

# Purity<sup>®</sup>

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.*



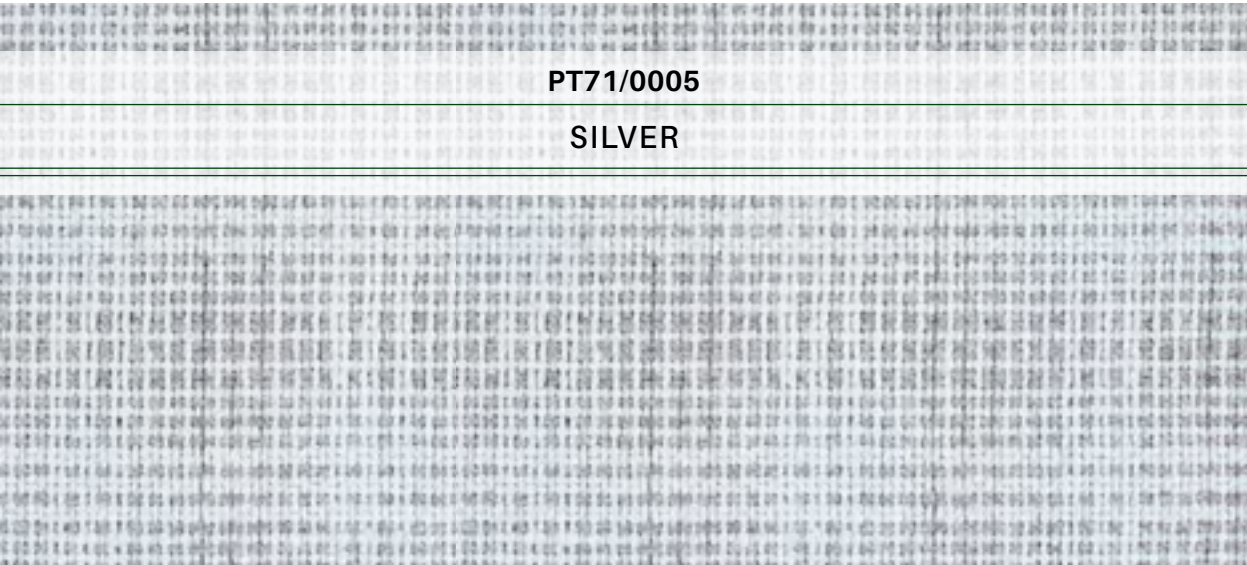
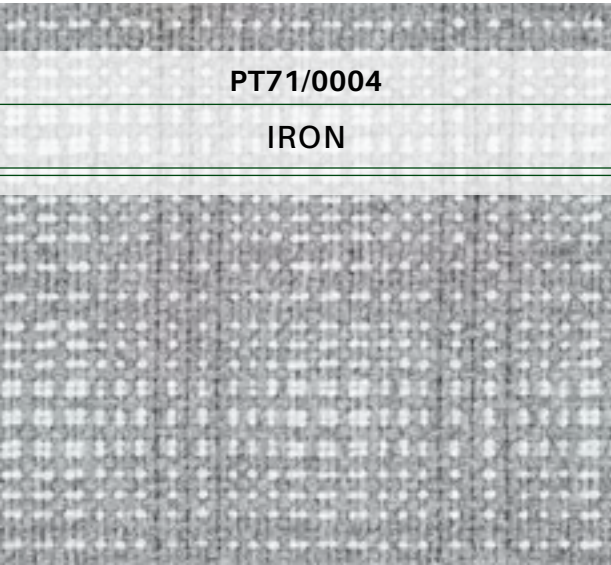
