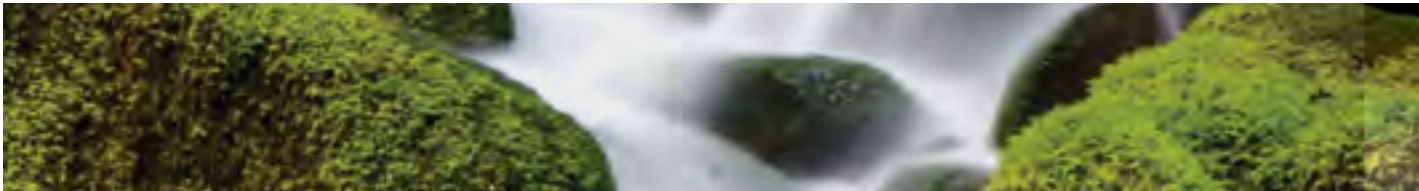


Purity[®]

Designed by Nature

VOLUME 1 of 2
ALDER-HONEY-LOCUST





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.

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.

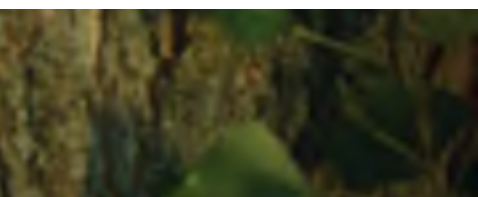


Purity® Select uses pure, natural materials in the surface pile of the carpet. The secondary backing is made of synthetic latex material.



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	alder	17	butternut
03	ash rib	19	camellia
05	balsa	21	chestnut
07	balsam <i>New</i>	23	diamond lattice <i>New</i>
09	banyan <i>New</i>	25	elderberry
11	beech	27	elm
13	birch	29	grove
15	buckeye	31	hackberry <i>New</i>

- 33 hazel
- 35 hemlock
- 37 hickory
- 39 honey-locust *New*



alder

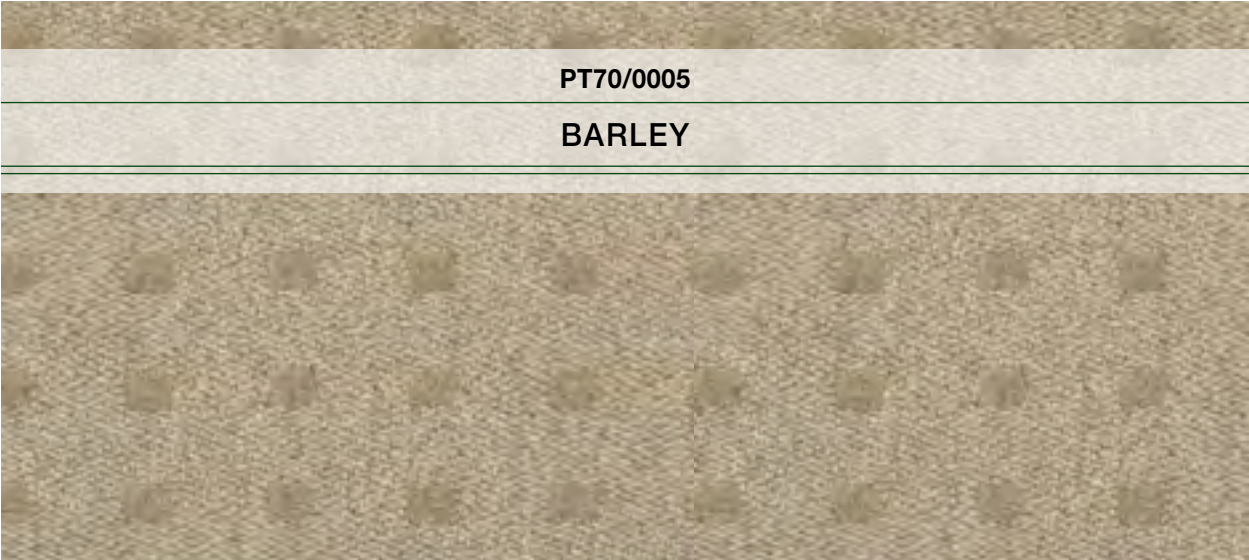
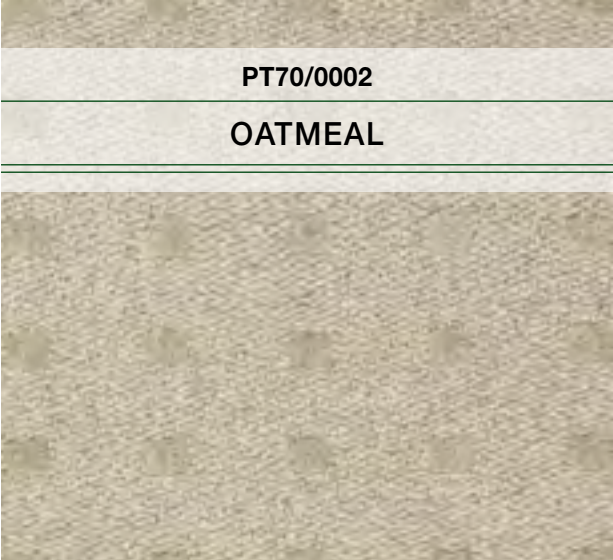
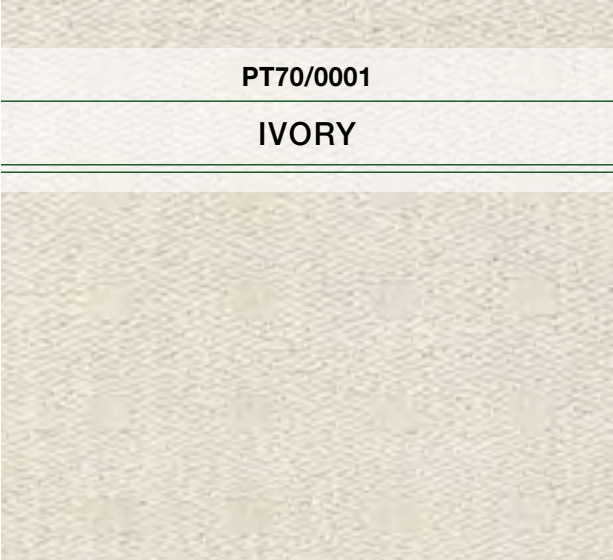


Pile: 100% Undyed Natural Wool
Weave: Hand-Loomed Cut and Loop Pile

Width: 15' Repeat: 3" W x 2.60" L (Straight Match)



