

Purity®

Designed by Nature



Family Owned Since 1926
COURISTAN



Awaken your style sensibility, revitalize the look of your home and renew the environment with Purity® by Couristan, a refreshing assortment of eco-friendly natural wool wall-to-wall carpeting and custom area rugs.

Purity® Green Designations

Each Purity® product adheres to one of three Green Designations that are designed to highlight the natural attributes found in each Purity® carpet, allowing you to make an informative choice that will suit not only your decorating style, but also your eco-friendly preferences.



Purity® Plus is a 100% eco-friendly product that uses pure natural materials in all aspects of the carpet, from surface pile to backing.



Purity® Select uses pure, natural materials in the surface pile of the carpet. The secondary backing is made of synthetic latex material.



Purity® Basics carpet is made of natural materials. The carpet may contain some dyed accent fibers and some synthetic materials are used for the backing.



Wool carpets have outstanding easycare properties. Flame resistance, stain resistance and resiliency are characteristics inherent of wool and are not achievable by chemical treatments.

Naturally Flame Retardant

The high moisture content of wool fibers, along with its protein constituents, provide wool carpets with excellent natural flame resistance. Wool fibers will not support combustion, are difficult to ignite and are self-extinguishable.

Naturally Stain Resistant

The surface of a wool fiber is covered by a thin protective membrane which allows wool the ability to shed water. This membrane prevents water from readily penetrating the individual wool fibers. When you consider that 80% of carpet stains are water-based, you begin to realize how important this property is and how much natural protection is built into your wool carpet.

Naturally Resilient

Each wool fiber has a three-dimensional spiralling crimp which gives it natural elasticity. This elasticity means that a wool fiber can stretch up to 30% more than its original length and then bounce back - like a miniature spring.

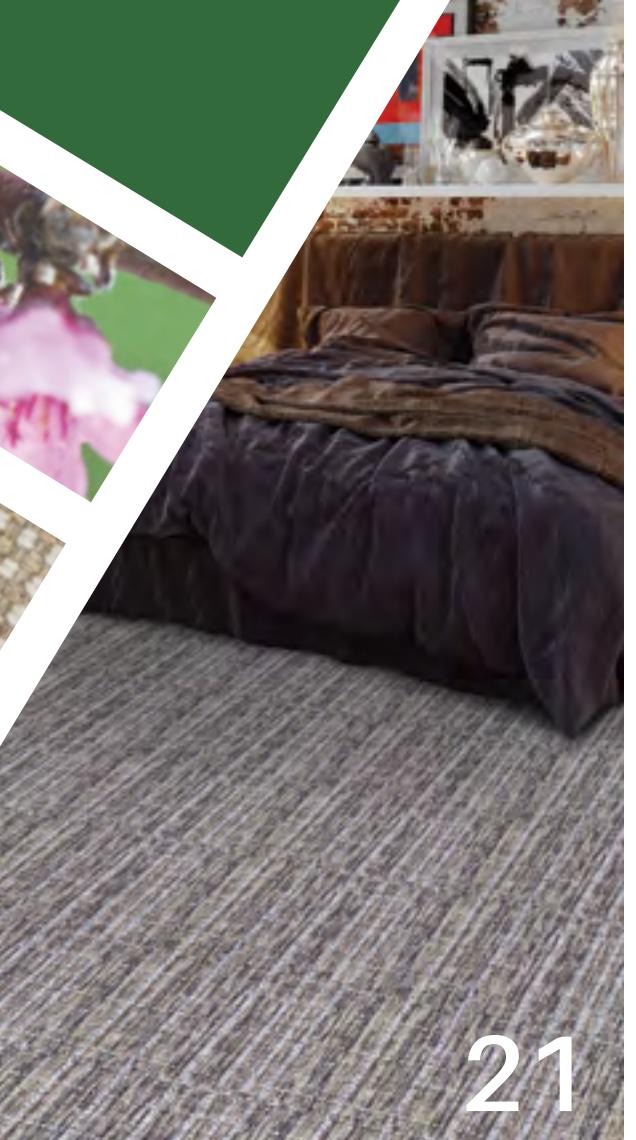
Naturally Low VOC Emission

Wool is a natural air purifier, contributes to high indoor air quality, and does not give off harmful emissions. Wool carpets are made with backing materials and adhesives that meet stringent VOC (volatile organic compound) standards. VOCs can cause eye, nose and throat irritation, and even aggravate allergies or asthma.

