

ECHOES OF  
EARTH'S  
STORIES

# Primeval Elegance

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[www.welspunflooring.com](http://www.welspunflooring.com)



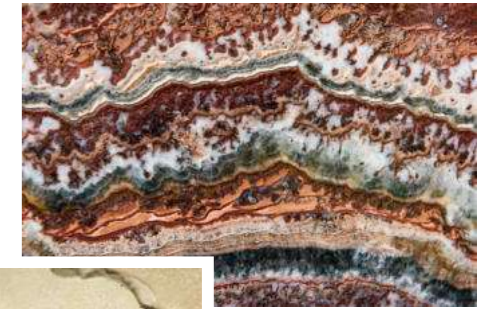
↓ E-lookbook

Welspun<sup>®</sup>  
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.



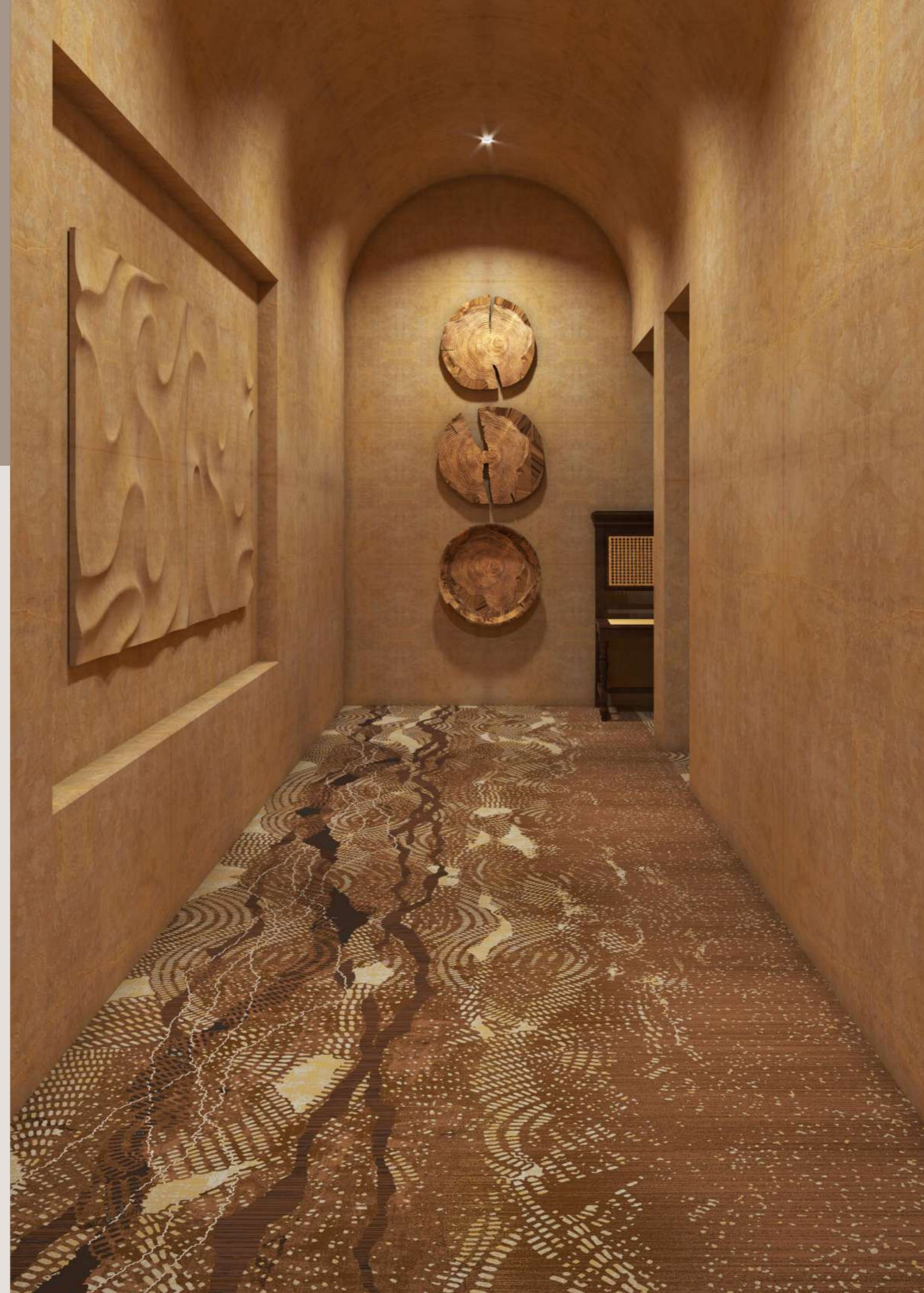


# Unveiling Earth's Ancient Artistry

**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



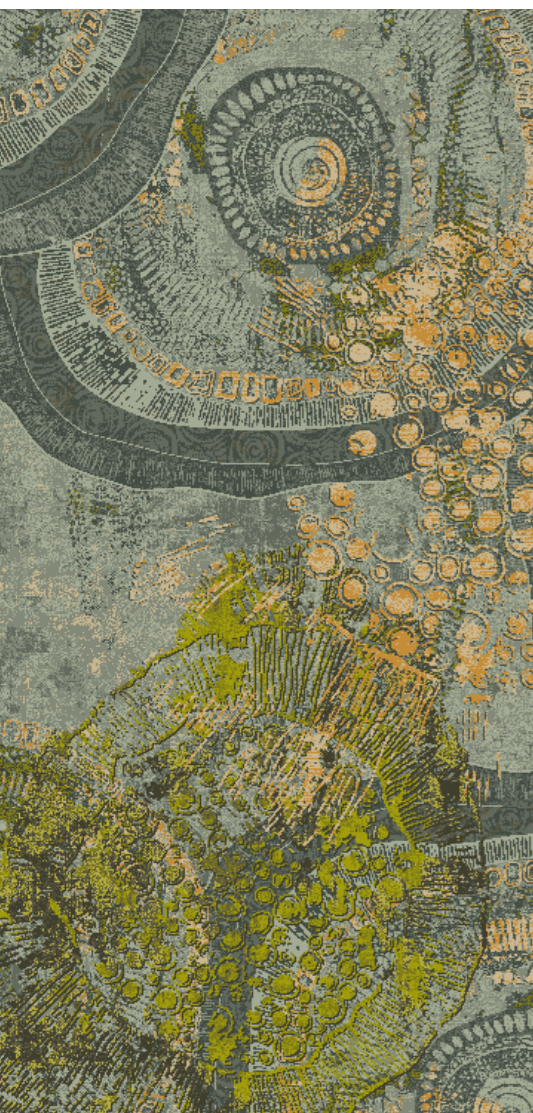
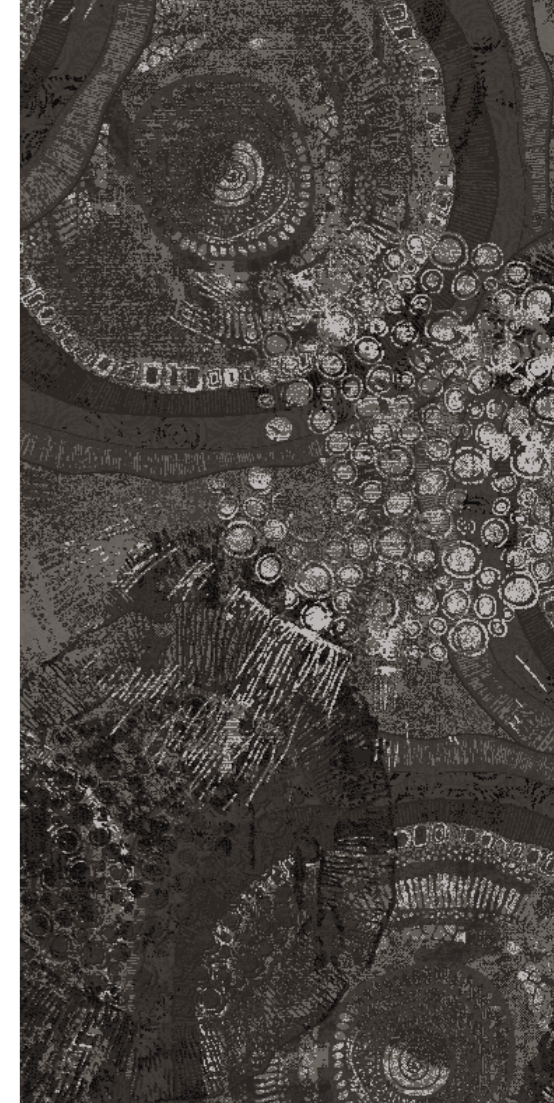
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WA9700-002