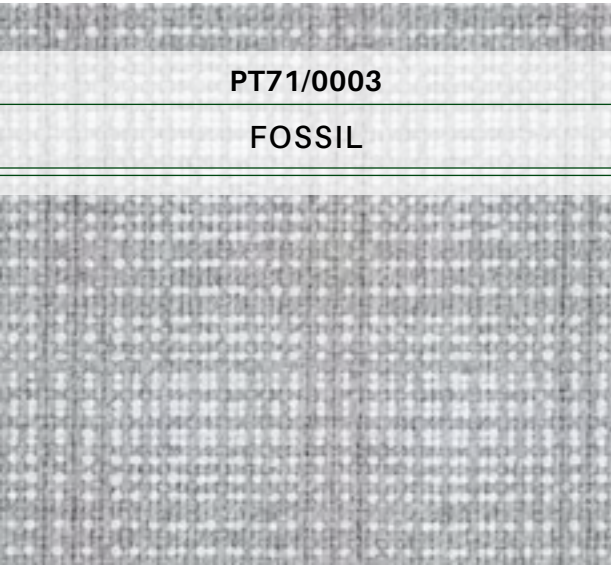
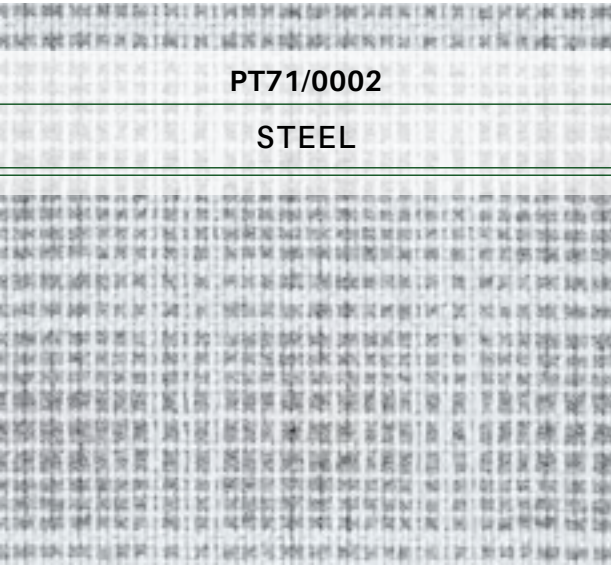
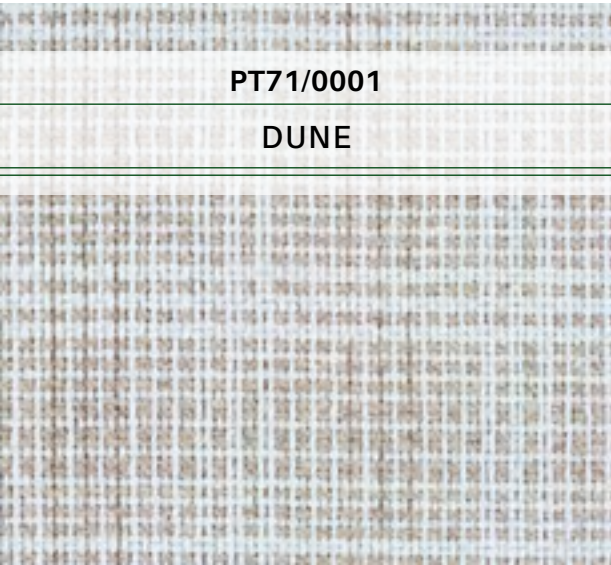