Pictured: PT70/0005 Barley



ash rib

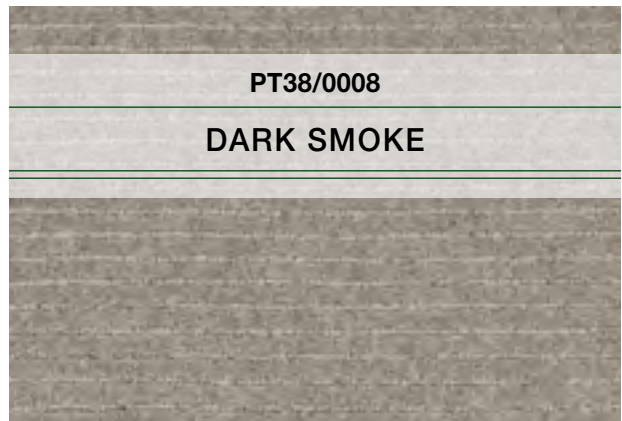
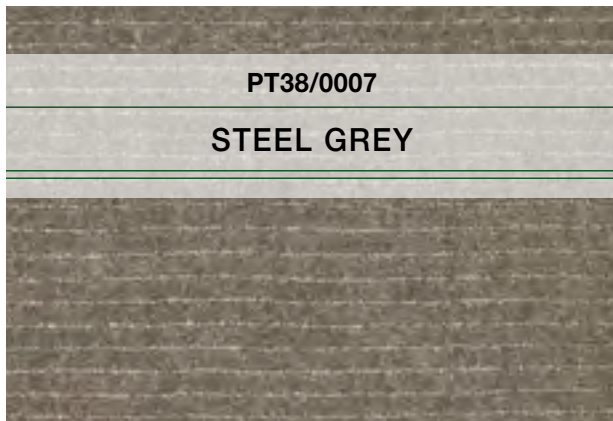
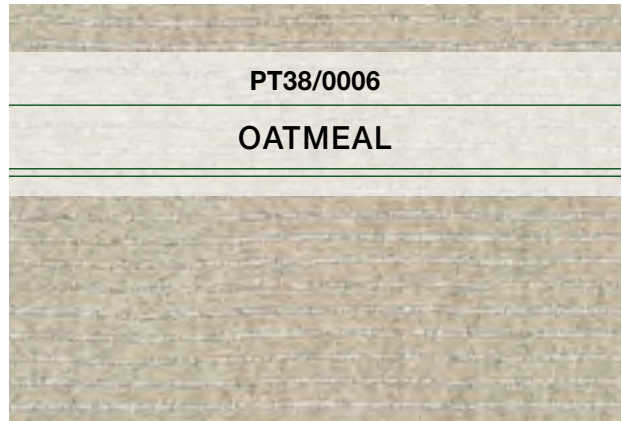
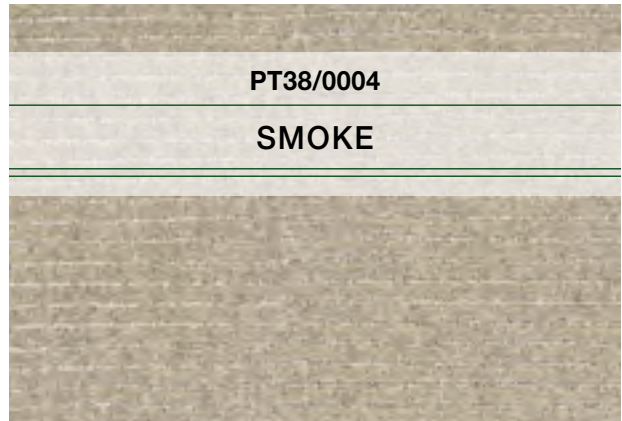
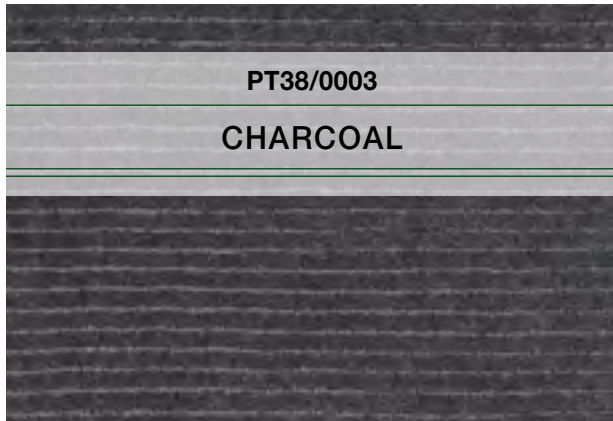
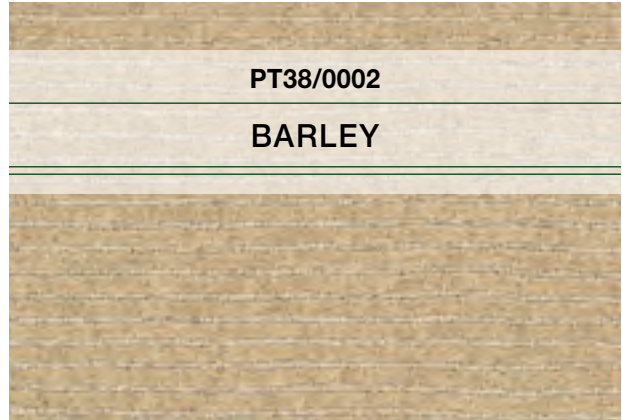
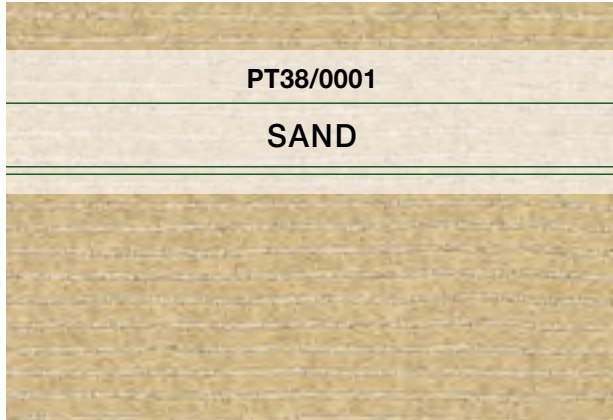


Pile: 100% Pure Wool
Weave: Hand-Loomed Cut and Loop Pile

Width: 15' Repeat: 1.18" Length



Pictured: PT38/0004 Smoke



balsa



Pile: 100% Undyed Natural Wool
Weave: Axminster Cut-Pile

Width: 13'2" (4 Meters) Repeat: 39.50" W x 36" L (Straight Match)



Pictured: PT09/0004 Silver



PT09/0001

CLOUD



PT09/0002

TURTLEDOVE



PT09/0003

CAMEL



PT09/0004

SILVER



balsam

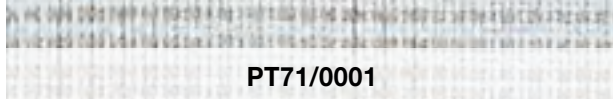


Pile: 100% Undyed Natural Wool
Weave: Hand-Loomed Loop Pile

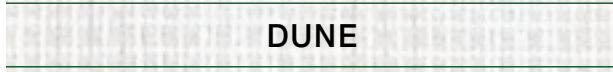
Width: 15' Repeat: 5.51" W x 5.51" L (Straight Match)



