

 LOLOI



*The Loloi guide to buying
and caring for a great rug.*

RUGS
— 101



Rugs are rooted in ancient history. But thanks to new constructions and fibers, modern rugs have evolved, while the strong tradition of craftsmanship carries on. It can be complex — which is why we created Rugs 101.

WHO WE ARE —

About Loloi.



Loloi is a family-owned leader in the textile industry that is based in Dallas and founded by Amir Loloi in 2004. Our award-winning rugs, pillows, and wall art are made with intention for the thoughtfully layered home and include one-of-a-kind vintage rugs and pillows, as well as collaborations with top interior designers. You can explore all of our products at LoloiRugs.com, where members of the trade can sign up for an account, order samples, and check in-stock inventory. To stay in touch with the latest news and to see products from every angle, follow [@loloirugs](https://www.instagram.com/loloirugs) on Instagram and TikTok.

Six Reasons to Own a Rug.



01.

TIE THE ROOM
TOGETHER

02.

ADD COMFORT AND
WARMTH UNDERFOOT

03.

PROTECT FLOORING
AND FURNITURE

04.

MUFFLE
SOUNDS



05.

INTRODUCE COLOR
AND PATTERN TO THE ROOM



06.

COVER
IMPERFECTIONS

SECTION ONE —

Manufacturing Countries.

The four most prominent manufacturing countries are India, China, Egypt, and Turkey. Like any other industry, each country has its comparative advantages. India, for example, is the world's leader in handmade rugs because of their skilled labor. Egypt, on the other hand, has the proper infrastructure and knowledge to create a large volume of machine-made rugs.





INDIA —

India is well-known for manufacturing hand-knotted and hand-tufted rugs. The most common fiber used in India is wool, although it's not unusual to find rugs made of synthetic fibers like polyester, nylon, or rayon.



CHINA —

China is one of the largest manufacturers of hand-tufted rugs and hooked rugs, including shags. The most commonly used fibers in China are synthetics, like polyester and polypropylene. China is a manufacturer of printed rugs, as well as indoor/outdoor rugs, which are constructed of synthetic fibers that resist damage from water and UV light.



EGYPT —

Rugs from Egypt are power-loomed on a Wilton loom, which uses a mechanism to regulate the feeding of pile yarns into the loom to form a pattern. Machine-made rugs can be made using nearly any fibers, although synthetic fibers are most commonly used.



TURKEY —

Like Egypt, Turkey manufactures a significant volume of the world's machine-made rugs. The rugs are power-loomed using essentially the same machines that are used in Egypt.

SECTION TWO —

Supply Chain and Sustainability.

A transparent, ethical, and sustainable supply chain is a top priority for Loloï. The following accreditations, applied to many of our rug collections, are part of our constant commitment to responsible business.





GOODWEAVE —

Loloi partners with GoodWeave to help end child labor and protect the rights of adult workers. GoodWeave provides the best assurance that no child, forced, or bonded labor was used in the making of our rugs. Look for the label on select products and learn more at GoodWeave.org.



OEKO-TEX® —

Setting the standard for textile safety, from yarn to finished product. Every item bearing the OEKO-TEX® STANDARD 100 label has passed safety tests for the presence of harmful substances.



GLOBAL RECYCLED STANDARD —

Loloi is certified to the Global Recycled Standard, certified by Control Union 1171944. Products certified to the Global Recycled Standard contain recycled material that has been verified at each stage of the supply chain, from the source to the final product. In addition, social, environmental, and chemical criteria related to processing are required.

SECTION THREE —

Types of Fiber.



Picking the ‘right’ fiber is contextual. You have to consider things like cleanability, durability, softness, shedding, color retention, and more. In fact, sometimes synthetic fibers like polypropylene or polyester are better choices than natural fibers because they’re inherently stain-resistant, fade-resistant, and soft. Understanding the nine fibers on the following pages will help you determine what you should choose based on your needs.

TYPES OF FIBER

Synthetic Fibers.

Rugs made with synthetic fibers are often more affordable than natural fibers while being exceptionally durable. They're also some of our softest rugs.