## What's Inside...

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



**Pile:** 100% Undyed Natural Wool  
**Weave:** Hand-Loomed Loop Pile  
**Width:** 15' **Repeat:** 5.51" W x 5.51" L (Straight Match)





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

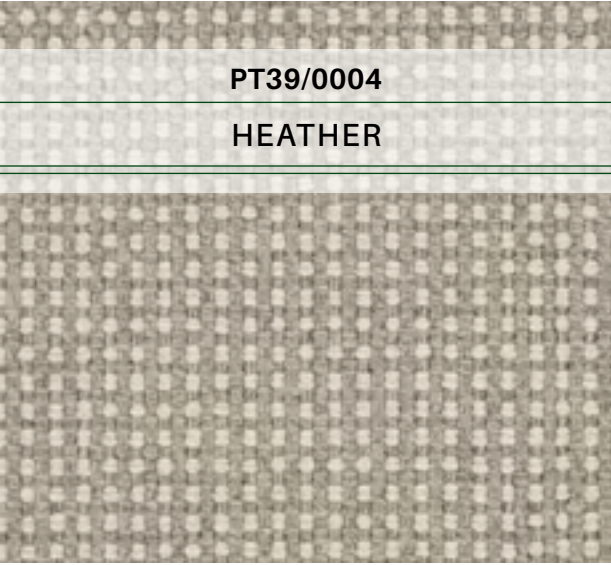
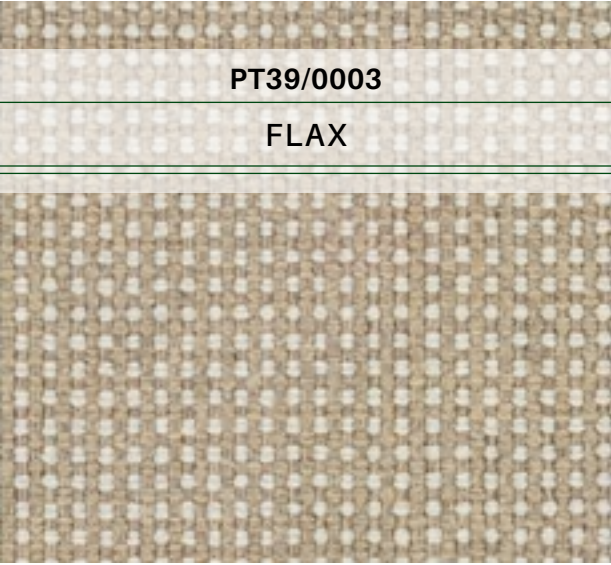
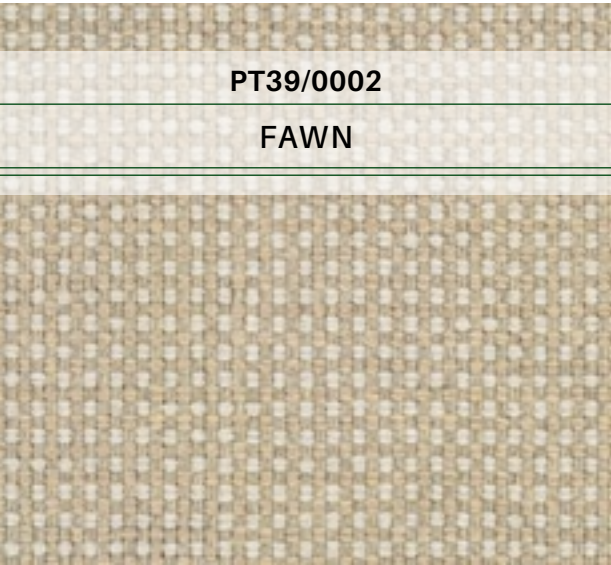
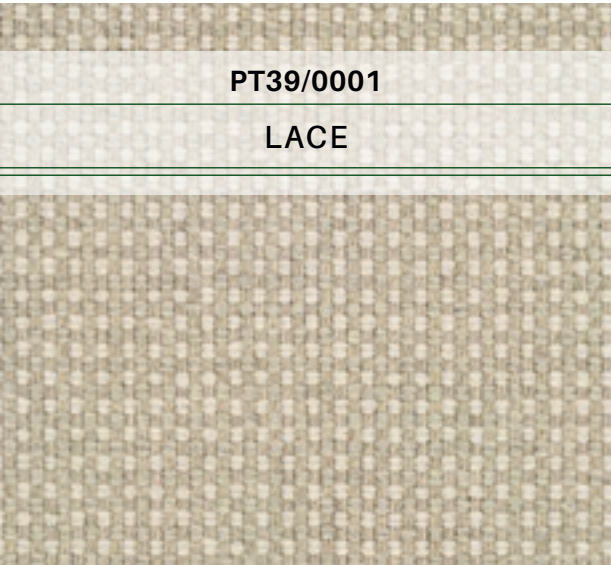


