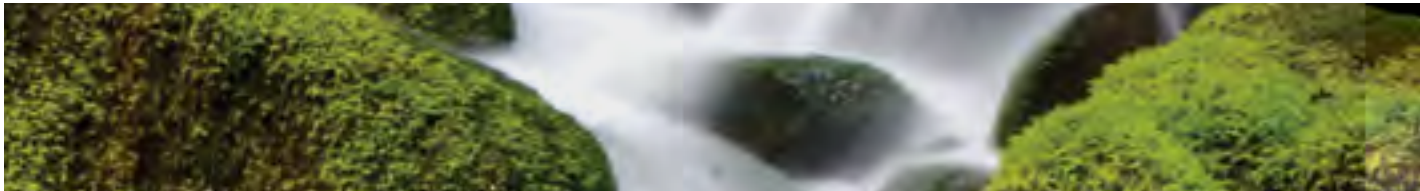


# Purity<sup>®</sup>

Designed by Nature

VOLUME 2 of 2  
*IRONWOOD – VELVET*





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.

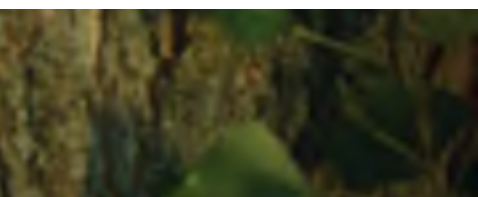


**Purity® Select** uses pure, natural materials in the surface pile of the carpet. The secondary backing is made of synthetic latex material.



**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	ironwood	17	oakley
03	jackalberry <i>New</i>	19	olive
05	larch <i>New</i>	21	papyrus
07	linden	23	paragon <i>New</i>
09	maple	25	pine <i>New</i>
11	mosaic <i>New</i>	27	poplar
13	mulberry	29	redwood
15	myrtle	31	sallow <i>New</i>



33

sequoia

35

sherman

37

spruce

39

velvet





ironwood



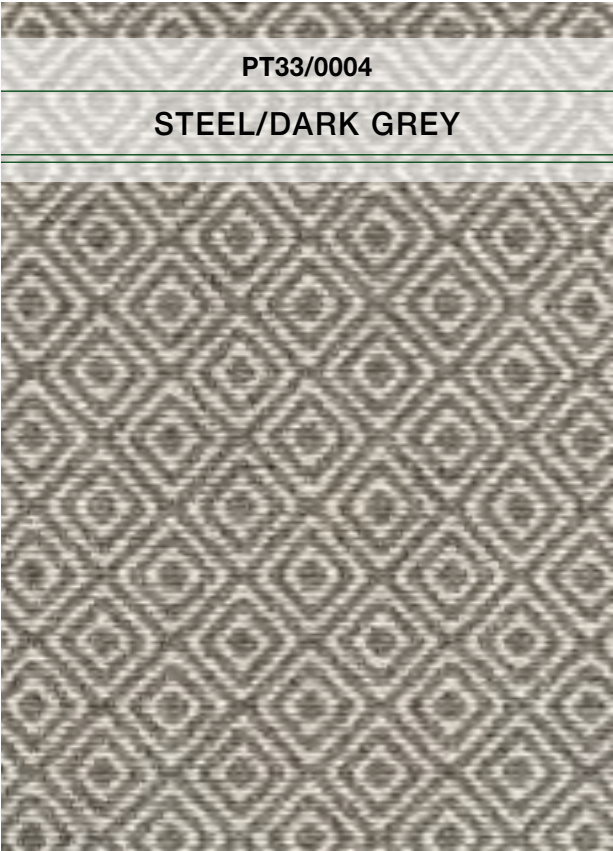
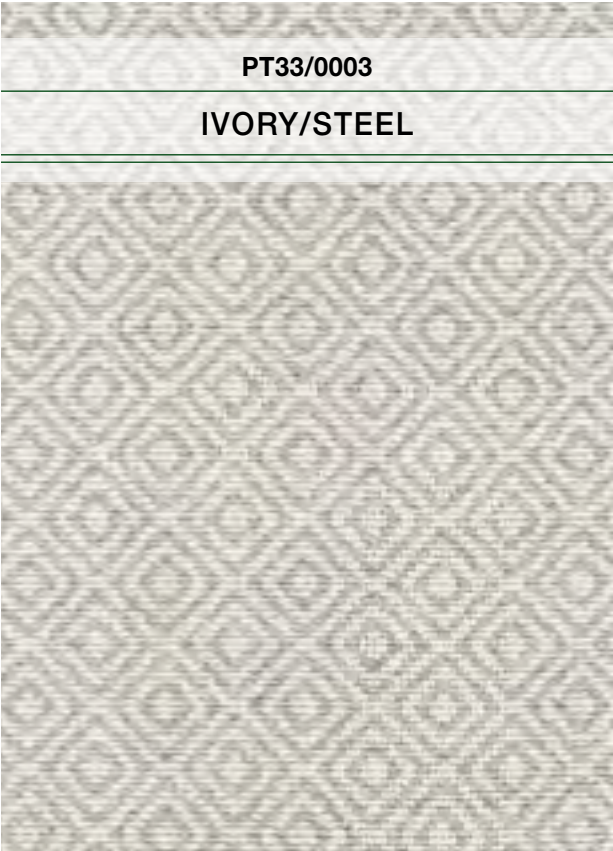
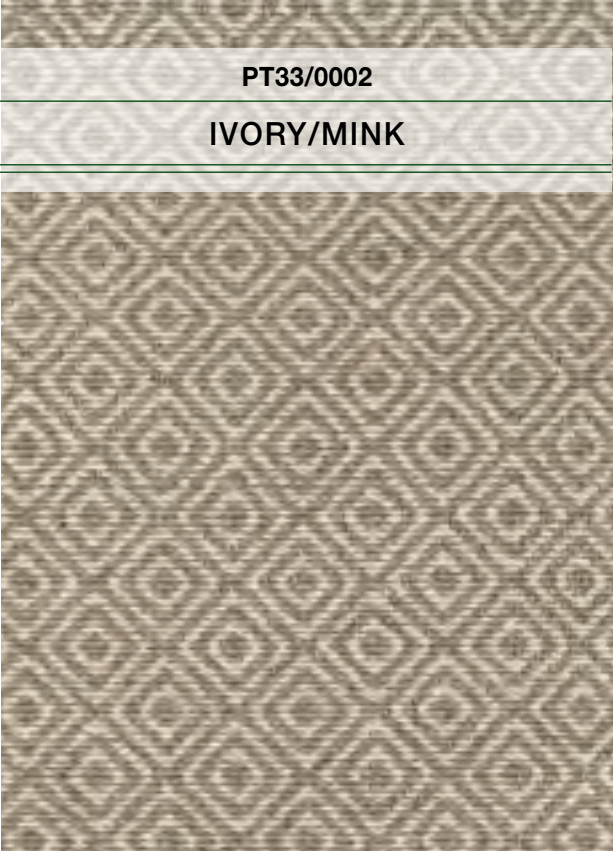
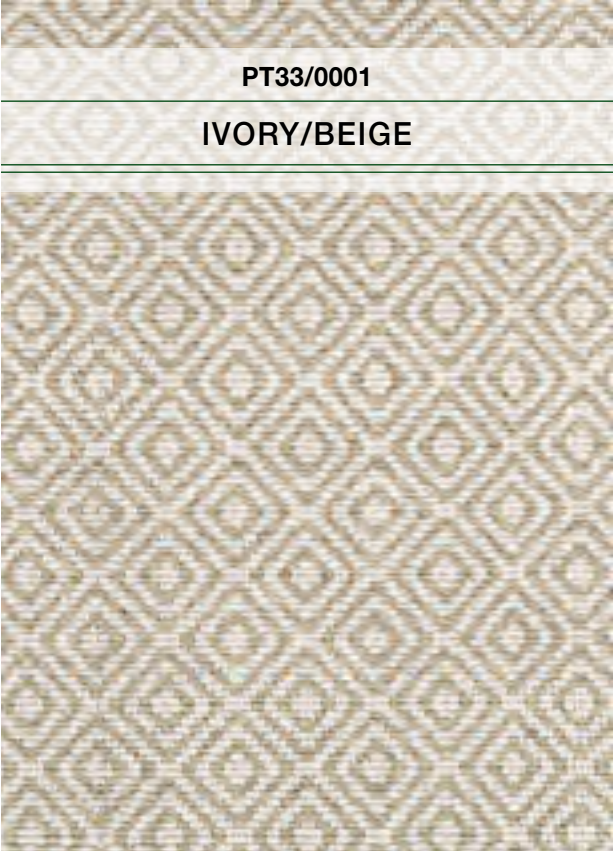
Pile: 100% Undyed Natural Wool  
Weave: Hand-Loomed Flatweave

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



Pictured: PT33/0001 Beige







jackalberry



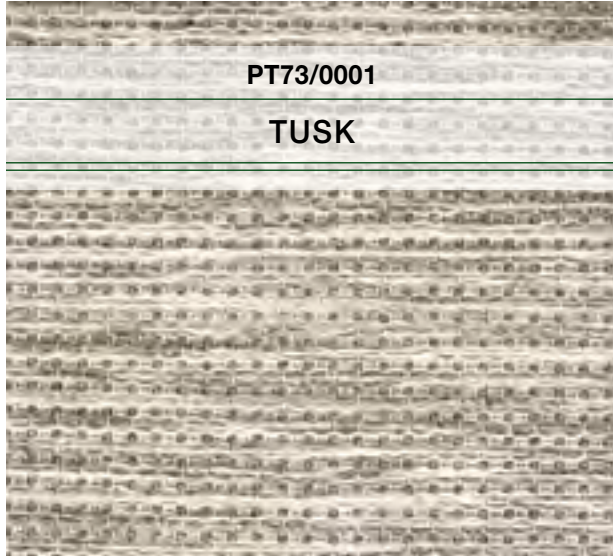
Pile: 100% Undyed Natural Wool  
Weave: Hand-Loomed Loop Pile

Width: 15' Repeat: .63" W x .59" L (Straight Match)