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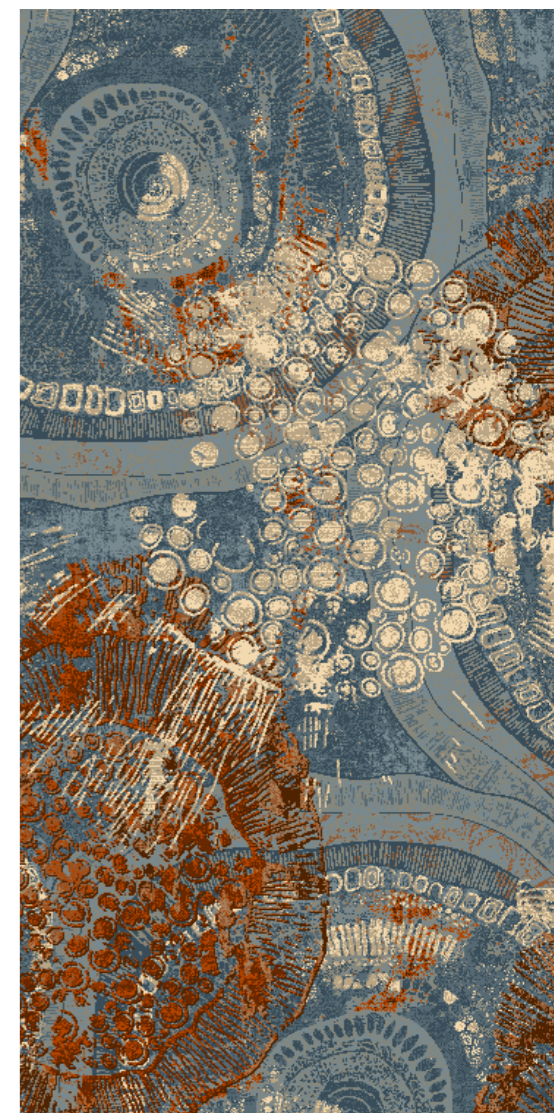
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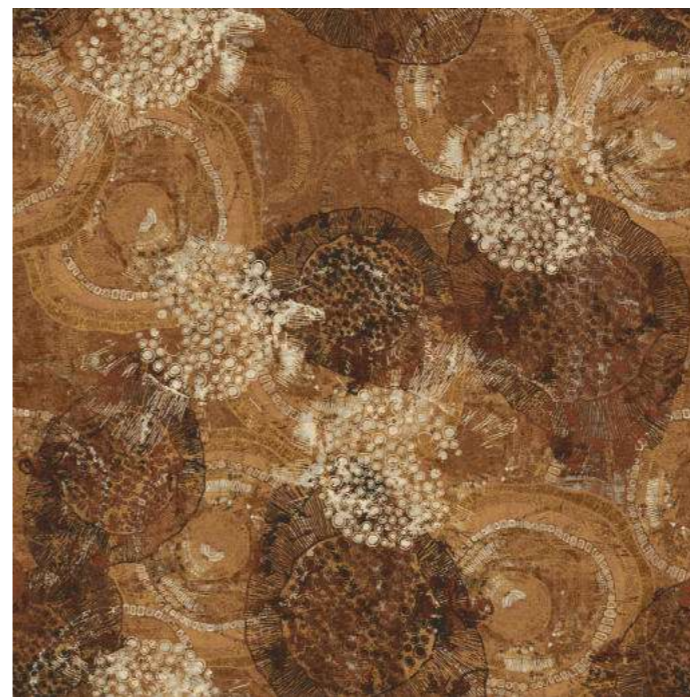
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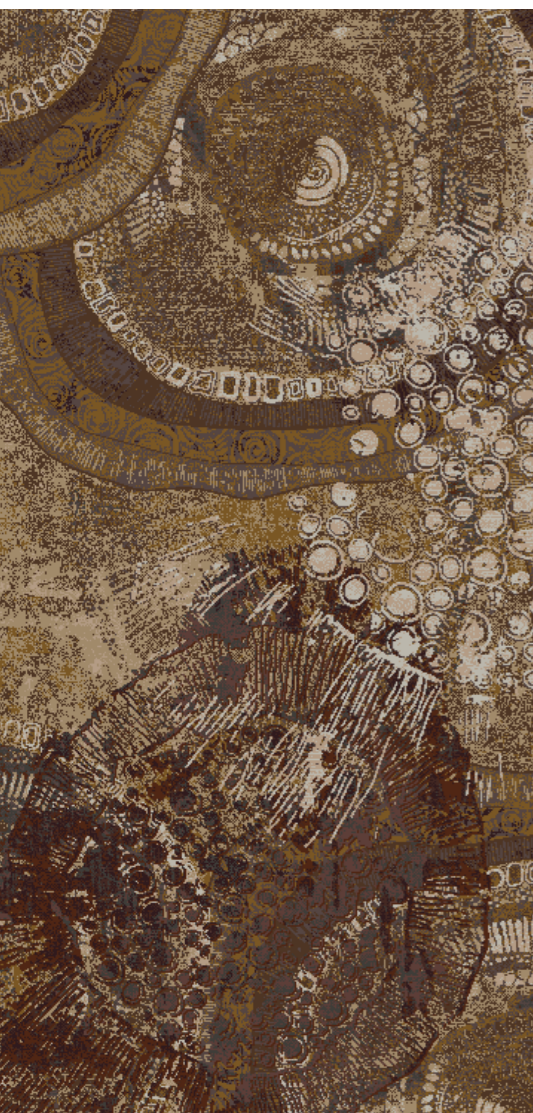
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WA9700-007

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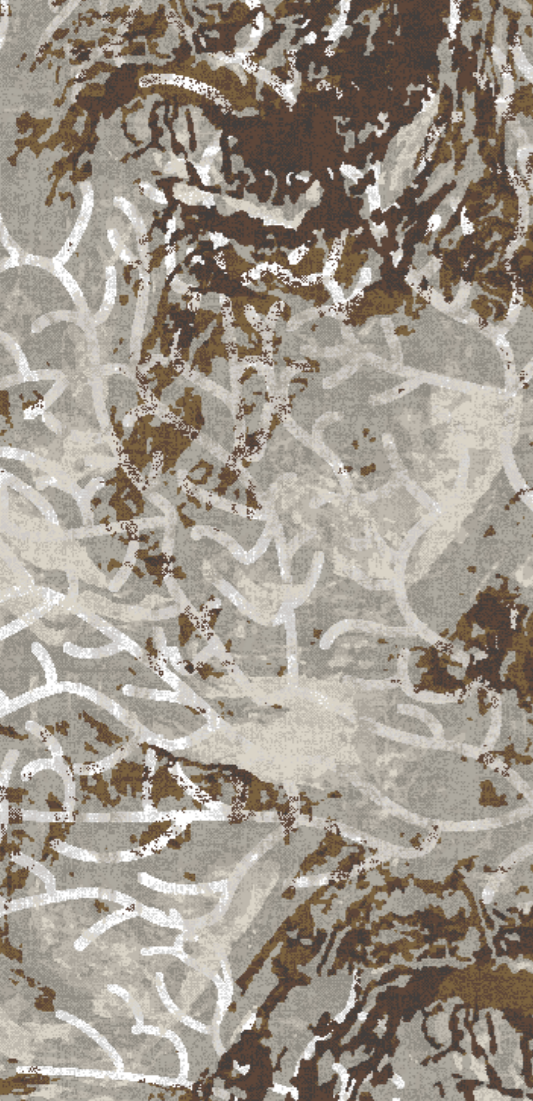
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DENDRITE