**Pile:** 100% Undyed Natural Wool  
**Weave:** Hand-Loomed Loop Pile

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



5      Pictured: PT39/0005 Pepper

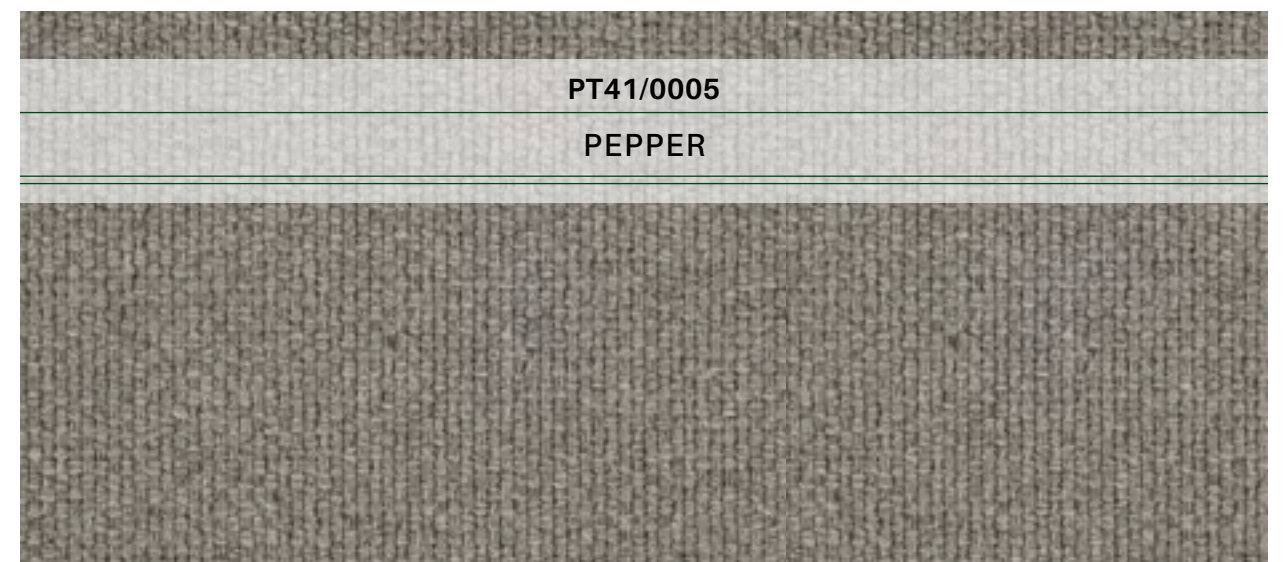
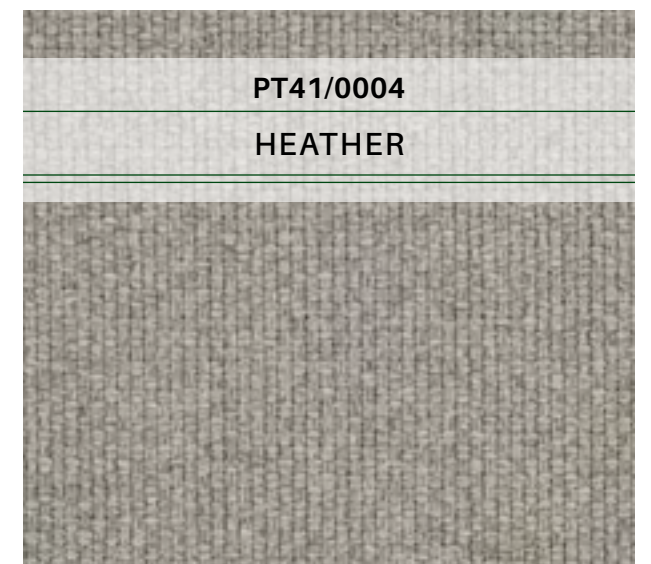
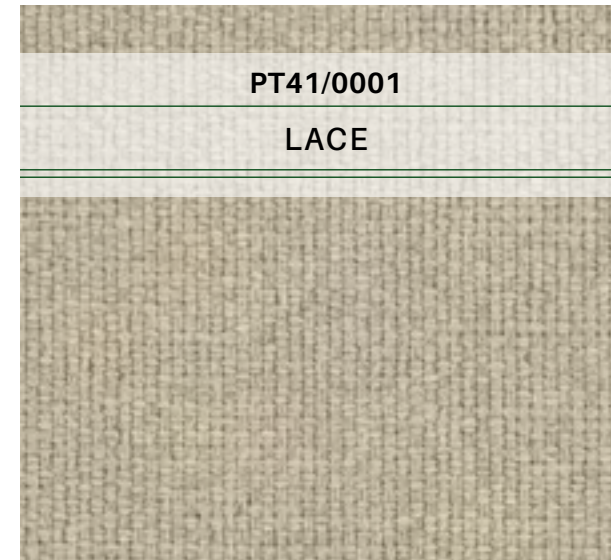






