



# MODERN NATURE DESIGN

HAND KNOTTED RUGS QUALITY, MATERIALS & DURABILITY

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MODERN NATURE DESIGN USES ONLY THE FINEST **WOOL** AVAILABLE IN THE WORLD - LONG FIBER HIGHLAND VIRGIN TIBETAN WOOL. NO RECYCLED WOOL (WHICH IS DULLER AND MORE BRITTLE) IS EVER USED. VIRGIN LONG FIBER TIBETAN WOOL IS EXTREMELY DURABLE AND IT HAS A UNIQUELY BEAUTIFUL RICH TEXTURE.

ALL OF THE WOOL FOR OUR AREA RUGS COMES FROM THE TIBETAN HIGHLANDS. TIBETAN SHEEP LIVE IN VERY HIGH ALTITUDES OF AROUND 16,000 FEET WHERE IT IS VERY COLD. CONSEQUENTLY, THEIR WOOL IS VERY RICH IN LANOLIN - A WAXY SUBSTANCE THAT PROTECTS THE SHEEP AGAINST THE COLD. THE HIGH LANOLIN CONTENT GIVES TIBETAN WOOL GREAT TENSILE STRENGTH, A SPECIAL LUSTER, LONG DURABILITY AND STAIN RESISTANCE. THE LANOLIN SERVES AS A NATURAL "SCOTCHGUARD" TO REPEL STAINS, LIQUID AND DIRT.

ALL OF THE WOOL USED IN OUR RUGS IS CARDED (SEPARATED AND ALIGNED INTO PARALLEL STRANDS) COMPLETELY BY HAND USING WOOD AND METAL BRUSH-LIKE INSTRUMENTS. THIS ASSURES THAT THE WOOL RETAINS ALL OF ITS DESIRED PROPERTIES, SUCH AS ITS LANOLIN. AFTER HAND CARDING, OUR TIBETAN WOOL IS SPUN INTO THREADS BY HAND. NO MACHINE EVER TOUCHES MND'S RUGS' MATERIAL. CARDING AND SPINNING MACHINES PULL AND STRIP THE WOOL OF ITS OILS AND LANOLIN. THESE AUTOMATED PROCESSES WEAKEN AND COMPROMISE THE FIBERS OF THE WOOL. BECAUSE EACH THREAD IS INDIVIDUALLY DIFFERENT IN OUR HAND CARDED/HAND SPUN RUGS, THE RUGS HAVE A BEAUTIFUL TEXTURE AND CHARACTER THAT CANNOT BE ACHIEVED WITH MACHINE CARDED/SPUN WOOL THREADS.

**SILK** IS A NATURAL FIBER WITH RICH, SATURATED COLORS, AND A DISTINCTIVE, ALMOST TRANSLUCENT LUSTER. ALL THE SILK FOR OUR RUGS COMES FROM CHINA, THE FINEST SILK PRODUCTION CENTER IN THE WORLD. THE SILK USED OUR RUGS IS 100% NATURAL GRADE A SILK. SYNTHETIC OR INFERIOR QUALITY SILK IS NEVER USED OR BLENDED IN. MND PURCHASES ONLY THE FINEST, HIGHEST QUALITY SILK WHICH HAS MORE LUSTER, ABSORBS DYES MORE THOROUGHLY AND CONSISTENTLY AND RETAINS ITS COLOR AND BRILLIANCE.

REAL SILK IS EXTREMELY HIGH IN TENSILE STRENGTH, EXCEEDING THAT OF NYLON. LIKE WOOL, SILK CAN BE WASHED TO LOOK NEW AGAIN EVEN AFTER MANY YEARS OF USE. THERE ARE MANY SILK RUGS IN GREAT CONDITION THAT ARE HUNDREDS OF YEARS OLD.

MODERN NATURE DESIGN USES THE HIGHEST QUALITY **VISCOSE**. OUR VISCOSE LOOKS LIKE SILK AND IS EXTREMELY DURABLE. MND WOOL AND VISCOSE RUGS ARE USED EXTENSIVELY IN HIGH TRAFFIC APPLICATIONS SUCH AS HOTEL LOBBIES WITHOUT ANY PROBLEMS WHATSOEVER. OUR VISCOSE CLEANS VERY WELL, BUT THE CORRECT TECHNIQUES MUST BE USED. VISCOSE AREAS SHOULD NOT BE WET COMPLETELY. USING A CLEAN WHITE CLOTH, VISCOSE CAN BE SPOT CLEANED BY RUBBING IT PARALLEL (NOT AGAINST) THE RUG'S PILE. IF THE PILE IS FLATTENED A LITTLE DURING THE SPOT CLEANING, GENTLE BRUSHING CAN RAISE IT BACK UP AGAIN. RUGS CONTAINING VISCOSE CAN BE EFFECTIVELY CLEANED BY RUG CLEANING PROFESSIONALS THAT KNOW HOW TO CLEAN VISCOSE RUGS.

IN COMMERCIAL APPLICATIONS, HAND KNOTTED RUGS ARE *THE BEST INVESTMENTS* DUE TO THEIR OUTSTANDING DURABILITY - RESULTING IN THAT THEY DO NOT HAVE TO BE REPLACED NEARLY AS OFTEN AND THEY CONTINUE TO LOOK GREAT DEEP INTO THEIR LIFE CYCLES. HAND KNOTTED RUGS CAN BE WASHED COMPLETELY (BY RUG CLEANING PROFESSIONALS) TO REMOVE DIRT AND STAINS. MACHINE MADE AND HAND TUFTED RUGS CANNOT BE WASHED IN THE SAME WAY BECAUSE THEIR BACKINGS WARP.

FINALLY, HAND-KNOTTED RUGS ARE TRUE WORKS OF ART. THEY ARE THE BEST OF THE BEST IN FLOOR COVERINGS. NOTHING ELSE COMPARES IN TERMS OF WORKMANSHIP, SKILL AND ARTISTIC ACHIEVEMENT - MAKING THE HAND-KNOTTED RUG SOMETHING THAT BRING JOY TO ITS OWNERS.