Pictured: PT73/0003 Bark





PT73/0001

TUSK



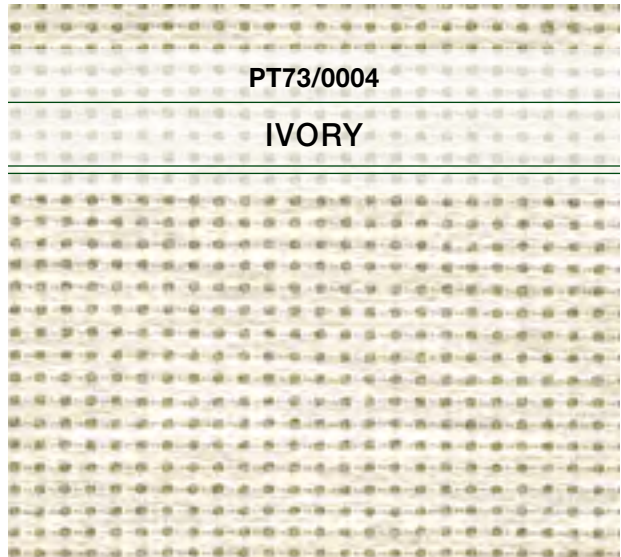
PT73/0002

ELEPHANT GREY



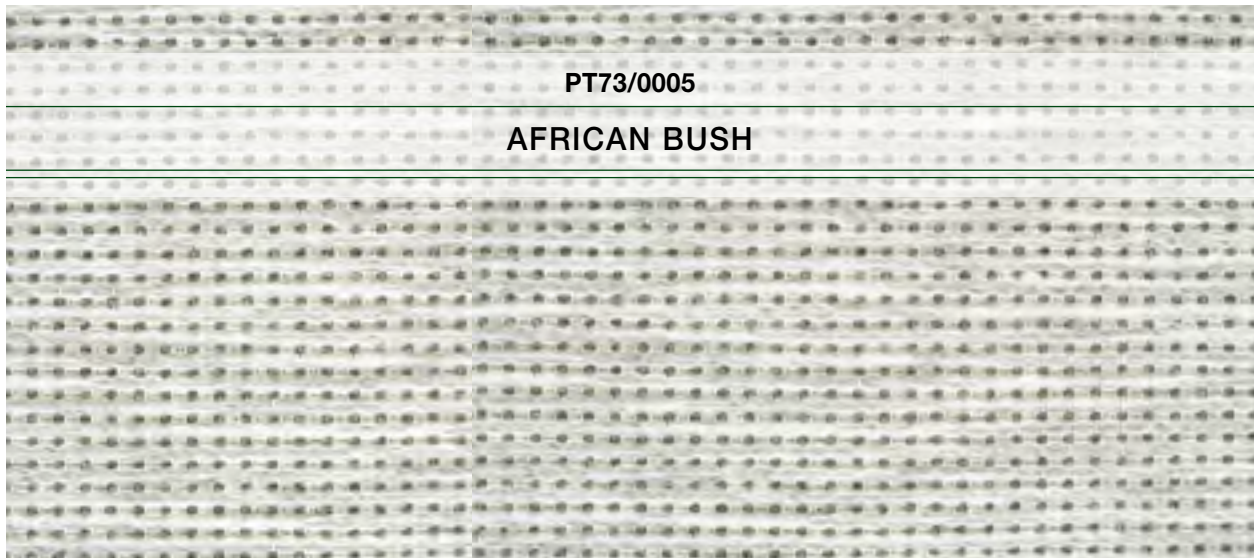
PT73/0003

BARK



PT73/0004

IVORY



PT73/0005

AFRICAN BUSH





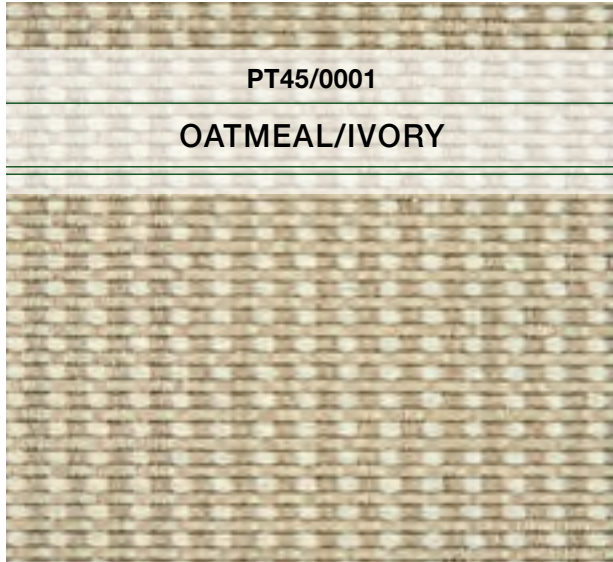
Pile: 100% Undyed Natural Wool  
Weave: Hand-Loomed Loop Pile

Width: 15' Repeat: 1" W x .66" L (Straight Match)



Pictured: PT45/0004 Almond Brittle/Ivory





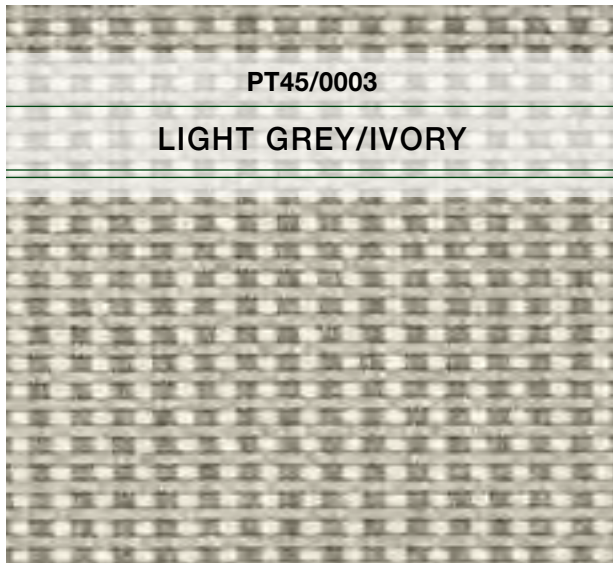
PT45/0001

OATMEAL/IVORY



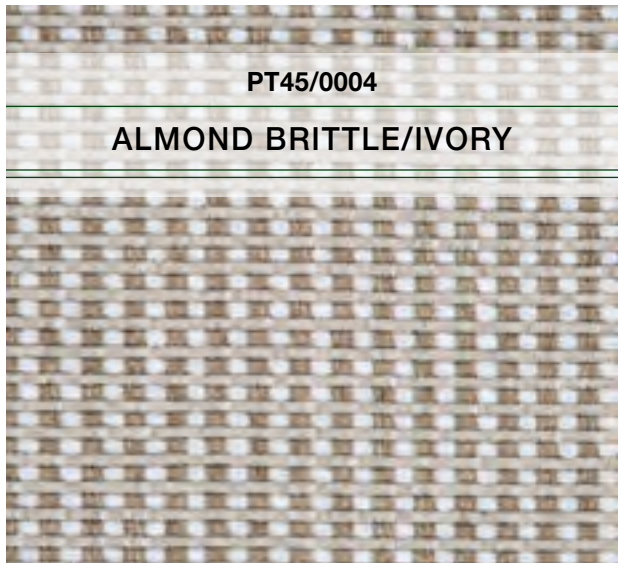
PT45/0002

LATTÉ/IVORY



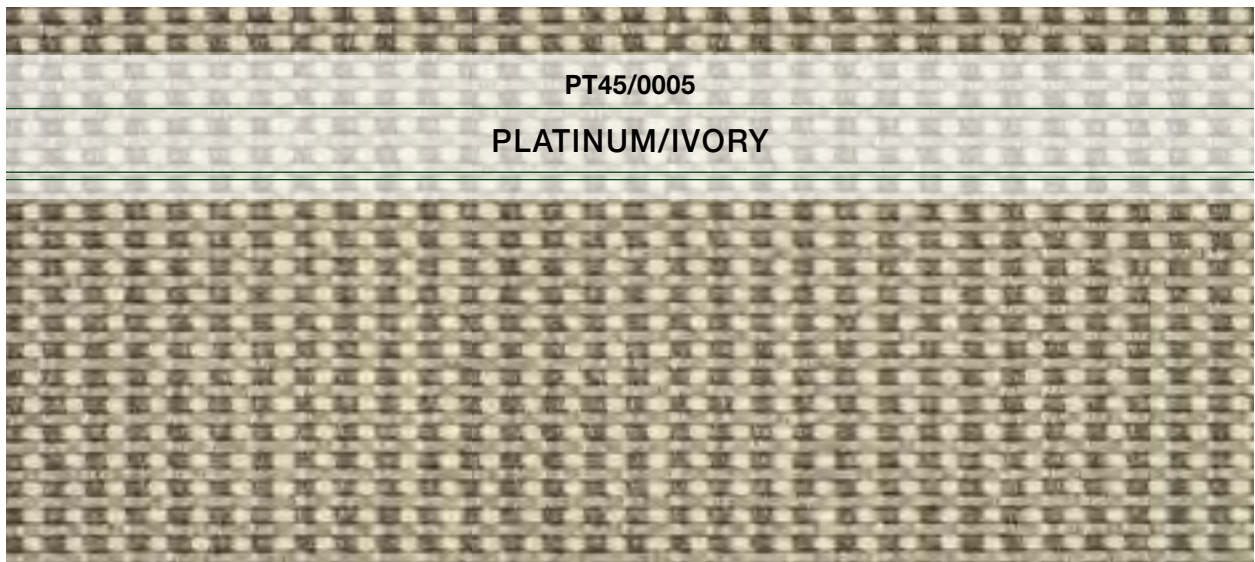
PT45/0003

LIGHT GREY/IVORY



PT45/0004

ALMOND BRITTLE/IVORY



PT45/0005

PLATINUM/IVORY



linden



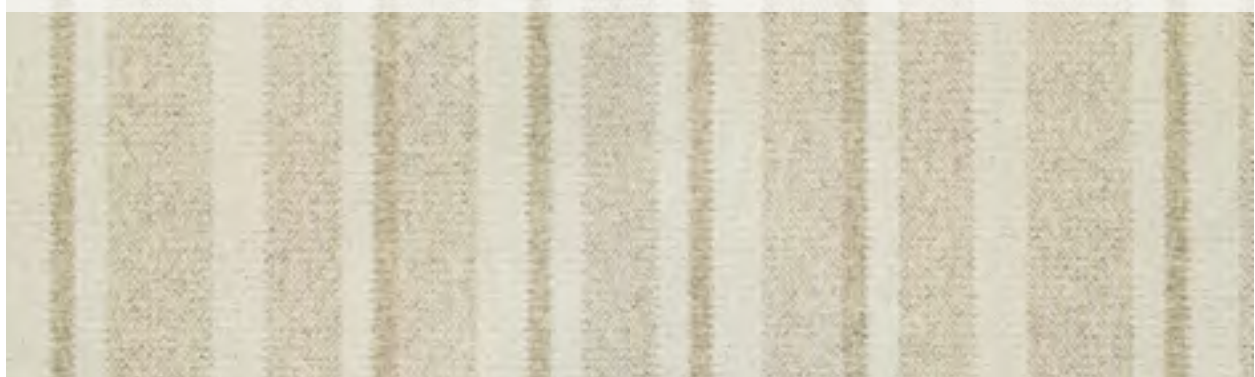
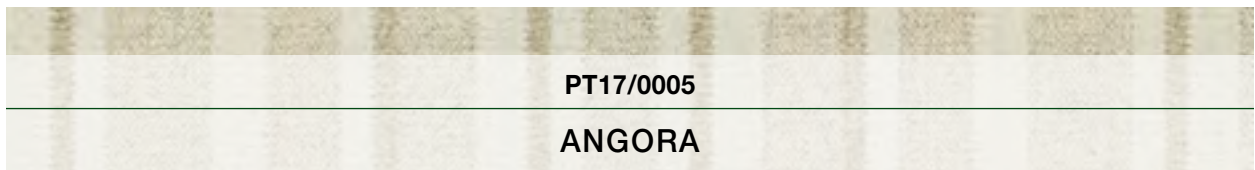
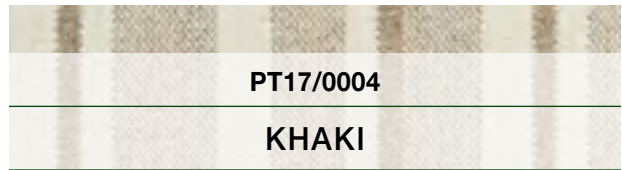
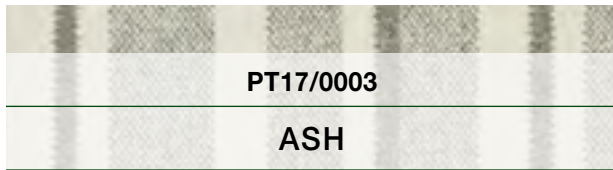
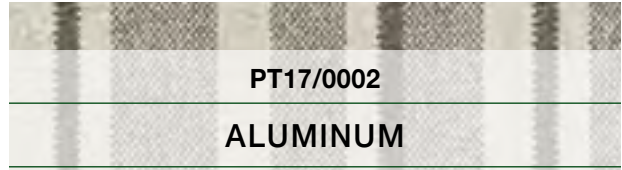
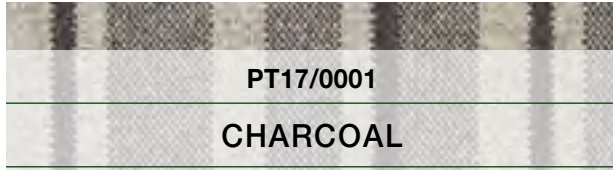
Pile: 100% Undyed Natural Wool  
Construction: Tufted Loop Pile

