

ECHOES OF
EARTH'S
STORIES

Primeval Elegance

WELSPUN GLOBAL BRAND LTD,
Survey No. 190, Chandanvelly, Near Hythabad,
Shabad Mandal, Ranga Reddy (Dist),
Telangana 501503 India

Contact Us: 1800 - 120 - 1161
India: Contact_flooring@welspun.com |
Global: Global_saleswfl@welspun.com
www.welspunflooring.com



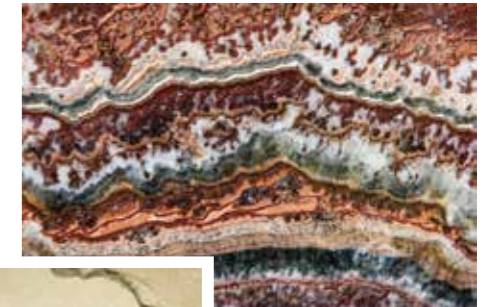
↓ E-lookbook

Welspun^W
FLOORING

Inspiration

Primeval Elegance - Echoes of Earth's Stories draws inspiration from ancient fossils and nature's intricate beauty. This collection uses biomimicry to craft fusion patterns, reflecting timeless forms and organic textures. The curated palette narrates Earth's history, from serene beiges and greiges symbolizing the beginnings of fossilization to dark greys reflecting the depths of time, accented with vibrant highlights. Each hue embodies the subtle drama of nature's artistry, offering versatility for varied ambiances. The designs evoke wonder, connecting us to Earth's deep past while embracing contemporary aesthetics.

An Earth-Inspired Palette



A fusion of rich browns, beiges, and greys, echoing the timeless elegance of fossilization.



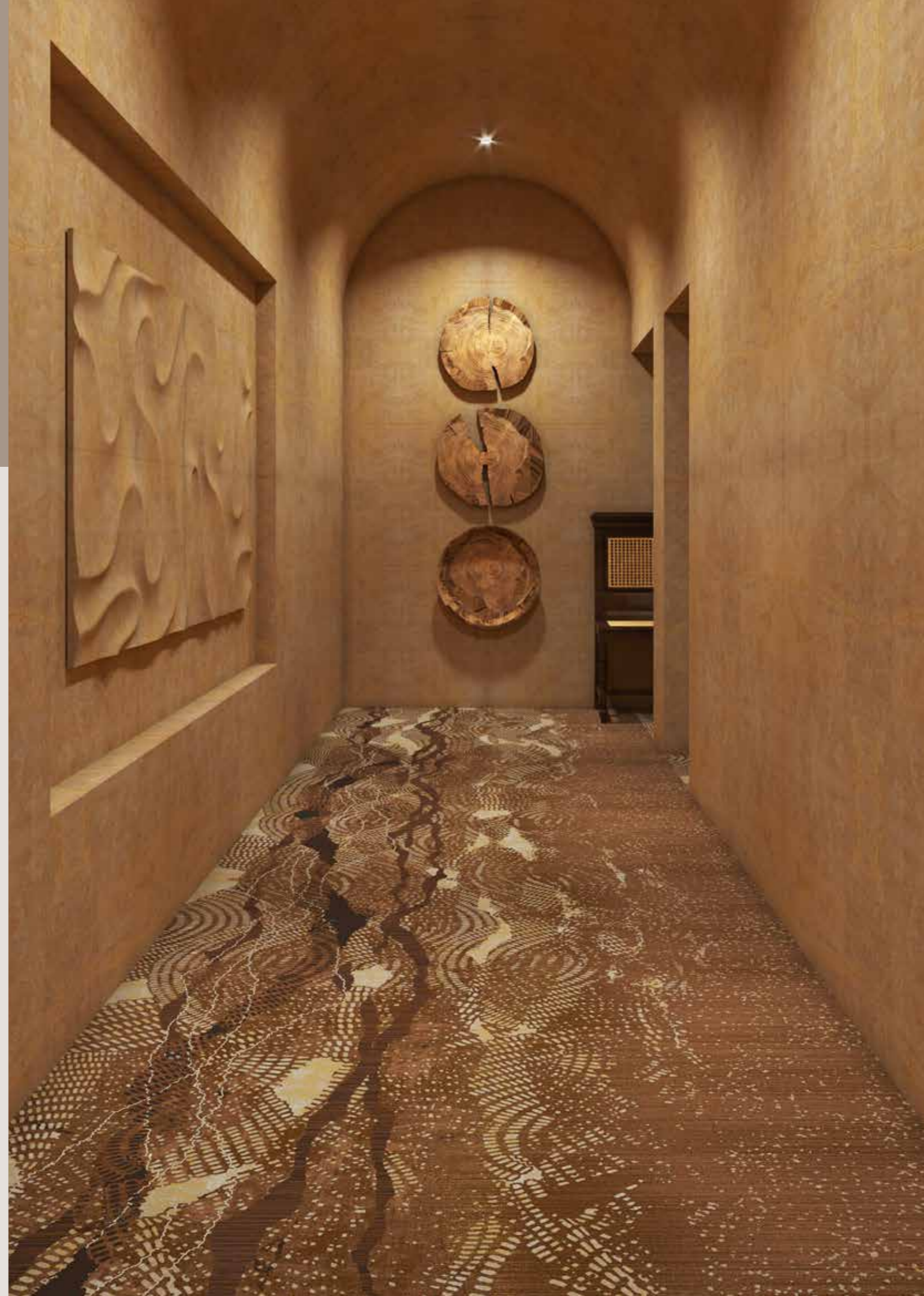


Unveiling Earth's Ancient Artistry

Primeval Elegance celebrates the elemental forces that have shaped our planet for millennia, offering guests an opportunity to reconnect with the origins of life. It emphasises on raw beauty, luxurious comfort and holistic experience. The collection transforms hospitality interiors into sanctuaries where nature's timeless beauty is celebrated through sophisticated design. Fossils, as nature's ancient imprints, provide a profound source of inspiration for carpet designs that evoke a sense of connection to the earth while exuding warmth and luxury.

Incorporating fossil inspired carpet designs aligns with the growing trend of biophilic design, where nature serves as a muse to create spaces that promote well-being and relaxation. These carpets allow resorts to immerse guests in a narrative of earth's history, while their tactile and visual appeal offers comfort and opulence.

Primeval Elegance transforms hospitality interiors into sanctuaries that blend the primal essence of the earth with refined sophistication. This trend offers guests a unique opportunity to explore the ancient world while indulging in modern luxury. It's a statement of timeless design rooted in nature's most enduring elements.