Naturally renewable wool is a biodegradable, non-allergenic fiber and does not promote the growth of bacteria or dust mites, or give off chemical emissions.



05



21



What's Inside...

01	balsam	13	elderberry
03	banyan	15	ironwood
05	butternut	17	olive
07	camellia	19	sisal tyme
09	chestnut	21	tamarack
11	diamond lattice		



balsam



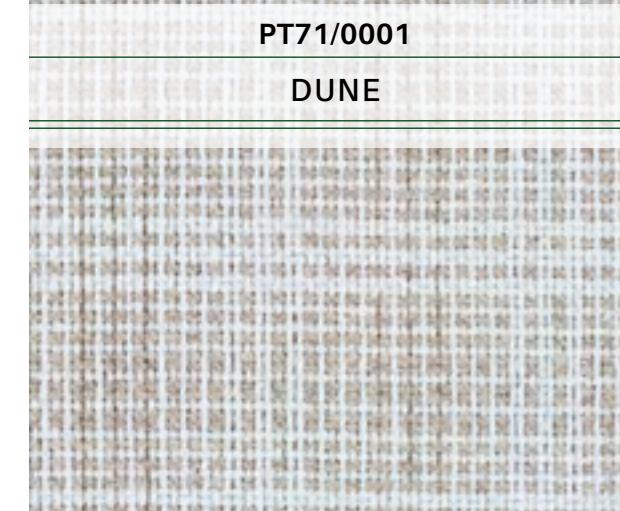
Pile: 100% Undyed Natural Wool
Weave: Hand-Loomed Loop Pile

Width: 15' **Repeat:** 5.51" W x 5.51" L (Straight Match)



