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FOR IMMEDIATE RELEASE

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Nourison Home is “All About Value” with their New Rugs and Accessories at NY Home Fashions Market

SADDLE BROOK, NJ — March 14, 2024 – Leading floor covering and home accents manufacturer Nourison Home is introducing new area rugs, accent rugs and home accessories. These new products offer on-trend designs, textures and value and will be on display in their showroom at 230 Fifth Avenue, Suite 1305 in New York.

Nourison Home is dedicated to delivering enhanced value across its new product range, ensuring top-notch quality, premium materials, and extra features such as non-skid backing on all accent rugs. Additionally, textures take center stage, with offerings crafted from softer yarns for a warm and cozy feel.

Both area rug and accent rug collections are designed with on-trend colors and patterns, including stripes, geometric and botanical designs.

Like a breath of fresh air, the **Exhale Collection** of abstract rugs revitalizes your space with new energy. Each style creates a sense of movement and depth designed to draw compliments from friends and family. Choose from a range of versatile neutrals to match your personal style. Machine-made from a blend of polyester and polypropylene yarns with subtle textural variations.

Create an attention-grabbing focal point for any space with the geometric rugs from the **Care Free Collection**. The unique combination of the lattice pattern and banded lines creates a mesmerizing look that really pops thanks to the high-low dimensional finish. These modern rugs are made from softly textured yet hard-wearing polypropylene fibers, making it a great choice for both indoor and outdoor decorating.

It is easy to transform your space into an oceanside getaway with the **Seaside Collection**. Featuring coral and seashell motifs, these coastal rugs are machine made with a super-soft, polypropylene-polyester blend in a high-low pile for added textural interest. The soft hues mix easily with contemporary, nautical, or beach house décor.

New home accessories from Nourison’s **Mina Victory Collection** will also be on display with dozens of new styles of pillows, throws and poufs, many made for indoor and outdoor use.

Nourison Home’s New York showroom will be open from Monday, March 18th to Thursday, March 21st. All new introductions will be on display with a talented sales staff on hand to answer questions and offer guided tours.

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



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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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