



COURISTAN®
CONTRACT • HOSPITALITY



FRAMEWORK

FRAMEWORK / 'frām wɔrk/ (noun)

an essential layered structure that serves as a support for the building of something useful; designed to improve efficiency, productivity, quality, and robustness; the structure determines its shape.

THE SHAPE OF OUR FRAMEWORK IS CARPET. CARPET IS ALL WE DO. AND WE HAVE BEEN AT IT SINCE 1926.



Never Compromising on Excellence

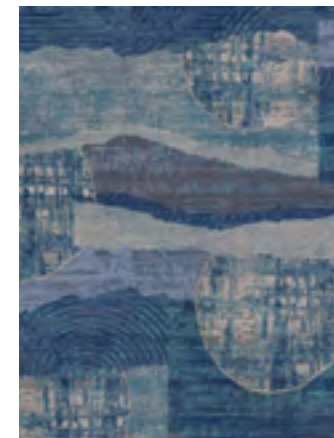
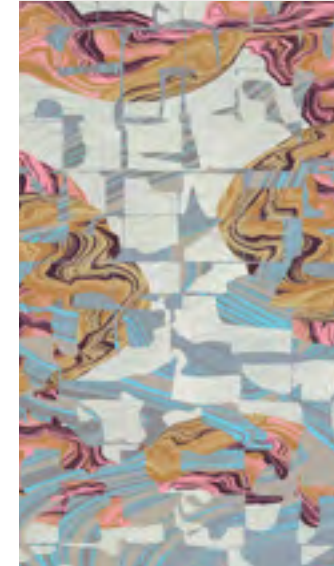
WHO WE ARE

We see the floor beneath us as another canvas on which to exhibit art-textile that elevates the experiences we have in those spaces. In the contract and hospitality worlds, it influences guests' emotions and states of mind as well as their impressions of our clients' brands. We are proud to have assembled a team of world-class engagement leaders and designers that understand this principle. They are renowned for creating bespoke solutions that are so much more than just beautiful.

We are driven to have the highest quality products by only sourcing premium worldwide materials. Yet, we also embrace that we have but 'One Earth' and are focused on conserving all resources in our manufacturing processes. The only American-owned company in its class, we have been stewarded by the same family who are just as passionate and inspired today about creating elevated experiences as they were nearly 100 years ago.

*WOVEN AXMINSTER • HAND-TUFTED
MACHINE-TUFTED CARPETS
COLOUROPTICS PRINT • AXMINSTER & PRINT TILES
STOCKED CARPETS & RUGS*

ALLOW US TO BE YOUR CARPET TEAM.



WHY CARPET?

Carpet is the most comfortable flooring surface on the market and has long been the first choice of specifiers for prestige and complex contract / hospitality installations. Carpet has beauty and aesthetic values resulting from an almost limitless freedom of design and color variation.

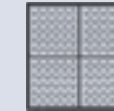
In addition, carpet possesses many advantages over competing flooring surfaces, including lower cost to purchase and install and less expense in cleaning and maintenance.

Superior Performance and Natural Resilience

WOVEN AXMINSTER CARPET

Housing the world's largest number of state-of-the-art Axminster looms under one roof, we can fulfill our clients' most complex and creative design projects, with the use of up to sixteen colors and the ability to match a client's width requirements. Having such manufacturing flexibility and versatility each custom carpet produced from our Woven Axminster Program is distinctive and truly an expression of our clients' own creativity.