PT71/0001

DUNE



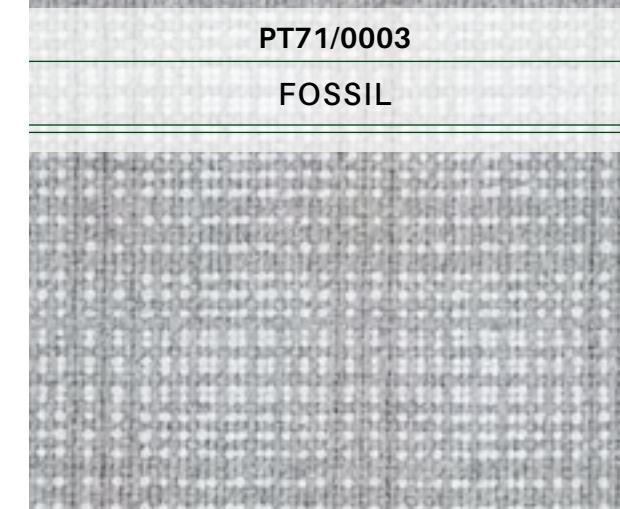
PT71/0002

STEEL



PT71/0003

FOSSIL



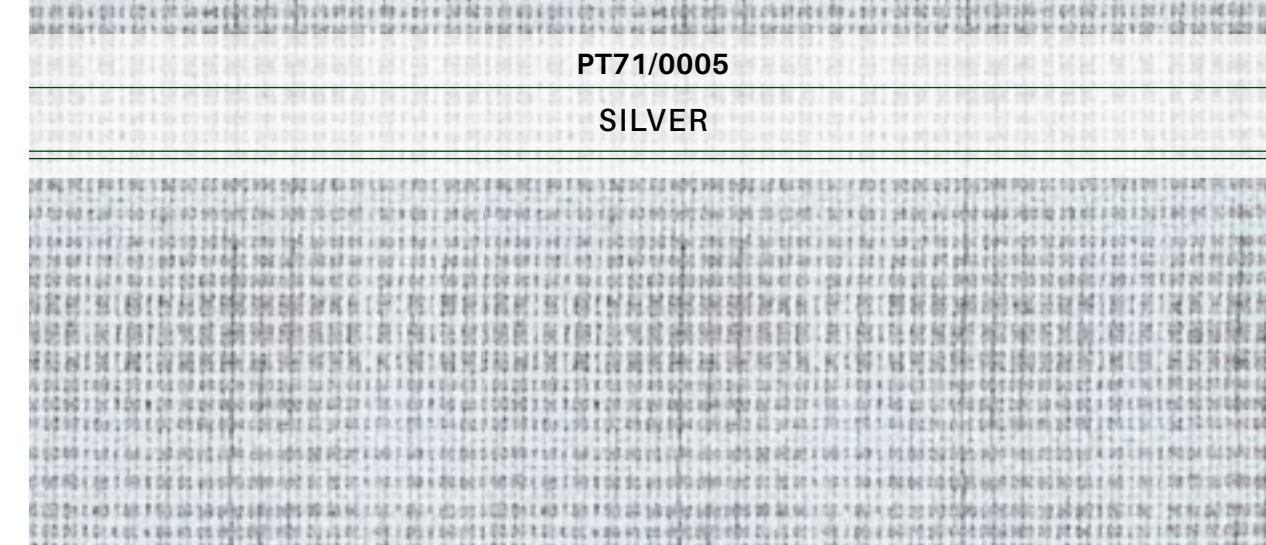
PT71/0004

IRON



PT71/0005

SILVER



banyan



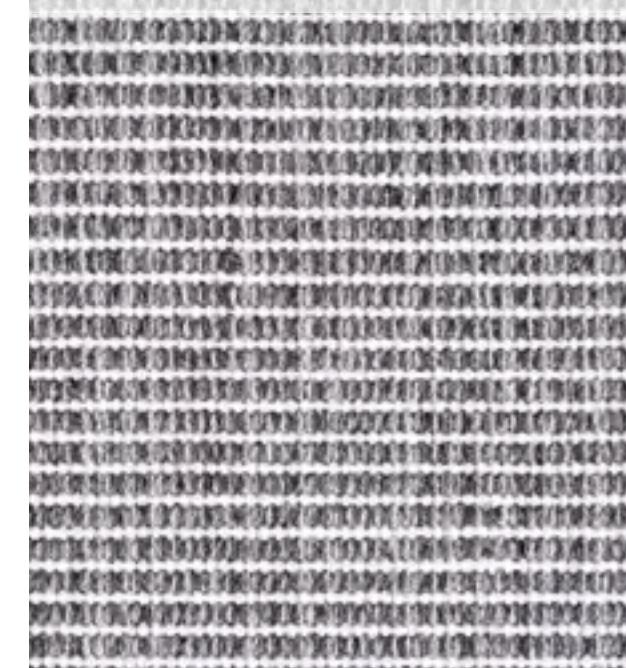
Pile: 100% Pure Wool
Weave: Hand-Loomed Loop Pile

Width: 15'



PT72/0001

DARK GREY



PT72/0002

SILVER



PT72/0003

WALNUT



PT72/0004

FOG

butternut



Pile: 100% Undyed Natural Wool
Weave: Hand-Loomed Loop Pile

Width: 15' **Repeat:** .50" W x .50" L (Straight Match)



