

## **Hemp (Indian Jute) Specification and Information**

Includes products Silver/Gold Hemp Ribbed and Silver/Gold Hemp Platted

Hemp is a soft natural fibre and is derived from the stalks of the Giant Cochorus plant. It is grown primarily in India. The fibre is naturally light brown to beige in colour. It can be bleached and dyed but it does not retain either its natural colour nor dyes when exposed to direct sunlight.

All the Hemp carpeting that we currently sell is 100% un-dyed and the product lightens over time especially in sunny areas. The “Gold”\* and “Silver Grey” variations are achieved solely by separating and selecting the natural colours.

Because of the soft nature of the fibre, Hemp/Jute is not as durable as Coir or Sisal, it does however offer more comfort underfoot and provides a beautiful, slightly streaky natural floor surface. The natural tones blend well with both rustic and modern interiors.

The carpeting will tend to flatten and wear in very heavy walking areas and should generally be avoided on stairs, busy passages and turning points. Ideally the product will be good for lounges, dining rooms and bedrooms in a residential environment only.

Being a natural product made in a traditional, semi-hand woven manner the product carries No Warranty, but if used and cared for correctly it should provide a beautiful floor covering for 3 to 5 years in the quoted environments. The carpet is backed with a natural rubber latex which provides some additional stability to the weave. The full carpet construction does vary depending on the various weaves but is generally around 15mm thick.

Hemp(Jute) Can be cut and bound with cotton binding (various colours) to create custom size rugs.

There is really no carpeting that can match Jute for its authentic natural tones and rustic charm. Even other natural fibre carpets like wool and Sisal tend to be dyed and do not have the same natural depth of colour that jute offers. It features prominently in decorating magazines, both as wall to wall installations and large area rugs. Customers should be aware that weaving irregularities like bowing and tufting are characteristic and must be expected.

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\*The Gold variety of hemp in the Boucle weave sometimes uses a Coir weft. (The cross strand over which the jute loops are woven)