ACRYLIC

Durable, although not as strong as other synthetics. Most commonly blended with other fibers like polyester (this is called a poly-acrylic blend).

POLYESTER

Wears well and feels very soft, especially when used for rugs with a thick pile. Moisture, stain, and abrasion-resistant. Retains color well over time and is easy to clean as well as very affordable.

POLYPROPYLENE

Easy to maintain, highly durable, and very affordable. Bold, fade-resistant color. Commonly used in indoor/outdoor rugs for its inherent UV, mildew, and stain-resistant qualities.

RAYON OR VISCOSE

Derived from cellulose found in natural materials, rayon and viscose are semi-synthetic, shiny fibers. Oftentimes used as a more affordable substitute for silk. Some rugs are made of 100% rayon or viscose, but it's more commonly used as an accent fiber.

TYPES OF FIBER

Natural Fibers.

Rugs made with natural fibers have unique texture and strong construction. These materials tend to be more expensive than synthetics, but for some, are rugs that become heirlooms.



COTTON

Natural and soft. Sometimes used as yarn for the base of a rug. Easy to clean and maintain.

JUTE

Second only to wool as the most-used natural fiber for rugs, jute is made from the jute plant and has a rustic, organic appearance. Today, it's often paired with other materials to create more modern designs.

LINEN

Derived from the flax plant and commonly used in apparel, linen is soft, durable, and adds wonderful texture.

SISAL

A natural fiber that stems from the agave plant. Attracts minimal dust and is static free.

WOOL

The most commonly used natural fiber in rug production. Fiber diameter — whether it's fine or coarse — and the type of yarn created from wool determine price and quality.

SECTION FOUR —

Types of Construction.

While hand-knotted rugs are the most prestigious and well-known rug construction, the majority of rugs made today are less expensive alternatives. The following pages will help you understand more about the main construction types, including their respective durability, defining characteristics, and how they are made.

TYPES OF CONSTRUCTION

The Seven Most Common.

Construction	Price Point	Manufacturing	Durability*
HAND-KNOTTED	\$\$\$\$	4-12 MO.	20+ YR.
HAND-LOOMED	\$\$\$\$	1-2 MO.	5-20+ YR.
HAND-TUFTED	\$\$\$\$	1-2 MO.	3-10 YR.
HAND-HOOKED	\$\$\$\$	1-2 MO.	3-10 YR.
POWER-LOOMED	\$\$\$\$	<1 MO.	3-10 YR.
POWER-LOOMED (PRINTED)	\$\$\$\$	<1 MO.	3-10 YR.
FLAT WEAVE	\$\$\$\$	1-2 MO.	3-10 YR.

**depending on care and maintenance.*

Hand-Knotted

Characteristics — Most prestigious, high quality rug construction. Great durability. Minimal shedding compared to hand-tufted rugs.

Process — A weaver sits behind a loom and hand ties individual knots onto the vertical strings seen on the backside of a rug.

Insider Tip — The backside of a rug is the easiest way to distinguish its construction. The back of a hand-knotted rug show individual knots and the overall design and colors of the rug's surface.

Price Point

\$\$\$\$

Manufacturing

4-12 MO.

Durability

20+ YR.*

**depending on care and maintenance.*



Hand-Loomed

Characteristics — A traditional technique employed by skilled artisans. Typically, hand-loomed rugs have a lower pile height compared to hand-knotted rugs. The texture of hand-loomed rugs tends to be smoother and flatter.

Process — Hand-loomed rugs are created using a loom, where the weaver manually interlaces the fibers (such as wool, cotton, or jute) to form the rug's foundation. The process is relatively faster than hand-knotting, as the weaver can control larger sections of the rug at a time.

Insider Tip — While hand-loomed rugs can feature intricate patterns and designs, they generally have simpler designs compared to hand-knotted rugs. The loom's weaving limitations may result in a more straightforward layout.

Price Point

\$\$\$\$

Manufacturing

1-2 MO.

