



RUGS COLLECTION

2024 - EDITION

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Viana is a fashion forward company that produces and sources a variety of rugs for your home. The driving force behind everything we do is our sheer love for the rug business. That's right, we seriously love rugs!

We are a B2B company that sells only to retail stores, designers, online retailers and big box stores. We have a vertically integrated business structure, and are committed to supporting our clients by developing our portfolio and product styles to meet current demands at every level. We partner with retailers, designers, developers & hospitality to create unique residential and commercial spaces.

Our in-house team is responsible for overseeing all our products from conception to delivery. We welcome you to experience our full range in our trade showroom or explore now.

Here at Viana, we take pride in creating innovative designs that are highly fashion forward. We are excited to introduce our latest 2024 catalog featuring over 50 collections.

***We are passionate
about excellence in rugs!***



ABSTRACT

80% Wool 20% Cotton

Hand-tufted | Ultra Plush | Minimalistic

Sizes: 18" x 18" | 5' x 7'6" | 6' x 6' | 7'6" x 9'6"

*Modern and minimalistic design with artisanal details defining each colour.
Made in India*



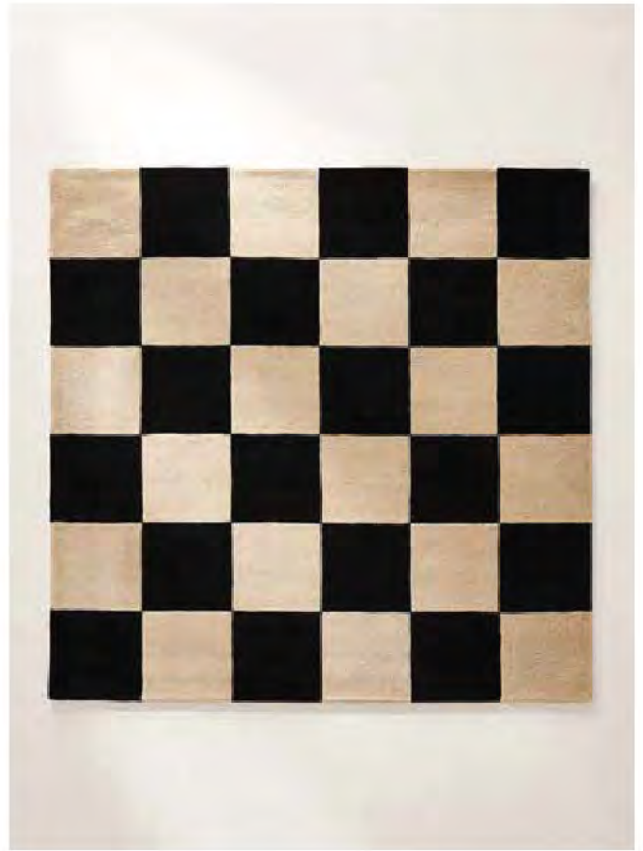
ABS- AS



ABS- CIR



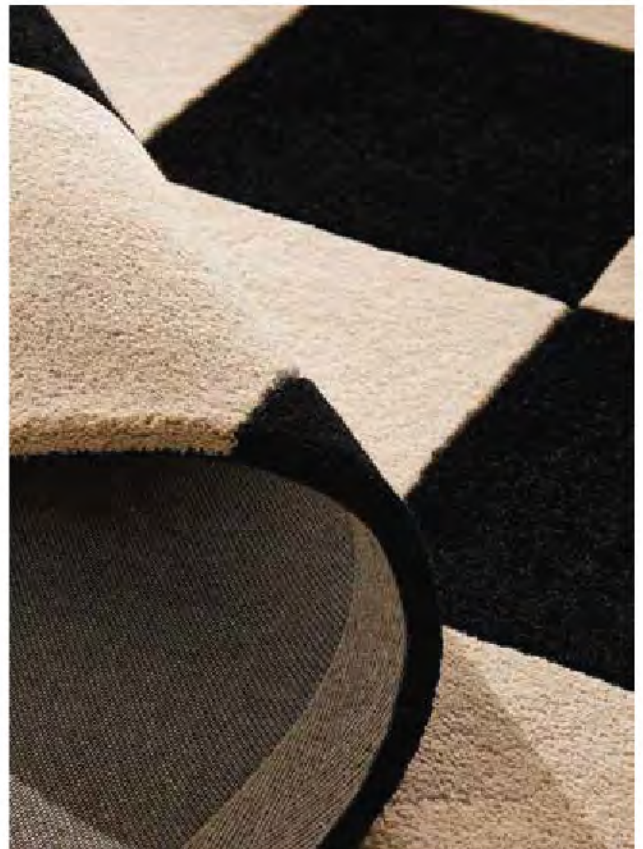
ABS- OS



ABS-66S-CHE



Close- up of ABS- OS



Close- up of ABS- 66S-CHE

AFGHAN

100% Polypropylene

Powerloomed | Statement Piece | Royal Vintage

Sizes: 18" x 18" | 2' x 3' | 3'3" x 5' | 5'3" x 7'6" | 6'6" x 9'6" | 8' x 10' | CUSTOM

Strikingly bold and vintage-inspired, this versatile design seamlessly complements both elaborate and minimalist decor. Made in Turkey.



HERATI 6919B



BALUCHI 3681A



AIRLA

100% Polyester

Soft Touch | Heathered Stripes | Distressed

Sizes: 18" x 18" | 2'6" x 7'6" | 4' x 6' | 5'3" x 7'6" | 8' x 10'

The wide, heathered stripes gives a neutral & elevated look, loomed at varying heights to create a subtle ribbing effect. Made in Turkey.