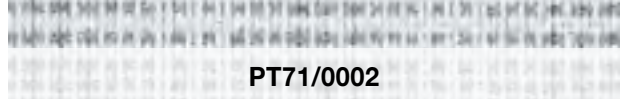
Pictured: PT71/0005 Silver



PT71/0001



DUNE



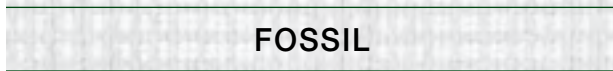
PT71/0002



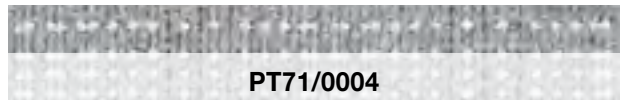
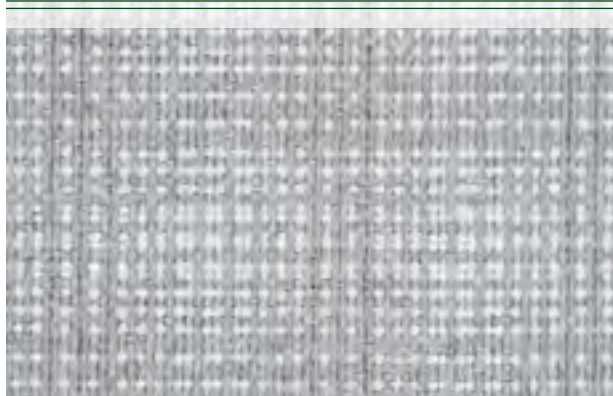
STEEL



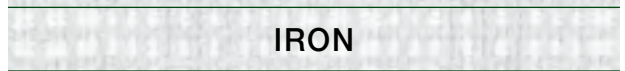
PT71/0003



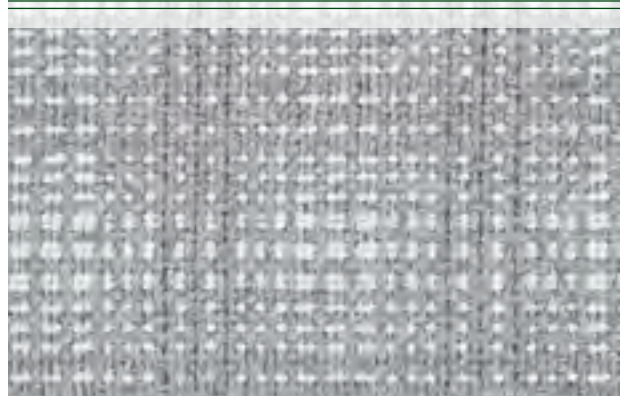
FOSSIL



PT71/0004



IRON



PT71/0005



SILVER



banyan

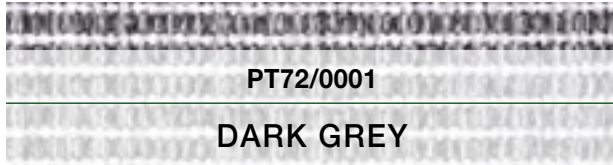


Pile: 100% Pure Wool
Weave: Hand-Loomed Loop Pile

Width: 15'

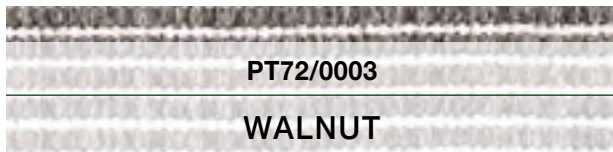
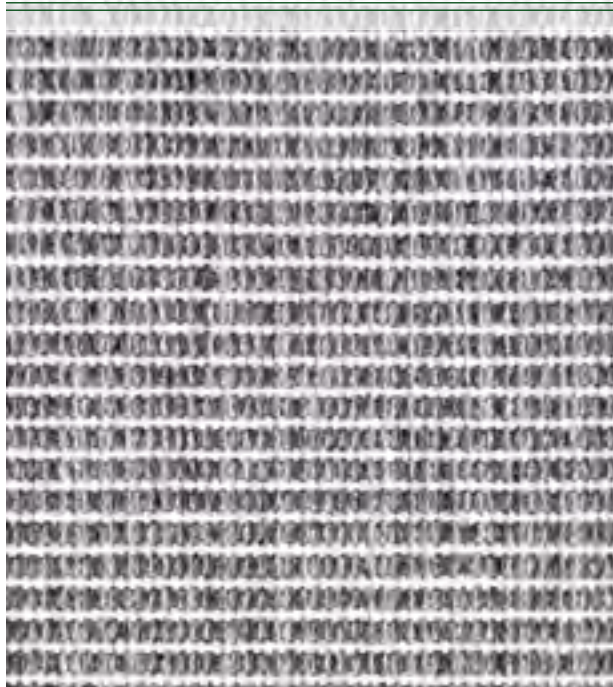


Pictured: PT72/0004 Fog



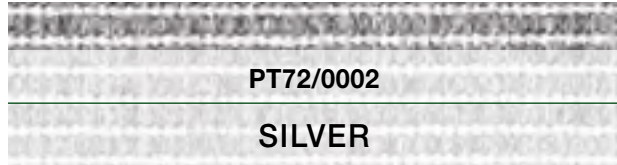
PT72/0001

DARK GREY



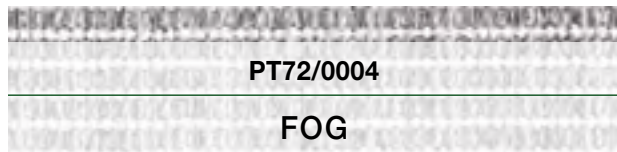
PT72/0003

WALNUT



PT72/0002

SILVER



PT72/0004

FOG



beech



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

Width: 15' Repeat: 5.25" W x 5.25" L (Straight Match)