PT39/0001

LACE



PT39/0002

FAWN



PT39/0003

FLAX



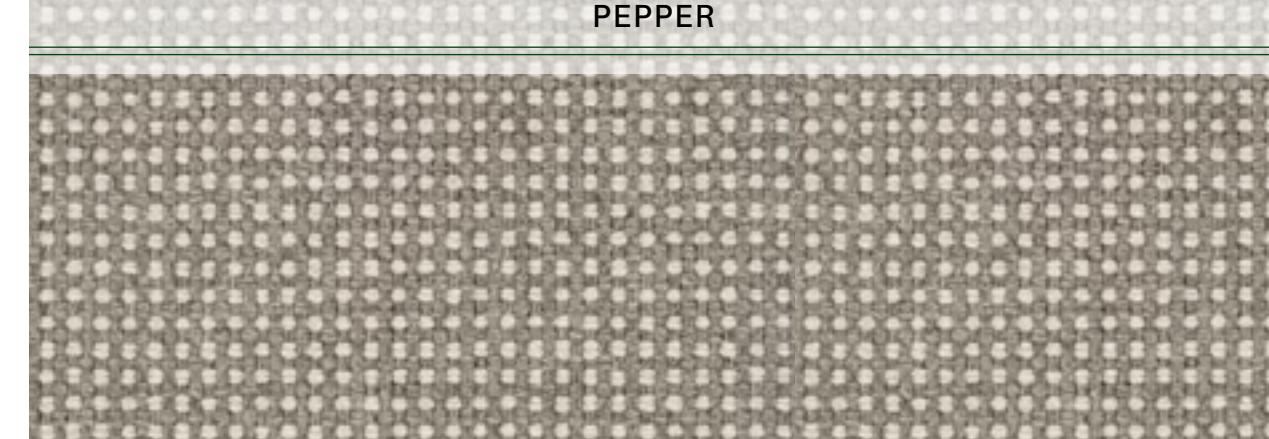
PT39/0004

HEATHER



PT39/0005

PEPPER



camellia



Pile: 100% Undyed Natural Wool
Weave: Hand-Loomed Flatweave

Width: 15' **Repeat:** .50" W x .20" L (Straight Match)