AIR- 200



AIR- 201



Close-up of AIR- 200

N E W

ALASKA

100% Wool

Handmade | High Traffic | Reversible

Sizes: 18" x 18" | 5' x 8' | 8' x 10' | 9' x 12'

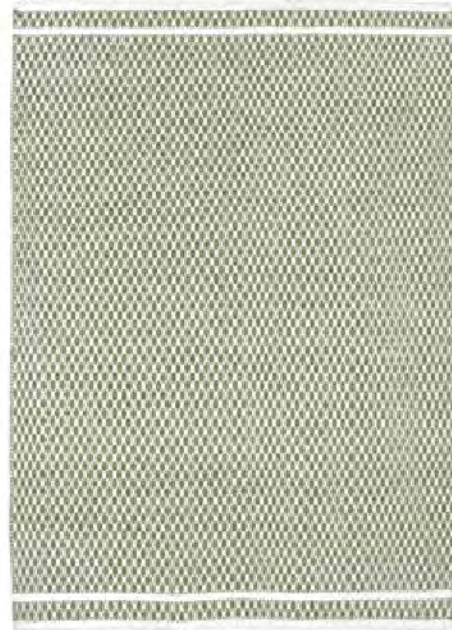
Crafted from durable wool, this handmade reversible rug offers both style and resilience for high-traffic areas. Made in Turkey.

NEW



ALA-OCH

NEW



ALA-PAS

NEW



ALA-CHAR

NEW



ALA-HUS



ALA-PAS



N E W

ARTISTRY

100% Polyester

High-Low Texture | Easy Clean | Durable

Sizes: 18" x 18" | 2' x 3' | 5'3" x 7'6" | 6'7" x 9' | 8' x 10' | 9' x 12'

Crafted with elegance, featuring a high low texture for added depth. Available in contemporary artistic styles. Made in Turkey.

NEW



ARY-58

NEW



ARY-60

NEW



ARY-59

ASPEN

70% Space Dyed New Zealand Wool, 30% Viscose

Handmade | Soft Touch | Fade Resistant

Sizes: 18" x 18" | 2' x 3' | 5' x 8' | 8' x 10' | CUSTOM

High-low pile stripes in monochromatic hues. Suitable for modern, minimal & country styles. Made in India.



007 Ivory



49 Ivory Grey



PL46GREY



37 Ivory Grey



47 Natural



Close up of 37 Ivory Grey



ASI-85



O U T D O O R
ASSIA

90% Polypropylene 10% Polyester

Indoor-Outdoor | High-Low Texture | Quick Dry

Sizes: 18" x 18" | 2' x 3' | 3'6" x 5'6" | 4'3" x 5'7" | 5'3" x 7'3" | 6'7" x 9' | 8' x 10' | 9' x 12'

Ideal for high traffic areas. Made in Turkey.



ASI-82



ASI-84

Close-up of ASI-85



ATHENA

100% Polyester

Easy Clean | High Traffic | 3D Texture

Sizes: 18" x 18" | 2' x 3' | 2'6" x 8' | 3'6" x 5'6" | 5'3" x 7'6" | 8' x 10' | 9' x 12'

Premium quality with extra-soft touch. Made in Turkey.



ATH- 663



ATH- 664



ATH- 661



ATH- 665



Close-up of ATH-664

O U T D O O R
AVANOS

100% Polyester

Powerloomed | Jute Look | Outdoor Use

Sizes: Rounds; 6' x 6' Rectangle; 18" x 18" | 2' x 3' | 5'3" x 7'6" | 7'10" x 9'10"

Natural jute look without the hassel of mold and debris. Made in Turkey.



AVA-66-08863FWHT



AVA-66-08863FBLK



Close up of AVA-66-08863FWHT



Close up of AVA-66-08863FBLK



AVA-66-08872ABLK



AVA-66-08872AWHT



AVA-08863FBLK



AVA-08736D

N E W

AURA



75% Recycled Cotton, 25% Polyester

Washable | Spill - Proof | Non- Slip

Sizes: 18" x 18" | 2' x 3' | 2'6" x 7'6" | 3' x 5' | 5'3" x 7' | 6'6" x 9' | 8' x 10' | 9' x 12'

Perfect for pet owners and growing families. Available in modern and vintage styles. Made in Turkey.

NEW



AUR -1478

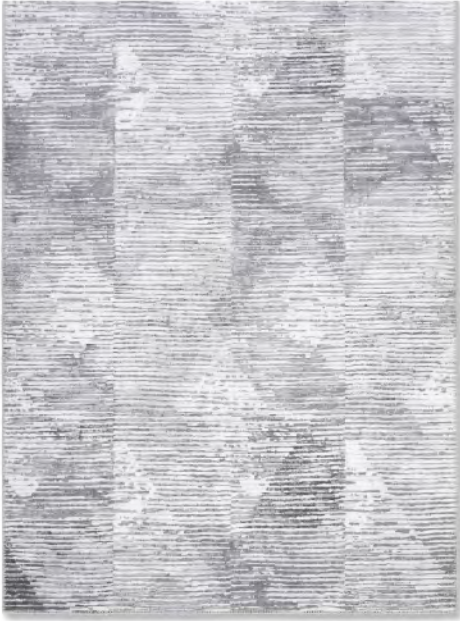
NEW



AUR -1479



Close-up of AUR -1478



AUR- 1078



AUR- 0166



AUR- 1402



AUR- 1472



AUR- 1474



AUR- 1167



AUR- 1403



AUR- 1060



Close up of AUR- 1403



Close up of AUR- 1060

BRIO

100% Polyester

Machine Washable | Non-Slip | Color Fast

Sizes: 18" x 18" | 30" x 50" | 2'7 x 7' | 4' x 6' | 5' x 8'

Premium quality with Ultra-soft touch. Made in China.



BRI- 1011



BRI- 1003



BRI- 1017



BRI- 1002



BRI- 1000



Close-up of BRI- 1002



Close-up of BRI - 1000

O U T D O O R
CABANA

100% Polypropylene

Powerloomed | Multi- texture | Indoor- Outdoor

Sizes: 3'3" x 5' | 5'3" x 7' | 6'7" x 9' | 8' x 10'

Soft and multi-textured indoor-outdoor rug perfect for high-traffic areas. Made in Turkey.