LAPIDIFY

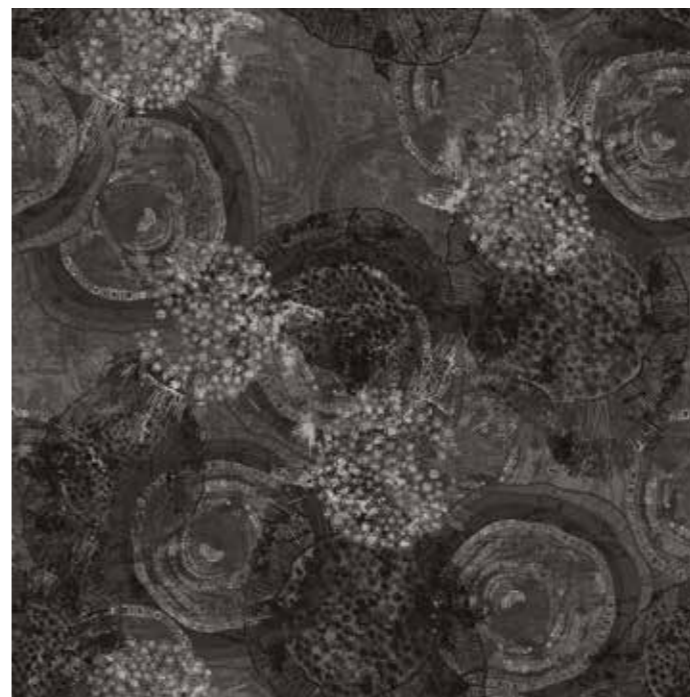


WA9700-002



WA9700-001

4x4 mtrs



WA9700-002

4x4 mtrs



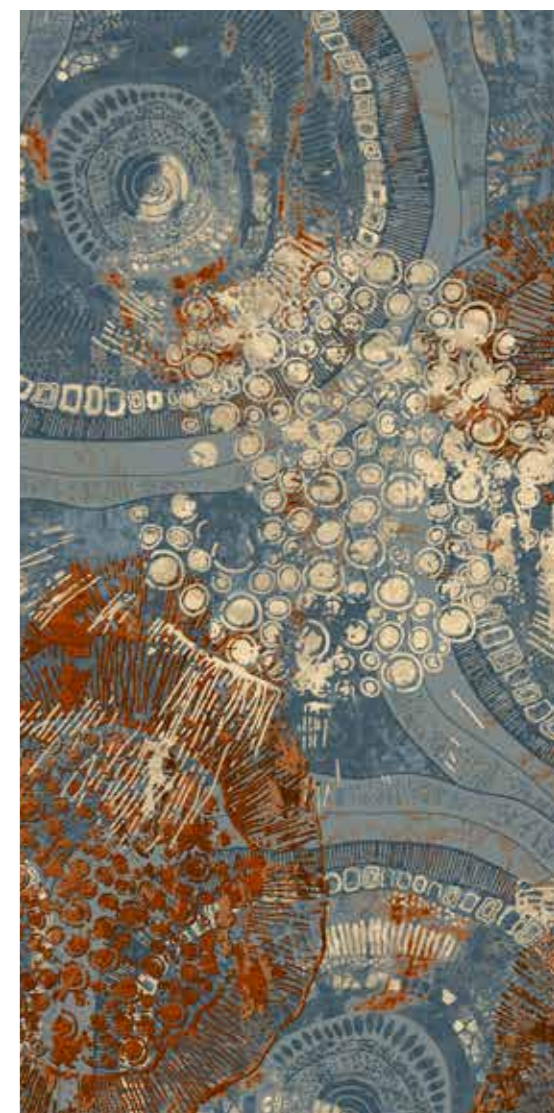
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4x4 mtrs



WA9700-004

4x4 mtrs





WA9700-005

4x4 mtrs



WA9700-006

4x4 mtrs



WA9700-007

4x4 mtrs



WA9700-008

4x4 mtrs



DENDRITE



WA9701-001



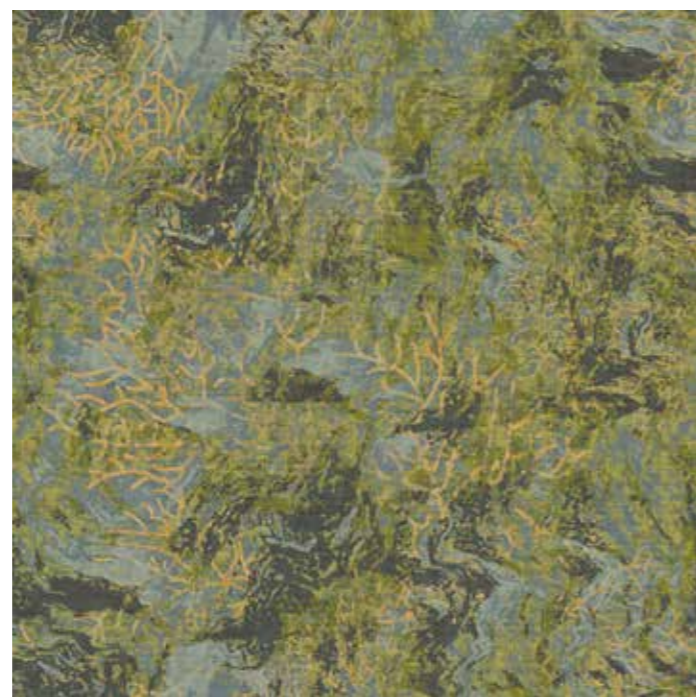
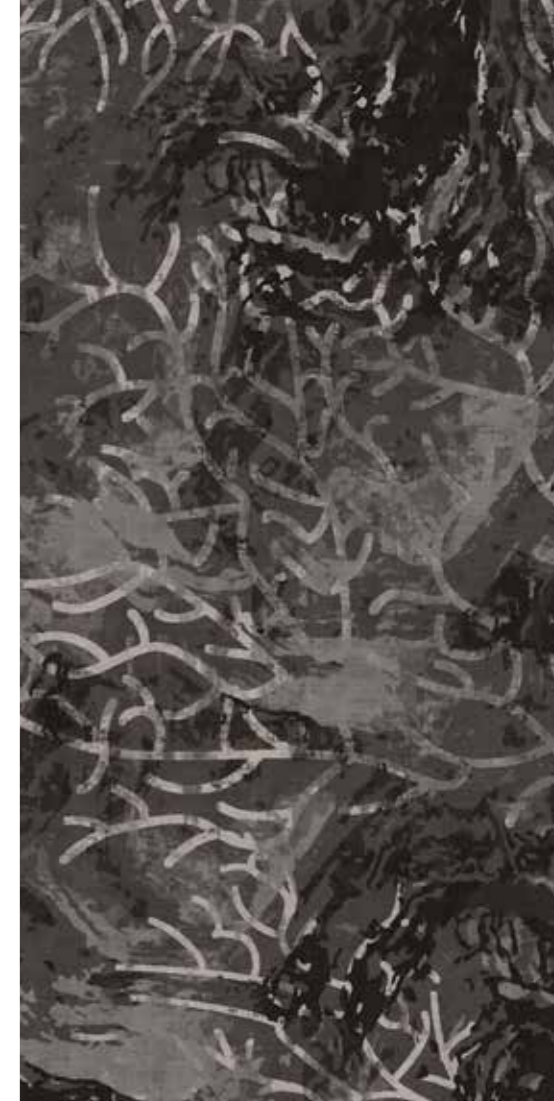
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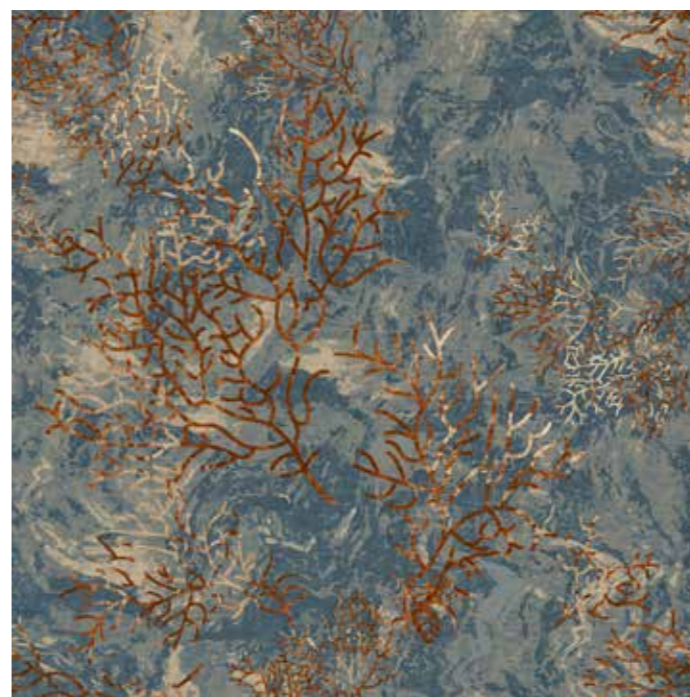
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WA9701-003