WA9701-001



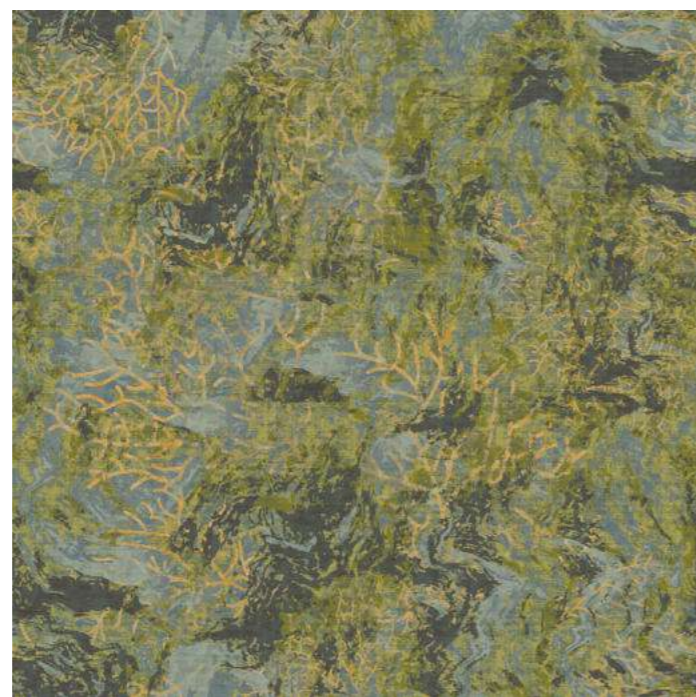
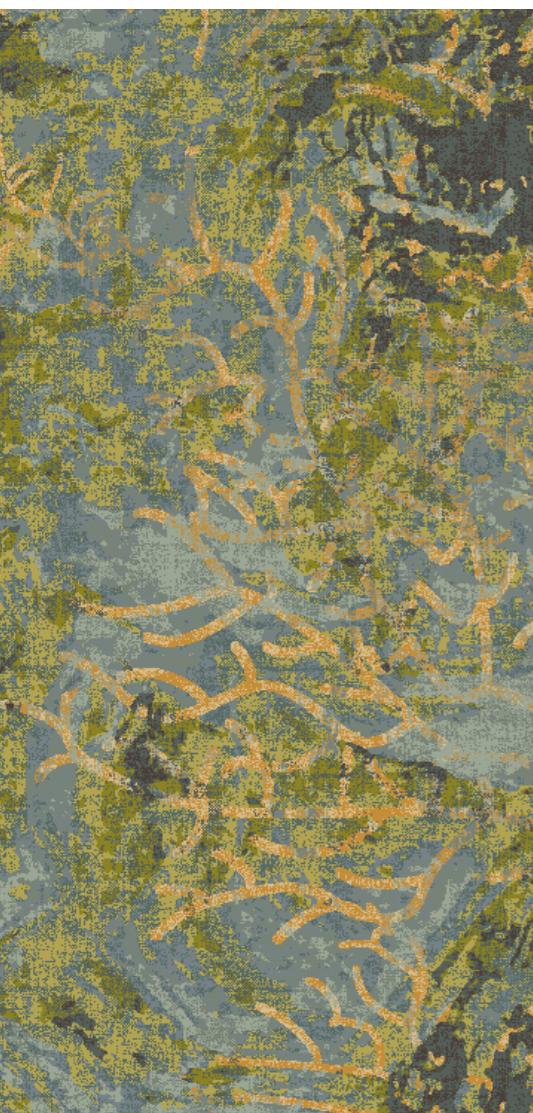
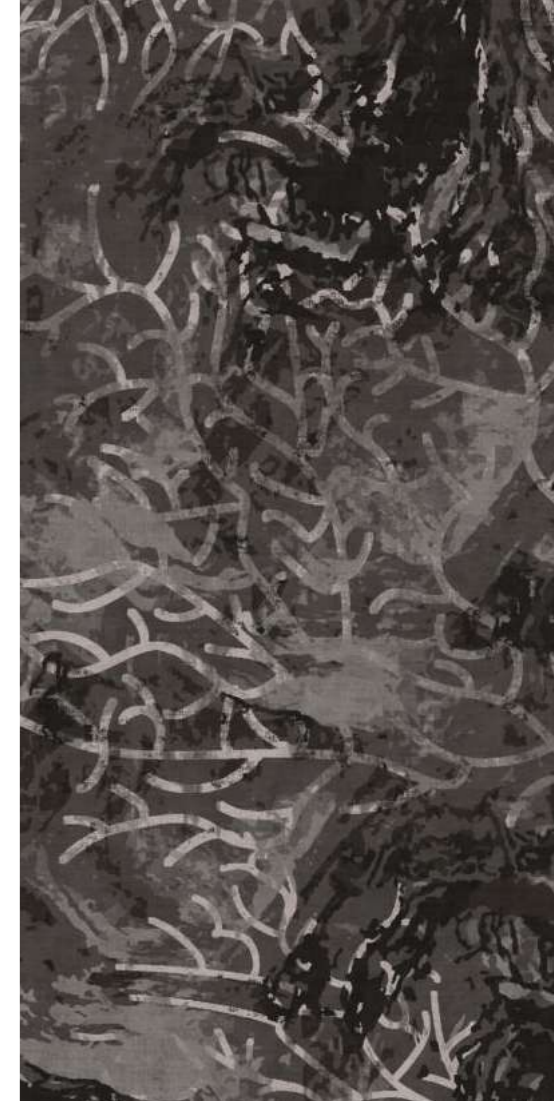
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