CAB- 07757B-WS



CAB- 01699B-WF



11251B_ANATURAL_WEISS



CAB-11021A-WG



CAB-11028A-LW



CAB-11550-A-WG



CAB-08662C-BW



CAB-11256A-GC



Close up of CAB-08662C-BW



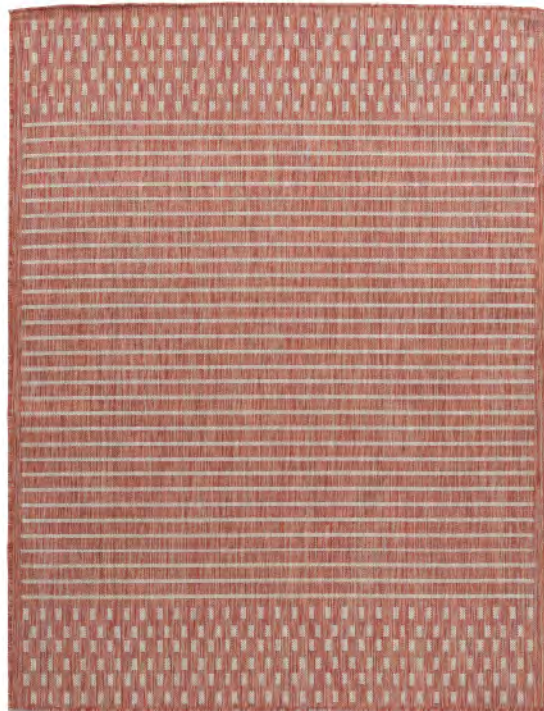
Close up of CAB-11256A-GC



CAB-11001C-NW



CAB-11028A-NW



CAB-11028A-CLG

CAB- 07757B-WS



O U T D O O R
CALYPSO

91% Polypropylene, 9% Polyester

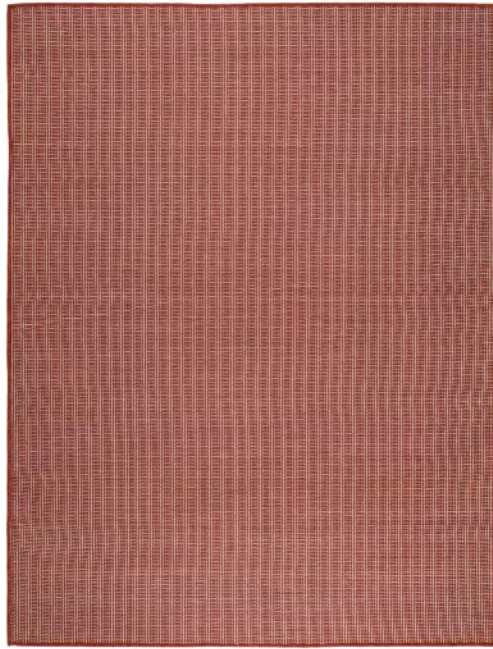
Solid Pattern | Quick Dry | Indoor- Outdoor

Sizes: 18"x 18" | 3'3" x 5' | 5'3" x 7' | 6'7" x 9' | 8' x 10'

Quick dry and UV treated solid design for any outdoor space. Made in Turkey.



5014 AZURE



5031 RED



5018 SILVER



5026 PEBBLE



5024 GREEN



5037 NATURAL



O U T D O O R
CARNIVAL

100% Polypropylene

Soft Touch | Multi- Texture | Indoor- Outdoor

Sizes: 18" x 18" | 3'3" x 5' | 5' x 8' | 6'7" x 9' | 8' x 10'

Made with high-grade fibers. this collection has a soft touch surface that can withstand high traffic areas. Made in Turkey.



2322B AL GREY



2384A LGREY



2006 RED



2043A IVORY SAND



2006 SAND



2002 GREY



Close up of 2006 SAND



Close up of 2002 GREY



CELESTE

100% Soft Pet Yarn

Handmade | Ultra Soft Touch | Textured Pattern

Sizes: 18" x 18" | 22" x 34" | 4'10" x 7'10" | 7'10" x 9'10" | 8'10" x 11'10"

Blend of various neutral tones accompanied by a textured plaid pattern, creating an ultra soft surface. Made in India.



CEL- 190



CEL- 191



CEL- 192



Close-up of CEL- 190

CHINOOK

80% Wool 20% Cotton

Handmade | Soft Touch | Subtle Hues

Sizes: 18" x 18" | 2' x 3' | 5' x 8' | 8' x 10' | 9' x 12' | CUSTOM

Monochromatic and calm hues with subtle patterns, following Scandinavian style, allows to be paired with many styles. Made in India.