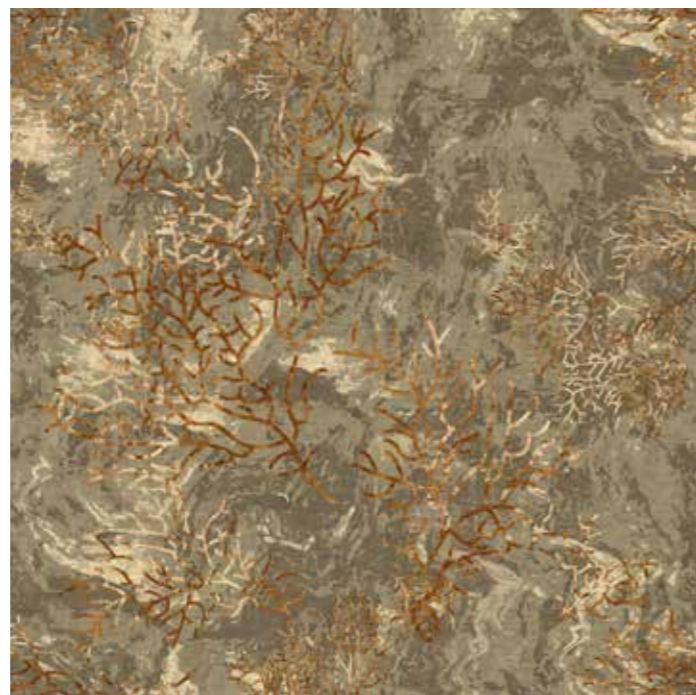
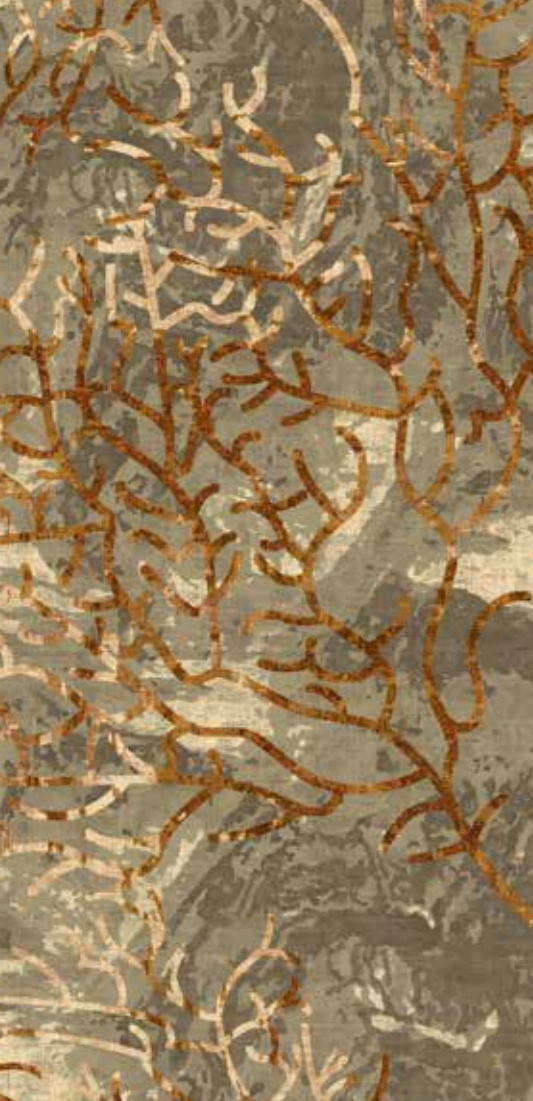
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WA9701-004

4x4 mtrs





WA9701-005

4x4 mtrs



WA9701-006

4x4 mtrs



WA9701-007

4x4 mtrs

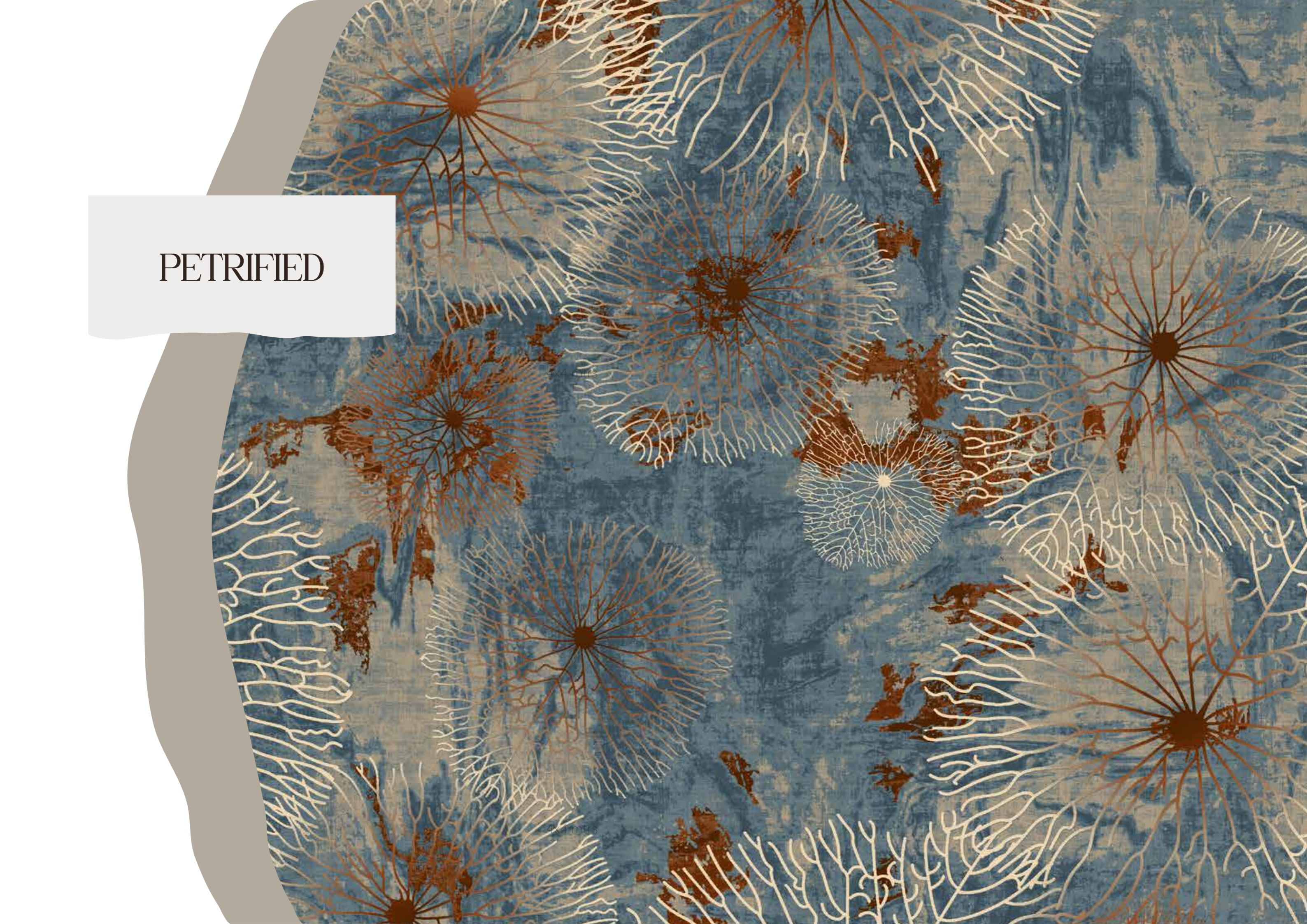


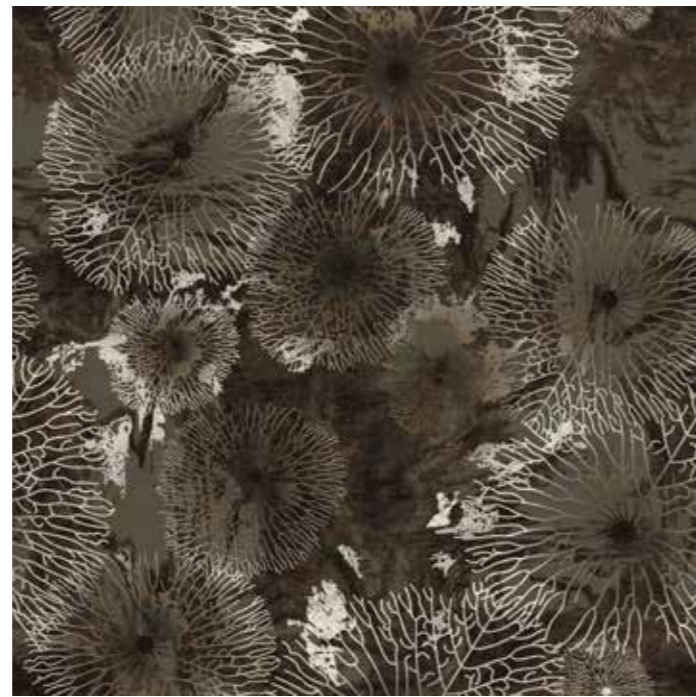
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PETRIFIED