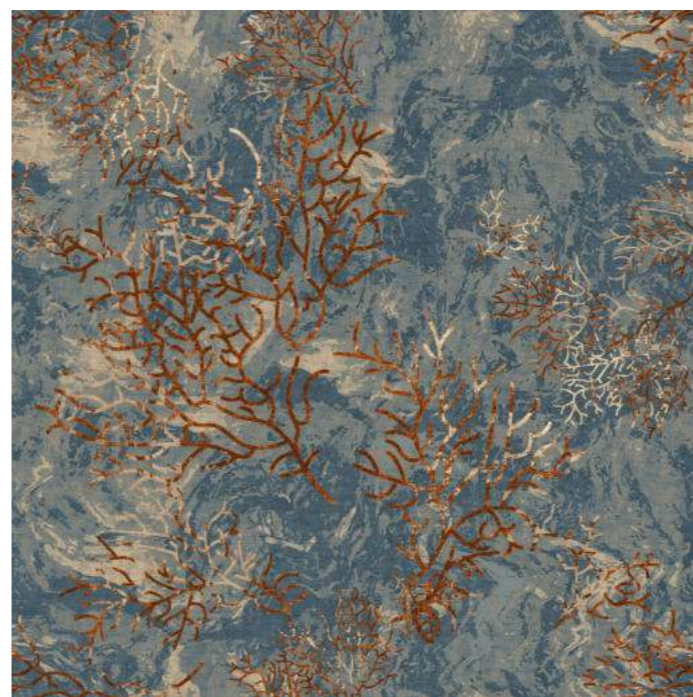
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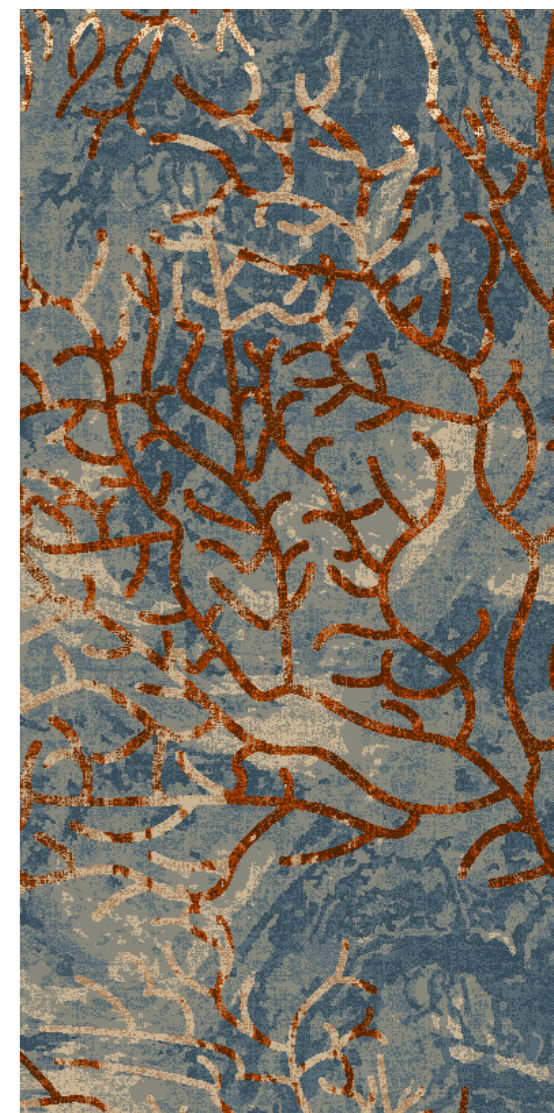
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