CUSTOM WOVEN AXMINSTER CARPET



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APPLICATIONS

- Casinos
- Corridors
- Ballrooms/Public Areas
- Pre-Function
- Convention Halls
- Suites
- Country Clubs
- Restaurants/Buffets
- Multi-Family Corridors & Public Spaces
- Assisted Living Corridors & Public Spaces

FEATURES

- High-performance 80% New Zealand wool / 20% anti-static nylon
- 100% SDN (solution dyed nylon)
- 100% yarn dyed nylon
- Shiny nylon accents
- Barberpoles standard
- Up to 16 colors
- Custom colors
- 240 sq. yds. minimums (@ 8 colors)
- Hand-carving
- Over-tufting
- Standard widths: 12', 13.124', 13.81'
- Narrow widths: 9'-12' *upcharge

BENEFITS

- High-speed, state-of-the-art Omni Weave electronic jacquard looms
- Non-repeating patterns
- Unlimited color choices and design possibilities
- Pattern clarity with high-definition
- Superior durability and appearance retention
- Ease of maintenance
- Sound absorption
- Breathe easy
- Time-tested, proven performance
- Static, mildew and flame resistant
- Little or no cross joining
- Reduced seaming costs and installation time
- Greater longevity, ages gracefully over time
- Reduced wastage
- 80% wool/20% nylon is the perfect solution for smoking casino applications: improved air quality and self extinguishing flammability properties



Time-Tested Proven Performance

COLOUROPTICS PRINT

The importance we place on allowing our clients the ability to transform their most creative concepts into beautiful realities, regardless of tight budget restrictions is never more evident than with our ColourOptics Print Program. Our revolutionary Zimmer Chromojet printing unit can create unlimited pattern repeats with precise printing capabilities, and allows for the use of up to twenty-four colors per design, without being restricted to standard color banks. These capabilities allow us to create solutions for our clients that meet their specific conditions and budget requirements.

CUSTOM COLOUROPTICS PRINT



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APPLICATIONS

- Casinos
- Corridors
- Ballrooms/Public Areas
- Pre-Function
- Convention Halls
- Suites
- Country Clubs
- Restaurants/Buffets
- Multi-Family Corridors & Public Spaces
- Assisted Living Corridors & Public Spaces

FEATURES

- High-res/High-def technology-76dpi
- 100% yarn dyed nylon
- High-performance 80% New Zealand wool / 20% anti-static nylon
- Up to 24 colors
- Custom colors
- 120 sq. yds. minimums (@ 8 colors)
- Standard width: 13.124'

BENEFITS

- Unlimited pattern repeats
- Available with standard Lobac® backing; other options include an attached pad or EasyLift 2.5 backing
- Low minimums (120 square yards)
- Cost savings over traditional woven products, which is ideal for strict budget requirements
- Established design concepts can be easily transferable to print
- Unlimited custom design possibilities
- Designed to simulate an Axminster product
- Quick response time for design development, trials and production

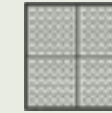


Time-Tested Proven Performance

AXMINSTER & PRINT TILES

Whether your project requirements call for Axminster or printed carpet tiles in 80% wool/20% nylon or 100% nylon, we have you covered! Suitable for multiple applications including hotels, casinos and convention centers, our tile program offers the flexibility and functionality needed for effortless under-floor access and ease of maintenance. Our standard 39.37" x 39.37" (1 meter x 1 meter) size Axminster tiles come with an attached polyurethane cushion backing for added durability and comfort, while our ColourOptics printed tiles come in standard 3' x 3' and our exclusive 6' x 6' sizes, with or without an attached cushion backing, providing endless solutions for your project.

CUSTOM AXMINSTER TILES



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APPLICATIONS

- Casinos
- Corridors
- Ballroom/Public Areas
- Pre-Function
- Restaurants/Bufets
- Lobbies
- Guestrooms
- Convention Halls
- Multi-Family Corridors & Public Spaces
- Assisted Living Corridors & Public Spaces

AXMINSTER FEATURES

- High-performance 80% New Zealand wool / 20% anti-static nylon
- 100% SDN (solution dyed nylon)
- 100% yarn dyed nylon
- Shiny nylon accents
- Barberpoles standard
- Up to 16 colors
- Custom colors
- 600 sq. yds. minimums (@ 12 colors)
- Standard width: 39.37" x 39.37" (1 Meter x 1 Meter)