CHIN-03-GREY



CHIN-06-MARB



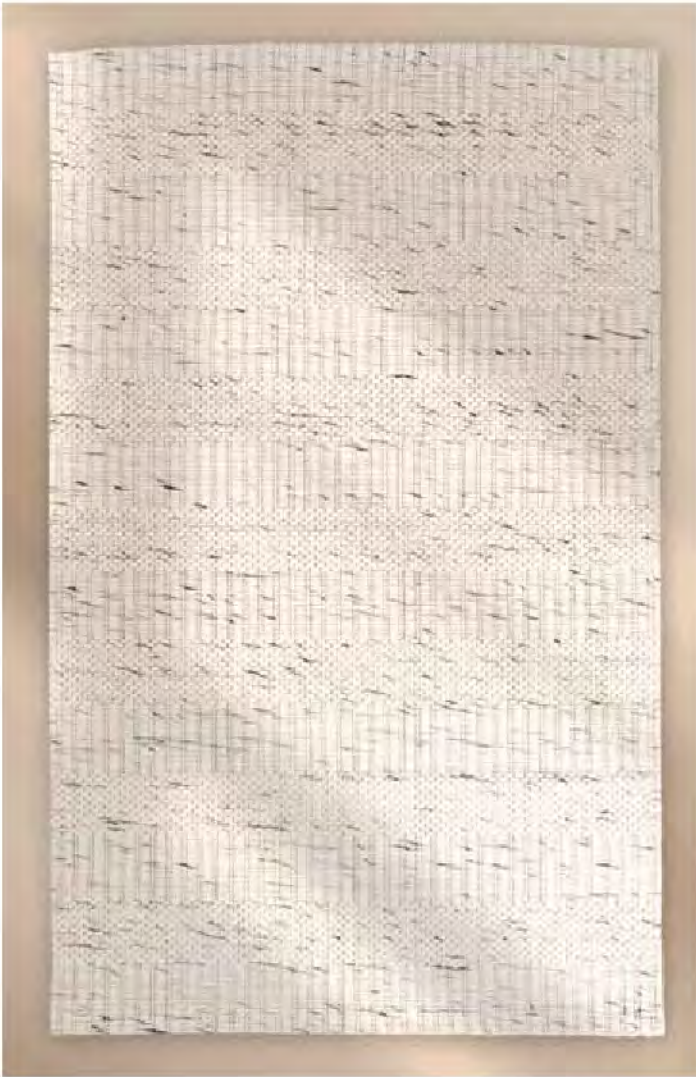
CHIN-08-IVORY



CHIN-600



CHIN-IZN07ILD



CHIN- 9005



CHIN- 9001





CUBANA

100% Polypropylene

Powerloomed | Does Not Shed | Easy Clean

Sizes: 2' x 3' | 2'6" x 7'6" | 3' x 5' | 5'3" x 7'6" | 6'7" x 9'

Ornate traditional distressed into the modern decor with intricate details, soft touch and a rich palette of colors. Made in Turkey.



CUB-1500



CUB-1501



CUB-1502



CUB-1503



CUB-1504

O U T D O O R
E D E N

22% Polyester + 77% Bcf + 1% Latex

Powerloomed | High Definition | Quick Dry

Sizes: 2' x 7'6" | 5'3" x 7'3" | 6'7" x 9'3" | 8' x 10' | 9' x 12'

*Tropical patterns that highlight the summers air while maintaining vibrant colors all season.
Made in Egypt.*



EDE-6ZQ4



EDE-150KQ4



EDE-321XQ4



EDE-68



EDE-124XQ4



EDE-67



EKO PET

100% Recycled Polyester

Handmade | Reversible | Soft Touch

Sizes: 2' x 3' | 3' x 5' | 5' x 8' | 8' x 10'

Soft, earth-toned palette makes for high versatility and as a layering piece. Made in India.



EKO-STONE



EKO-IVORY



ELIO

50% Polypropylene 50% Polyester

Easy Clean | Durable | 3D Texture

Sizes: 18" x 18" | 2' x 3' | 3'6" x 5'6" | 5'3" x 7'6" | 8' x 10' | 9' x 12'

Modern & minimalistic blended softly with textural richness. Made in Turkey.



ELI-71



ELI-72



ELI-73



ELI- 76



ELI- 74



Close-up of ELI- 76



Close-up of ELI- 74

N E W

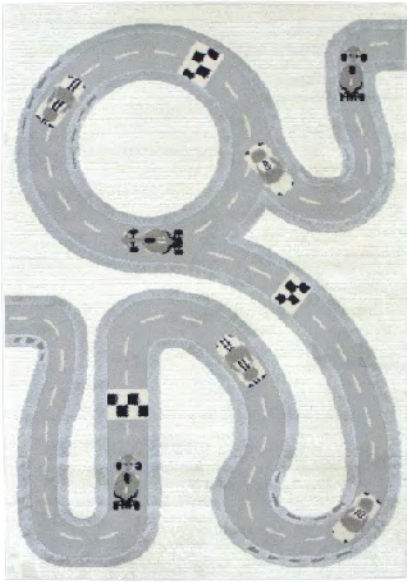
ELIO KIDS

50% Polyester, 50% Polypropylene

Durable | 3D Texture | Easy Clean

Sizes: 18" x 18" | 2' x 3' | 3'6" x 5'6" | 5'3" x 7'6" | 8' x 10' | 9' x 12'

Modern, cute & minimalistic blended softly with textural richness. Made in Turkey.



ELIK-10



ELIK- 11



ELIK- 13



ELIK- 17



ELIK- 20



Close up of ELIK-11

ELAXI

100% Polyester

Soft Touch | Lustrous Finish | Distressed

Sizes: 18" x 18" | 2' x 3' | 3' x 5' | 5'3" x 7'6" | 8' x 10' | 9' x 12'

Reveals subtle polychromatic traits when viewed from different angles. Made in Turkey.



ELA- 50



ELA- 52



ELA- 54



ELA- 55



Close-up of ELA- 50

ESTELLE

50% Wool 50% Viscose

Handmade | Soft Touch | Neutral Shades

Sizes: 18" x 18" | 2' x 3' | 5' x 8' | 8' x 10' | 9' x 12' | CUSTOM

Natural hues with textured pile perfect for a plain foundation in any room. Made in India.



EST- SIL



EST- IVO



EST- TAU



N E W
ETHOS

100% New Zealand Wool

Handknotted | Premium Quality | High Low Texture

Sizes: 18" x 18" | 2' x 3' | 5' x 8' | 8' x 10' | 9' x 12'

*Meticulously hand knotted rugs with touch of antique beauty and incredible depth of colors.
Made in India.*

NEW



18382

NEW



18390

NEW



17110



Close-up of 17110

EZRA

50% Wool 50% Cotton

Handmade | Natural Texture | Fade Resistant

Sizes: 24" x 34" | 5' x 7'6" | 7'6" x 9'6"

Hand woven with a high contrast pattern. High-low pile for increased texture. Made in India.