Pictured: PT29/0003 Steel Grey



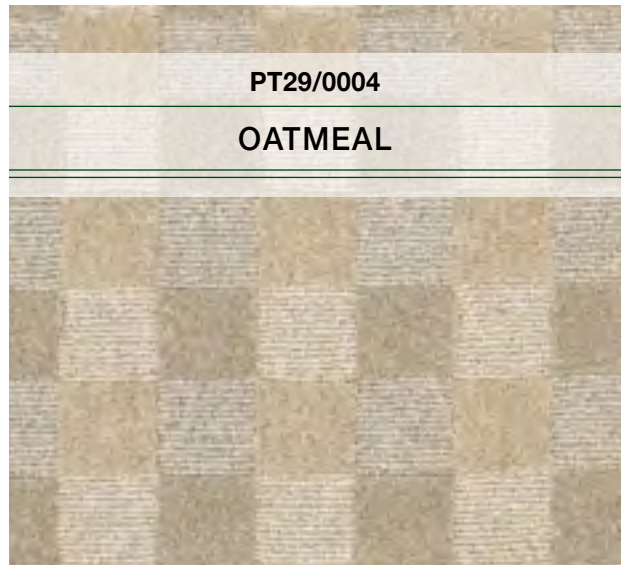
PT29/0001
CHOCOLATE



PT29/0002
TAUPE



PT29/0003
STEEL GREY



PT29/0004
OATMEAL



PT29/0005
IVORY

birch



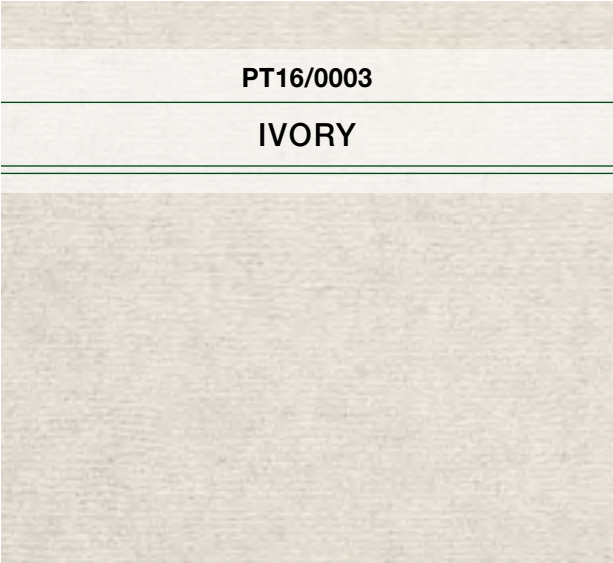
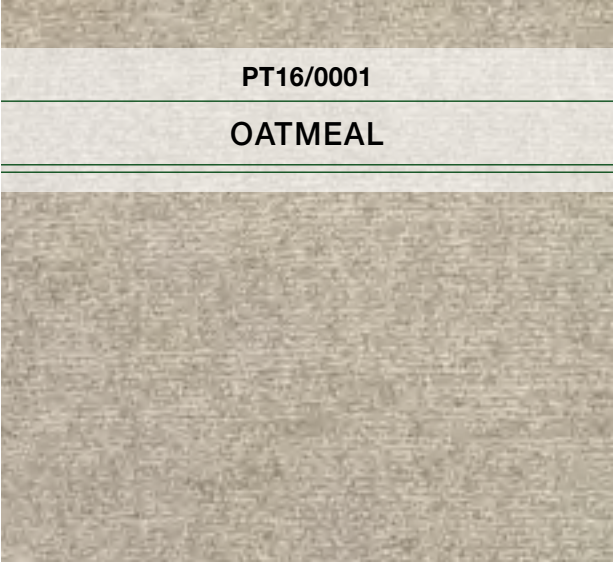
Pile: 100% Undyed Natural Wool
Weave: Hand-Loomed Loop Pile, Tip-Sheared

Width: 15' Repeat: *Random Repeat in Both Width & Length



**Please Note:* This product features a random repeat. Due to this repeat there will be no pattern match at the seams. Please advise your installer prior to installation.

Pictured: PT16/0002 Beige



buckeye

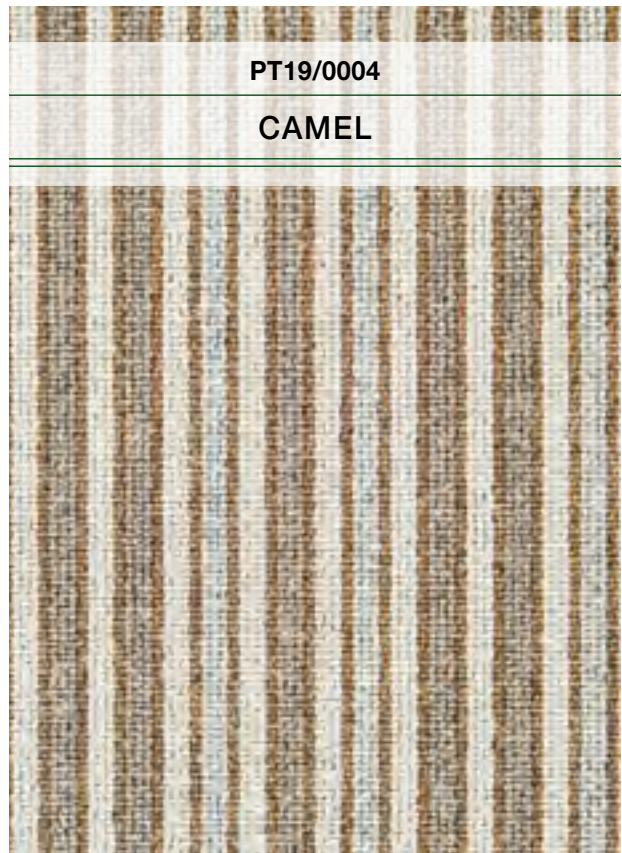
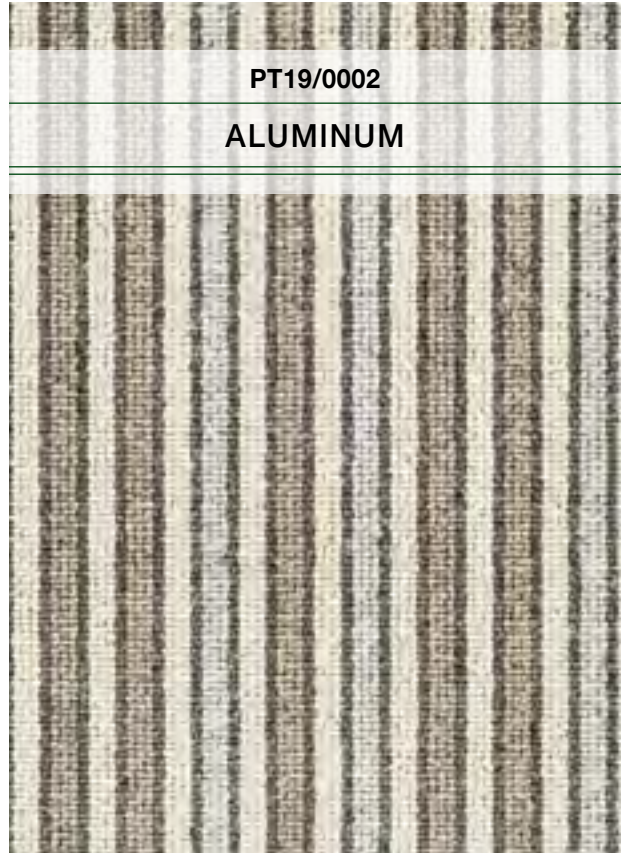
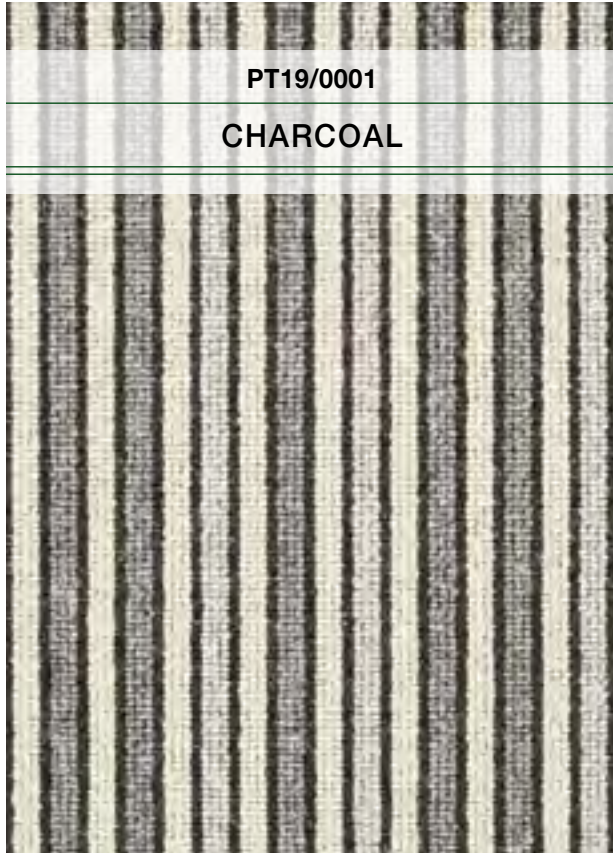