PT41/0001

LACE



PT41/0002

FAWN



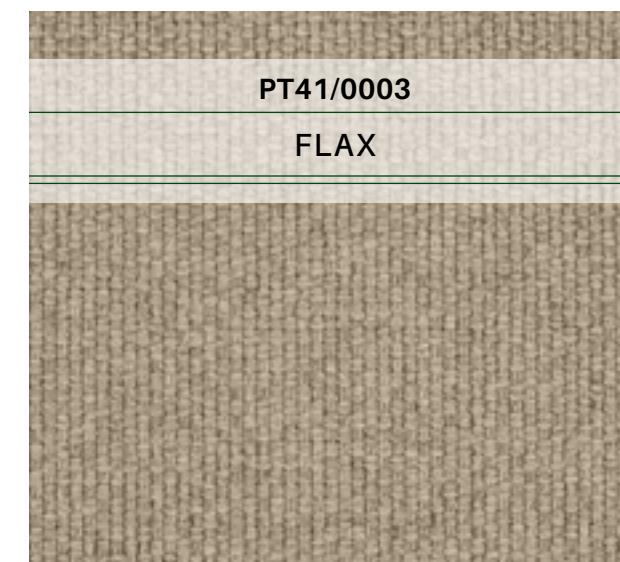
PT41/0003

FLAX



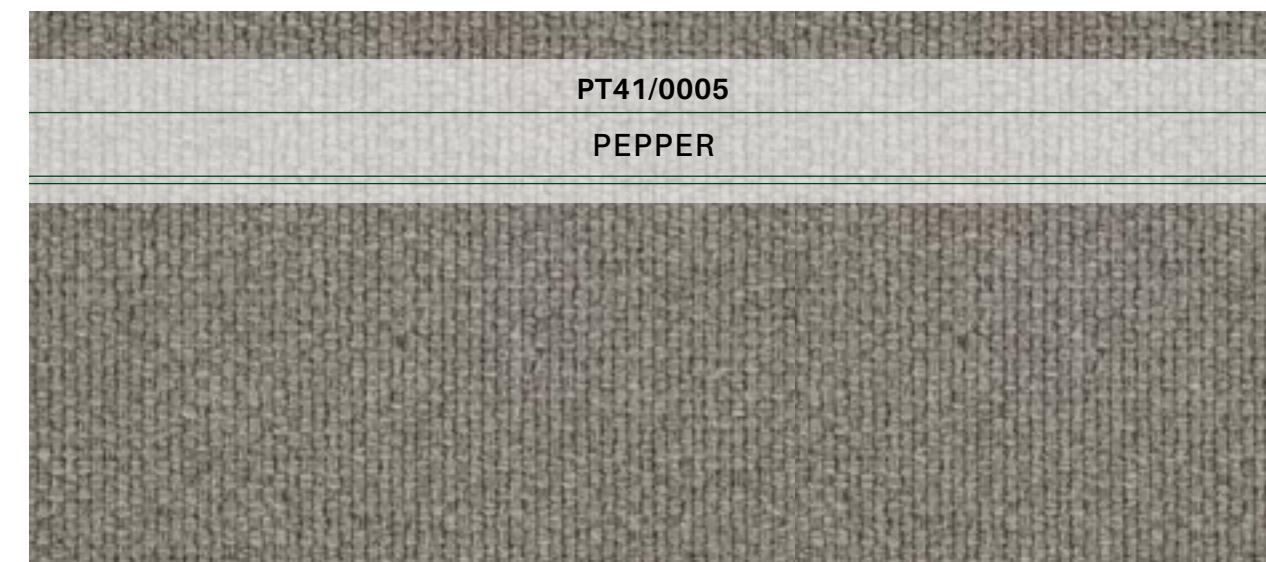
PT41/0004

HEATHER



PT41/0005

PEPPER

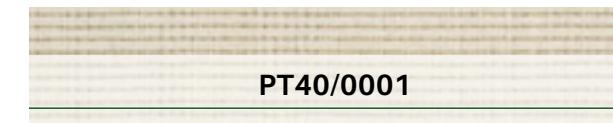


chestnut



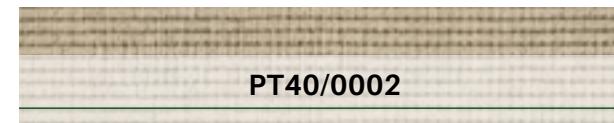
Pile: 100% Undyed Natural Wool
Weave: Hand-Loomed Loop Pile

Width: 15'



PT40/0001

EGGSHELL



PT40/0002

FAWN



PT40/0003

FLAX



PT40/0004

HEATHER



PT40/0005

PEPPER



diamond lattice



Pile: 85% Wool/15% Nylon
Weave: Multi-Level Woven Wilton Loop Pile

Width: 13'2" (4 Meters) **Repeat:** 5.90" W x 7" L (Straight Match)



PT49/0001

NATURAL GRAY



PT49/0002

FOSSIL



PT49/0003

RAVEN



PT49/0005

BISCOTTI



elderberry



Pile: 100% Undyed Natural Wool
Weave: Hand-Loomed Loop Pile

Width: 15' **Repeat:** .29" W x .50" L (Straight Match)



PT42/0004

HEATHER



PT42/0005

PEPPER



ironwood



Pile: 100% Undyed Natural Wool
Weave: Hand-Loomed Flatweave

Width: 15' **Repeat:** 3.34" W x 3.14" L (Straight Match)