**Pile:** 100% Undyed Natural Wool  
**Weave:** Hand-Loomed Flatweave

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



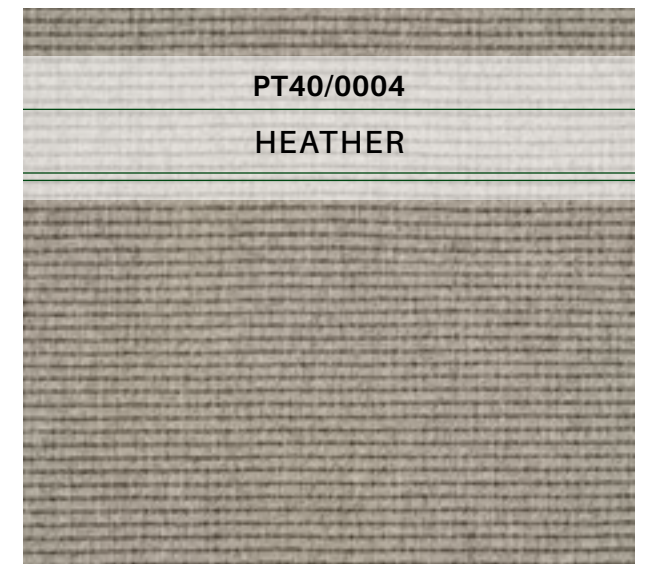
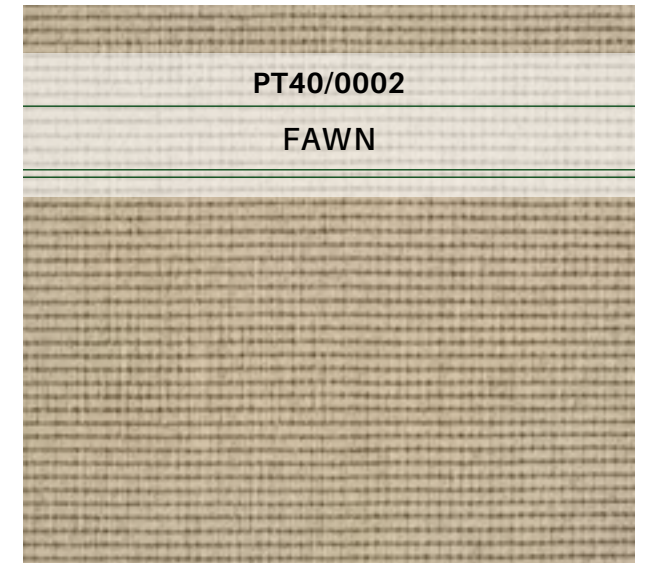
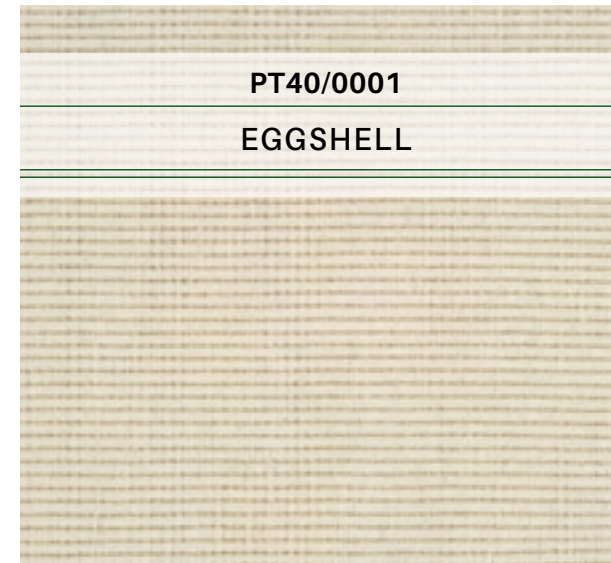