Pile: 100% Undyed Natural Wool
Construction: Tufted Loop Pile

Width: 13'2" (4 Meters) Repeat: 4.75" W x .18" L (Straight Match)



Pictured: PT19/0002 Aluminum



butternut

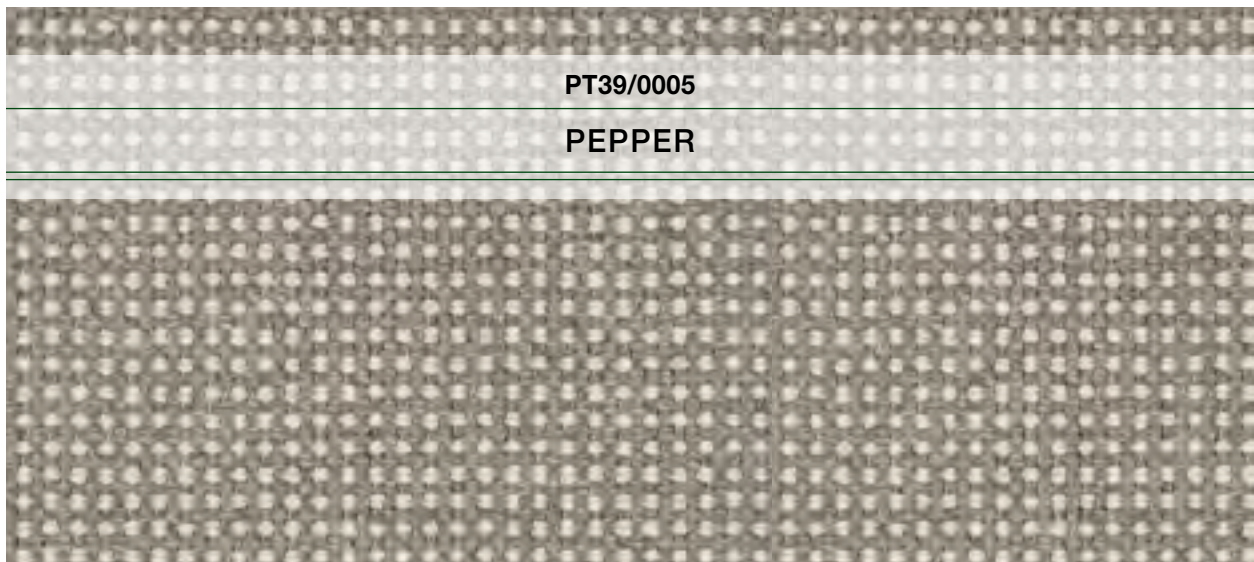
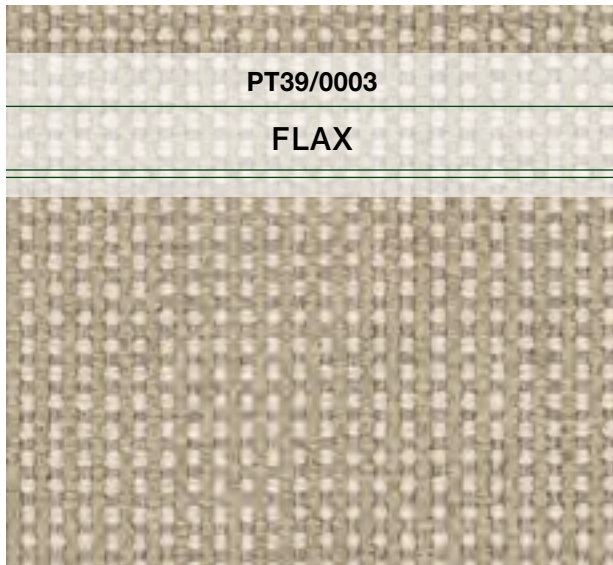
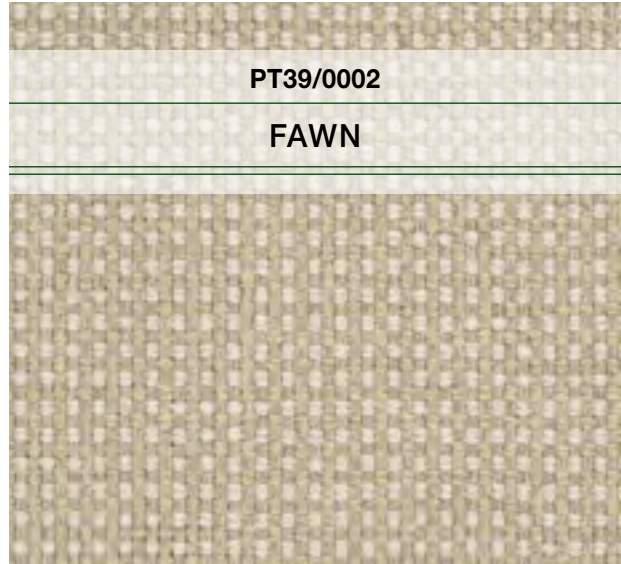