Width: 13'2" (4 Meters) Repeat: 19.75" W x .43" L (Straight Match)



Pictured: PT17/0001 Charcoal





maple



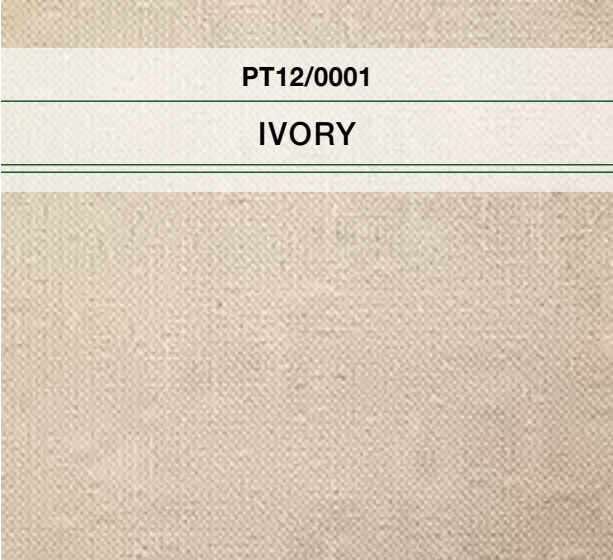
Pile: 100% Undyed Natural Wool  
Construction: Tufted Loop Pile

Width: 13'2" (4 Meters)



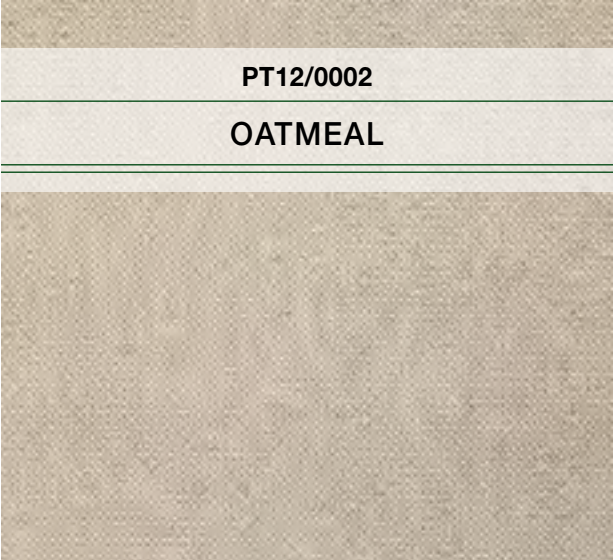
Pictured: PT12/0005 Steel Grey





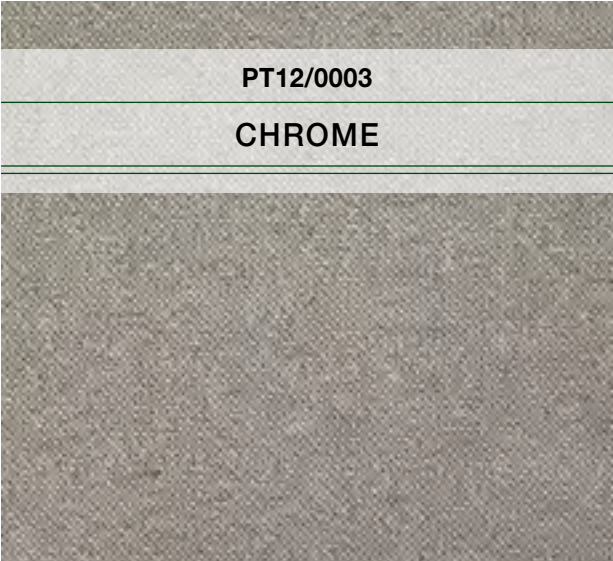
**PT12/0001**

**IVORY**



**PT12/0002**

**OATMEAL**



**PT12/0003**

**CHROME**



**PT12/0004**

**BISCOTTI**



**PT12/0005**

**STEEL GREY**





mosaic



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

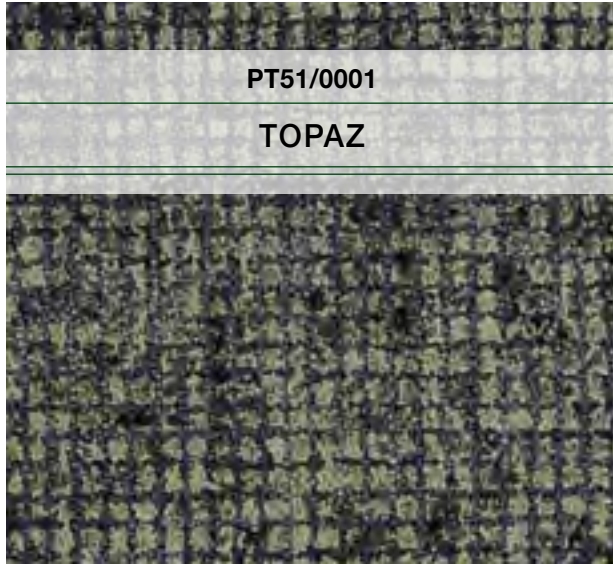
Width: 15' Repeat: \*Random Repeat in Both Width & Length



\*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: PT51/0005 Forest





PT51/0001

TOPAZ



PT51/0002

GEMSTONE



PT51/0003

WHEATFIELD



PT51/0004

MOONDUST



PT51/0005

FOREST



mulberry



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

Width: 13'2" (4 Meters) Repeat: 2.50" W x 2.50" L (Straight Match)



Pictured: PT18/0004 Khaki





**PT18/0001**  
**CHARCOAL**



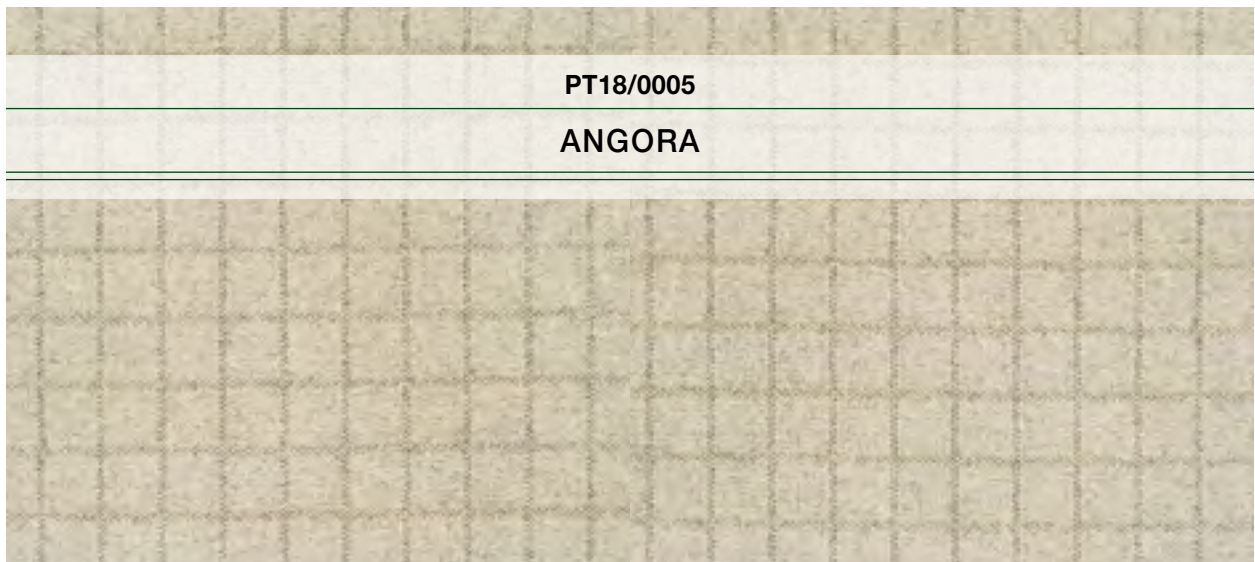
**PT18/0002**  
**ALUMINUM**



**PT18/0003**  
**ASH**



**PT18/0004**  
**KHAKI**



**PT18/0005**  
**ANGORA**



myrtle



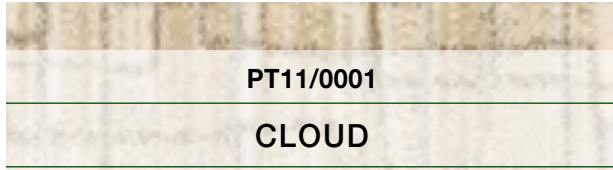
Pile: 100% Undyed Natural Wool  
Weave: Axminster Cut-Pile

Width: 13'2" (4 Meters) Repeat: 39.62" W x 41" L (Straight Match)



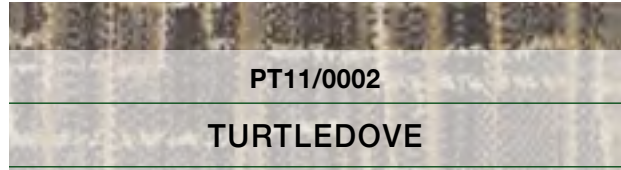
Pictured: PT11/0002 Turtledove





PT11/0001

CLOUD



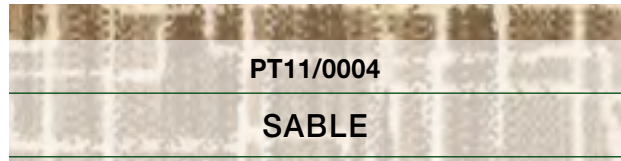
PT11/0002

TURTLEDOVE



PT11/0003

BIRCH



PT11/0004

SABLE





oakley



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

Width: 15' Repeat: 2.25" W x 2.25" L (Straight Match)