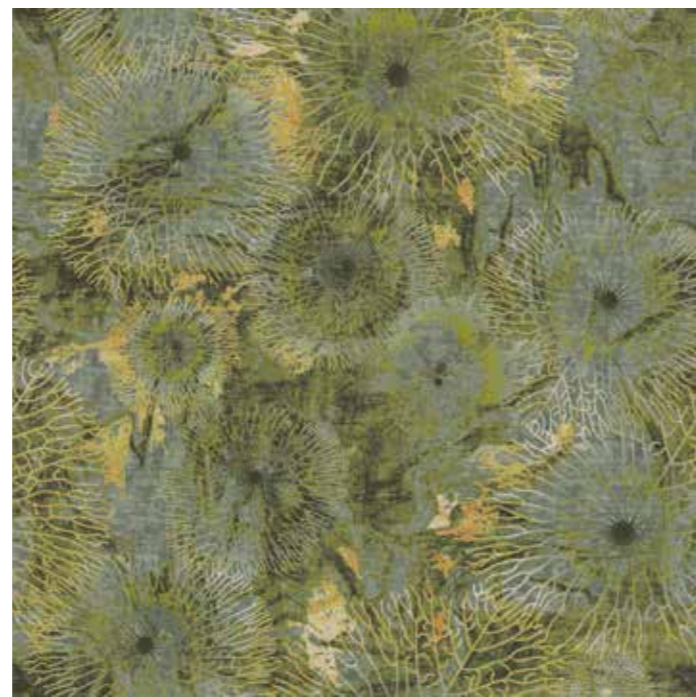
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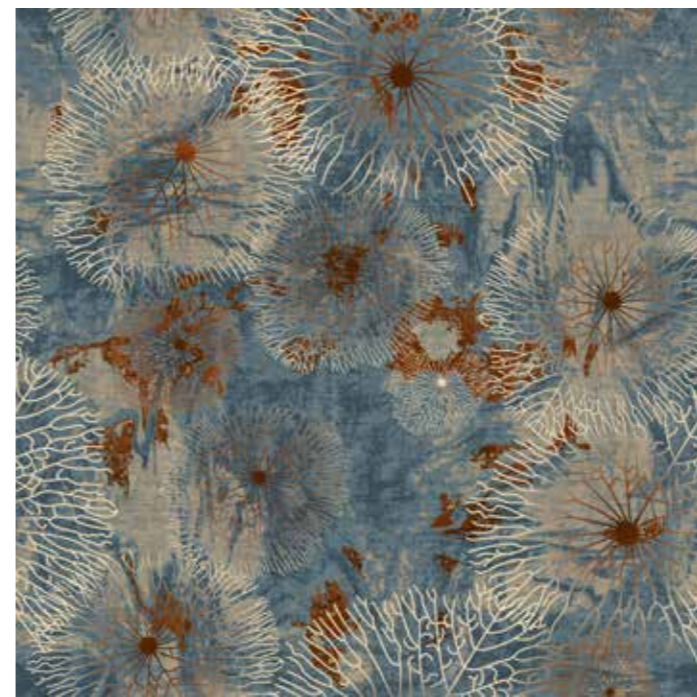
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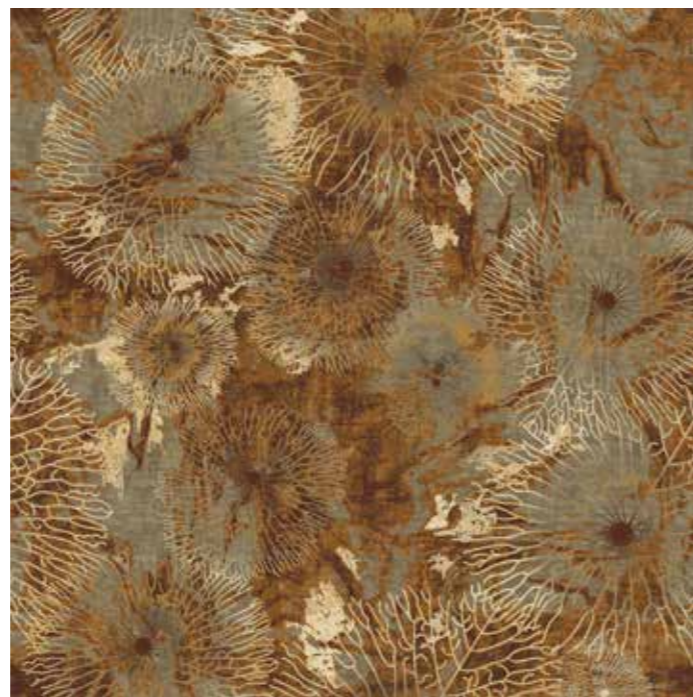
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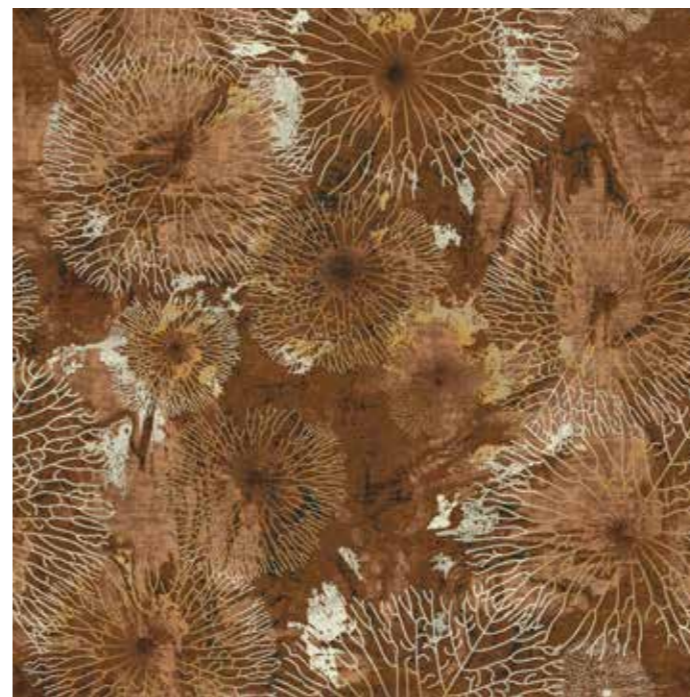
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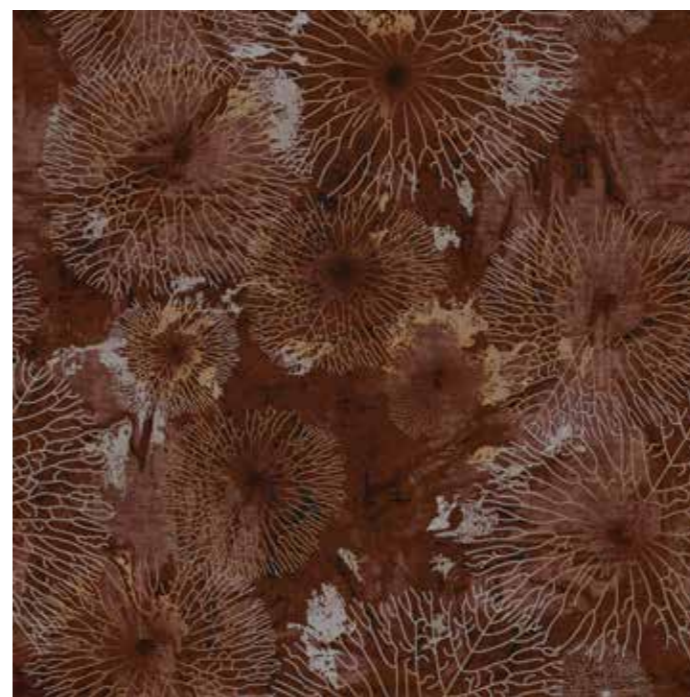
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WA9702-007

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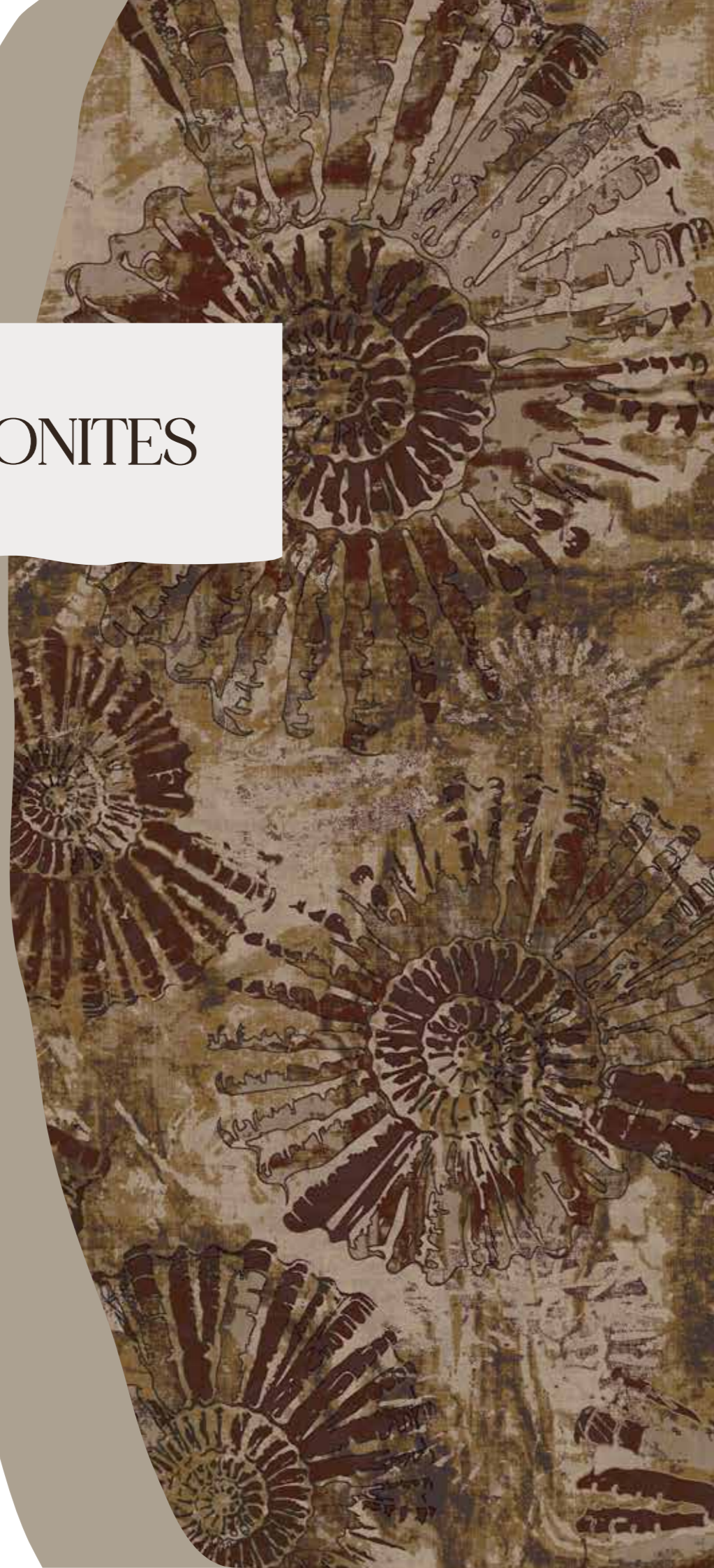