chestnut



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

**Width:** 15'





diamond  
lattice

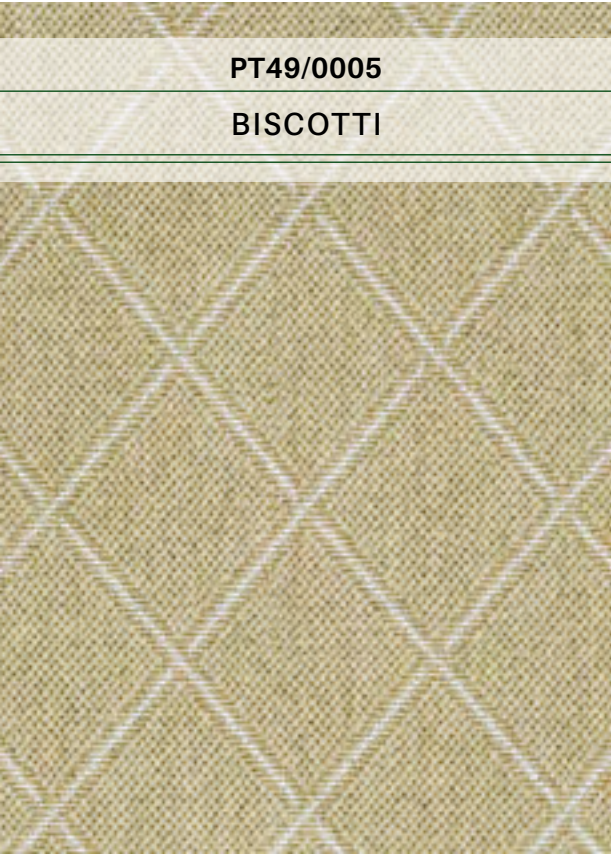
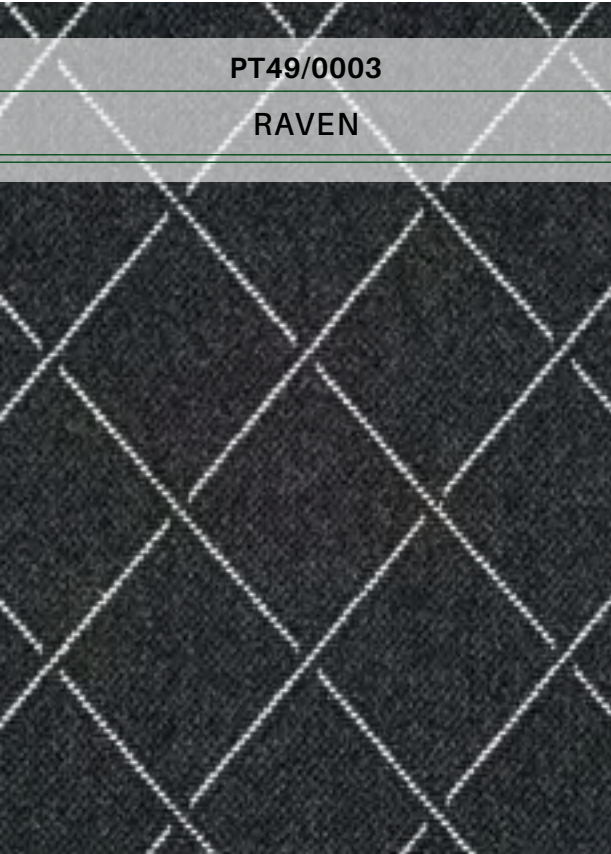