CUSTOM COLOUROPTICS PRINT TILES



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APPLICATIONS

- Casinos
- Corridors
- Ballroom/Public Areas
- Pre-Function
- Restaurants/Bufets
- Lobbies
- Guestrooms
- Convention Halls
- Multi-Family Corridors & Public Spaces
- Assisted Living Corridors & Public Spaces

COLOUROPTICS PRINT FEATURES

- High-res/High-def technology-76dpi
- 100% nylon
- High-performance 80% New Zealand wool / 20% anti-static nylon
- Up to 24 colors
- Custom colors
- 600 sq. yds. minimums (@ 12 colors)
- Standard widths: 3'x3', 6'x6'



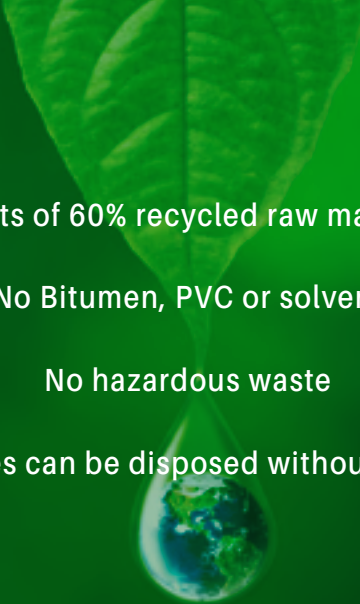
ENVIRONMENTALLY-FRIENDLY BACKING

Consists of 60% recycled raw material

No Bitumen, PVC or solvent

No hazardous waste

After use the tiles can be disposed without any problems



BENEFITS

- Unique 6'x 6' tile size, for the creation of larger design repeats, using one quarter of the individual tile types-exclusively available only at Couristan
- Choose tiles or broadloom, or use them together for optimized installations
- Minimized waste and long-life performance yield reduced cost
- Easy to install, easy to remove and easy to replace single and damaged tiles
- Easy to store and transport
- Easy access to sub-floors and ideal for raised access flooring
- Revenue streams are up and running more quickly
- Time-tested, proven performance
- 80% wool/20% nylon tiles are the perfect solution for smoking casino applications: improved air quality and self extinguishing flammability properties



Photographed by VanceFox.com



Unlimited Design and Color Capabilities

HAND-TUFTED

When detailed craftsmanship, limitless creativity and high-performance are the requirements and nothing less than the best is only good enough, our hand-tufted rugs and carpets can provide you with solutions to meet your needs and exceed your expectations. Whether you require a statement piece for your lobby or a plush, dense pile for your suites or guestrooms, our hand-tufted rugs and carpets will provide you with a beautiful foundation, no matter what your design or specifications may be. Take yourself out of the 2-dimensional constraints of machine-made carpets and into the 3-dimensional world of hand-tufted showpieces.

CUSTOM HAND-TUFTED



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APPLICATIONS

- Luxury Guestrooms
- Villas
- High Limit/VIP Spaces
- Lobbies
- Bars
- Suites
- Country Clubs
- Multi-Family Lobbies
- Corporate Office Lobbies
- Assisted Living Lobbies

FEATURES

- 100% wool
- Shiny nylon accents
- Unlimited colors
- Custom colors
- No minimums
- Hand-carving
- Cut/Loop options
- ADA edges for loose lay rugs
- Any size
- Multi-tiered mill approach for the most aggressive pricing

BENEFITS

- A luxurious and refined showpiece
- No limitations to shape or size availability
- Unlimited color choices
- Unlimited custom design possibilities
- Intricate design detail
- Variety of surface options and levels



Strength and Durability

MACHINE-TUFTED CARPETS

Whether you are in the market for traditional, casual or modern, colorful or subdued, trend-inspired or classic-chic, we have what your are looking for. Our 100% solution dyed nylon machine-tufted carpets are strong and durable; perfect for guestrooms, which see a high volume of activity. With the ability to push tufted carpet design to the limit and by using the talents of our multi-discipline, in-house team of designers, our machine-tufted carpets adorn the floors of many prestigious hotels across the country.