WA9702-008

4x4 mtrs



AMMONITES



WA9703-007



WA9703-001

4x4 mtrs



WA9703-002

4x4 mtrs



WA9703-003

4x4 mtrs



WA9703-004

4x4 mtrs





WA9703-005

4x4 mtrs



WA9703-006

4x4 mtrs



WA9703-007

4x4 mtrs



WA9703-008

4x4 mtrs



PRESERVE



WA9704-006



WA9704-001

4x4 mtrs



WA9704-002

4x4 mtrs



WA9704-003

4x4 mtrs



WA9704-004

4x4 mtrs





WA9704-005

4x4 mtrs



WA9704-006

4x4 mtrs



WA9704-007

4x4 mtrs



WA9704-008

4x4 mtrs



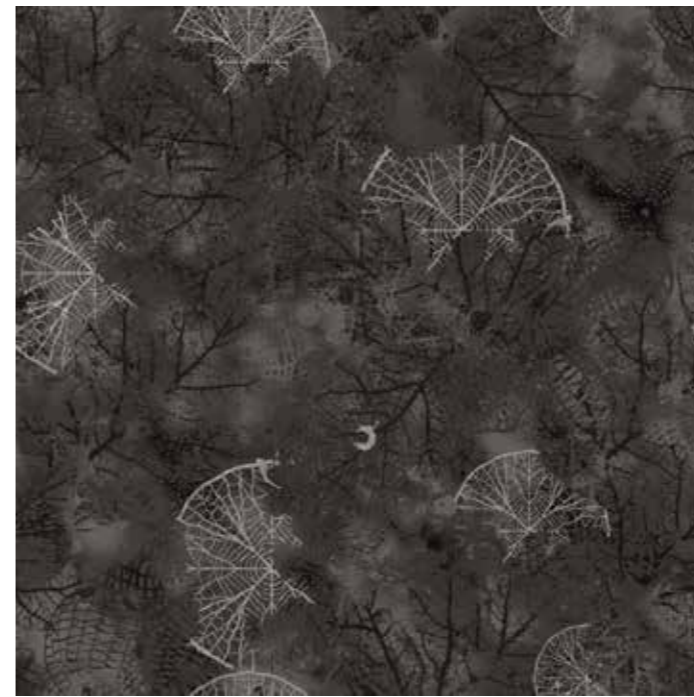


CAST



WA9705-001

4x4 mtrs



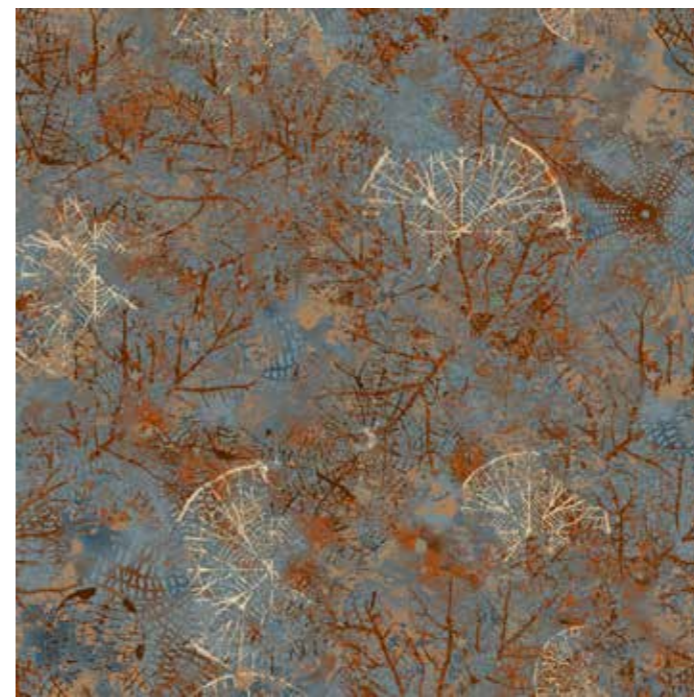
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WA9705-003