Pile: 100% Undyed Natural Wool
Weave: Hand-Loomed Loop Pile

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



Pictured: PT39/0005 Pepper

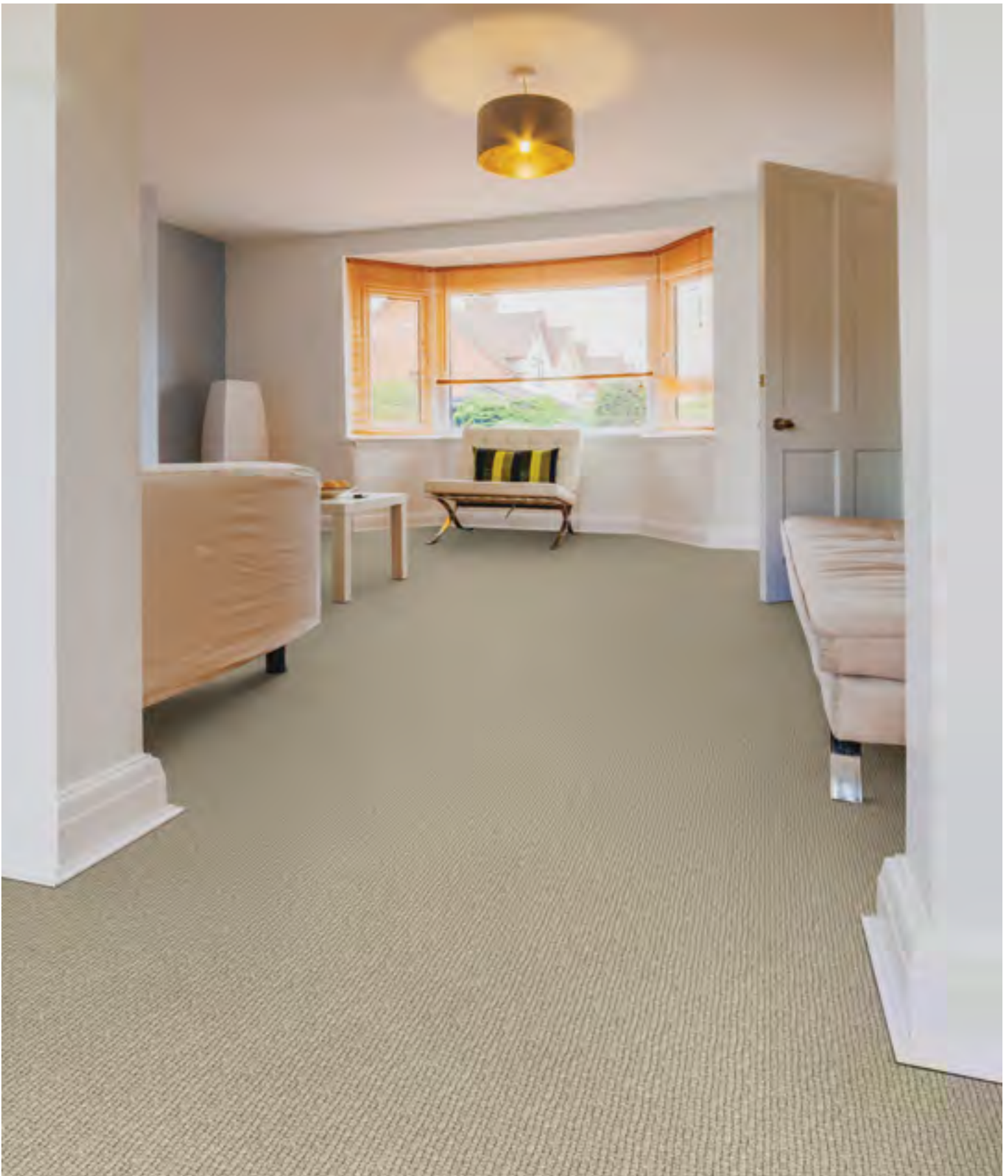


camellia

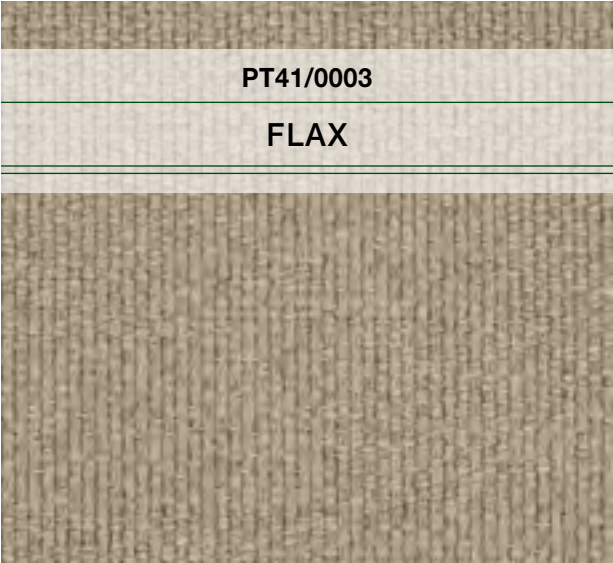


Pile: 100% Undyed Natural Wool
Weave: Hand-Loomed Flatweave

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



Pictured: PT41/0001 Lace



chestnut



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

Width: 15'



Pictured: PT40/0003 Flax



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)



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)