**Pile:** 85% Wool/15% Nylon  
**Weave:** Multi-Level Woven Wilton Loop Pile

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



11    Pictured: PT49/0004 Coffee Bean





elderberry



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

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

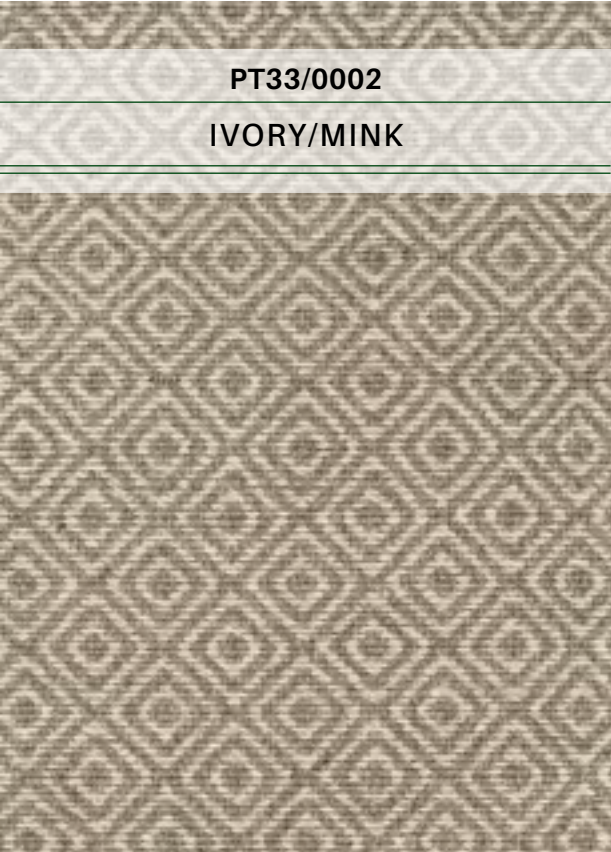
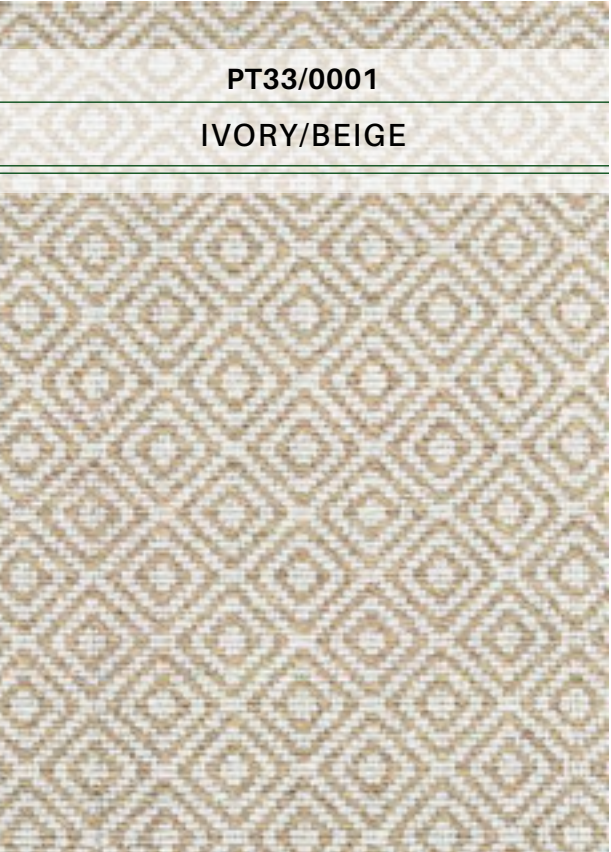






**Pile:** 100% Undyed Natural Wool  
**Weave:** Hand-Loomed Flatweave

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





olive



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

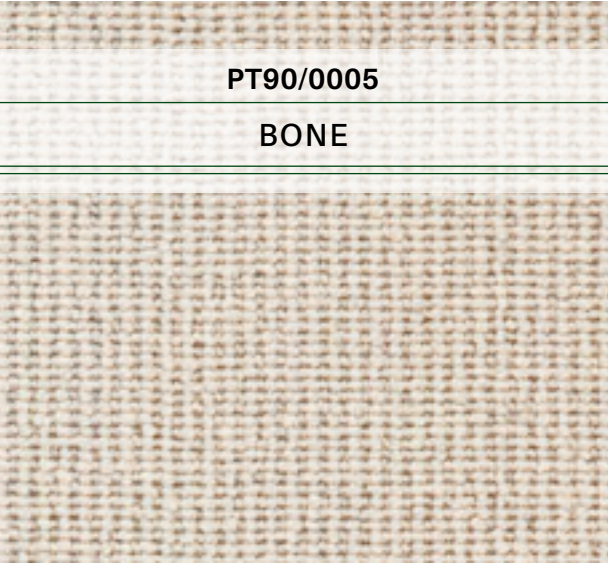
**Width:** 13'2" (4 Meters) **Repeat:** 5.09" W x 9.44" L (Straight Match)