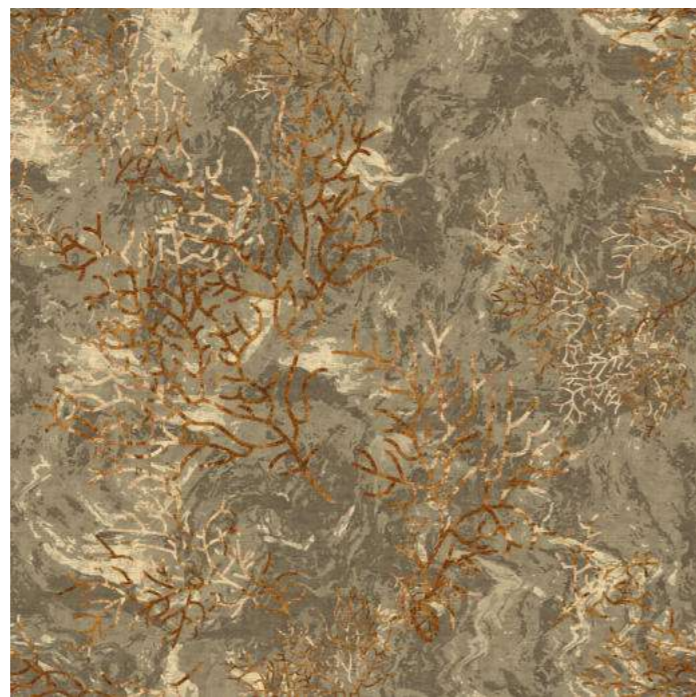
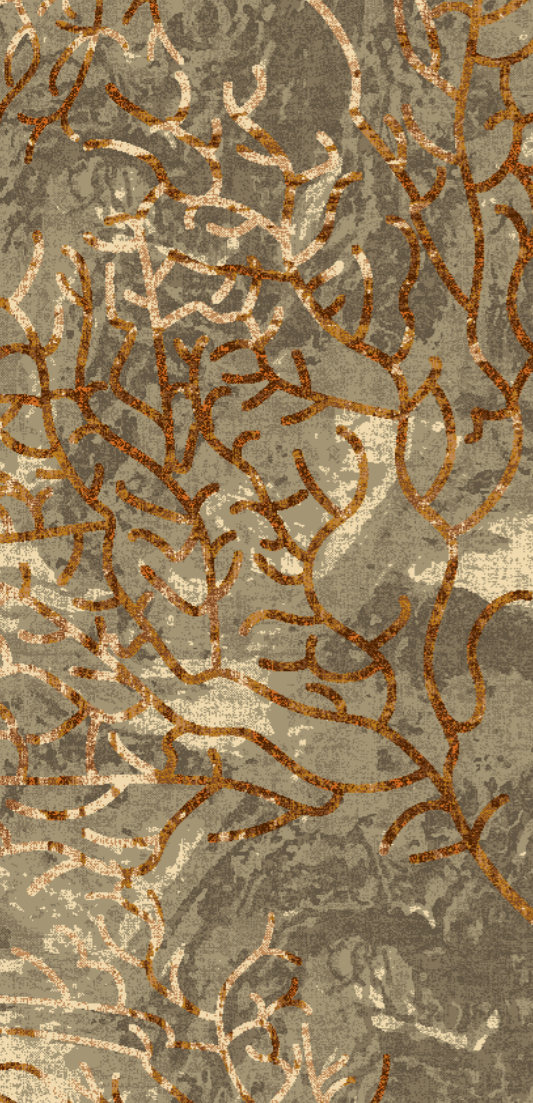
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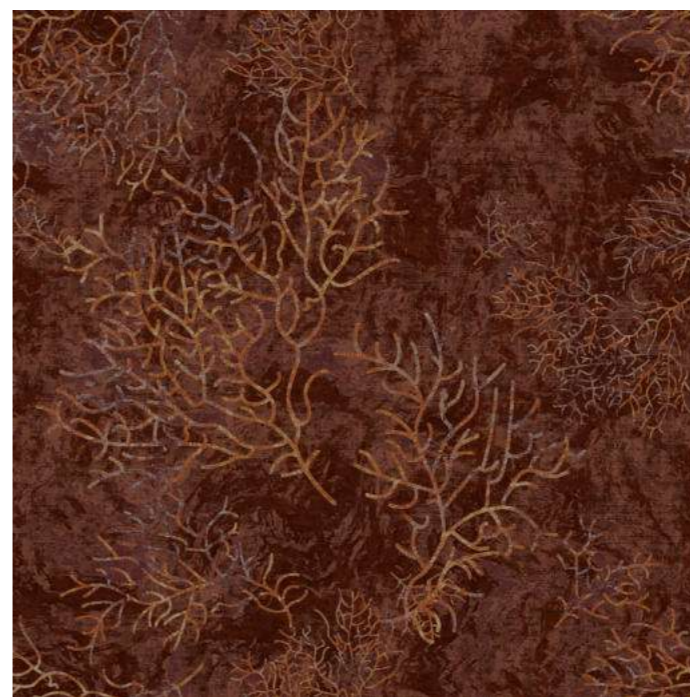