EZR-100

FAUX RABBIT FUR

100% Polyester

Ultra Soft Touch | Faux Fur | Durable

Sizes: Rectangle; 3'3" x 5' | 5' x 8' Shape; 2' x 3' | 2' x 6'

Made of durable poly-acrylic and faux suede backing. Made in Turkey.



Blush Pink



White



Grey



Beige



White

FLOKATI

100% Polyester

Ultra Soft Touch | Shag | Does not Shed

Sizes: 18" x 18" | 2' x 3' | 5'3" x 7'6" | 8' x 10'

Unobtrusive palette of soft fibers acts as the perfect foundation for any style. Made in Turkey.



FLO- GREY



FLO- BEIGE



FLO- IVORY



FLO- SILVER



OUTDOOR
FIESTA

100% Recycled Polypropylene

Durable | Reversible | Indoor-Outdoor

Sizes: 18" x 18" | 4' x 6' | 5' x 8' | 6' x 9'

Perfect combination of durability and versatile décor with this reversible mat. Made in India



1099 Red Stripes



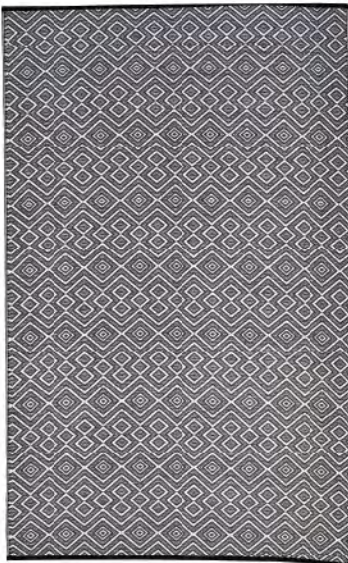
1099 Blue Stripes



5435 Yellow Band



5435 Red Band



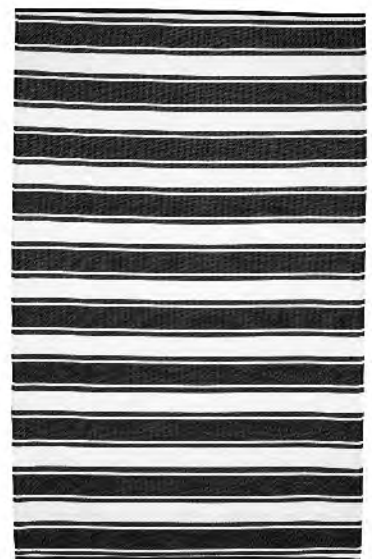
4508 Black & White



4508 Blue



4519 Grey



4511 Black & White



4511 Blue



4519 Ochre



Close up of 4511 Blue



Close up of 4519 Ochre



4511 Blue



Trelis 23406 Orange



Trelis 23406 Red



202223



2103 Yellow



1050 Red Kilim



233301 Multi



1099 Blue Stripes



222490



Jacquard 23607



A111 Grey Pineapple



20222 Silver



1099 Grey Multi Stripes

O U T D O O R
GEMINI

100% Polypropylene

Premium Quality | Reversible | Indoor-Outdoor

Sizes: 2' x 3' | 3'3" x 5' | 5'3" x 7'5" | 8' x 10'

Premium quality indoor-outdoor rug with two modern designs to get maximum use. Made in Turkey.



GEM- 1200 Front



GEM- 1200 Back



GEM- 1000 Front



GEM- 1100 Front



GEM- 1000 Back



GEM - 1100 Back



Close up of GEM- 1000

GENEVIE

100% Polyester

High Low Texture | Durable | Soft Pile

Sizes: 18" x 18" | 2' x 3' | 2'6" x 8' | 3'6" x 5'6" | 5'3" x 7'6" | 8' x 10' | 9' x 12'

A luxurious and soft romantic palette with the surface piles of 1 million points for an added depth and textures. Made in Turkey.



GEN- 561



GEN- 566



GEN- 562



GEN- 564



Close-up of GEN- 561

HEIRLOOM

100% Polyester

Powerloomed | Durable | Fade Resistant

Sizes: 18" x 18" | 2' x 3' | 3'3" x 5' | 2'6" x 7'6" | 5'3" x 7'6" | 8' x 10' | 9'x 12'

Made premium fade resistant fibers. Designed with aspects of a traditional rug combined with a modern twist. Made in Turkey.



HEI- 1509



HEI- 1506



HEI- 1515



HEI- 1519



N E W
JORIS

80% Wool, 20% Cotton

Handmade | Natural Fiber | Fade Resistant

Sizes: 18" x 18" | 22" x 34" | 5' x 7'6" | 8' x 10' | 9' x 12

Modern & geometric designs blended softly with textural richness. Made in Turkey.



JOR- 100



JOR- 101



Close up of JOR- 100



Close up of JOR- 101



JOR -103

NEW



JOR- 105



Close-up of JOR- 105

JUTO ROUNDS

100% Jute

Handwoven | Eco-Friendly | Reversible

Sizes: 4' x 4' | 6' x 6' | 8' x 8'

Natural look and shape act as staple piece or accent for any style. Made in India.



JURC- 5502



JURC- 5501



JURC- 5500



JUT- NAT





Close up of JURC-5502

KEYSTONE

95% PVC, 5% Polyester

Machine Made | Spill Proof | Easy Clean

Sizes: 20"x 40" (Sold as a case pack of 10)

A sleek, durable design that safeguards floors while adding plush comfort and easy maintenance. Made in China.