CUSTOM INFINITY MACHINE-TUFTED CARPETS



APPLICATIONS

- Guestrooms
- Suites
- Restaurants/Bufkets
- Multi-Family Guestrooms
- Assisted Living Guestrooms

FEATURES

- 100% SDN (solution dyed nylon)
- Barberpoles standard
- 2-4 colors
- 1000 sq. yds. minimums
- Standard widths: 12' up to 15'
- 32 oz. or 36 oz.

BENEFITS

- State-of-the-art high-speed tufting technology
- Colorfast - won't discolor from sunlight, ozone or diluted bleach
- Fast lead times, FOB Dalton, GA
- Cost competitive
- Stunning patterns created by our Couristan Curators
- Extensive archive collection
- Color coordinate with Axminster, ColourOptics Injection Print, Hand-Tufted and Tile programs



Comfort, Durability and Versatility

FLATWOVEN CARPETS

When form and function, versatility and durability are the requirements, and comfort is a must, our flatwoven carpets are constructed to handle even the most highly trafficked areas without sacrificing fiber content or elements of color and texture. Perfect for cabana, pool and patios outdoor spaces as well as guestrooms, suites and lobbies, our flatwoven carpet program offers several fiber options and construction configurations that create refreshing fashion statements for all spaces. Custom rug fabrication is available for each design with short lead times and no minimum requirements.

CUSTOM FLATWEAVE CARPETS



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APPLICATIONS

- Cabanas
- Pools
- Patios
- Low-Med Traffic Environs
- Guestroom Rugs
- Suites
- Lobbies

FEATURES

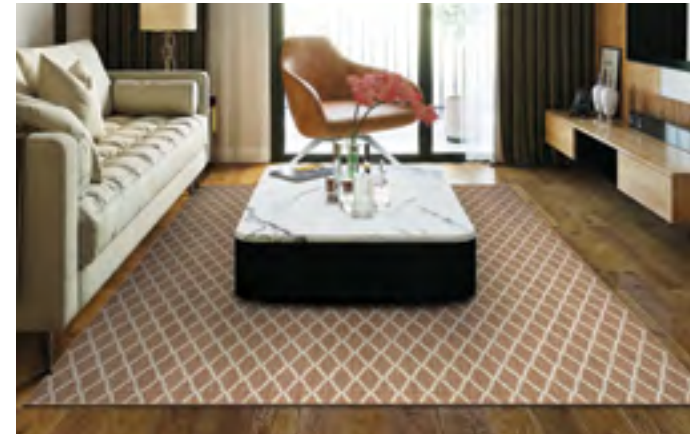
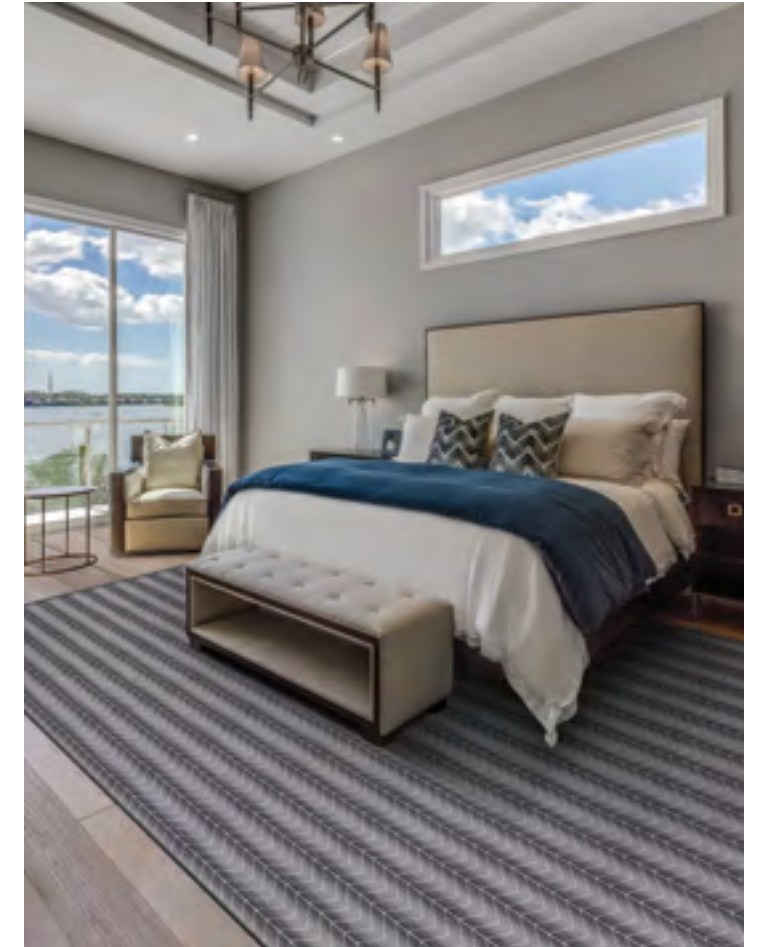
- 100% wool
- 80% wool/20% nylon
- 100% polypropylene
- 100% acrylic
- 2-8 colors *loom dependent
- No minimums
- Cut, loop, tip-shear, hi-low options
- Widths: 12', 14' *loom dependent
- Loom types: jacquard, pedal weave, pit loom, punja