Pictured: PT30/0001 Barley

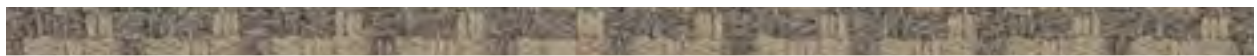




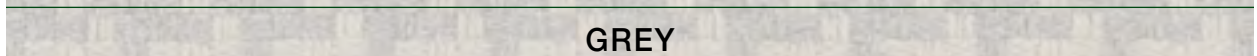
**PT30/0001**



**BARLEY**



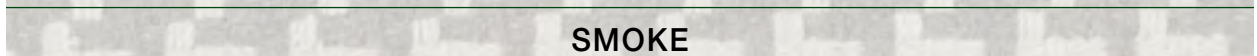
**PT30/0002**



**GREY**



**PT30/0003**



**SMOKE**





olive



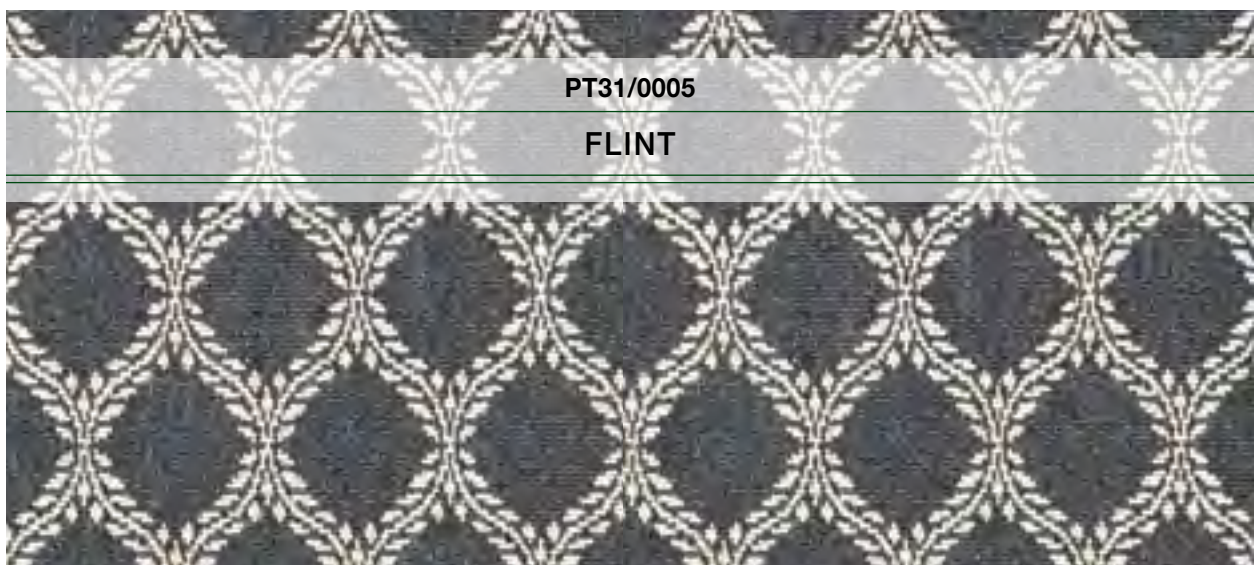
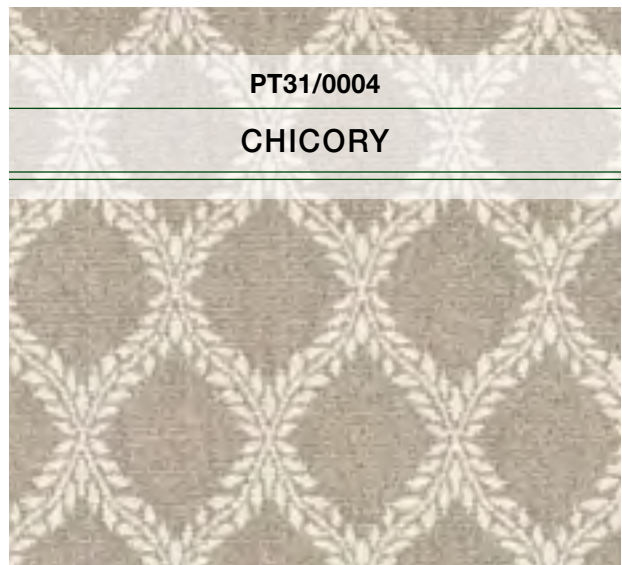
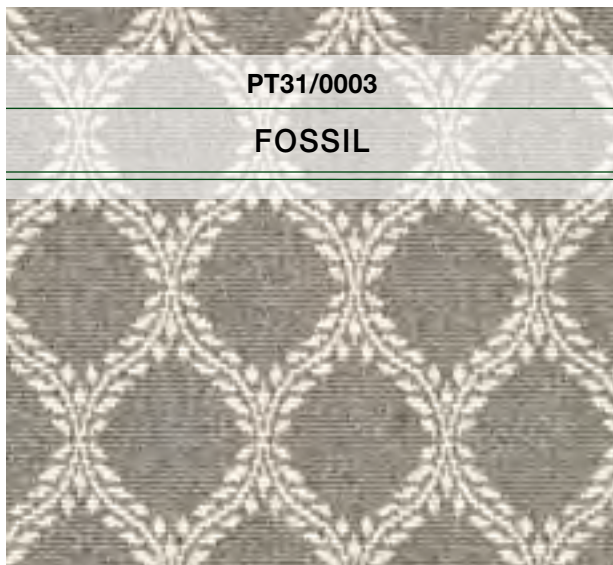
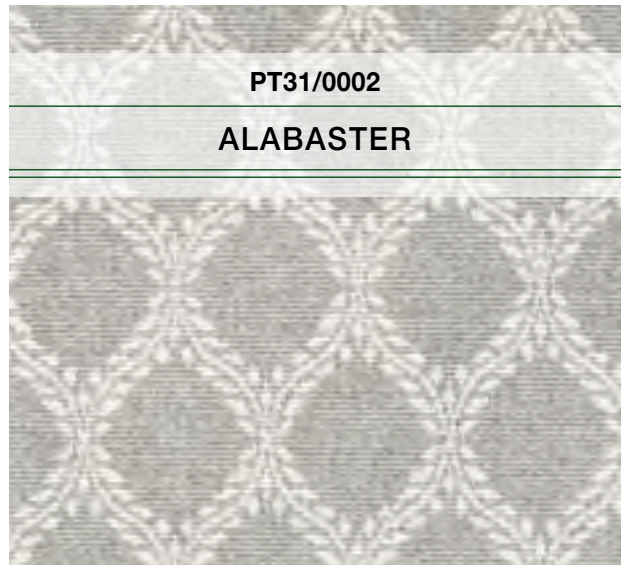
Pile: 100% Undyed Natural Wool  
Weave: Woven Wilton Loop Pile

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



Pictured: PT31/0003 Fossil





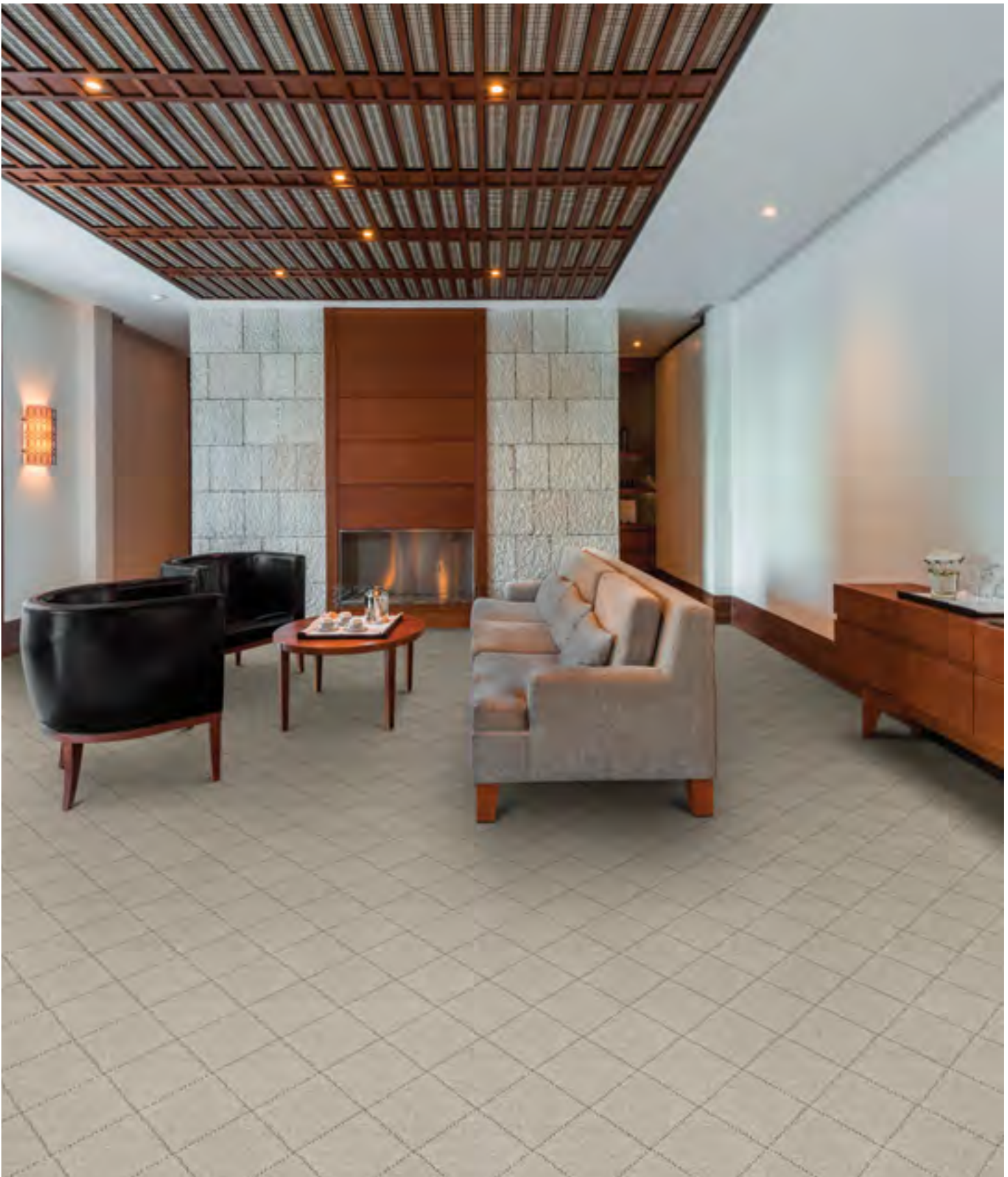


papyrus



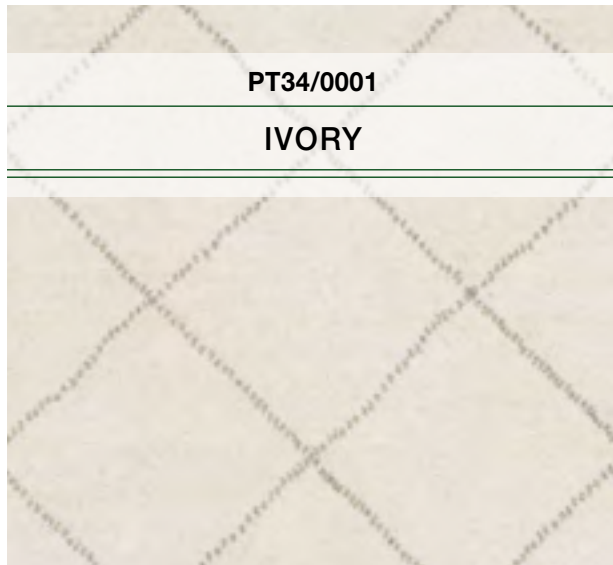
Pile: 100% Undyed Natural Wool  
Weave: Hand-Loomed Cut-Pile

Width: 15' Repeat: 10.28" W x 10.28" L (Straight Match)



Pictured: PT34/0005 Steel







paragon



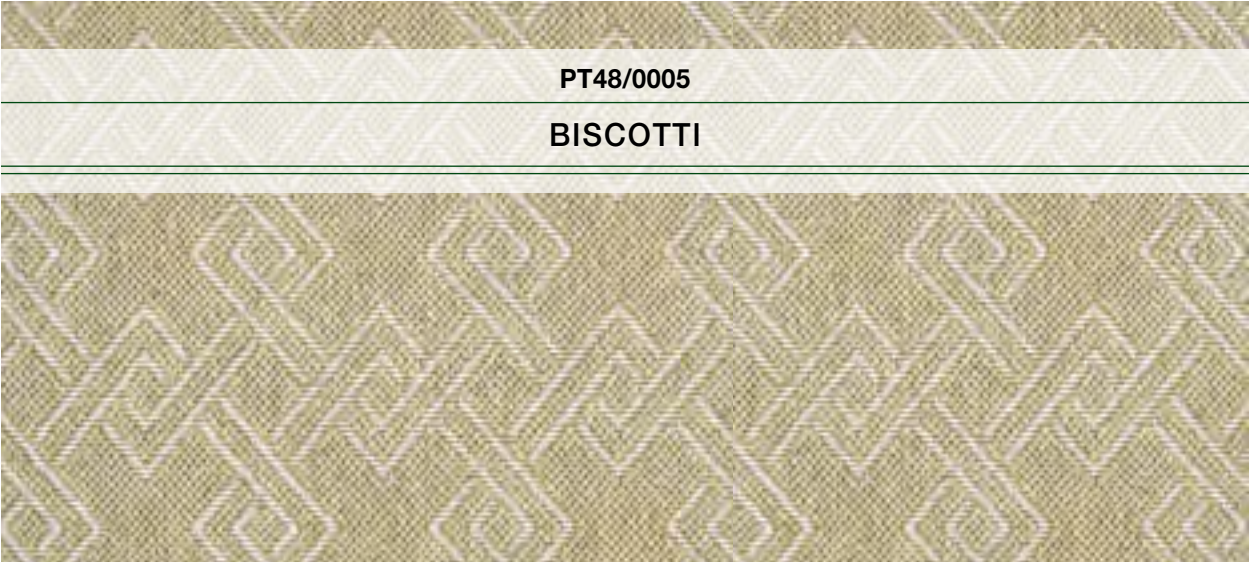
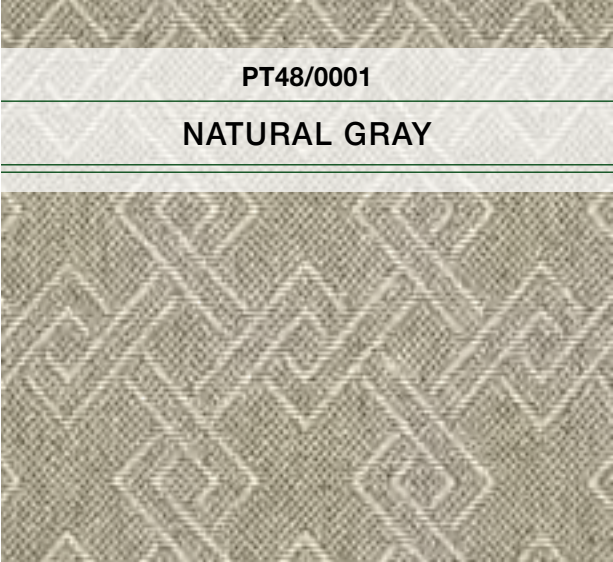
Pile: 85% Wool/15% Nylon  
Weave: Multi-Level Woven Wilton Loop Pile