KEY-753 GRY



KEY-751 BGGRY



KEY-754 BLK



Close-up of KEY-754 BLK

LUXE

50% New Zealand Wool, 50% Lustrous Viscose Blend

Handmade | Durable | Soft Touch

Sizes: 18" x 18" | 2' x 3' | 5' x 8' | 8' x 10' | 9' x 12' | CUSTOM

*Hand-loomed using a blend of wool and lustrous viscose.
Earth-toned staples to pair with any style. Made in India*



187 Dark Grey



Ivory



Silver



Taupe



Close up of Taupe

MODENA

50% Polypropylene 50% Recycled Polyester

Powerloomed | Cut & Loop Texture | Easy Clean

Sizes: 18" x 18" | 2' x 3' | 2'6" x 7'5" | 3'3" x 5' | 5'3" x 7'6" | 6'7" x 9' | 8' x 10'

A neutral palette, which is offset by strong, yet textural geometric patterns creating subtle, long-lasting rug. Made in Turkey.



MOD- 1001



MOD- 1002



MOD- 1003



MOD- 1004



MOD- 1005



Close-up of MOD- 1004



Close-up of MOD- 1005

MONTREAL

80% New Zealand Hand Corted Wool, 20% Cotton

Handmade | Fade Resistant

Sizes: 18"x 18" | 2' x 3' | 5' x 8' | 6' x 9' | 8' x 10' | 9' x 12'

The rugs geometric, tonal patterns have a slight sheen and softness, complement by wool's time-tested durability. Made in India.



MON- 132



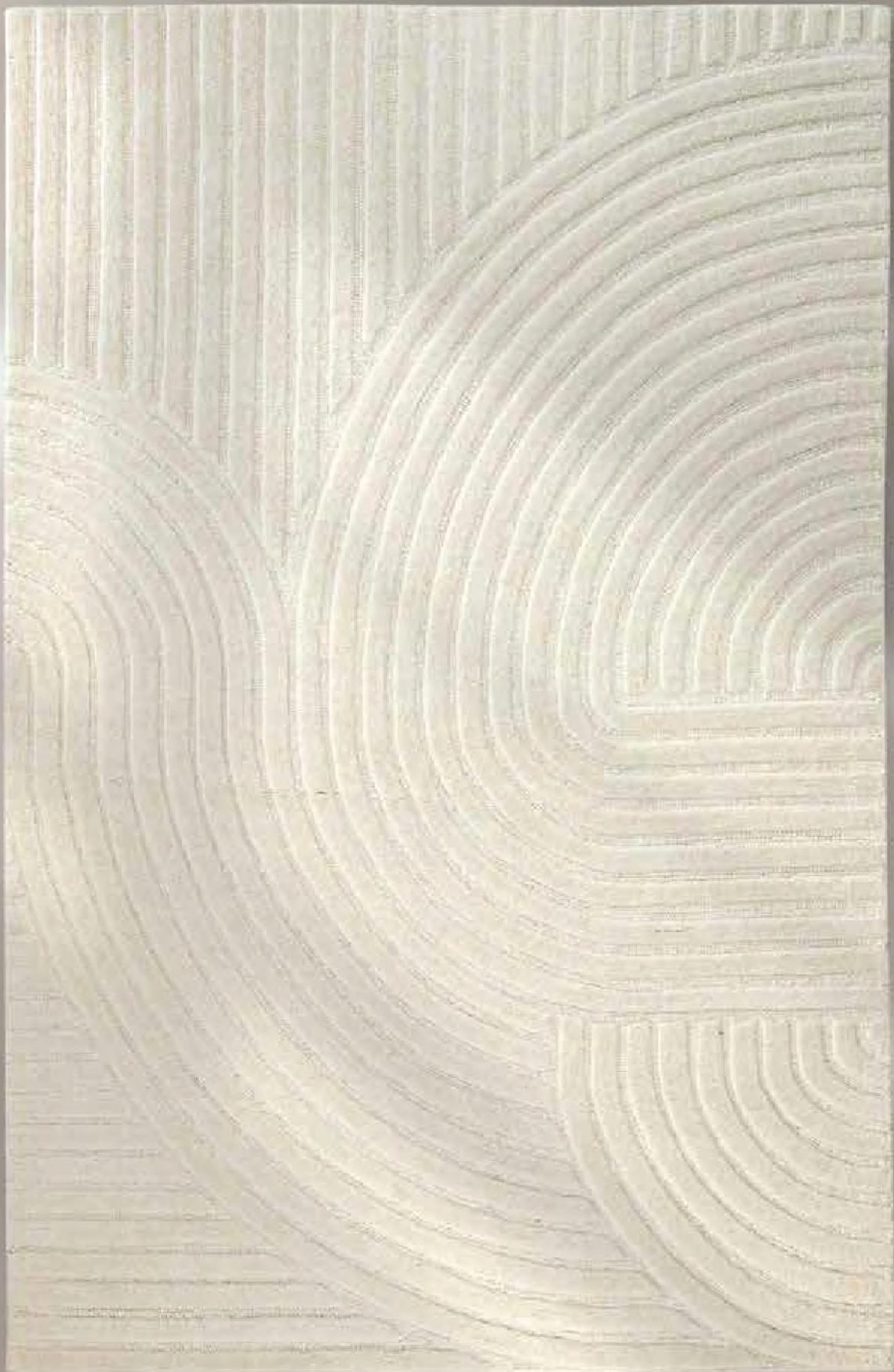
MON- 131



Close-up of MON- 132



Close-up of MON-131



MON- 130

N E W

NATURALE

52% Recycled Polyester, 32% Cotton, 16% Polyester

Eco-friendly | Does Not Shed | 3D Texture

Sizes: 18" x 18" | 2' x 3' | 5'3" x 7'6" | 8' x 10'

A blend of elegance with functionality, experience the plush softness of an exquisite 3D textures, designed to provide comfort without shedding. Made in Turkey