Durability

5-20+ YR.*

**depending on care and maintenance.*



Hand-Tufted

Characteristics — More affordable alternative to hand-knotted rugs. Quality and price depends mainly on what fiber is used. A nearly unlimited variety of patterns, colors, and textures can be constructed.

Process — Hand-tufted rugs are made using a tufting gun: a hand-operated tool that punches strands of fiber into a canvas stretched on a frame. The design of the rug is drawn on the canvas, and the worker fills in the pattern with the appropriately colored fiber. When the rug design is fully piled the rug is removed from the frame and a scrim fabric is glued to the back of the rug. Once the glue is settled the scrim backing helps to hold the fiber pile in place.

Insider Tip — The backside of a rug is the easiest way to distinguish its construction. A gray or beige canvas backing is applied to hand-tufted rugs with an adhesive to hold the yarns together.

Price Point

\$\$\$\$

Manufacturing

1-2 MO.

Durability

3-10 YR.*

**depending on care and maintenance.*



Hand-Hooked

Characteristics — More affordable alternative to hand-knotted rugs. Larger looped rugs create a plush, heavily textured rug while smaller loops allow for greater detail in pattern and interesting texture. A nearly unlimited variety of patterns, colors, and textures can be constructed.

Process — Hooked rugs are made by tufting loops of yarn or fabric through a stiff woven base such as burlap, linen, or rug warp which has been stretched over a frame. The design is printed on the base fabric, and the loops of yarn are pushed through the fabric (similar to the process for hand-tufting).

Insider Tip — The backside of a rug is the easiest way to distinguish its construction. A canvas backing is applied to hooked rugs with an adhesive to hold the yarns together—similar to hand-tufted rugs.

Price Point

\$\$\$\$

Manufacturing

1-2 MO.

Durability

3-10 YR.*

**depending on care and maintenance.*



Power-Loomed

Characteristics — Usually the most affordable rug construction. Common fibers in power-loomed rugs include synthetic yarns like polyester, polypropylene, and nylon. A computer dictates texture, design, and color so there is little chance of production error.

Process — Large machines have hundreds of spindles of fiber that are mechanically woven into a thin mesh backing. The machine is computer driven and runs continuously to maximize efficiency.

Insider Tip — The backside of a rug is the easiest way to distinguish its construction. Like hand-knotted rugs, you can see the design/colors on the back of a machine made rug, but it often has a coarse latex backing that secures it in place.

Price Point

\$\$\$\$

Manufacturing

<1 MO.

Durability

3-10 YR.*

**depending on care and maintenance.*



Power-Loomed (Printed)

Characteristics — Printed rugs utilize a new technique that silk-screen prints the rug's design onto a neutral, power-loomed polyester base. A printed rug can have rich, saturated colors in endless designs, including a vintage, look even though it's brand new. Printing the rug also means that it's much more affordable than a handmade rug, while still being durable and soft.

Process — Large machines have hundreds of spindles of fiber that are mechanically woven into a thin mesh backing. The machine is computer driven and runs continuously to maximize efficiency.

Insider Tip — Printed rugs are fairly thin, so it works best with a rug pad for extra cushion. Because of their low pile, printed rugs are easy to spot clean and vacuum, making them a great family-friendly option. Loloi's wide breadth of printed, power-loomed rugs has made us an industry leader in this innovative category.

Price Point

\$\$\$\$

Manufacturing

<1 MO.

Durability

3-10 YR.*

**depending on care and maintenance.*



Flat-Weave

Characteristics — Flat-weave rugs are technically a type of hand- or power-loomed rug. Their most defining characteristic is their lack of base material, which results in no pile height (hence the term “flat-weave”). Common fibers in flat-weave rugs include wool, jute, and cotton. Great durability and toughness.

Process — The fiber itself is braided or woven onto a loom to create the structure of the rug—no base material is used so the pile is thin.

Insider Tip — Since flat-weave rugs are woven without a pile or backing, they often can be reversible. This adds design versatility to flat-weave rugs.

Price Point

\$\$\$\$

Manufacturing

1-2 MO.