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



Pictured: PT48/0005 Biscotti







pine



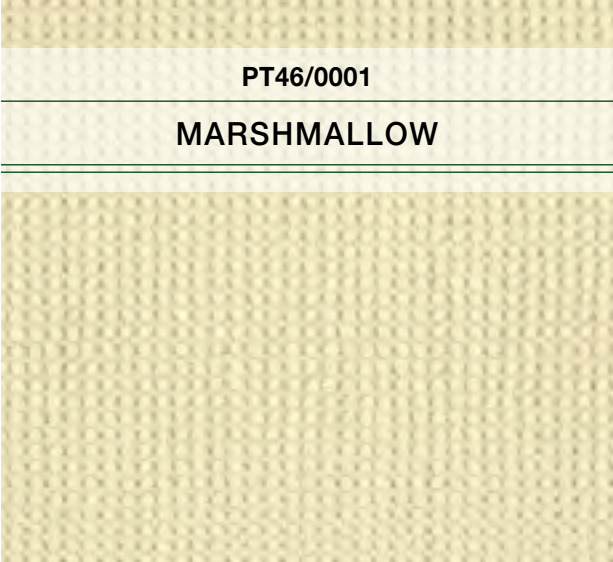
Pile: 100% Undyed Natural Wool  
Weave: Hand-Loomed Loop Pile

Width: 15' Repeat: .44" W x .44" L (Straight Match)



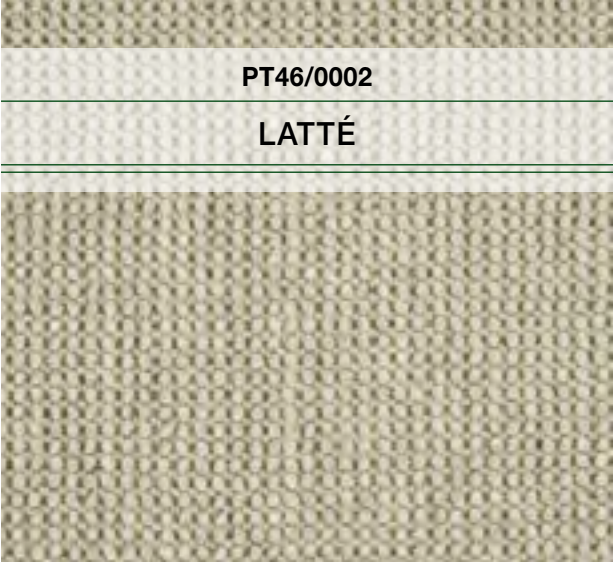
Pictured: PT46/0003 Oatmeal





**PT46/0001**

**MARSHMALLOW**



**PT46/0002**

**LATTE**



**PT46/0003**

**OATMEAL**



**PT46/0004**

**PLATINUM**



**PT46/0006**

**LIGHT GREY**



poplar



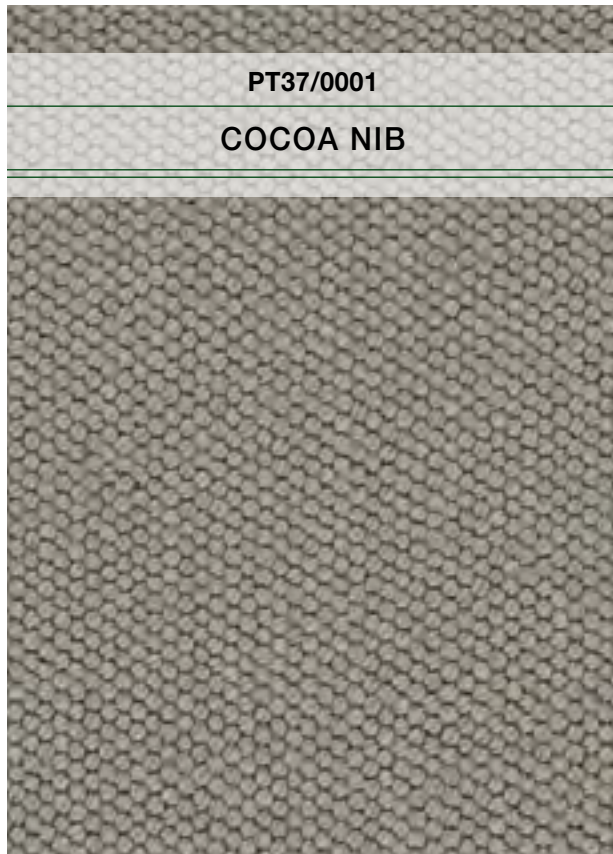
Pile: 100% Pure New Zealand Wool  
Weave: Hand-Loomed Loop Pile

Width: 15'