Pictured: PT42/0002 Fawn



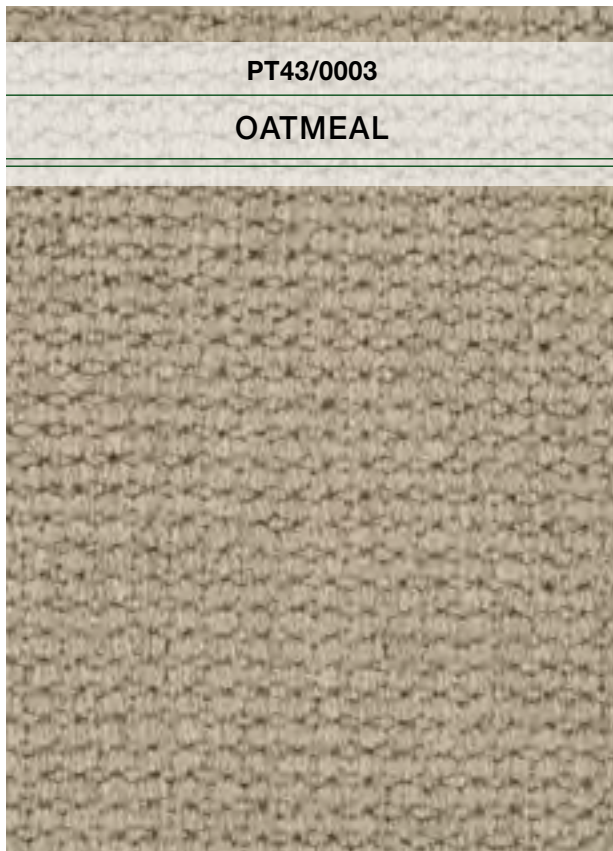
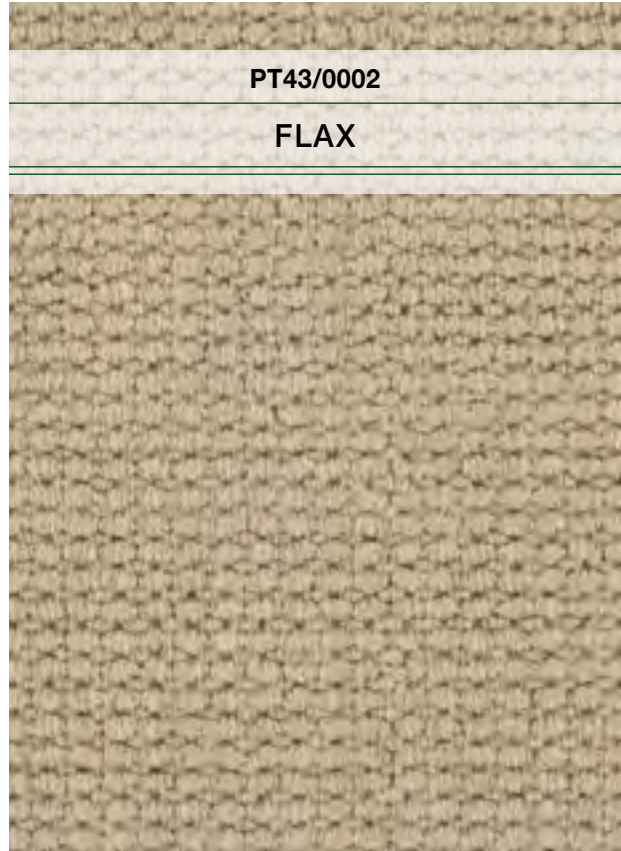
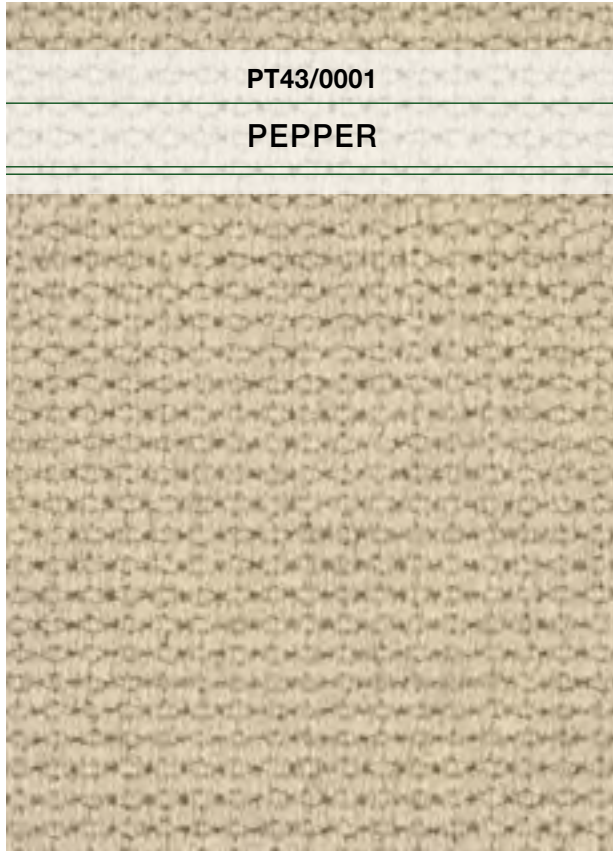


Pile: 100% Undyed Natural Wool
Weave: Hand-Loomed Loop Pile

Width: 15' Repeat: .57" W x .50" L (Straight Match)



Pictured: PT43/0003 Oatmeal



grove

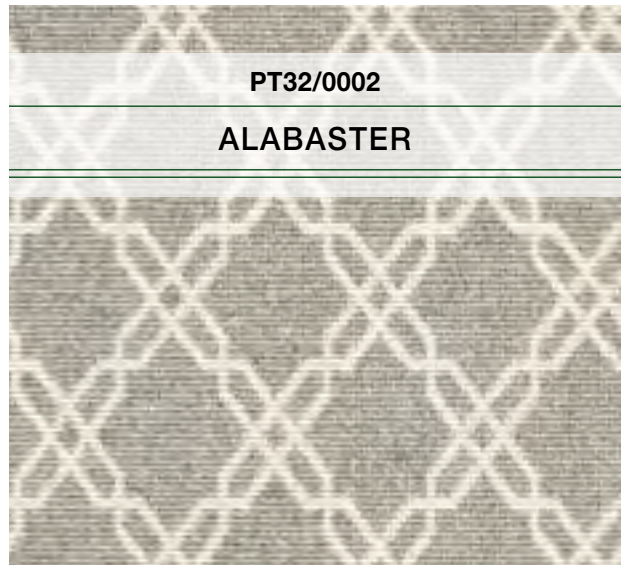


Pile: 100% Undyed Natural Wool
Weave: Woven Wilton Loop Pile

Width: 13'2" (4 Meters) Repeat: 4.72" W x 5.90" L (Straight Match)



Pictured: PT32/0005 Flint



hackberry

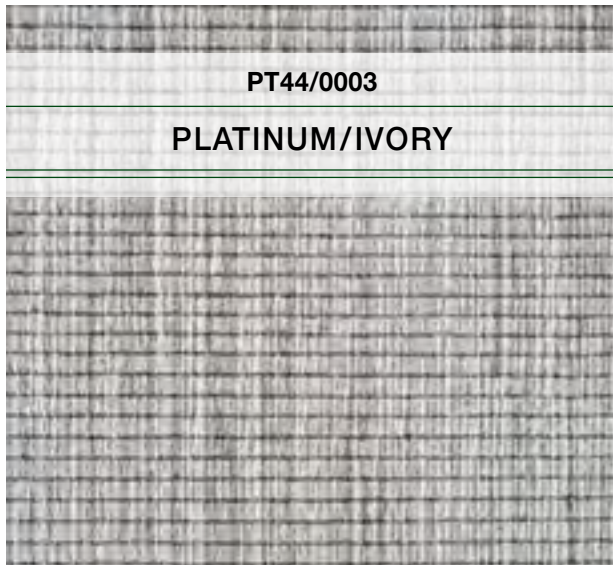


Pile: 100% Undyed Natural Wool
Weave: Hand-Loomed Loop Pile

Width: 15'