Durability

3-10 YR.*

**depending on care and maintenance.*



SECTION FIVE —

Selecting the Right Size.



The best rug enhances and complements the entire look of your interior space. The size of a rug, not just its design, can influence the dynamic of a room.

SELECTING THE RIGHT SIZE

Tips and Tricks.

DEFINE DIMENSIONS

Accurately define the dimensions of a room with a measuring tape. We can't emphasize the importance of this enough. Outline the area where you want your rug, and consider the location of doors and how they will open. Do these simple things up front and you can buy with confidence.

18 INCHES OF FLOOR

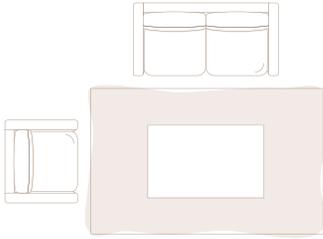
Keep around 18" of bare floor between the rug and walls. This is a classic rule that works for almost all rooms. If your room is smaller, then feel free to bend this rule a bit to meet your needs. The key is to get the proportions in the space right.

OPTICAL ILLUSIONS

Rugs can create an optical illusion—make this work in your favor. An undersized rug makes the room appear smaller and disconnected. When in doubt, go for the bigger size. It will unify the furniture and make the room appear bigger than it actually is.

BEND THE RULES

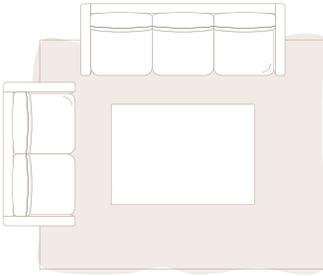
With all this said, remember that these are standard rules for standard rooms. If you've got an unusual room layout or furniture arrangement, you'll have to be flexible. Ultimately, if you think it looks good, go for it!



ALL LEGS OFF RUG

Size — 5 x 8

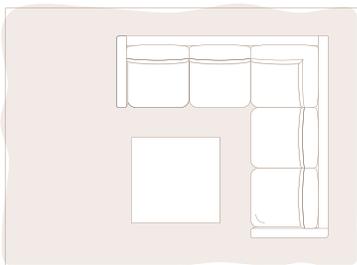
When you've got a smaller living room or prefer to keep all your furniture off the rug, go with a 5' x 8'.



FRONT LEGS ON, BACK LEGS OFF

Size — 8 x 10

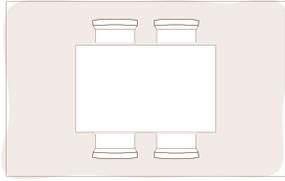
With this size, you'll most likely have all front legs of furniture on the rug, with the back legs off. Or just some of the front legs will be on the rug. An 8' x 10' is shown on the opposite page.



ALL LEGS ON RUG

Size — 9 x 12

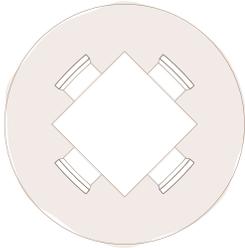
This size generally allows the back legs of every piece of furniture to sit on the rug.



FOUR CHAIRS

Size — 5 x 8

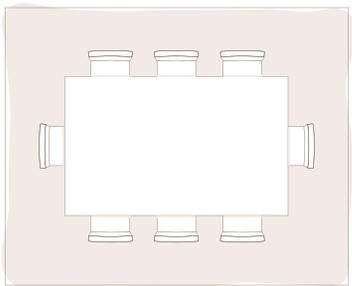
5' x 8' rugs are a great choice for smaller sized dining tables with four chairs.



FOUR TO SIX CHAIRS

Size — 8 x 8 round

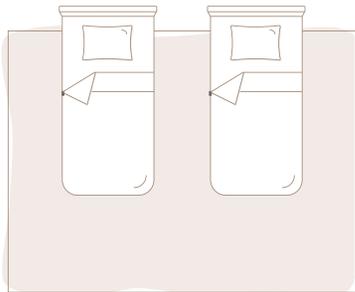
Regular rugs work under square or round tables too, but a round rug is a better match.