PT33/0001

IVORY/BEIGE



PT33/0002

IVORY/MINK



PT33/0003

IVORY/STEEL



PT33/0004

STEEL/DARK GREY

olive



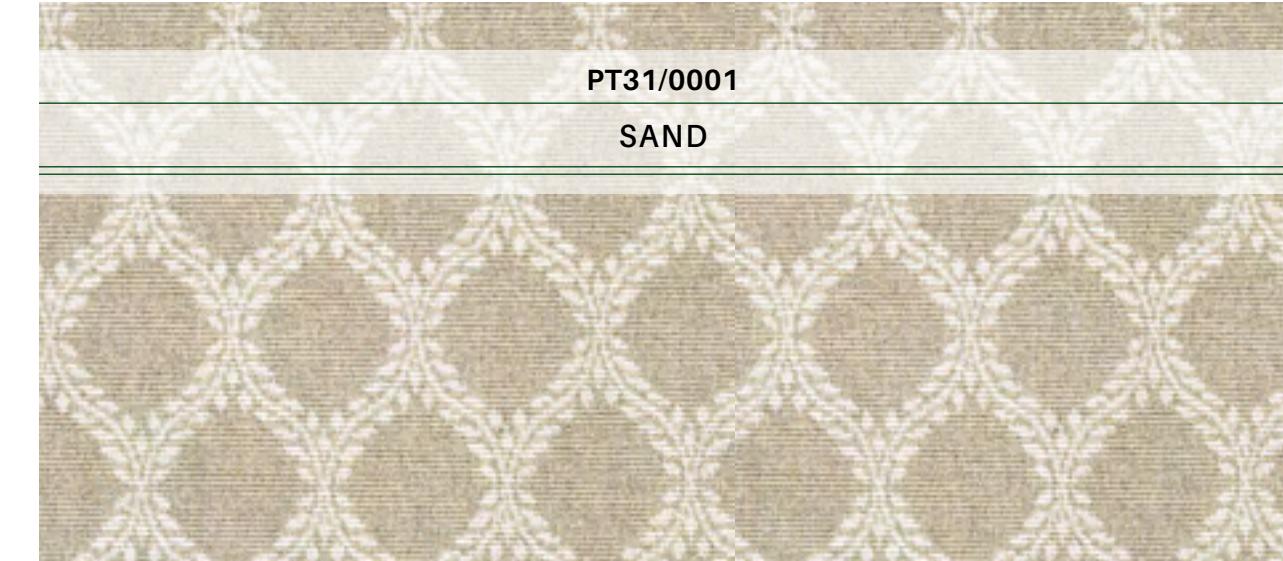
Pile: 100% Undyed Natural Wool
Weave: Woven Wilton Loop Pile

Width: 13'2" (4 Meters) **Repeat:** 5.09" W x 9.44" L (Straight Match)