4x4 mtrs



WA9705-004

4x4 mtrs





WA9705-005

4x4 mtrs



WA9705-006

4x4 mtrs



WA9705-007

4x4 mtrs

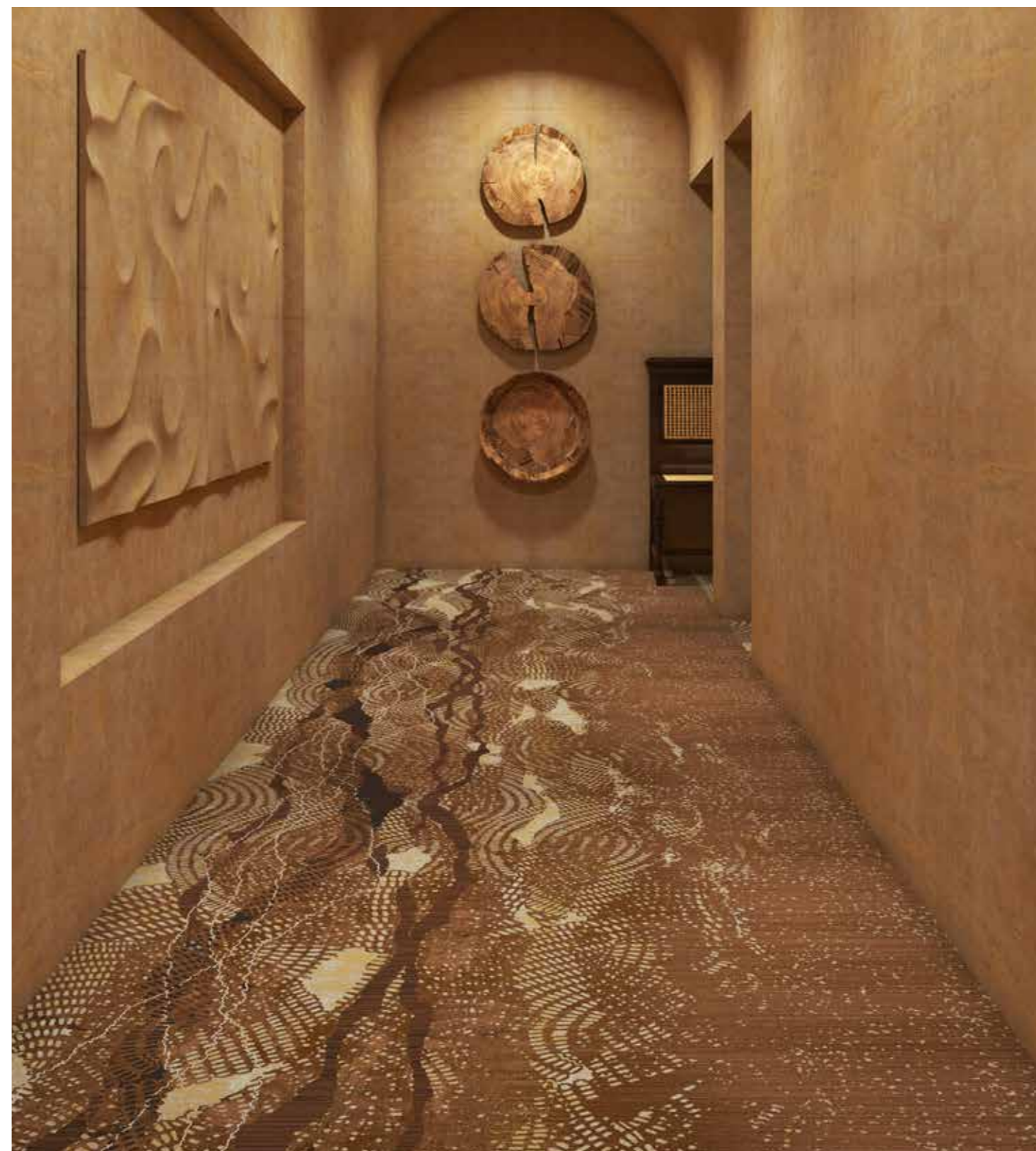


WA9705-008

4x4 mtrs



TRACE



WA9706-006



WA9706-001

2x8 mtrs



WA9706-002

2x8 mtrs



WA9706-003

2x8 mtrs



WA9706-004

2x8 mtrs





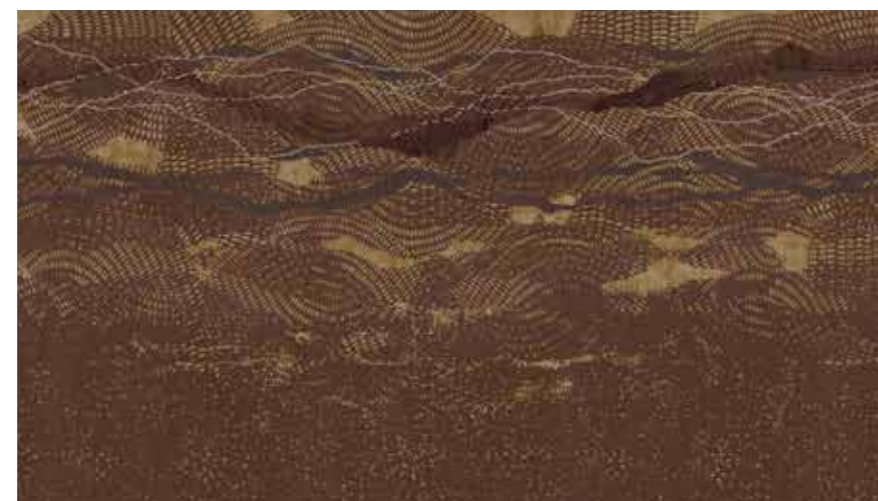
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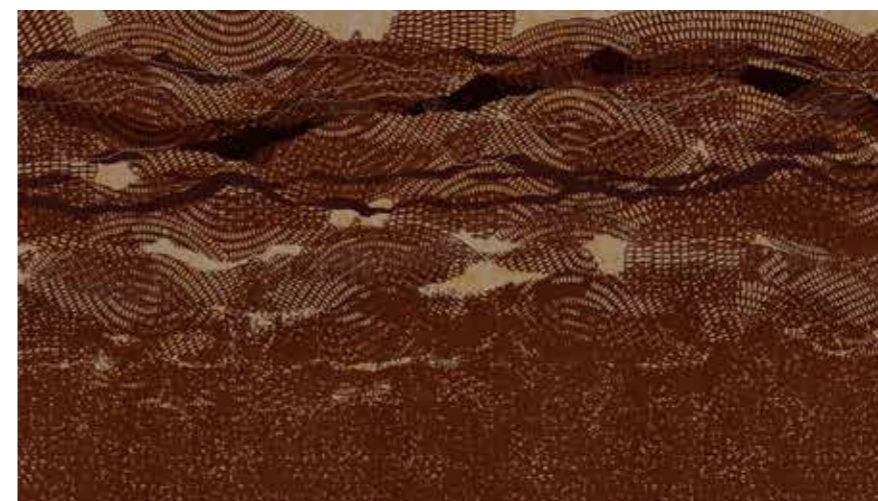
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WA9706-007

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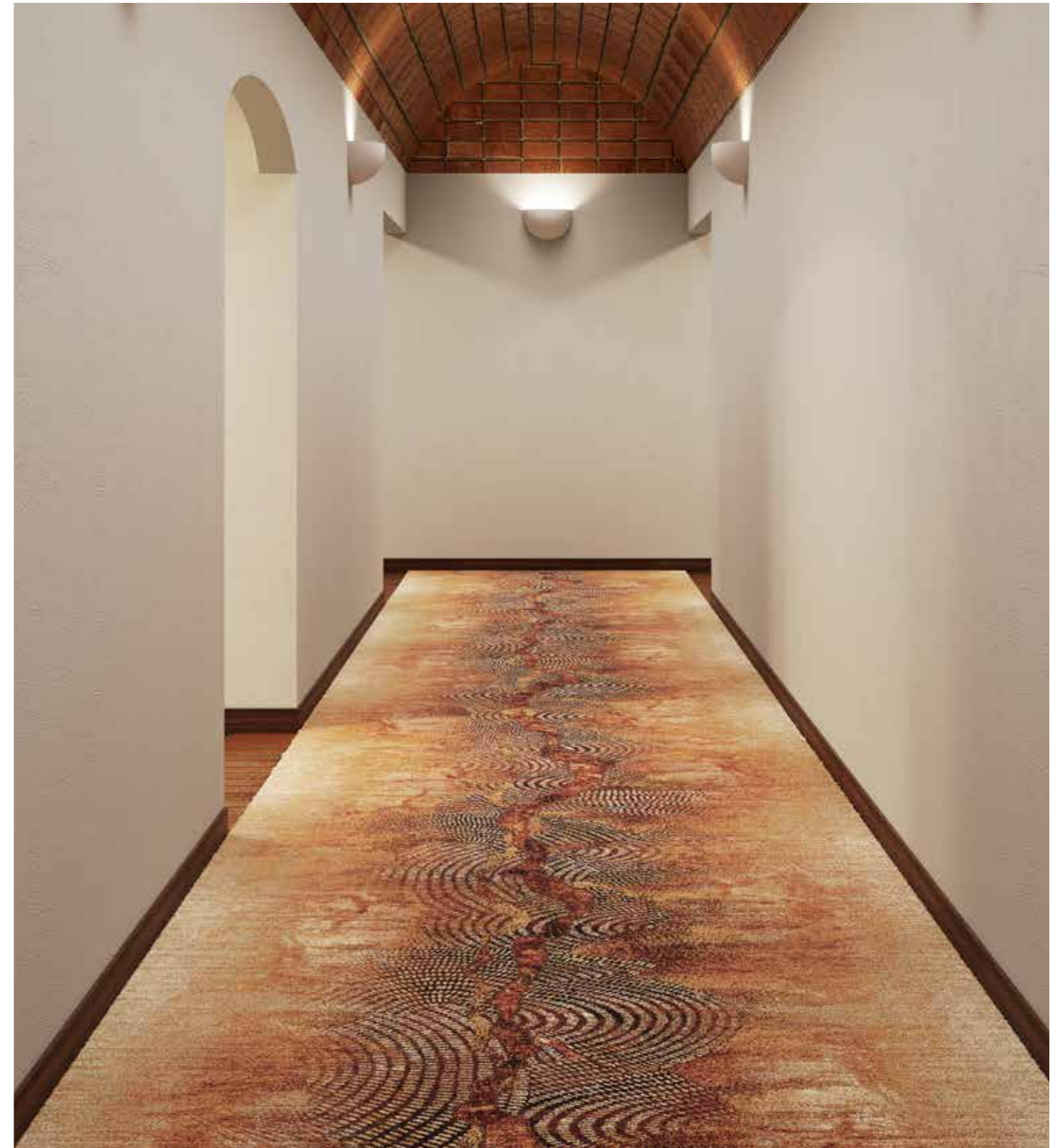


