured flatweave pile adds movement and dimension.

Baja - Multi-tone flatweaves with a decorative low-profile texture. A natural fiber look, hand-loomed in a practical PET yarn.

Laguna - Decorative, textured stripe with a hint of luster. Fine wool, lustrous nylon and natural cotton create a multi-level loop pile.

“As you can see, we have put a strong emphasis on the hand-loom, hand-crafted segment of our broadloom business in 2024. This category has helped fuel our growth over the past several years and continues to be the engine that drives our rapidly expanding custom rug business” said Gerard O’Keefe, president broadloom and business development of Nourison Home. “Nourison Home’s custom capabilities are second to none, and the care and craftsmanship that goes into our custom fabrication process is unparalleled.”

Many of Nourison Home’s current and new broadloom styles are hand loomed in 15’ widths, making them perfect for broadloom installs and custom sized rugs. Custom sized rugs are fabricated in Nourison Home’s facility in Georgia and are crafted and shipped in two weeks or less.



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About Nourison Home

Nourison Home 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 Home 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 Home become a valued partner within the home furnishings and hospitality industries to both retailers and interior designers. Nourison Hospitality offers high-quality textile floorcovering products in support of a wide range of hospitality and commercial projects including world-class hotels and resorts, casinos, multi-family residences and country clubs.

Nourison Home 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, Inspire Me! Home Decor by Farah Merhi, Nicole Curtis, Christopher Guy, and more.

For further details, visit www.nourison.com.

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