

u m i



umi

[INSERT YOUR PRODUCT CONCEPT WRITE-UP DESCRIPTION HERE. MAX 3 SENTENCES]



[INSERT YOUR NAME | CELLPHONE NUMBER]

umi

inspired by South African kelp forests, the Umi rug draws inspiration from the sea. it is both a mix of being a bold statement peice aswell as a soothing reminder of nature to soothe a space. , using both natural materials and biomimicry

PRODUCT CODE	SKU UMX-01
SIZE	3000 x 2000 mm (3 x 2m)
SHAPE	Organic multi-form silhouette
FIBRE COMPOSITION	100% New Zealand Wool
CONSTRUCTION	Hand Tufted
PILE HEIGHTS	Cut pile: 10mm, 14mm & 18mm Loop pile: 8mm
OVERALL RUG THICKNESS	Approximately 20–22 mm
WEIGHT	Approximately 5.2–5.8 kg/m ² (≈31–35 kg total)
COLOUR PALETTE	Forest Green, Moss Green, Olive, Sage, Ochre, Mustard, Walnut Brown, Deep Bark Brown
COUNTRY OF ORIGIN	South Africa

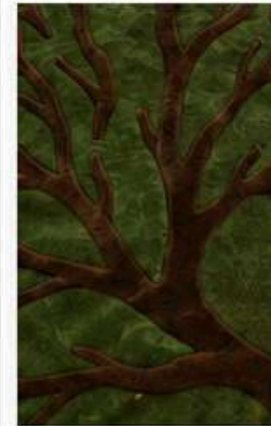
PLAN VIEW OF RUG ILLUSTRATING THE COLOUR MAP OF THE RUG

- This must be a plan view of the colours used in your respective pattern.
- The colours must be labelled & fully specified as per suppliers colour chart
 - Add square meter per colour.

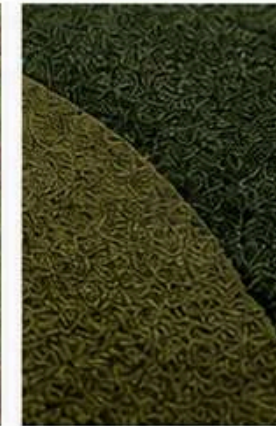


COLOUR	APPROX. AREA
Deep Forest Green	2.1 m ²
Moss Green	1.2 m ²
Olive Green	1.0 m ²
Sage Green	0.6 m ²
Ochre	0.9 m ²
Mustard Gold	0.5 m ²
Walnut Brown	0.2 m ²
Dark Bark Brown	0.1 m ²
TOTAL APPROX. AREA	6.0 m²

SMALLER 3DS / DETAIL VIEWS



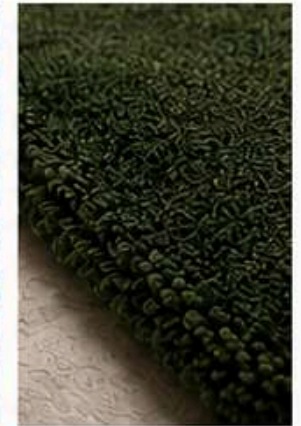
HAND CARVED
KELP DETAIL



HIGH / LOW PILE
TRANSTION



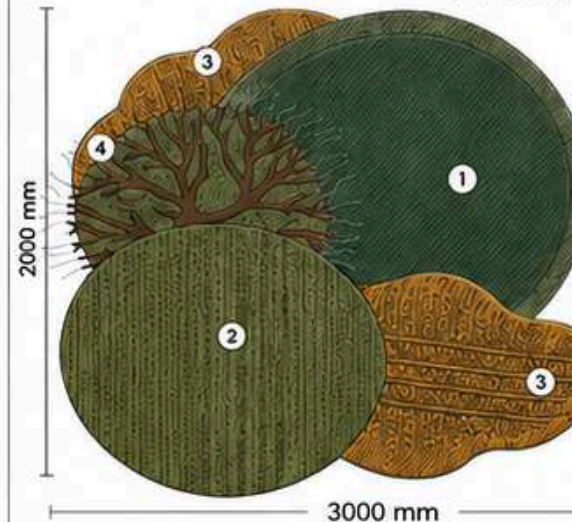
TEXTURED LOOP + CUT
MUSTARD SECTION



DENSE NEW ZEALAND
WOOL FINISH

PLAN VIEW OF RUG ILLUSTRATING THE MATERIAL MAP OF THE RUG

- This must be a plan view with different hatch patterns illustrating the different materials used.
- Materials & the pile heights must be labelled & fully specified with square meters.
 - Plan must be dimensioned



NO.	MATERIAL / AREA	CONSTRUCTION	PILE HEIGHT	APPROX. AREA
①	Main Green Forms	Cut Wool	18 mm	3.3 m ²
②	Olive Circle	Directional Cut Wool	16 mm	1.0 m ²
③	Mustard Forms	Loop + Cut Wool	12 mm	1.4 m ²
④	Tree / Kelp Motif	Hand Carved Cut Wool	10 mm	0.3 m ²
⑤	Background Shadow Areas	Low Loop Wool	8 mm	0.2 m ²

TOTAL APPROX. AREA 6.0 m²
(SHAPE IS ORGANIC & APPROXIMATE)



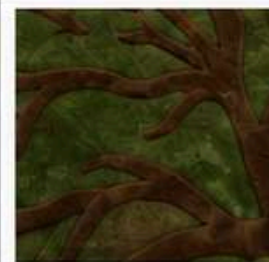
1. 18mm CUT PILE WOOL
Plush New Zealand Wool



2. 16mm DIRECTIONAL
CUT WOOL
Brushed finish



3. 12mm LOOP PILE WOOL
Textured surface



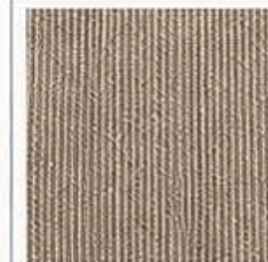
4. 10mm HAND CARVED WOOL
Sculpted detailing



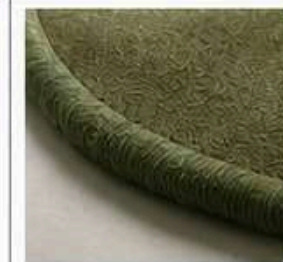
5. 8mm LOW LOOP WOOL
Background texture



6. HAND CARVED
EDGE FINISH



7. COTTON / LATEX
BACKING



8. HAND BOUND
ORGANIC EDGE