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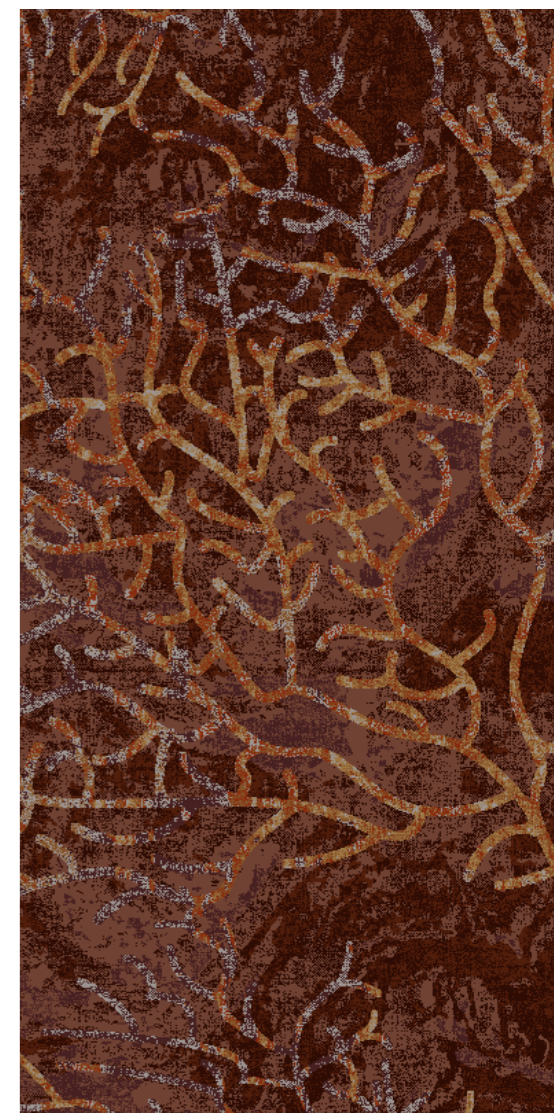
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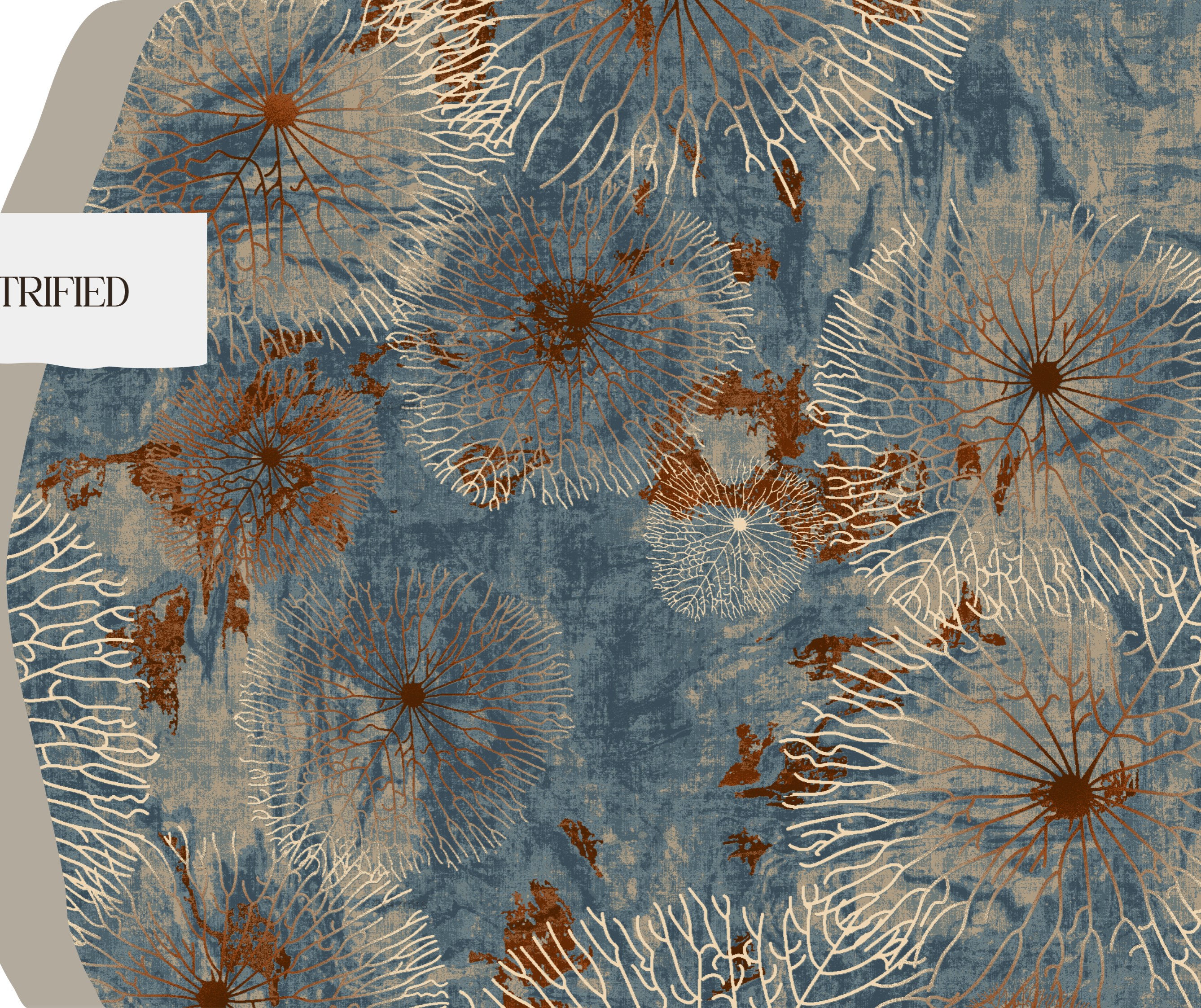