NEW



NAT- 80

NEW



NAT- 81

NEW



NAT- 82



Close up of NAT- 81

NYLA

70% Polypropylene, 30% Polyester

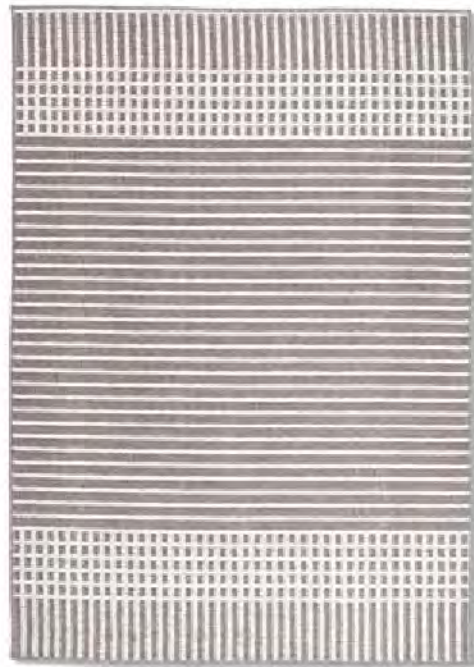
Washable | High Low Texture | Soft Touch

Sizes: 27" x 72" | 3'3" x 5' | 5' x 7'2" | 8' x 10'

A high-low pile accompanied by complementary textures and geometric patterns is perfect for adding visual weight. Made in Turkey.



NYL-3004



NYL-3304



NYL-3005



NYL-3101



NYL-3301



Close up of NYL-3101



Close up of NYL-3301

O U T D O O R
OKSANA

100% Polypropylene

Durable | High-Low Texture | Indoor-Outdoor

Sizes: 2' x 3' | 3'3" x 5' | 5'3" x 7' | 8' x 11'

Using modern looming techniques, this rug features a stunning high-low texture, perfect for extending your indoor style outdoors. Made in Turkey.



01701B Blue Weiss



1176 L Grey



01182A Azure



1178 L Grey Anthra



01178A Copper



Close up of 1178 L Grey Anthra



Close up of 01178A Copper



PANACHE

50% Polyester, 50% Polypropylene

Durable | High-Low Texture | Soft Touch

Sizes: 18" x 18" | 2' x 3' | 4' x 6' | 5' x 7' | 6' x 9' | 8' x 11' | 9' x 12'*

Sophisticated contemporary designs paired with soft textured surface. Made in Turkey.



PAN-6165-GRY



PAN-5430A-GRBL



PAN- 5075D-CRAN



Close up of PAN-5430A-GRBL



Close up of PAN- 5075D-CRAN

PANDORA

70% Wool, 20% Cotton, 10% Viscose

Handmade | Minimalism | Soft Touch

Sizes: : 18" x 18" | 2' x 3' | 5' x 8' | 8' x 10' | CUSTOM

Modern pebble-like surface made of soft wool emits upscale look. Made in India.



Grey 20420



Ivory 20240



Close up of Grey 20420

RIVERIA

Handwoven with 50% Jute & 50% Chenille

Natural Fiber

Sizes: 18" x 18" | 2' x 5' | 27" x 45" | 3' x 5' | 5' x 7' | 6' x 9'

Made in India.



RJC - 123



RJC - 121



RJC - 124



Close-up of RJC-121



Close-up of RJC-124



Close-up of RJC-123

O U T D O O R
SALSA

100% Polypropylene

Indoor-Outdoor | Easy Clean | Quick Dry

Sizes: 18" x 18" | 2' x 3' | 3'5" x 5' | 5' x 7' | 6'7" x 9' | 8' x 10'

From cozy living rooms to lively patios, these modern, contemporary rugs with weather-resistant fibers are perfect for any setting. Made in Turkey



SAL- 91



SAL- 92



SAL- 94



SAL- 95



SHANAYA

80% New Zealand Hand Corted Wool, 20% Cotton

Handmade | Fade Resistant

Sizes: 18" x 18" | 2' x 3' | 5' x 8' | 8' x 10'

A relaxed soft textural layer of colors for an effortless and sophisticated look. Made in India.



SHAN-160



SHAN-161



SHERPA

70% Polypropylene, 30% Polyester

Easy Clean | Does Not Shed | 3D Texture

Sizes: 18" x 18" | 2' x 3' | 3'3" x 5" | 5' x 7' | 6'7" x 9' | 8' x 10'

Both timeless and modern collection, features an elevated texture and accentuating pattern in every piece. Made in Algeria.



SHE- 001



SHE- 002



SHE- 003



SHE- 004



SKADI

60% Bamboo Silk, 40% Acrylic

Premium Quality | Textured | Soft Touch

Sizes: 18" x 18" | 2' x 3' | 4' x 6' | 5' x 7' | 6' x 9' | 8' x 11' | 9' x 12'*

Create an upscale aesthetic look, with its 2 million points density, soft romantic hues & captivating mosaic-like texture. Made in Turkey.



SKA- SKA400



SKA- SKA401



SKA- SKA402



Close up of SKA- SKA400



Close up of SKA- SKA401



Close up of SKA- SKA402



SKA- SKA403



SKA- SKA404



Close up of SKA- SKA403



SPARX

45% Cotton, 55% Polyester

Washable | High Traffic | Durable

Sizes: 27" x 45" | 2'6" x 7'6" | 4' x 6' | 5' x 7'

Modern and vintage designs both able to withstand high traffic with machine-washable durability. Made in Turkey.



PPL- C3034



PPL- C211



PPL- C1797



PPL- C3606



PPL- C1338



PPL- 115TONYA



PPL - 21BLUE



PPL - 5BEIGE



PPL - 903



PPL - 1019



PPL - 1023



PPL - 1013



STRADA

70% Polypropylene, 30% Polyester

Easy Clean | Does Not Shed | 3D Texture

Sizes: 18"x 18" | 2' x 3' | 5' x 8' | 8' x 10' | 9' x 12'

Both timeless and modern collection, features an elevated texture and accentuating pattern in every piece. Made in India.