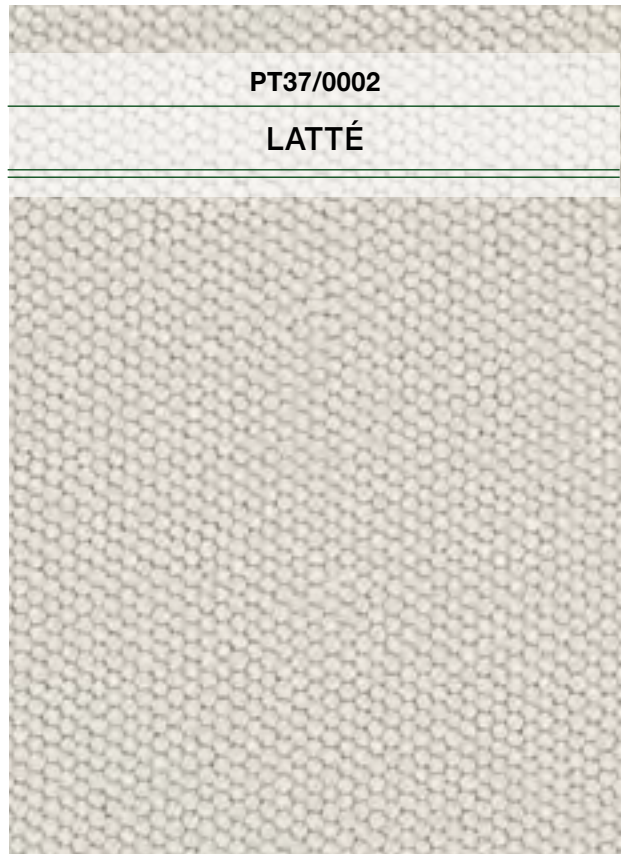


Pictured: PT37/0001 Cocoa Nib

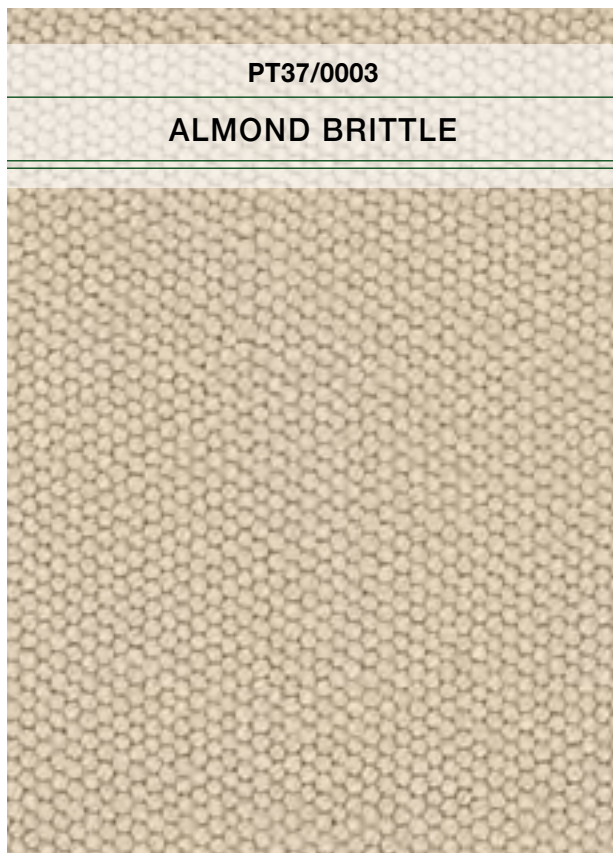




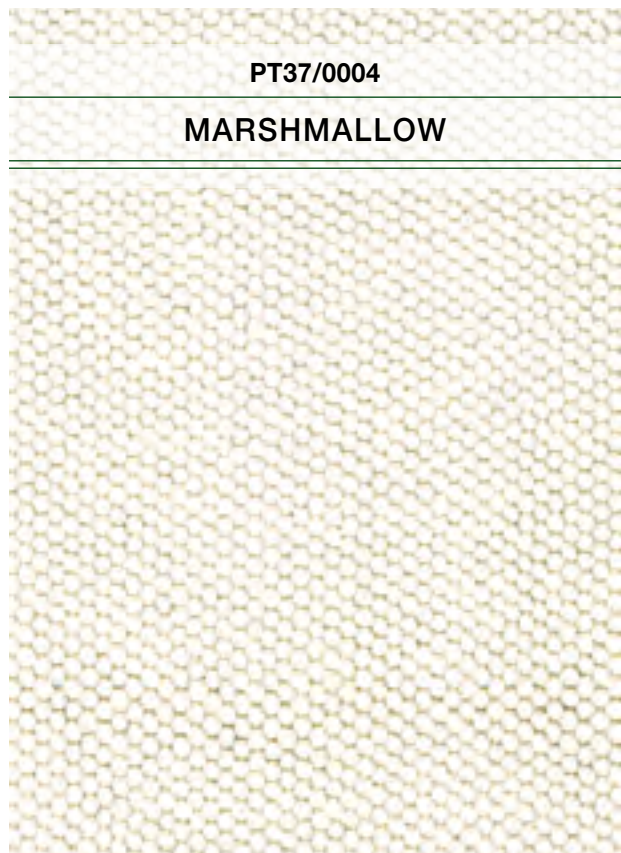
**PT37/0001**  
**COCOA NIB**



**PT37/0002**  
**LATTE**



**PT37/0003**  
**ALMOND BRITTLE**



**PT37/0004**  
**MARSHMALLOW**



redwood



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

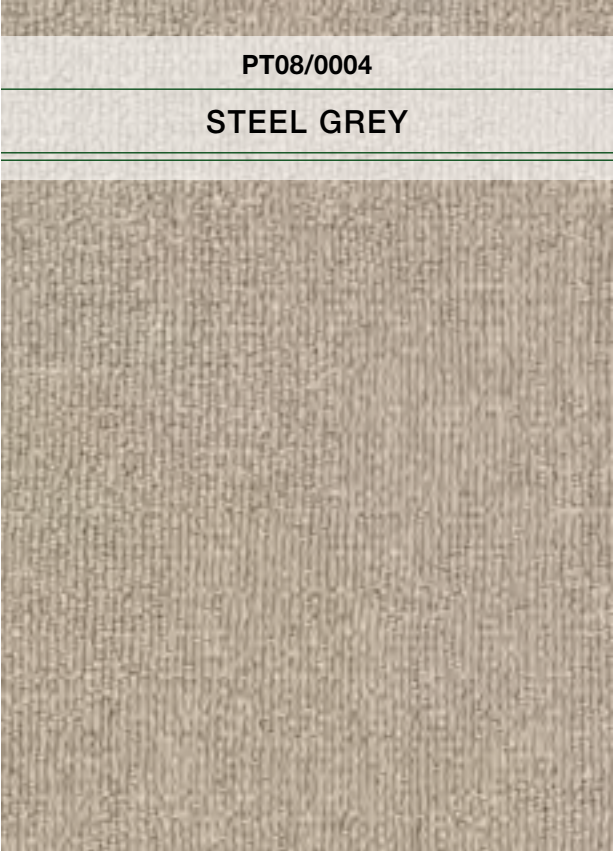
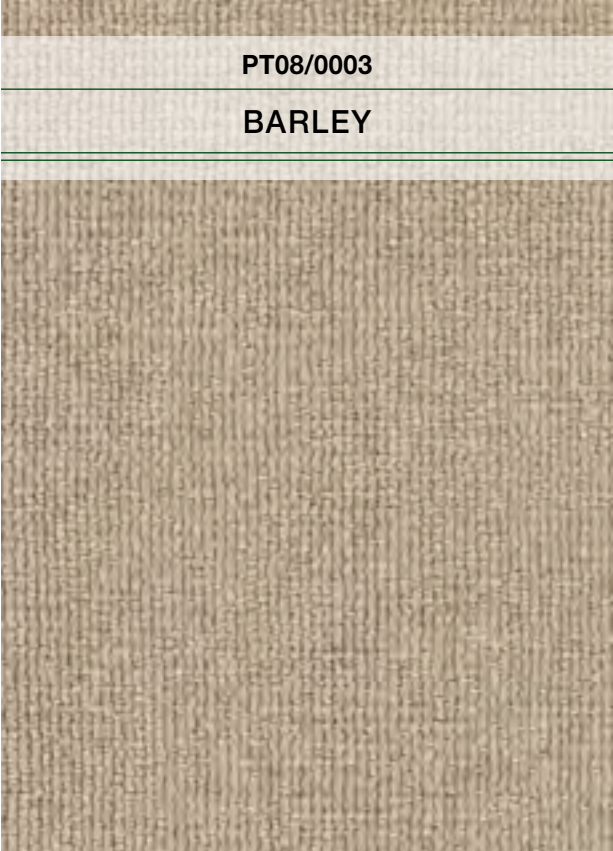
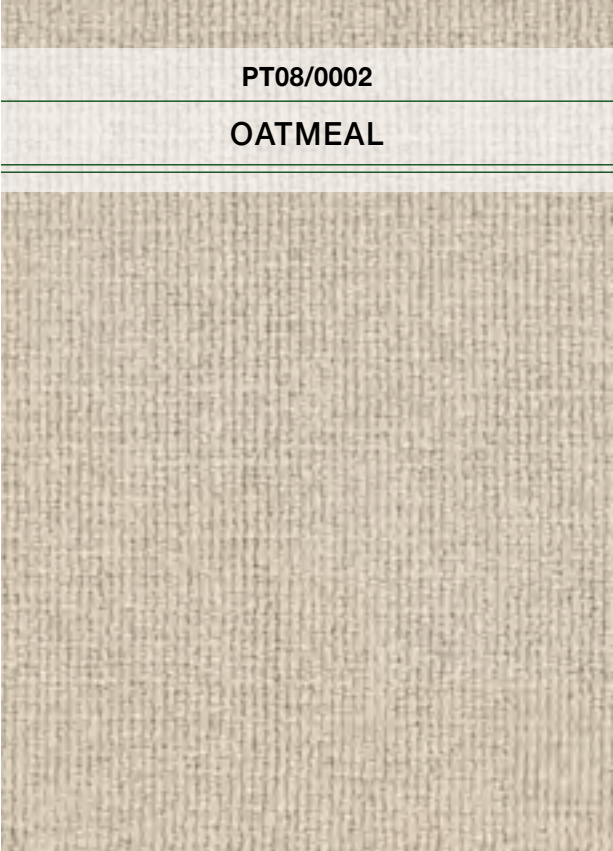
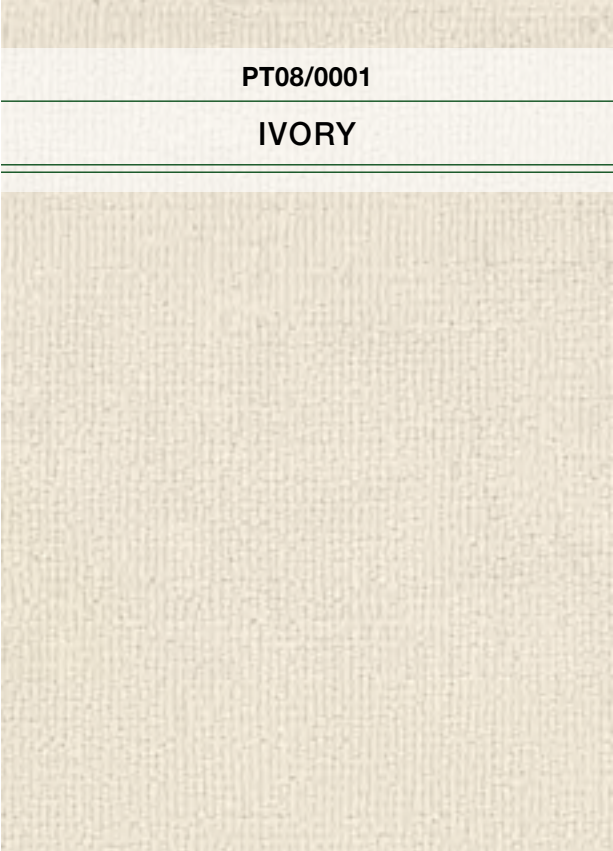
Width: 15' Repeat: \*Random Repeat in Both Width & Length



*\*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: PT08/0003 Barley







sallow



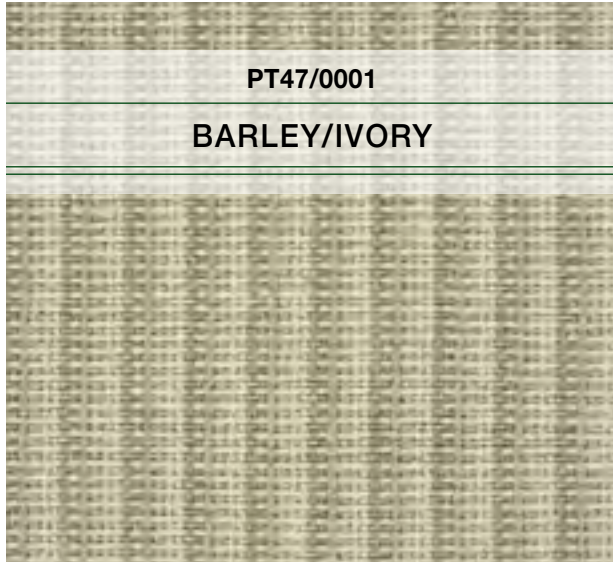
Pile: 100% Undyed Natural Wool  
Weave: Hand-Loomed Loop Pile

Width: 15' Repeat: 1.47" W x .33" L (Straight Match)

