

New Luxury Wool Carpets from Urbane Living



IMMEDIATE RELEASE

London, September 2, 2009 - Urbane Living the leading resource for beautiful sustainable floor and wallcoverings introduce Wool Luxury, a range of lush deep pile broadloom carpet that bring rich texture to the home and softness to the feet.

The luxury carpet range is 100% hand loomed in India from pure wool. Many of the products are undyed so the range is full of natural shades and tones. The wool carpet is created using labour intensive processes, which means the wool carpet retains lots of characters which are part of carpet's charm and appeal.

Adam Robertson, the co-founder of Urbane Living explains that the manufacturer of the Wool Luxury carpets adopts high standards of production practices and ethical labour which are central to their ongoing success. The Wool Luxury carpet range is made ecologically using traditional wooden looms that are hand operated so no electricity is used during production. The latex are backed by hand and dried naturally in the sun. Adam describes the finished product as 'pure luxury'. He adds 'the wool carpet is so thick and soft, it feels like you are walking on clouds'.

Pure wool is a non-allergenic material. Natural Wool carpets are naturally resistant to dirt, dust, and bacteria as the wool has a thin coat of membrane. As a floorcovering, natural wool carpets are durable and hardwearing. Due to the exceptionally fine quality of the Wool Luxury carpet range, the carpets are suitable for heavy domestic and certain carpets in this range can be used for light and heavy contract as well. However not all carpets are suitable for stairs so check the carpet's suitability before buying. Price starts from £33.75m2 ex. VAT.

Urbane Living offers a wide range of wool carpets and natural floorcoverings including Coir, Seagrass, Sisal, Jute, Mountain Grass, Mixed Wool and Eco Wool carpets. The company also offers a high quality installation service for wood flooring and carpets with a free site survey and quotation service covering most areas in London including, Central London, Chiswick, Kew, Richmond, Hammersmith, Kensington, Chelsea, Knightsbridge, Notting Hill, Hampstead, and Docklands.

Visit www.urbaneliving.co.uk or call 020 7138 3838 for more information.

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