A Distinctive Range of Designs, Colors and Textures

STOCKED CARPETS & AREA RUGS

At Couristan we offer a vast assortment of stocked carpets and area rugs that are designed to fit your budget requirements and aesthetic needs. With a full range of styles that include classic Persian, casual, contemporary, abstract, transitional, outdoor/indoor and sustainable, our stocked assortments are truly a representation of our 98-year legacy. Each of our carpets can be fabricated into a custom rug with short lead times and with no minimum requirements, while most of our area rugs are stocked in common sizes that range from a 5' x 8' to a 10' x 14'.



The Foundation of our FRAMEWORK is our people.

COMPLETE MANAGEMENT, DESIGN AND SUPPORT SERVICES

OUR PEOPLE



LET OUR EXPERIENCE GUIDE YOU PLANNING & ESTIMATING

- Problem solvers creating solutions to meet any specific condition.
- Passionate about the role they play, that care about your needs.
- Technically adept, they are experts in quality assurance.
- Precise and exacting documentation to support each carpet type.
- Rated as the most thorough installation package to ensure a pristine outcome.



THE ULTIMATE CUSTOMER EXPERIENCE SALES AND PROJECT MANAGEMENT

- Fixated on meeting those small and large deadlines.
- They make the complex custom carpet process simple.
- Agile, experienced and focused on successful results.
- Thorough and detailed communication.
- "Chaos" Coordinators - seamless execution from design to delivery.



TURNING CONCEPTS INTO VISUAL REALITIES DESIGN: COURISTAN CURATORS

- Executing authentic and unique patterns customized for each client.
- Elite artists with years of hospitality custom carpet design experience.
- Trend-setters in carpet design, cultivating works of art on the floor.
- Dedicated to elevating and honing their craft.
- Designers to Contract Specialists ratio is 3 to 1, providing the fastest turn times in the industry.



