

Karastan®



CUSTOM-SIZED RUGS BY

*Karastan*



# PROGRAM DETAILS

## Custom Rug Program

Nothing completes the design of a room like a beautiful rug. And custom-sized area rugs made from stylish broadloom carpet are more popular than ever.

Today's interior designers are using oversized or room-sized rugs to provide space definition in open floor plans. Additionally, rugs add warmth, comfort and protection over hard surface flooring. However, many consumers are overwhelmed when it comes to selecting and ordering bound rugs. How do I start the process? What size rug should I order? What binding options are available?

Karastan introduces A Cut Above custom-sized rug program. Selecting the perfect rug has never been easier. Through Karastan's A Cut Above program, you can turn the beauty of a favorite carpet into a custom-sized area rug in just a few simple steps.

## The Benefits of Karastan Custom-Sized Rugs

Completing the design of a space with a custom-sized rug has many great benefits. Here are a few:

- Brings personality and comfort to any room
- Creates an instant focal point of design and color
- Is soft and inviting – and adds visual and actual warmth to a room
- Is simple and easy to live with—change rugs seasonally or to create a new look
- Provides a protective layer for hardwoods, laminate or tile floors
- Minimizes noise, creating a quieter environment

## Product Offerings

Here at Karastan, our Pinterest boards are full of gorgeous tonal patterns, subtle natural visuals and bolder pops of color. Now your customers can get the exemplary design and construction of Karastan carpet in a custom-sized rug. With Karastan's A Cut Above custom-sized rug program, customers can choose from any Karastan broadloom style to create their rug. Whether your customer is looking for modern geometry, natural textures, or worry-free carpet fibers, you'll find a Karastan style that works for any home and any floor.

## Binding

Just like icing on a cake, binding completes the look of your to a custom-sized rug. It is important to have a binding that represents the homeowner's personal design style and best suits the space.

Karastan's custom-sized rugs comes with a serged edge. Serging is the wrapping of yarn around the fabric-taped edge of a custom-sized rug to get a clean, finished look. Serging also protects the edges from unraveling and fraying. The serging is color coordinated with the carpet's predominant color and is approximately 3/8" wide.

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## Placing an Order and Getting a Quote

Ordering a custom rug is easy with the assistance of your online A Cut Above program. Simply go to [KarastanToday.com](http://KarastanToday.com) and click on the Custom Rugs section to receive instant quotes and place orders. Work with the consumer to:

- Select style
- Select color
- Select size

## Merchandising/Point of Sale

Communicating the A Cut Above custom-sized rug program is key to its success. Increase broadloom sales on your showroom floor by prominently displaying merchandising materials, including:

- Counter Display with serged samples
- Face Labels
- Floor Stickers

Additionally, be sure to work with your Karastan sales representative to schedule PK training on this important new program.

# MERCHANDISING



1 - 12" x 10.25" Counter Display  
with serged sample



25 pk - 3" x 3" Face Label



2 - 24" x 24" floor stickers





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Your Style + Your Size = Perfection.