WA9706-008

2x8 mtrs



IMPRESSION

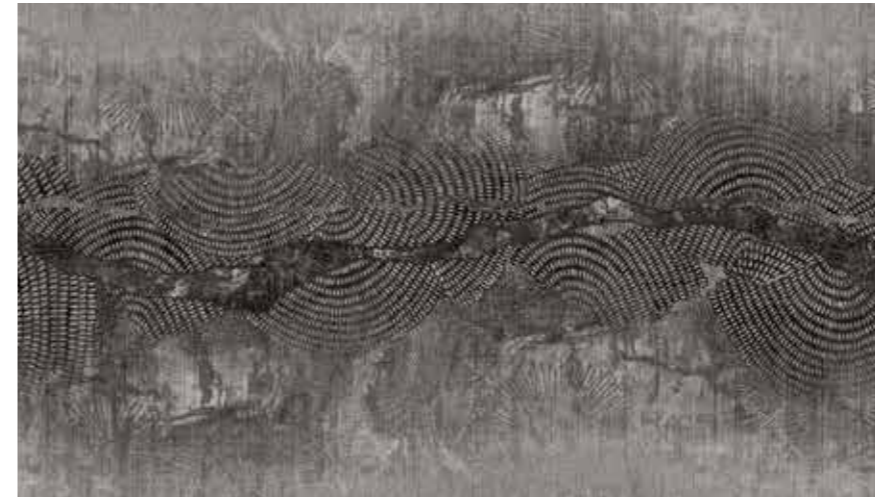


WA9707-006



WA9707-001

2x8 mtrs



WA9707-002

2x8 mtrs



WA9707-003

2x8 mtrs



WA9707-004

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WA9707-005

2x8 mtrs



WA9707-006

2x8 mtrs



WA9707-007

2x8 mtrs

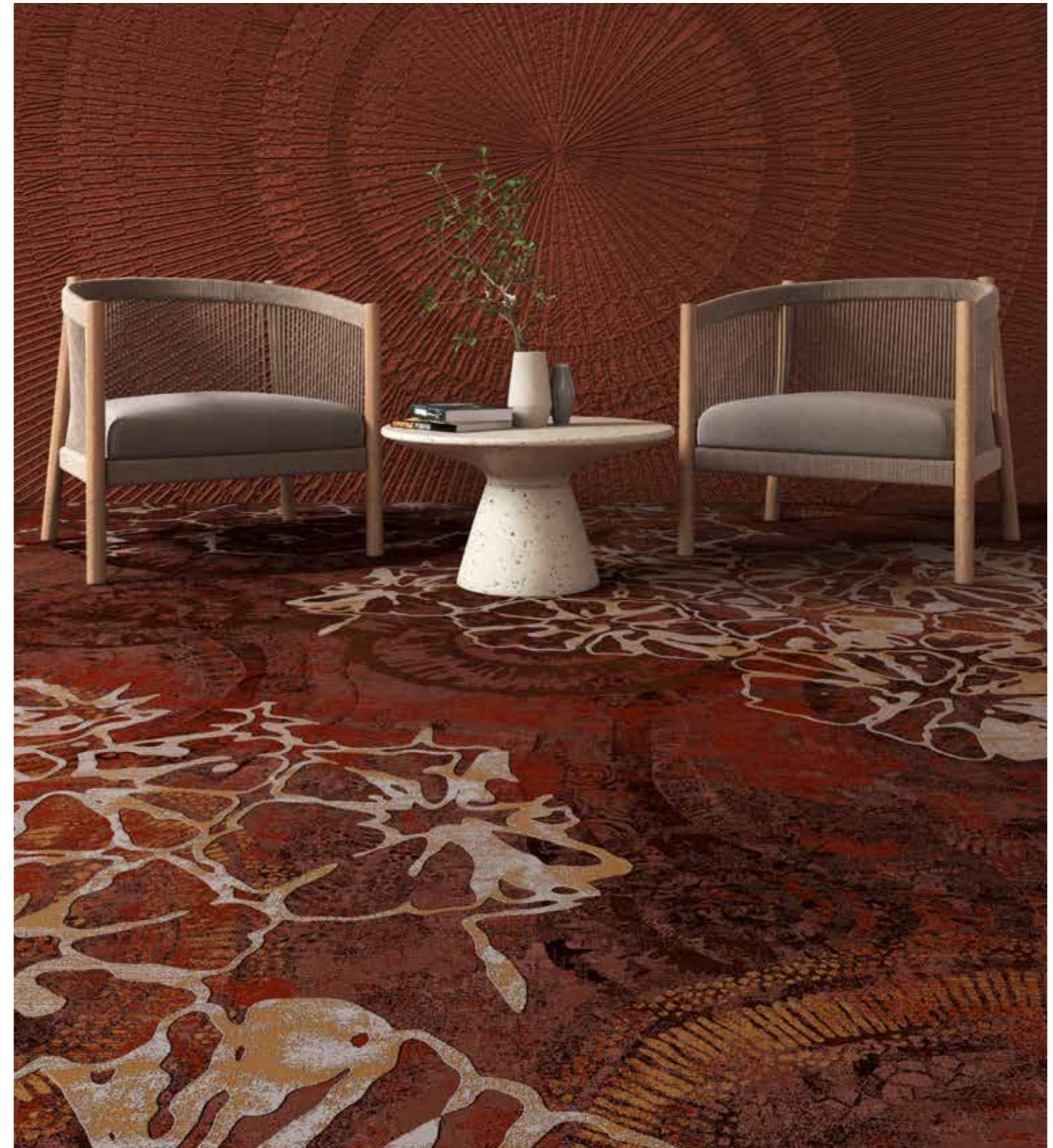


WA9707-008

2x8 mtrs



QUAINT



WA9708-008



WA9708-001

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WA9708-002

4x4 mtrs



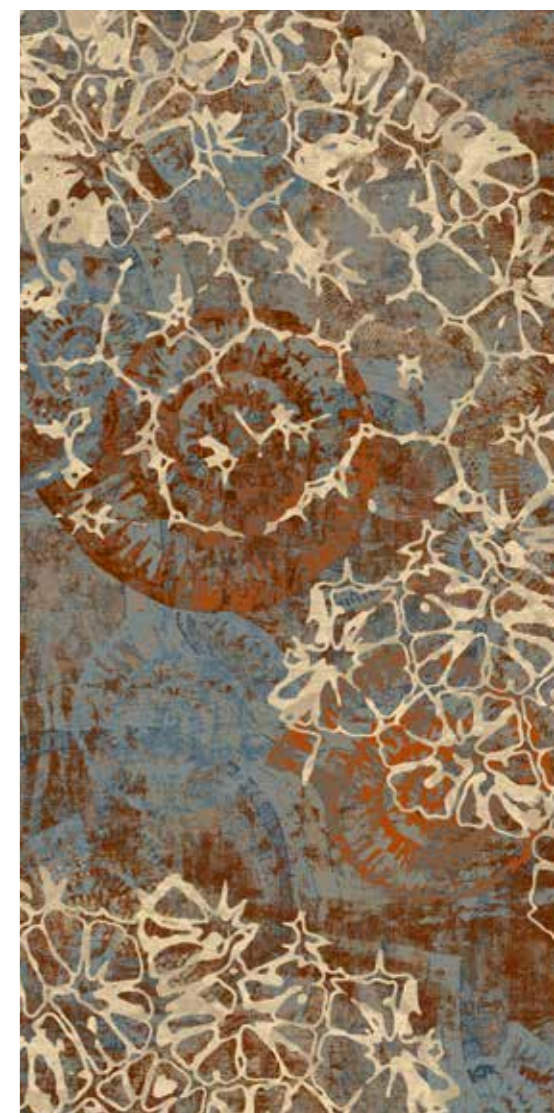
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WA9708-004