THE LAYERS OF OUR FRAMEWORK

DESIGNED TO STAND THE TEST OF TIME

CONSTRUCTION	SIZE	TYPE	100% NYLON	80% WOOL/ 20% NYLON	100% SDN	100% WOOL	80% WOOL/ 20% COTTON	SHINY NYLON ACCENTS
AXMINSTER		WOVEN	YES	YES	YES	NO	NO	YES
COLOUROPTICS INJECTION PRINT		TUFTED	YES	YES	NO	NO	NO	NO
MACHINE-TUFTED		TUFTED	NO	NO	YES	NO	NO	NO
HAND-TUFTED		WOVEN	NO	NO	NO	YES	NO	YES
FLATWOVEN INDOOR		WOVEN	NO	NO	YES	YES	YES	NO
FLATWOVEN OUTDOOR		WOVEN	NO	NO	YES	NO	NO	NO
STOCKED		AXMINSTER, WOVEN, HANDMADE, TUFTED, MACHINE	YES	YES	NO	YES	NO	NO

CARPETS TILES RUGS

DOING OUR PART FOR A CLEANER, SAFER WORLD

SUSTAINABLE LUXURY



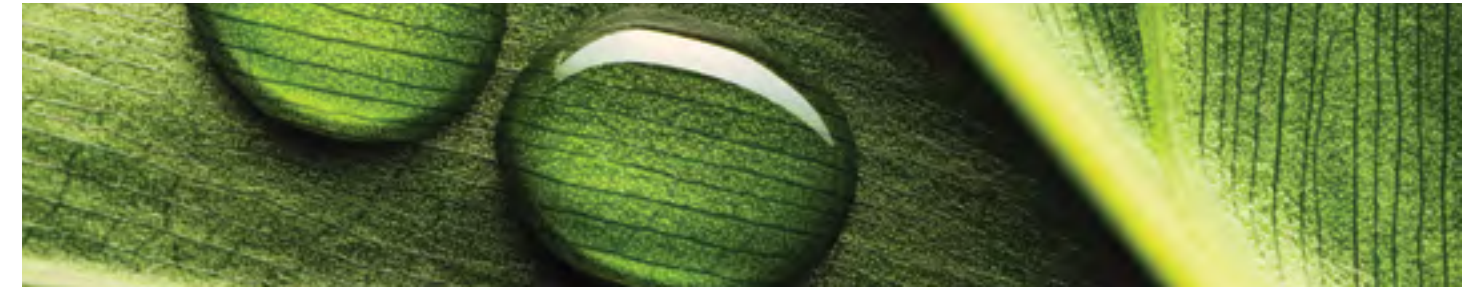
At Couristan, we pride ourselves on being as environmentally-friendly as we can possibly be. We consider ourselves to be ecologically-aware and are happy to be taking even more steps to ensuring a greener future.

As a manufacturer of high-quality commercial carpets for worldwide use in installations where high-standards of design, coloring and aesthetic appeal is required, we are dedicated to bringing you the very best in today's market. This dedication is not only included within our fine quality products, but also through our environmental management, resource management, training and communications within our establishment.

We recognize that the protection of the environment is essential if these benefits are to be sustained. We seek not only to carry out our current commitments, but strive to continuously update and improve policies as needed. Accordingly, we have committed ourselves to ensuring that the environmental impact resulting from our production processes and other operations is minimized through pollution prevention.

Additionally, we maintain an open and effective relationship with the local community, our employees, customers and regulatory authorities.

OUR STEPS TOWARDS A GREENER FUTURE



WE ARE COMMITTED TO CONTINUOUSLY IMPROVING OUR ENVIRONMENTAL MANAGEMENT PERFORMANCE:

- We measure our performance and set objectives to ensure that we comply with, and where practicable, improve on the standards set by legislation.
- We invest in appropriate and cost effective technology as a means of improving our environmental performance.
- We maintain emergency plans and procedures to deal rapidly with any predictable incidents, which threaten the environment.



WE ARE COMMITTED TO TRAINING OUR WORKFORCE WHERE NECESSARY TO RAISE AWARENESS OF ENVIRONMENTAL ISSUES AND TO PROVIDE THE EXPERTISE NEEDED:

- We educate and seek to motivate our employees to work in an environmentally responsible manner.
- We fully integrate our environmental policy into the management of our business, ensuring that customers, suppliers and contractors are aware of our commitment and to encourage such parties to at least equal our standards.