SIX TO EIGHT CHAIRS

Size — 9 x 12

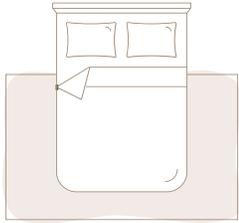
Typically a 8' x 10' or 9' x 12' rug will work under a dining table with six to eight chairs. An 8' x 10' rug is shown on the opposite page.



TWIN SIZE BED

Size — 9 x 12

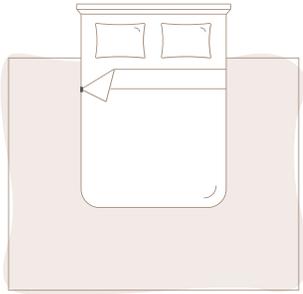
Since twin beds are small, take the bed's positioning and overall size of the room into consideration. And if you've got two twin beds in the same room, a 9' x 12' works wonderfully for pulling the look together.



FULL SIZE BED

Size — 5 x 8

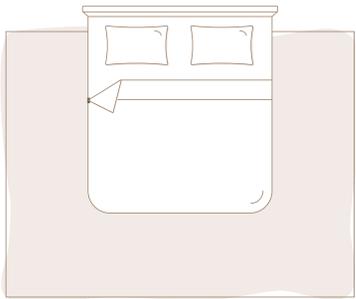
Lay the rug horizontally under the bed. Let your room size dictate just how much rug you want showing at the foot of the bed.



QUEEN SIZE BED

Size — 8 x 10

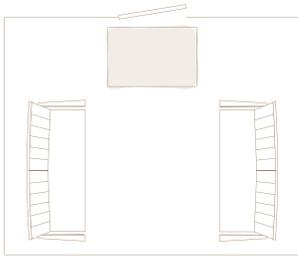
Just like full size beds, you'll want to layer a rug horizontally under the bed. Both an 8' x 10' and 9' x 12' will work, but remember the larger rug has the effect of making your room appear bigger.



KING SIZE BED

Size — 9 x 12

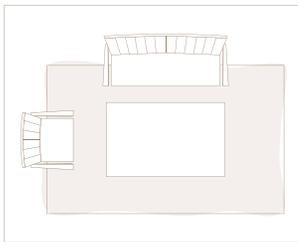
A king size bed calls for at least an 8' x 10' and usually a 9' x 12'. Anything smaller will appear out of proportion. A 9' x 12' rug is shown on the opposite page.



INDOOR/OUTDOOR MAT

Size — 2 x 3

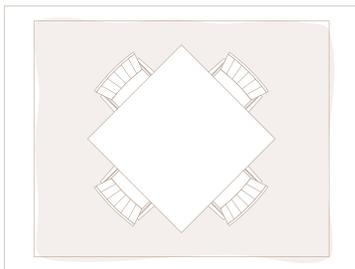
Just like a traditional doormat, a small 2' x 3' indoor/outdoor scatter rug is a great decorative option near the patio door.



INDOOR/OUTDOOR RUG

Size — 5 x 8

If you have a smaller outdoor furniture arrangement (i.e. two chairs facing one direction, a bench against a wall, or a tight area like the front porch), a 5' x 8' rug is a good way to ground the space.



INDOOR/OUTDOOR RUG

Size — 8 x 10

Whether you want to anchor the outdoor dining table, or create a full outdoor seating area, an 8' x 10' indoor/outdoor rug is your go-to option.

SECTION SIX —

Color, Design, and Texture.

The final elements you'll want to consider before purchasing a rug are the color, design, and texture. These elements are very important and can drastically change the effect the rug has on the room.

The Color.

The first thing you should consider is how the colors in the rug coordinate with the existing colors in your room. Remember, the colors don't necessarily have to match up perfectly but they should be complementary. Trust us—when you get the color right the rest of the process becomes so much easier.



The Design.

Let your personal style and existing decor guide you to select either a traditional, transitional, or contemporary rug. When in doubt transitional designs are a smart choice as they tend to work in most interiors, ranging from traditional to contemporary rooms.



