



Karastan

#### ESTABLISHED 1928

A luxury born of restless desire, an artisanal epic, always striving, with painstaking attention to detail for a new craftsmanship, an innovative material, a distinct beauty.



Every Karastan carpet is designed by an artist, made of the finest materials, and touched inch-by-inch by dozens of craftsman. By the time a Karastan carpet reaches its home, every detail of the design has been meticulously checked and rechecked for superior quality.







Escape the ordinary. Create a new pattern. People recognize and appreciate beautiful patterns in life. Karastan carpets are recognized for their distinctive patterns and refined elegance. Our hand-selected collections of alluring patterns invite you to escape the ordinary and express your unique pattern of life.







#### SmartStrand FOREVER CLEAN

Experience an entirely new category of luxuriously soft carpet made from premium yarn with more than 700 silk-like fibers. This breakthough in soft carpet is achieved without sacrificing quality or durability. SmartStrand Silk Forever Clean has stain protection and durability built into the fiber so it resists crushing and remains beautiful at a level of softness well beyond traditional carpet.





# Kashmere

Experience the luxuriant color and premium durability of Kashmere, an exclusive nylon by Karastan. Each Kashmere carpet combines deep soft textures with dense constructions to ensure long-lasting comfort and beauty.



# KARASTAN WOOLS

Karastan wools have a distinct elegance that provides the perfect combination of luxury and comfort. Crafted in today's on-trend colors and designs, Karastan wools complement today's decors, while filling a home with the beauty and craftsmanship for which Karastan is known.



# <u>METROPOLITAN COLLECTION</u>

Crafted with high-quality materials, Metropolitan Collection will withstand the test of time. Textured loops, flowing organic patterns and lively linear designs are all perfect choices for multi-functional spaces and high traffic corridors. Select this innovative floor covering to create great spaces that are truly functional for today's home, office or business environment.

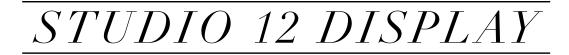
#### KARASTAN STUDIO DISPLAY



Karastan continues to take merchandising in bold new directions with the introduction of our Studio Display.

The new look and feel of the Karastan brand brilliantly captures the attention of today's most discerning consumer, and invites her to create a luxurious space of her own with stylishly sophisticated Karastan products in this new merchandising display.

- Best in category merchandising system - Point-of-Sale promotional material - Engaging experience for consumers





91 "W x 92.75 "H x 48.5 "D

The display holds 40 product samples and multiple weights. It is modular and offers both wall and island options so it can be configured to accommodate the different needs of the local market and the retailer. But best of all, it embraces smart merchandising: Its elegant design emphasizes the Karastan brand, pattern and visuals.
It is designed to simply and easily support promotions and manage product.
It includes the new Edge product presentation system, a consumer-friendly sample format that allows consumers to not just take a sample home but to have in their hands an information package that includes a touchable sample, a board displaying the full color line, any possible promotions and perhaps even a coordinating pattern or solid sample.

## STUDIO 14 TOWER



33 "W x 60 "H x 24 "D

### WOOL CUSTOM RUG DISPLAY



Karastan makes it easy to turn the perfect carpet into a bound rug. Whether your customer is looking for traditional or contemporary, Karastan has the perfect pattern to fit every decor. Simply choose from our three most popular sizes of 6x9, 8 x10 or 9x 12 or request a custom size.

33 "W x 60 "H x 24 "D



arastan LIVE BEAUTIFULLY

HANGING BANNER 60 "W x 17 "H







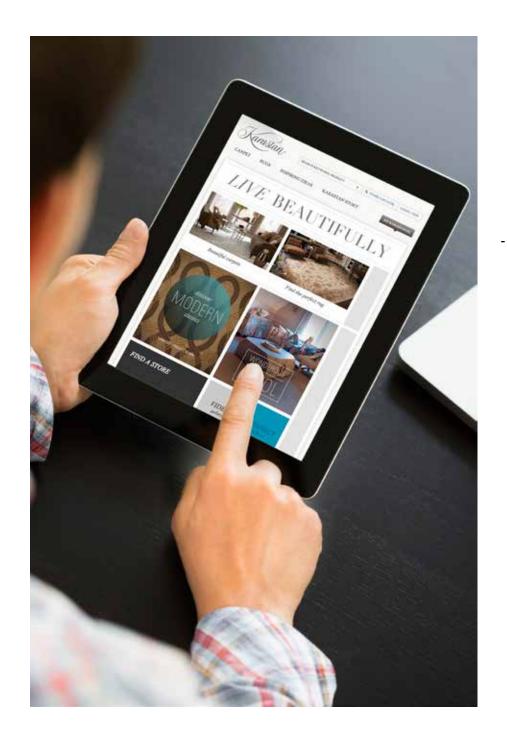
HANGING SIGNAGE 66 "W x 32 "H



#### RETAIL ADVERTISING

The beauty, luxury and craftsmanship of Karastan is communicated through a variety of digital and traditional marketing channels created to entice and close the consumer. These efforts can be customized with your message and information that establishes your store as an industry leader.

- Advertising Dealer Site
- Promotional Ad Materials
- Co-op Advertising Funds



RETAIL SUPPORT - Special Consumer Financing - RSA Promotions

#### *ONLINE*

Upscale and Innovative Consumer Website

 Social Media Platform
 Engaging Online Brand Experience
 Digital Lead Management Program

Karastan provides a brand experience that is upscale, elegant, innovative and infinitely useful. Through our online resources, consumers can search for carpet options in relevant ways, view room scene galleries for inspiration and easily find their local Karastan retailer.

75% of the affluent luxury buyers conduct research online before making a purchase. This consumer owns on average 2 or more digital devices.

KARASTAN.COM



Karastan designs insightful products that embrace principled sophistication and informed judgment for the most perceptive and discriminating consumers. Likewise, it is the specialty retailer with the same discernment for quality and luxury who understands the brand and the consumers it attracts.

It is with this specialty retailer devoted to flooring craftsmanship, expertise, and experience that Karastan resides.







Karastan has set the standard for carpet for over seven decades.

Live Beautifully with Karastan

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