Pictured: PT44/0004 Oatmeal/Ivory



hazel

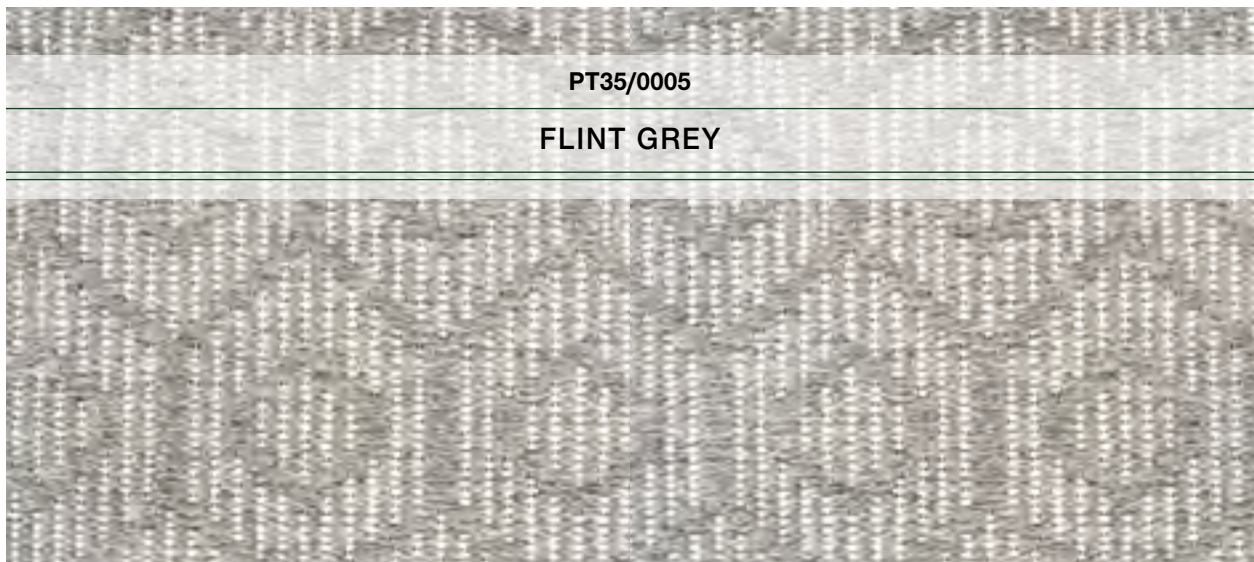
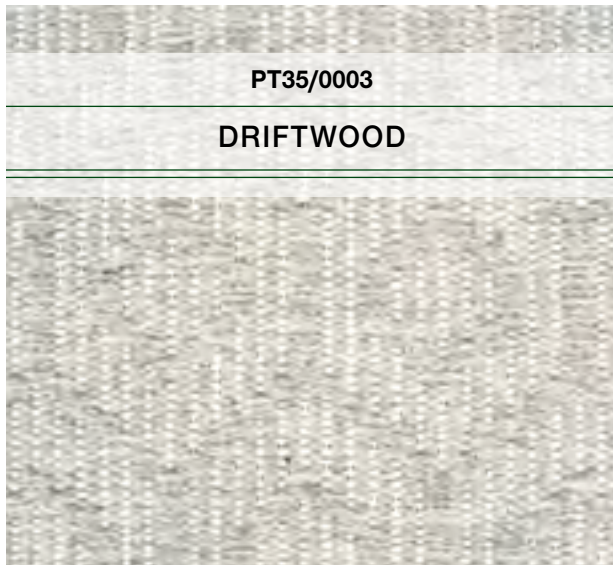


Pile: 100% Undyed Natural Wool
Weave: Hand-Loomed Flatweave

Width: 15' Repeat: 3.74" W x 7.87" L (Straight Match)



Pictured: PT35/0003 Driftwood



hemlock



Pile: 100% Undyed Natural Wool

Weave: Axminster Cut-Pile

Width: 13'2" (4 Meters) Repeat: 6.75" W x 5" L (Straight Match)



Pictured: PT10/0002 Birch



PT10/0001

OATMEAL



PT10/0002

BIRCH



PT10/0003

OYSTER



PT10/0004

CHINCHILLA



hickory

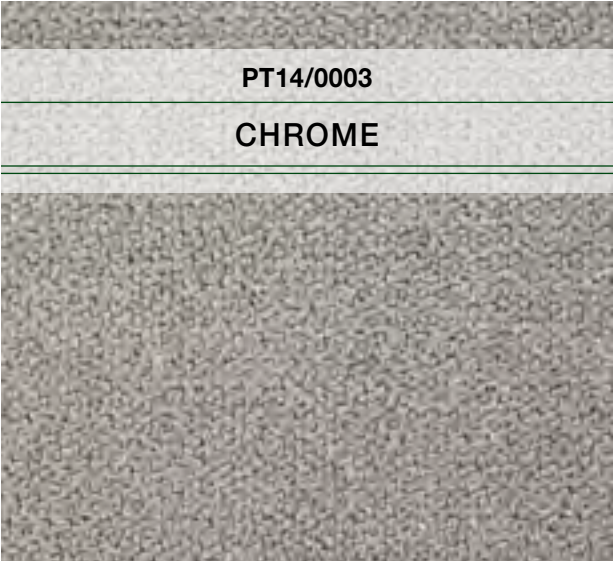


Pile: 100% Undyed Natural Wool
Construction: Tufted Loop Pile

Width: 13'2" (4 Meters)



Pictured: PT14/0003 Chrome



honey-locust



Pile: 100% Undyed Natural Wool
Construction: Tufted Multi-Level Loop Pile

Width: 13'2" (4 Meters) Repeat: .78" W x .23" L (Straight Match)



Pictured: PT74/0005 Chrome



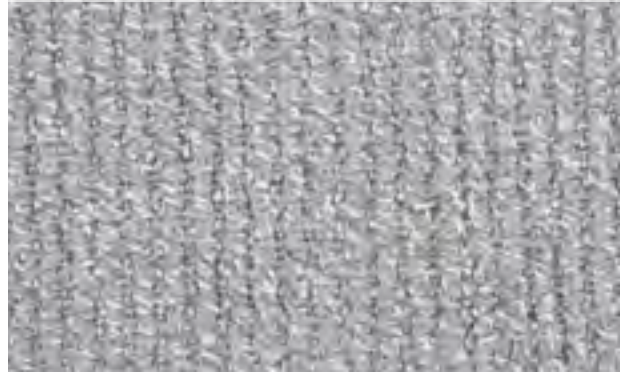
PT74/0001

QUARTZ



PT74/0002

GRAPHITE



PT74/0003

PLATINUM



PT74/0004

IVORY



PT74/0005

CHROME







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Designed by Nature



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