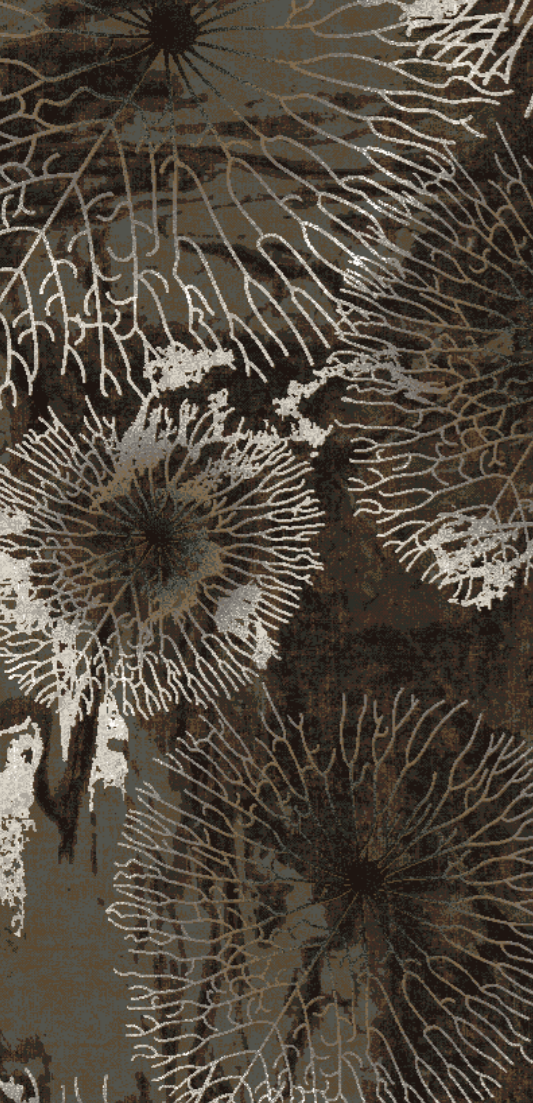
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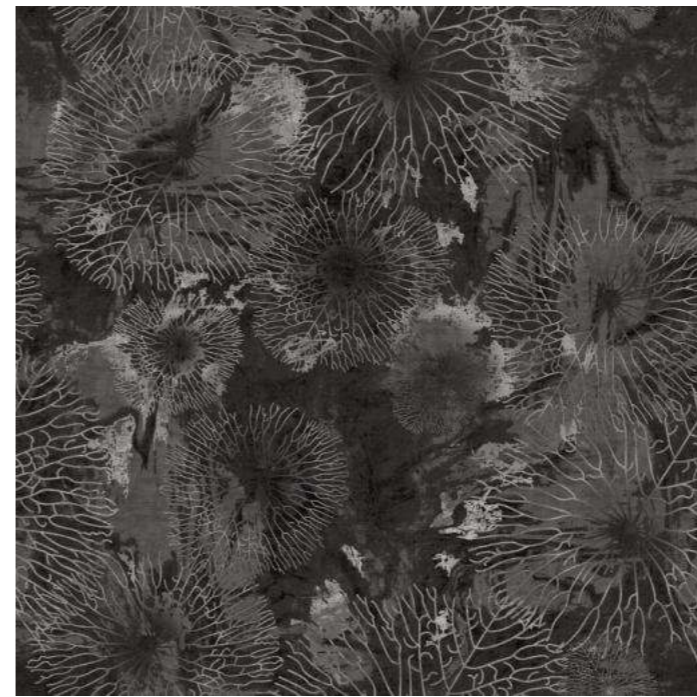
PETRIFIED