**Pile:** 100% Pure Wool  
**Construction:** Tufted Loop Pile  
**Width:** 13'2" (4 Meters)

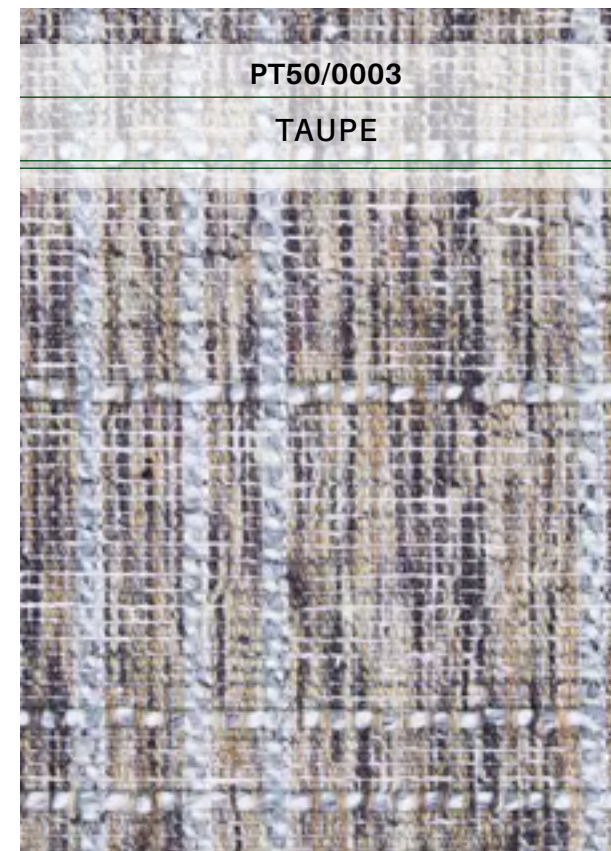
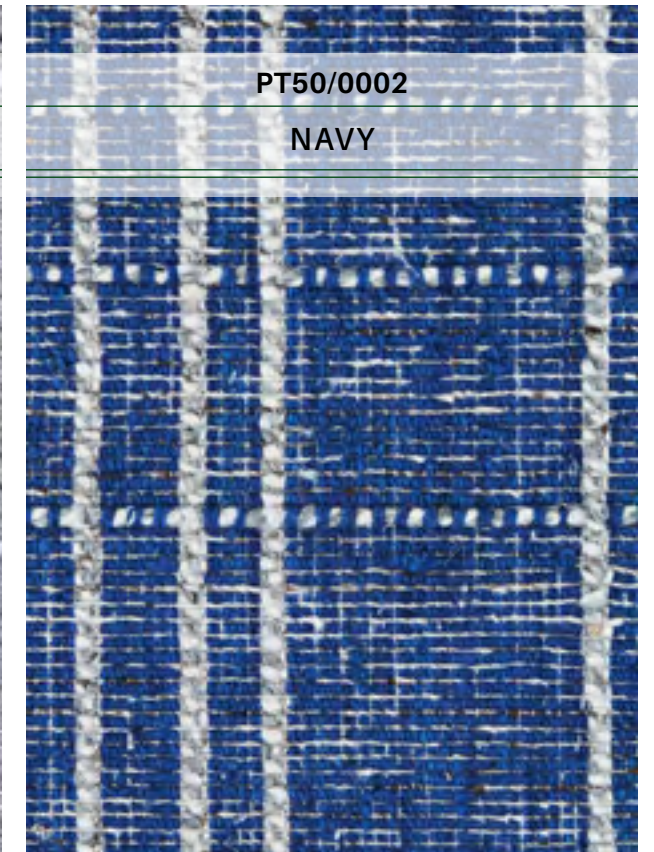






**Pile:** 70% Wool/30% Polyester  
**Weave:** Hand-Loomed Loop Pile

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





# Purity<sup>®</sup>

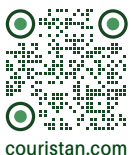
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