



VIRVEL
DESIGN ULLA
ERICSON-ÅSTRÖM



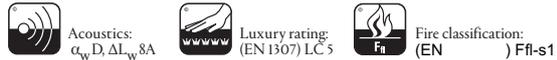
KASTHALL

PRODUCT SPECIFICATIONS FOR VIRVEL

One action-packed, rhythmic rug sketch piqued the enthusiasm of the design team. It was probably more than fifty years old, but it felt modern, as if someone had wielded the brush today. Still, the pattern's designer remained a mystery. Peter Otell, one of the company's product developers, refused to give up. Like a true detective, he studied the style and design, and he made comparisons. He found other sketches using the same method to render figures, which is how it was discovered that Ulla Ericson-Åström (1922–2002) had held the pen. Originally designed as a wall-to-wall carpet sometime in the 1950s, the pattern has now been hand tufted in Kasthall's Moss quality, and named "Virvel" (Swirl). Moss, with its unruly yarn pile and protruding wool and linen threads, gives the rug an expressive, audacious character.

PRODUCT TYPE: Hand tufted rug in pure wool and linen
PILE MATERIAL: 90% wool, 10% linen
BASE FABRIC: Polyester
BACKING MATERIAL: Polypropylene and recycled yarn
ADHESIVE: Aqueous acrylic adhesive
SIZE: 170x240 cm, 200x300 cm, 250x350 cm. Round Ø 240 cm.
 Other sizes upon request.

PILE HEIGHT: approx. 40 mm
PILE WEIGHT: approx **g/m²**
TOTAL HEIGHT: approx. 44 mm
TOTAL WEIGHT: approx **g/m²**



CARE ADVICE HAND TUFTED RUGS

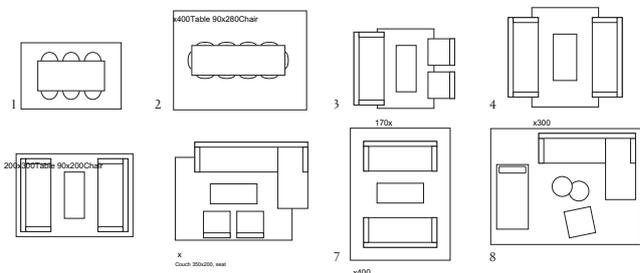
To further extend the lifetime of your rug, Kasthall recommends a regular maintenance so that the rug may retain its shape and appearance. If you have a light, single-colour rug you will need to care for it more often than a darker, patterned rug. Thorough vacuum cleaning is the best, most economical and environmentally friendly cleaning method. Beating or shaking a rug may damage the fibers. Note that it is quite normal for the rug to lose individual fibers when used, these are excess fibres and it does not affect the general quality of the rug. If you want to get rid of excess fibres faster, you can vacuum the rug daily for an initial period. It is most efficient to vacuum the rug one direction at a time. Remember that hand tufted rugs in linen are sensitive to water, so take particular care with the amount of water you use when removing stains.

CLEANING ADVICE

We recommend that the rug is cleaned by a professional cleaner, using the extraction method on a flat surface. The quantity and temperature of the water will depend on the material and pile length. Good ventilation during the drying process is essential. Shrinkage will be about 3–5%. Kasthall's rugs are not to be machine-washed or dry-cleaned. At www.kasthall.com you can read more about our materials, how to look after your rug and our stain guide.

CHOOSING A RUG

Choose the characteristics of the rug, its colour and design to suit the space in which it will be laid. If it is to be laid in a hall, for example, you may choose a type of rug that is more resistant to wear, and a colour that is a little darker and dirt-tolerant. Use a rug as a means of bringing together the rest of the interior. Decide whether you want to place a sofa on the rug or at its edge. If a rug is to be placed underneath a dining table, add at least 60 cm all round the table to allow space for pulling out the chairs. Hand tufted rugs are suitable for creating cosy environments with warm acoustics. Depending on the quality, hand tufted rugs can work equally well in domestic settings and public spaces. Ideal for use in living rooms, bedrooms and in lounge environments and hotel rooms.



Examples of commonly used rug sizes:

1. Dining table with 6 chairs: rug size 200x300 cm
2. Dining table with 10 chairs: rug size 300x400 cm
3. Three-seat couch with armchairs: rug size 170x240 cm
4. Three-seat double couch: rug size 200x300 cm
5. Three-seat double couch: rug size 250x350 cm
6. Corner sofa with armchairs: rug size 250x350 cm
7. Three-seat double couch: rug size 300x400 cm
8. Corner sofa with daybed and armchair: rug size 350x450 cm

SUSTAINABILITY AT KASTHALL

Sustainability is rooted in Kasthall's history. It was there when we started and continues today in our work and ambition to contribute to a sustainable future. It is evident in our circular approach to design and in a fully-traceable supply chain to reduce our impact on people and planet. It is part of our commitment to local Swedish production and a made-to-order system that creates less waste. We also use third-party environmental declarations and assessment to ensure reliability. Read more about our sustainability work and philosophy at kasthall.com.

OTHER INFORMATION

- Depending on the materials used and the rug-making process, dimensions may vary by up to 2% so please state maximum or minimum dimensions when placing your order.
- Note that all rugs from Kasthall are made from natural materials. Variations in colour and texture can therefore arise between batches of yarn and dye baths.

VIRVEL

Design ULLA ERICSON-ÅSTRÖM
Hand tufted rug in pure wool and linen



Rug 170x240 cm

Showrooms in MILAN | NEW YORK | STOCKHOLM | GOTHENBURG

KASTHALL HQ SWEDEN

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For the latest updates of our collection, please visit www.kasthall.com

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