PRINCIPLES & STANDARDS



THE LEADERSHIP IN ENERGY AND ENVIRONMENTAL DESIGN (LEED)

The most widely used green building rating system in the world, the LEED program consists of rating systems for the design, construction and operation of high performance green buildings, homes and neighborhoods. Participation in the LEED process demonstrates leadership, innovation, environmental stewardship and social responsibility, all core values at Couristan.



CARPET AMERICA RECOVERY EFFORT

As an active member of CARE, we are devoted to the development of market-based solutions for the recycling/reuse of post-consumer carpet. Principles that are central to both institutions include market based solutions, sustainable practices, resource conservation, transparency and professional ethics and integrity.



GREEN LABEL PLUS

We are committed to providing our customers with the highest standard of indoor air quality, which is why we are part of CRI's Green Label Plus. This program sets an even higher standard for indoor air quality and ensures that customers are purchasing the lowest emitting products on the market.



WE ARE COMMITTED TO THE EFFECTIVE AND EFFICIENT USE OF ALL NATURAL RESOURCES:

- We conserve non-renewable resources; encourage re-use and recycling of materials.
- We minimize and dispose of unavoidable wastes in a safe and responsible manner.

Family-Owned and Operated Since 1926

OUR COMMITMENT

Whether you are just learning about our company or you have been a valued client for decades, we thank you for taking the time to further explore how our Contract-Hospitality Division can turn our clients' concepts into visual realities.

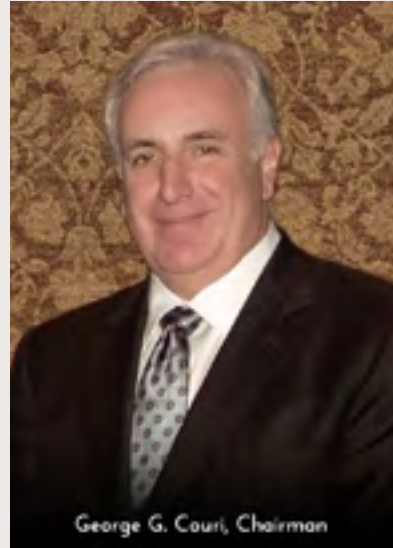
Since its establishment, the Couristan name has been synonymous with the most exquisite handmade and power-loomed area rugs available from anywhere in the world, as well as delivering the very best in quality residential and custom contract carpeting. Our rich history began in 1926 when the company was founded, and we are happy to say that, to this day, Couristan is still owned and operated by our family. We place much pride in continuing to be a family-run business and understand that it is our responsibility to provide you with the very best products that the floor covering industry has to offer in today's marketplace.

It is our vow to you that we carry forward with our assertive approach and progress in terms of product development, manufacturing and customer care, so that we continue to deliver an end product to you that is truly representative of our brand. To ensure that this is carried out, our manufacturing expertise is sustained by state-of-the-art manufacturing facilities that allow us to address projects of the greatest prestige, complexity and size. Our clients' visions are supported by a team of contract specialists, quality assurance staff and top designers who continue to bring their creativity to the table, staying ahead of the times and trends with their ground-breaking and imaginative vision.

I would like to take a moment to express my gratitude to everyone who has been a part of our legacy. We are looking forward to the future and continuing to provide you with the very best in today's market. On behalf of the entire Couristan team, I would personally like to thank you for your interest and continued support.



George G. Couri
Chairman



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Our clients' visions are supported by a team of contract specialists, quality assurance staff and top designers who continue to bring their creativity to the table.

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European Headquarters

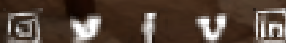
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Woven Axminster • Hand-Tufted • Machine-Tufted Carpets
Colouroptics Print • Axminster & Print Tiles • Stocked Carpets & Rugs

hospitality.couristan.com



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