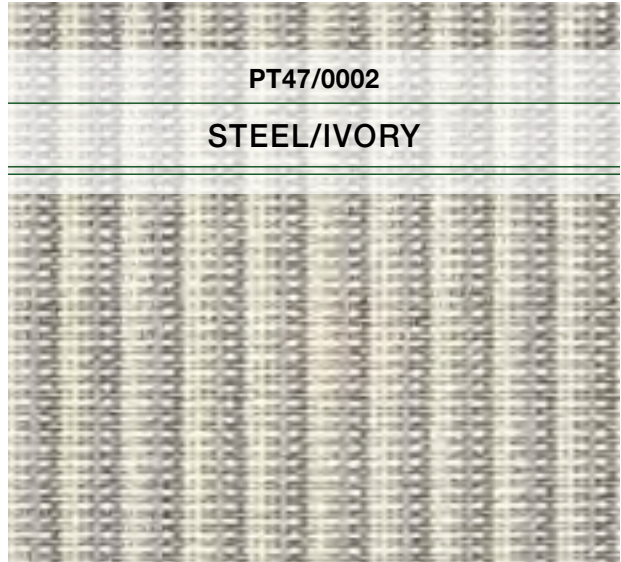


Pictured: PT47/0001 Barley/Ivory

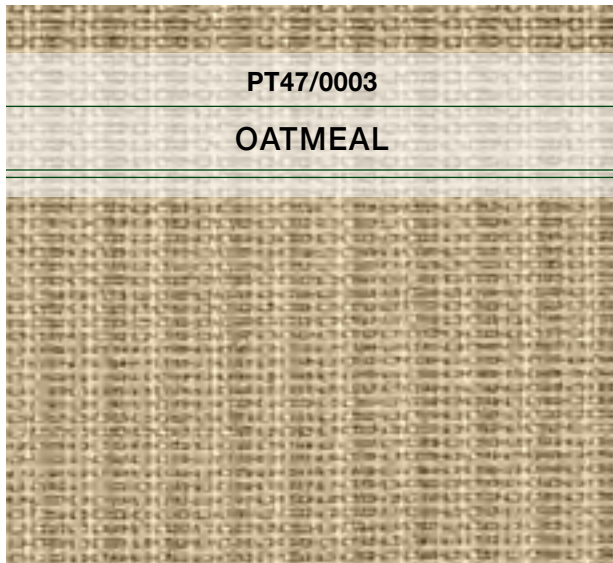




**PT47/0001**  
**BARLEY/IVORY**



**PT47/0002**  
**STEEL/IVORY**



**PT47/0003**  
**OATMEAL**



**PT47/0005**  
**LIGHT GREY**



**PT47/0006**  
**PLATINUM**



sequoia



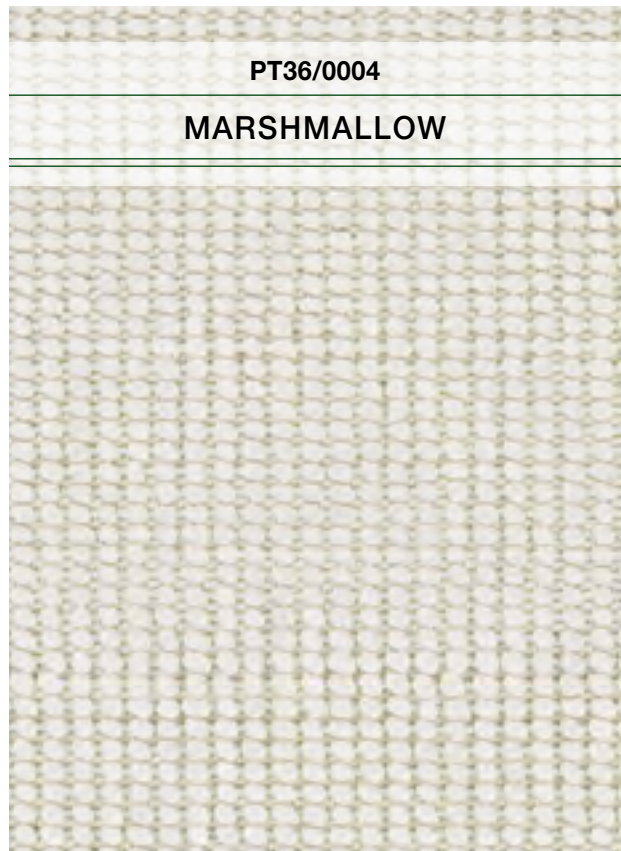
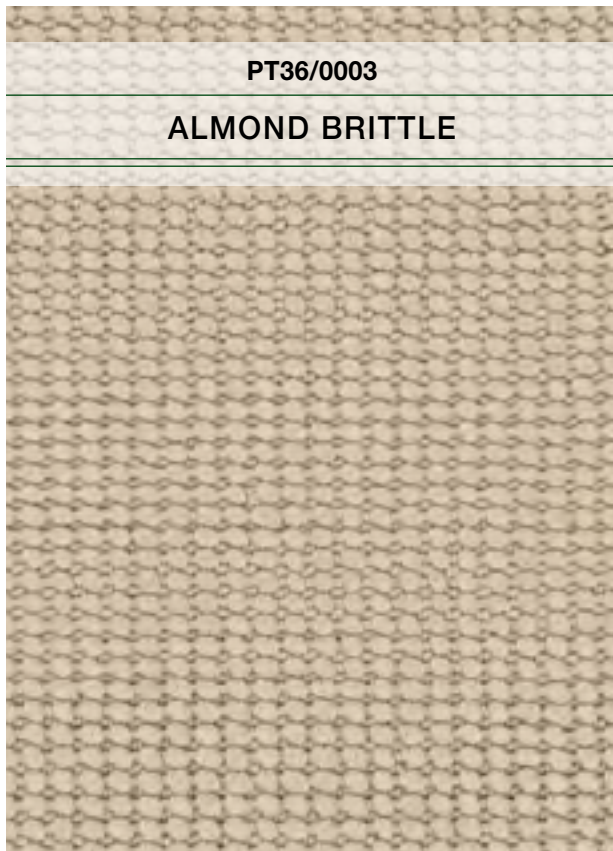
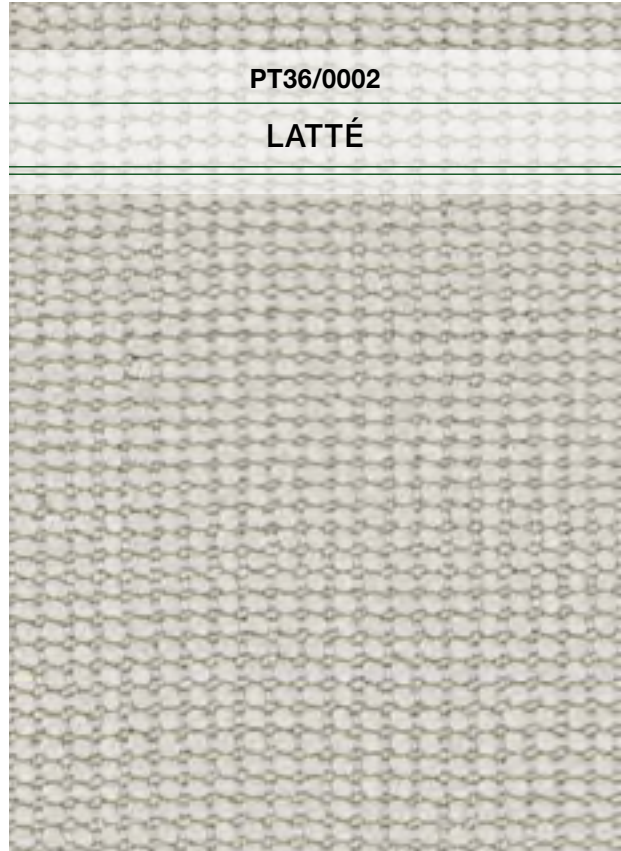
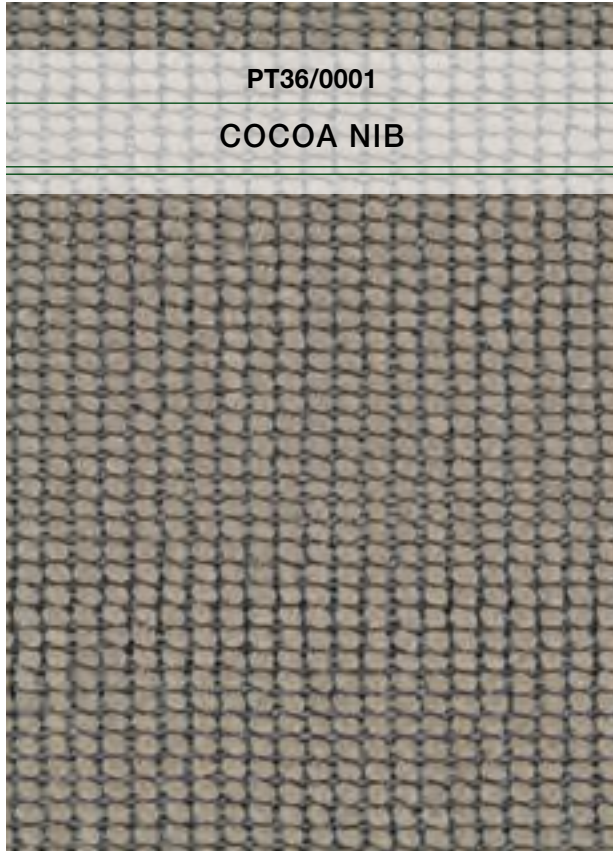
Pile: 100% Pure New Zealand Wool  
Weave: Hand-Loomed Loop Pile

Width: 15'



Pictured: PT36/0002 Latté







sherman



Pile: 75% Natural Wool/25% Viscose  
Weave: Hand-Loomed Loop Pile

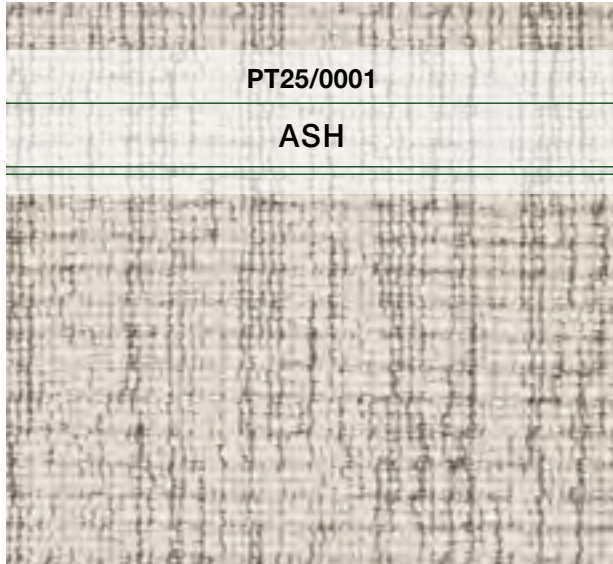
Width: 15' Repeat: \*Random Repeat in Width and .81" in Length



*\*Please Note:* This product features a random pattern repeat in its width. Due to this repeat there is no guarantee that the pattern will match when seams are made. Please advise your installer prior to installation.