The Texture.

Design and color may define a rug to most people, but the visual effects of texture should not be underestimated. Not only are textured rugs visually intriguing in themselves, they offset the solid surface of your floor, drawing your eyes into the dimensions of the rug.



SECTION SEVEN —

Photos vs Real Life.

The color of a rug is greatly influenced by your environment, lighting, viewing angle, and time of day. In photos, a rug's colors may vary depending on the camera or phone that took it, and on e-commerce websites, photo files will often be compressed in a way that changes the image's quality and colors. New rugs on LoloiRugs.com will often show a photo of a rug's light and dark sides, but we still recommend ordering an 18" x 18" sample for customers in search of a color reference.

SECTION EIGHT —

Cleaning and Care.

It's possible to keep your rug looking as beautiful as it did coming out of the package, but it's going to require a little cleaning and maintenance. Follow this simple but important advice and your rug will stay looking as good as new.



Cleaning and Care.

Proper cleaning is contextual, dependent on the type of fiber used in the rug. A breakdown of proper cleaning on common fiber types is listed here.

ACRYLIC

Use a common cleaning detergent or create one with a teaspoon of natural detergent and a teaspoon of pure white vinegar combined with a quart of warm water. Absorb as much of the liquid before applying the cleaning solution.

COTTON

If stated on care instructions, small rugs can be machine washed in warm water with mild detergent. Larger rugs should be treated with a dry cleaning powder to prevent damage.

JUTE

Jute is not water-resistant, so do not place a jute rug in an area with high moisture. Blot the stain with a dry cloth immediately and if necessary, opt for a professional cleaning service.

HOW TO PROPERLY

Vacuum Rugs.

Regular vacuuming is essential for removing deeply embedded dirt and prolonging the life of your rug. Before you vacuum, make sure you consider your rug's construction. We recommend removing the beater bar before vacuuming. Vacuum the full length of the rug, then turn and repeat to the next area, rather than a back and forth motion.

Regular Pile — Vacuum regularly. We recommend once a week with a regular pile (especially in the first month), unless it's looped, braided, or a shag rug.

Shag — For shag rugs, shake them outside to loosen dirt and other particles.

Loop/Braided — If the rug has a loop or braid texture, you should definitely remove the beater bar setting. If it cannot be removed, set the vacuum on the highest possible setting.

HOW TO PROPERLY

Wash Rugs.

New, machine-washable rugs are made with soft, durable polyester that can be washed in a home machine or a commercial washer.

Sizing — The rug's wash instructions will depend on the rug's size and thickness. Typically, a rug size 5' x 8' or smaller, including all runners, can fit into a home washing machine that's 3.4 cubic feet or bigger, while an 8' x 10' rug requires a washing machine of at least 4.8 cubic feet and a 9' x 12' size requires a commercial washing machine with at least an 80-lb. capacity. New, machine-washable rugs are made with soft, durable polyester that can be washed in a home machine or a commercial washer.

Instructions — Refer to your rug for specific washing instructions. Generally, wash in cold water, on the delicate cycle, with mild detergent, and no bleach; we recommend hanging them dry or laying flat to dry.



DON'T FORGET!

Rug Pads.

Use a rug pad! Rug pads prevent rugs from sliding, buckling, and wrinkling. This helps with safety and prevents premature aging of the rug. And vacuuming is easier with a rug pad. Listed below are the three pads offered by Loloi, all of which are made in the USA.

PREMIUM GRIP

For indoor use on hard surfaces.

The Premium Grip Rug Pad offers superior grip and cushion. Also, the waffle texture provides air circulation, which facilitates vacuuming. Made of 100% rubber and easy to cut to size.

CUSHION GRIP

For indoor use on hard surfaces.

The Cushion Grip rug pad is .13" thick and adds significant cushion, prevents shifting, promotes the longevity of your rug, and is easily trimmed with scissors to fit underneath any size rug. Made of 70% polyester and 30% polypropylene face.