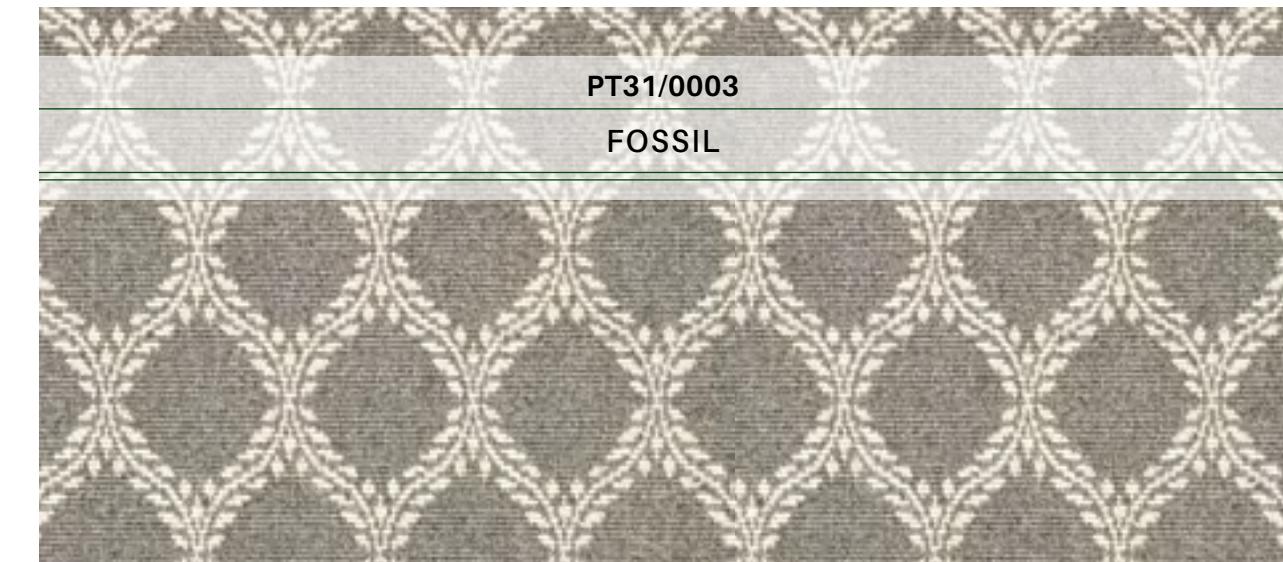
PT31/0001

SAND



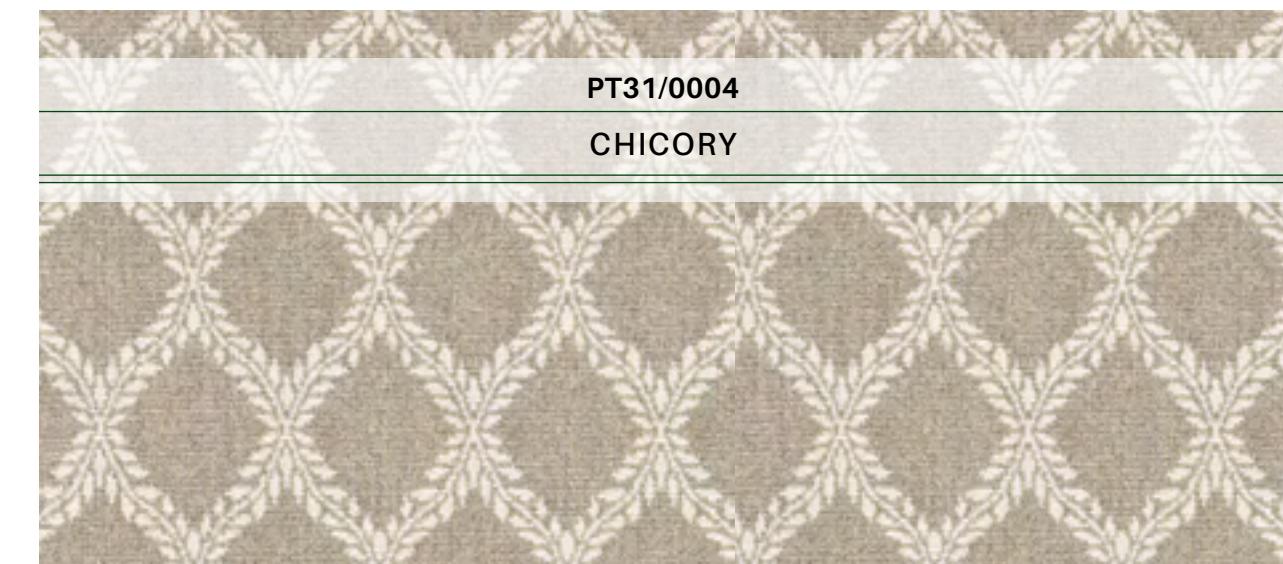
PT31/0003

FOSSIL



PT31/0004

CHICORY



sisal tyme



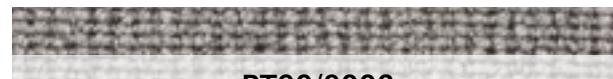
Pile: 100% Pure Wool
Construction: Tufted Loop Pile

Width: 13'2" (4 Meters)