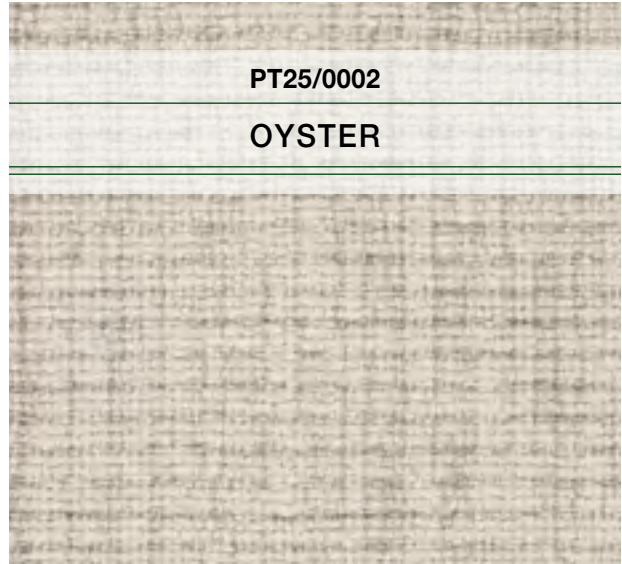
Pictured: PT25/0001 Oyster





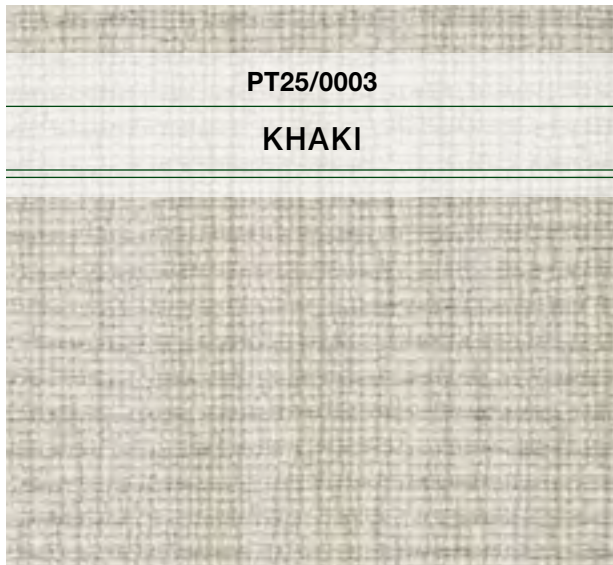
**PT25/0001**

**ASH**



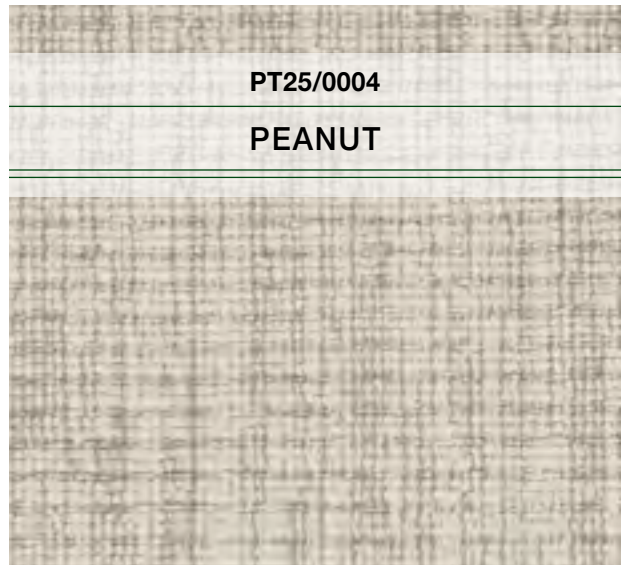
**PT25/0002**

**OYSTER**



**PT25/0003**

**KHAKI**



**PT25/0004**

**PEANUT**



**PT25/0005**

**HONEY**



**PT25/0006**

**BRONZE**



spruce



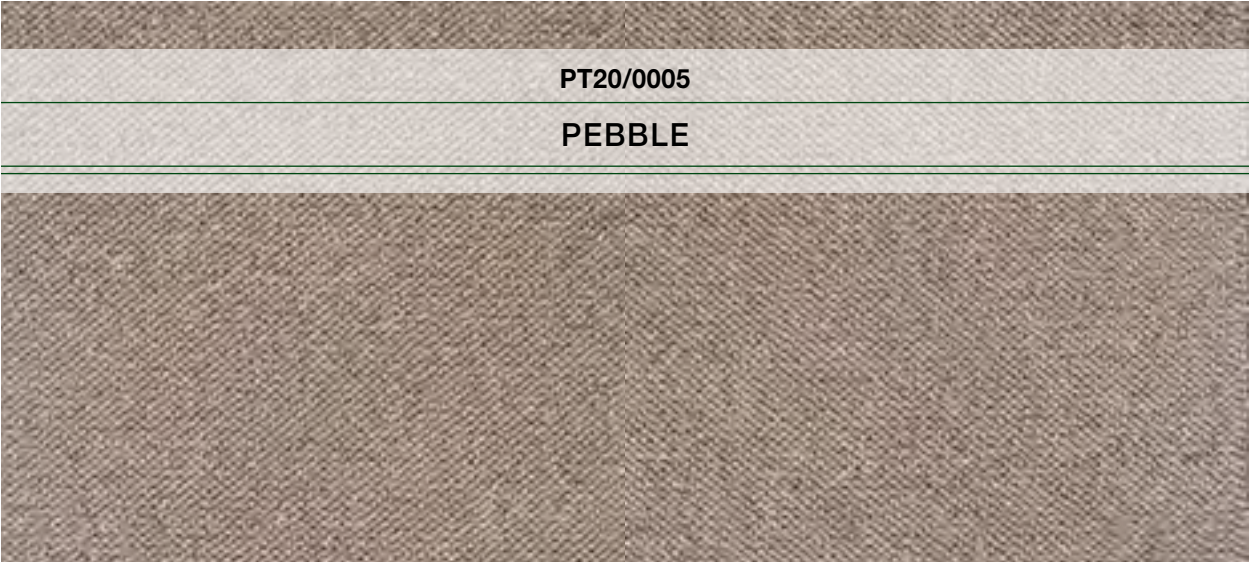
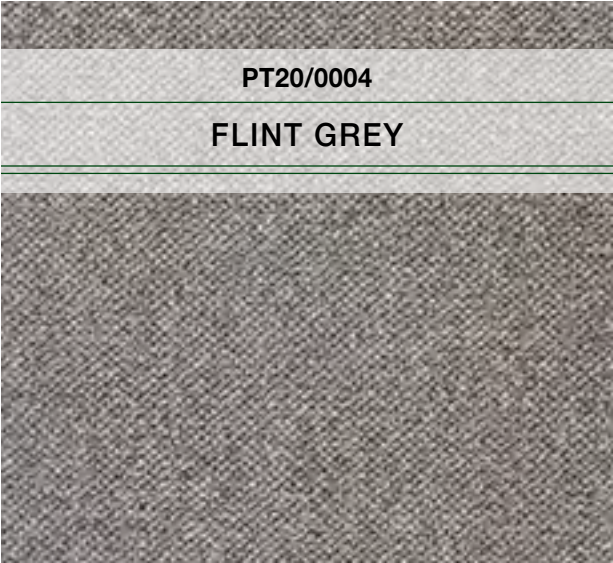
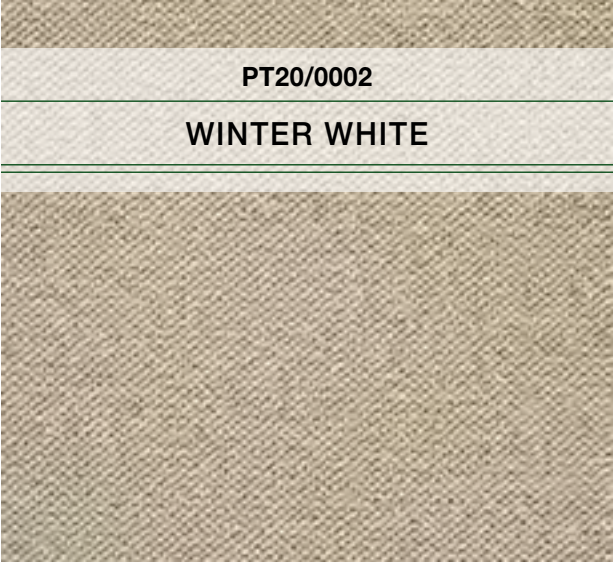
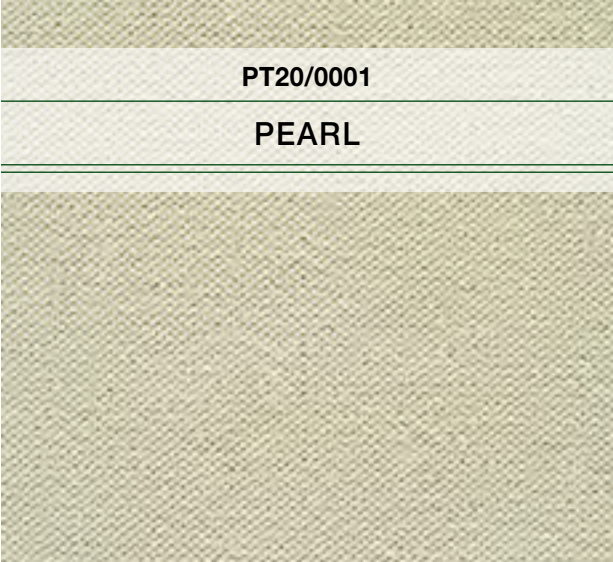
Pile: 100% Undyed Natural Wool  
Construction: Tufted Loop Pile

Width: 13'2" (4 Meters)



Pictured: PT20/0001 Pearl







velvet



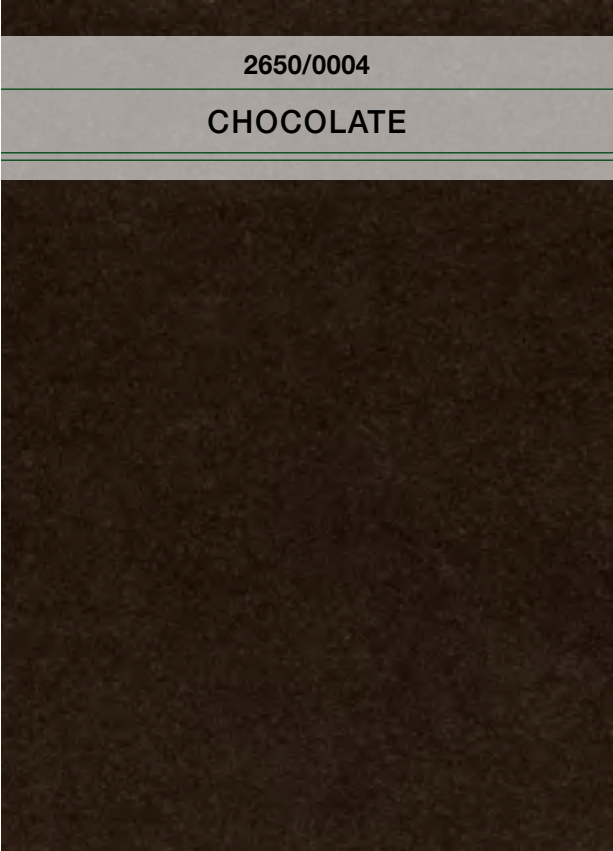
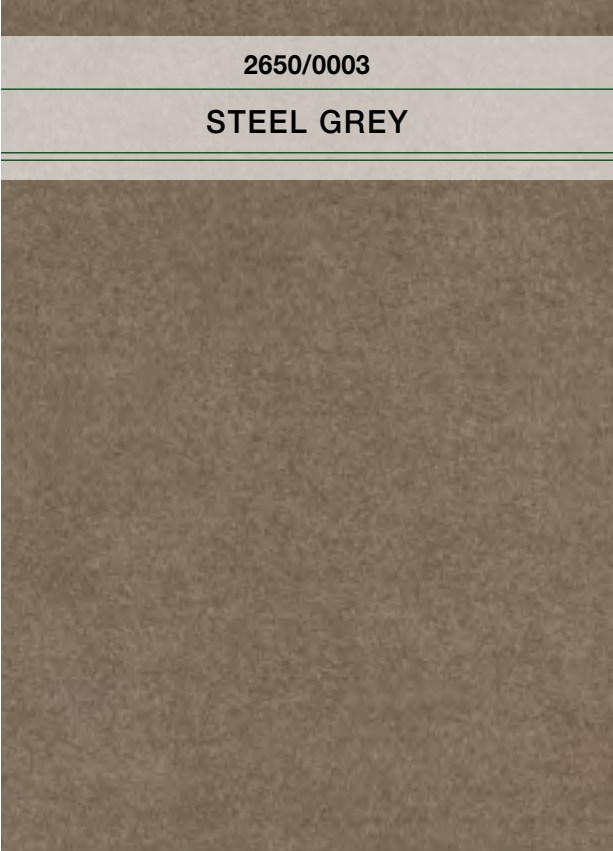
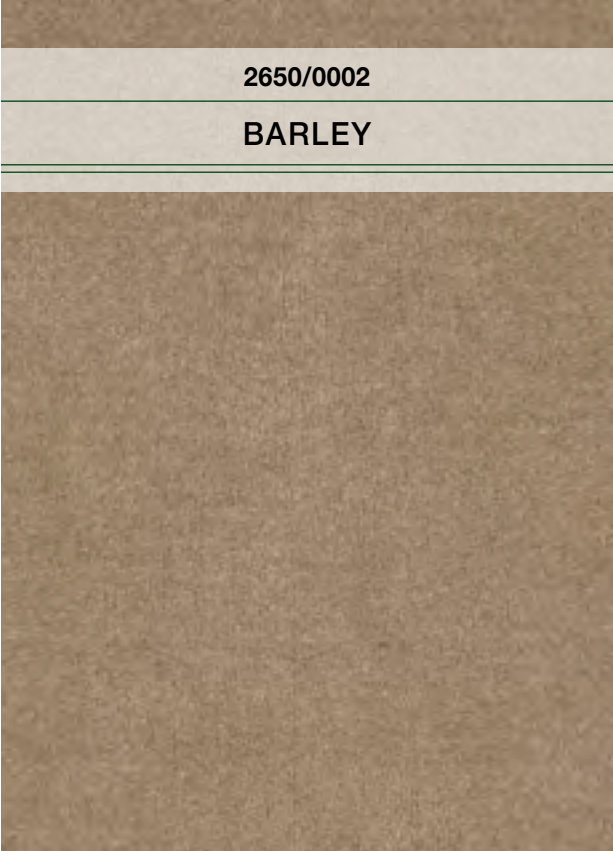
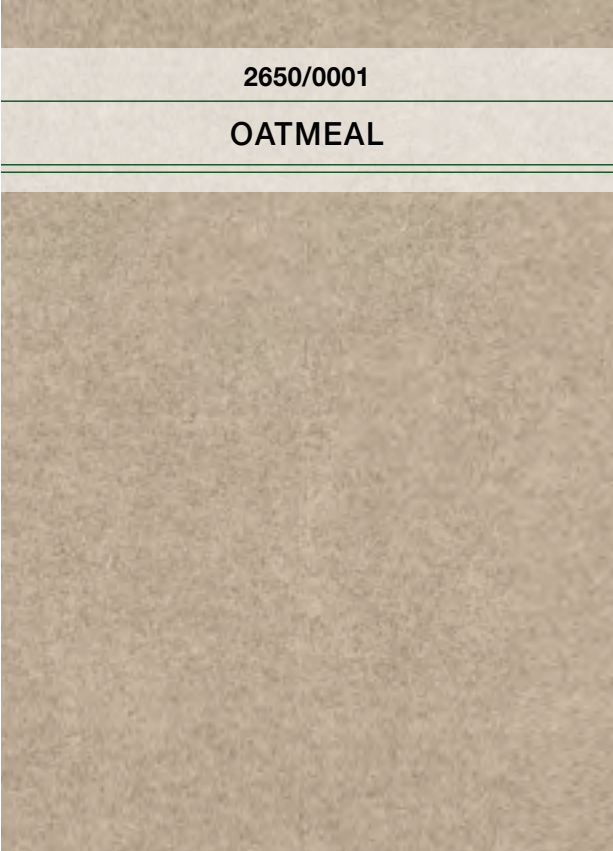
Pile: 100% Pure Wool  
Weave: Hand-Loomed Cut-Pile

Width: 13'2" (4 Meters)



Pictured: 2650/0003 Steel Grey















# Purity<sup>®</sup>

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