4x4 mtrs





WA9708-005

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WA9708-006

4x4 mtrs



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4x4 mtrs



WA9708-008

4x4 mtrs





CONCRETIONS



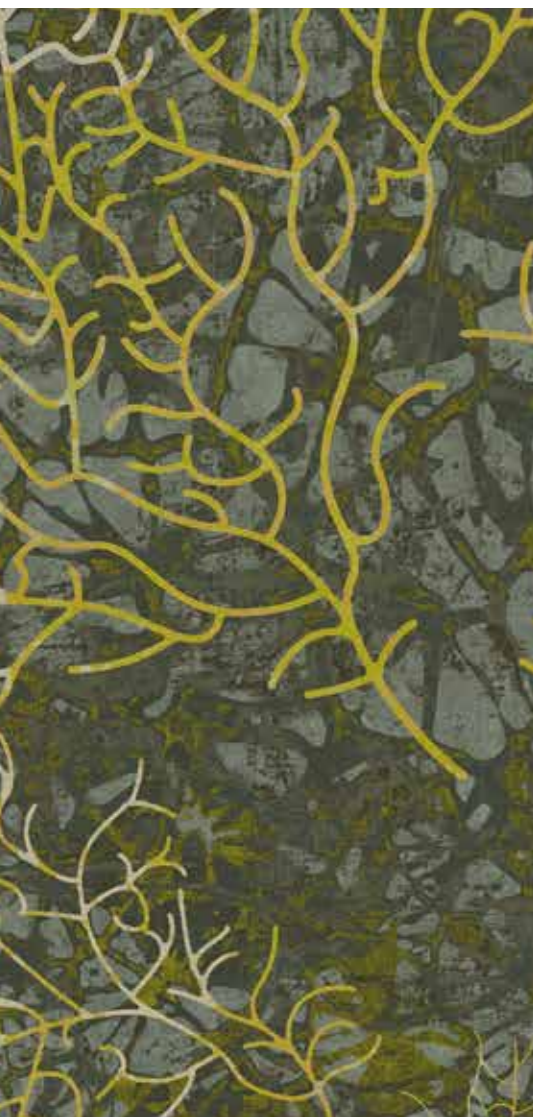
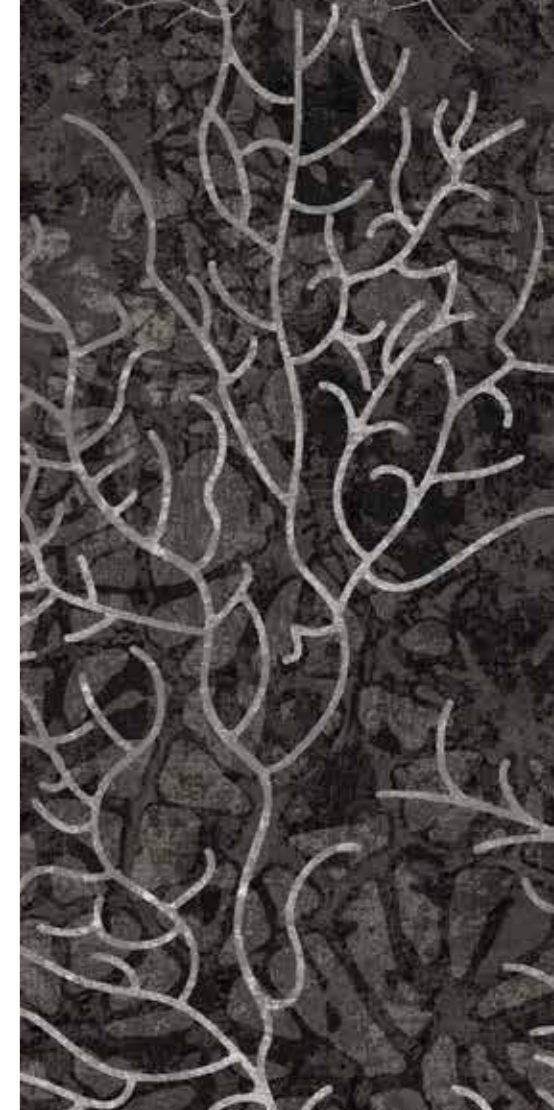
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WA9709-005

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WA9709-006

4x4 mtrs



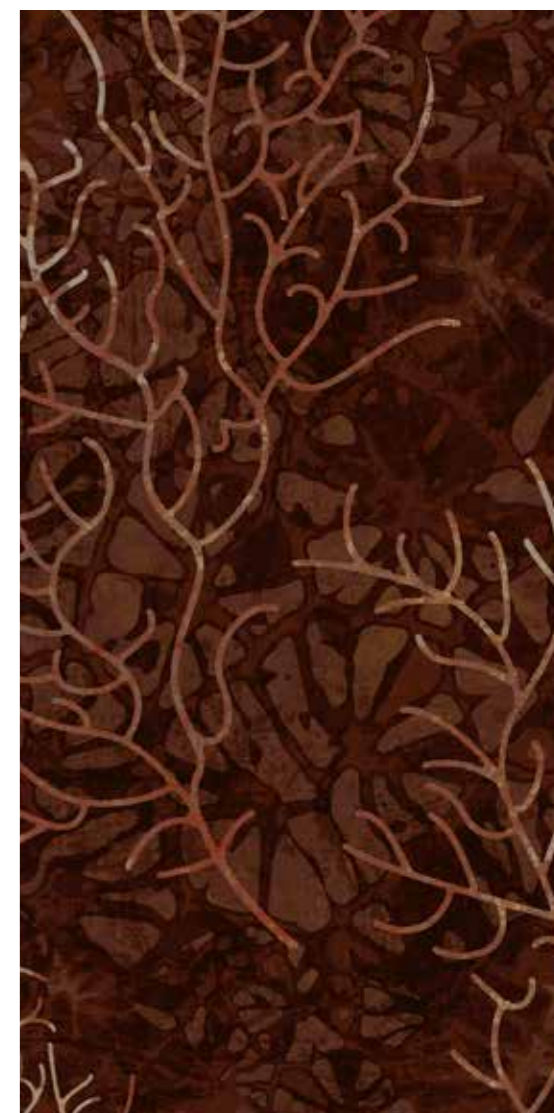
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WA9709-008

4x4 mtrs



MOLD





WA9710-001

4x4 mtrs



WA9710-002

4x4 mtrs



WA9710-003

4x4 mtrs



WA9710-004

4x4 mtrs





WA9710-005

4x4 mtrs



WA9710-006

4x4 mtrs



WA9710-007

4x4 mtrs



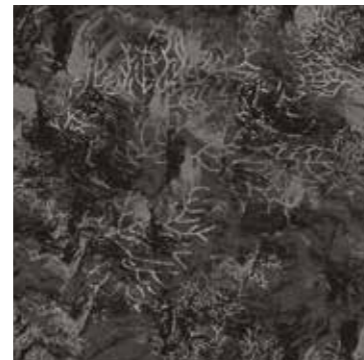
WA9710-008

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LAPIDIFY WA9700-001



DENDRITE WA9701-002



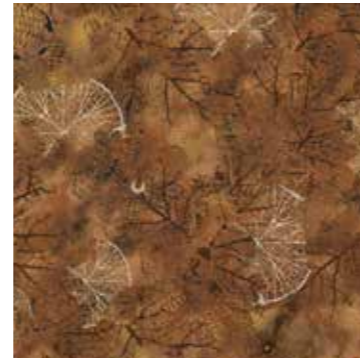
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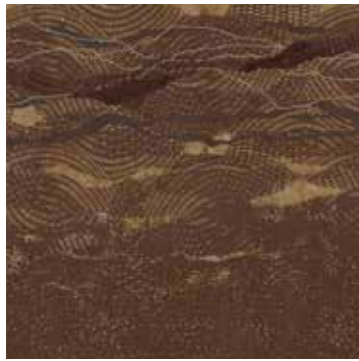
AMMONITES WA9703-004



PRESERVE WA9704-005



CAST WA9705-006



TRACE WA9706-007



IMPRESSION WA9707-008



QUIANT WA9708-001



CONCRETIONS WA9709-008



MOLD WA9710-004

Product Specification	
Fiber	100% Polyamide 6
Product Type	Cut & Loop
Pile (GSM)	590 to 1500
Total (GSM)	1776 to 2686
Pile Height (mm)	7 to 10
Tufting Type	1/8 & 1/10
Indicates	+/-5%

Test Report Summary			
Test Name	Method	Test Name	Method
Anti Microbial Treatment	AATCC 174 (Part II & III)	Flammability (Pill Test)	ASTM D 2859
Delamination	ASTM D 3936	Flammability (Radiant Panel)	ASTM E 648-06
Tuft Bind	ASTM 1335-67	NBS Smoke Density (Flaming)	ASTM E 662-06
Castor Chair	DIN 54324	Lightfastness	AATCC 16 E
Pile weight	ASTM D 5848-07	Colour fastness to Ozone	AATCC 129
Pile density	AST D 5848-07	Colour fastness to NO _x	AATCC 164-2008
Hexapod	ASTM D 5252-15	Crocking Dry and Wet	AATCC 165-2008
Pile height	ASTM D 5823-05a	Stain fastness	AATCC 175-2008/ITTS 002
Gauge	ASTM D 5793-13	Shampoo Fastness	AATC 138
Static Electricity	AATCC 134-1996	Water Fastness	AATCC 107
Green Carpet (VOC)	ASTM D 5116		

Our Products Are Compliant With Global Standards

*All design Colors are indicative. Please refer to the actual products for exact colors.



JOHN DAY FOSSIL BEDS NATIONAL MONUMENT

Colorful rock formations at John Day Fossil Beds preserve a world class record of plant and animal evolution, changing climate, and past ecosystems that span over 40 million years.