PT90/0001

GREIGE



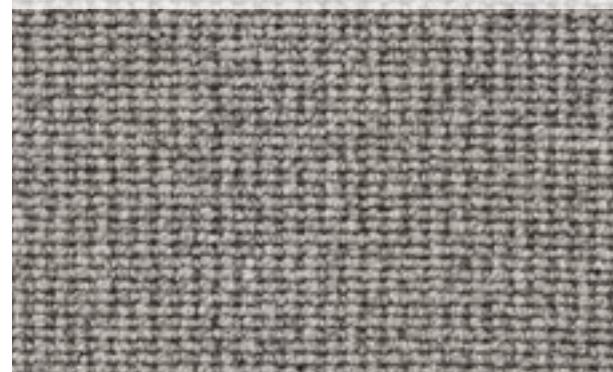
PT90/0002

GRANITE



PT90/0003

NATURAL



PT90/0004

BISQUE



PT90/0005

BONE



PT90/0006

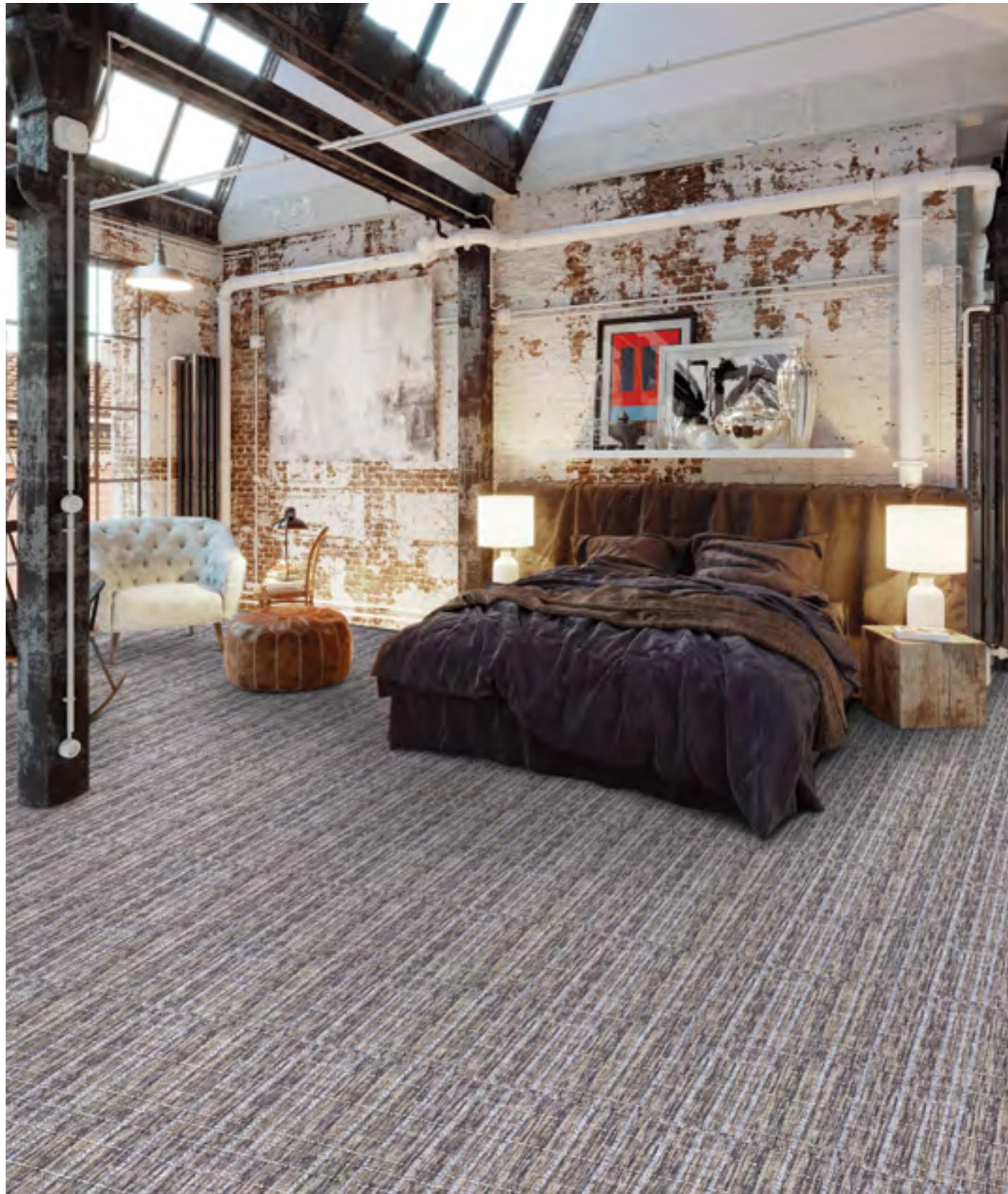
WHEAT

tamarack



Pile: 70% Wool/30% Polyester
Weave: Hand-Loomed Loop Pile

Width: 15' **Repeat:** 15" W x 14" L (Straight Match)



PT50/0001

GRANITE



PT50/0002

NAVY



PT50/0003

TAUPE



PT50/0004

STEEL



Purity®

Designed by Nature



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