STA- 210



STA- 211



Close up of STA- 211

TOUCH

100% Polyester

Ultra Soft Pile | Easy Clean

Sizes: 2'3" x 6' | 3' x 5' | 5' x 8' | 7' x 9'

Soft weathered tones blended with worldly patterns, to make this collection a timeless addition to any room. Made in China.



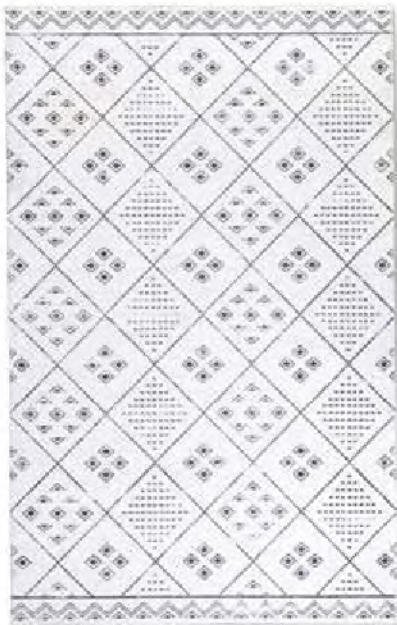
TOU- 111



TOU- 112



TOU- 115



TOU- 116



TOU- 117



TOU- 118



TOU- 113



TOU- 114



Close up of TOU- 113



Close up of TOU- 114



N E W

URBANE

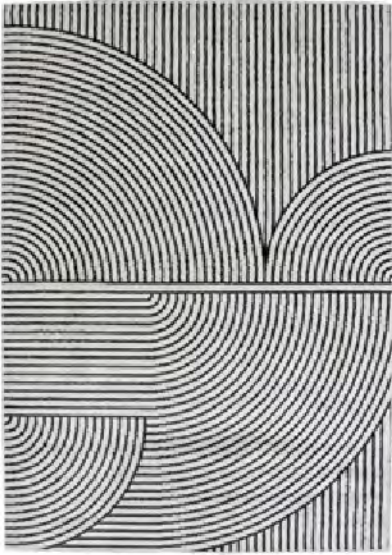
100% Polypropylene

Soft Touch | Does Not Shed | Anti-static

Sizes: 18" x 18" | 2' x 3' | 3'3" x 5' | 5'3" x 7'6" | 6'7" x 9'

An ultra-soft rug with easy maintenance, shed-free design. Made in Turkey

NEW



URB-51

NEW



URB-52

NEW



URB-53

NEW



URB-54

NEW



URB-55



SUSTAINABILITY

Viana Inc. focuses on being an asset to the environment as well. We ensure and take great pride in making sure that all our processes are as environment friendly as they possibly could be.

We embrace Fair Trade practices and premium materials that are tested against harmful chemicals and strict environmental standards. We use eco-friendly chromes dyes in all our products and follow a strict waste management policy. We not only adhere to green practices but are strong supporters of a number of green causes in the country as well.

Viana Inc. has a strict policy against child labor.

We ensure that our factories do not employ under aged children and have acceptable working conditions.

RUGS 101

GENERAL CARE

We recommend a suction vacuum for routine cleaning. Rotating brush cleaners and beater bar damage pile surface. Beater bars tend to catch the bordering pile of the rug and lift fibres causing them to fall out. Light marks or dirt can be cleaned with a damp cloth. Please follow all care instructions on your rug for best results.

For **shag** rugs, shaking the rug or using a vacuum with a nozzle attachment is best. Rugs containing high amount of **viscose** (>60%) should be professionally cleaned. Spills of any kind, including water, should be avoided. Not recommended for high traffic areas.

STAINS

Blot any liquid or spills immediately with a dry absorbent cloth or white paper towel. Some stains may be cleaned with a mixture of mild clear detergent & lukewarm water, or by using carpet shampoo. Spills should never be scrubbed. Avoid excess water during cleaning, & dry the rug on a flat surface. Using harsh chemicals may damage your rug. Seek professional cleaning advice for severe stains.

RUGS 101

PILE SHEDDING/FLUFFING

Wool and jute rugs normally shed for the first 2-3 months of use. Fluff/shedding is also common in some of our synthetic rugs (acrylic, viscose, and polyester). We recommend regular vacuuming without a beater bar to remove excess fluff or fibres.

MARKS/CREASES

Minor creases may occur during the packaging process. Any marks or creases that appear upon delivery are normal and will reduce with regular vacuuming.

JUTE

Avoid placing jute rugs in high moisture areas (bathroom, kitchen, mudroom, etc.) as they are susceptible to mold and mildew. Also, avoid spilling liquid or using liquid to clean it.

RUGS 101

SPROUTING/LONG THREADS

Some strands of the rug pile may appear longer than the rest. Do not try to pull these out, instead simply trim with sharp scissors.

WASHABLES

Start by shaking rug to remove any loose debris (vacuuming works as well if surface is not wet). Place in washer with the design side exposed. Wash in cold water on a delicate/gentle cycle using a mild detergent. Do not use bleach.

Tumble dry on low heat or hang and air dry.

For pet odours, add 1/2 cup of white vinegar to your mild detergent to neutralize the smell.

CUSTOM & CONTRACT

Custom rugs can be designed to meet your own specifications. Our design team will work with you every step of the way to ensure your rug is perfect.

You will receive a sample for your approval prior to final production. Please allow 6-8 weeks for custom rug production.

Contact: **Info@vianainc.com** to get started.

SAMPLES

We offer a wide variety of point of sale display options to help you present your customers with a wide range of textures, pile heights, colours, and rug lusters that are available.

To order display swatches or display units for any of our collections, please contact: **customerservice@vianainc.com**





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