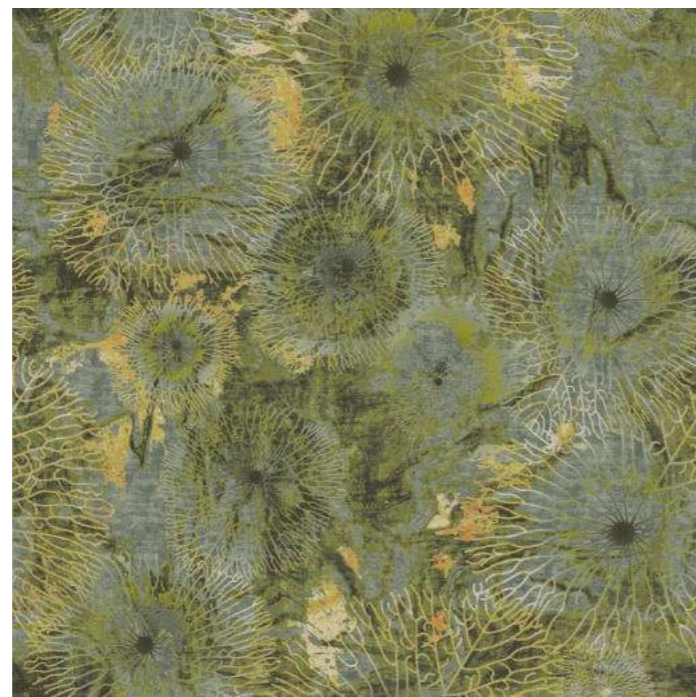
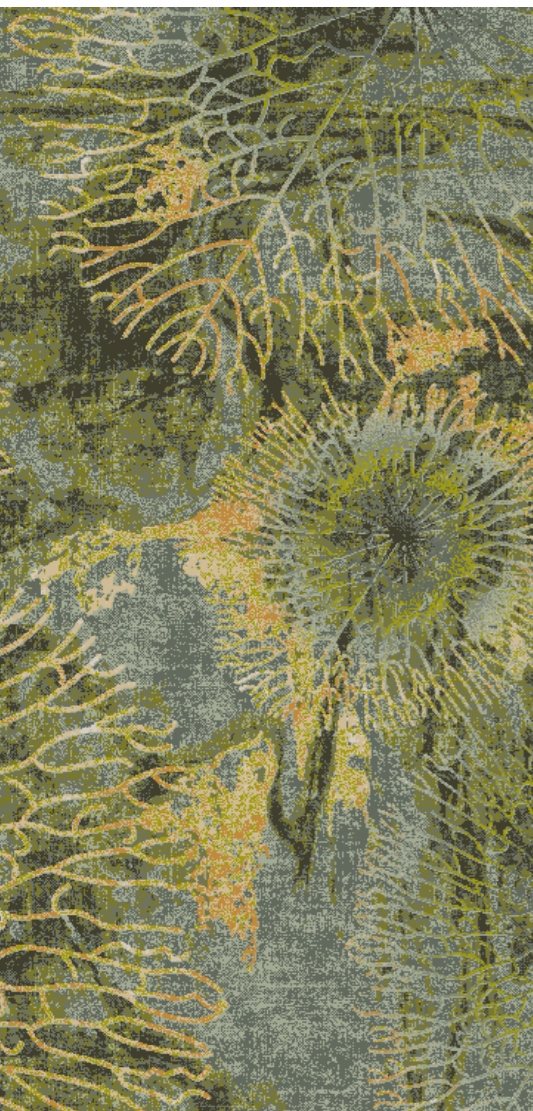
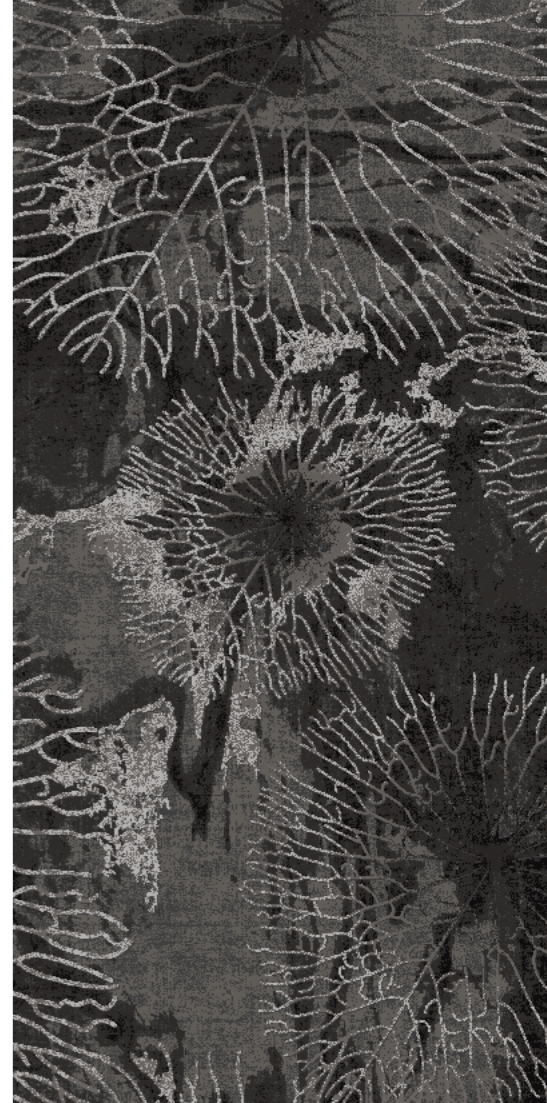
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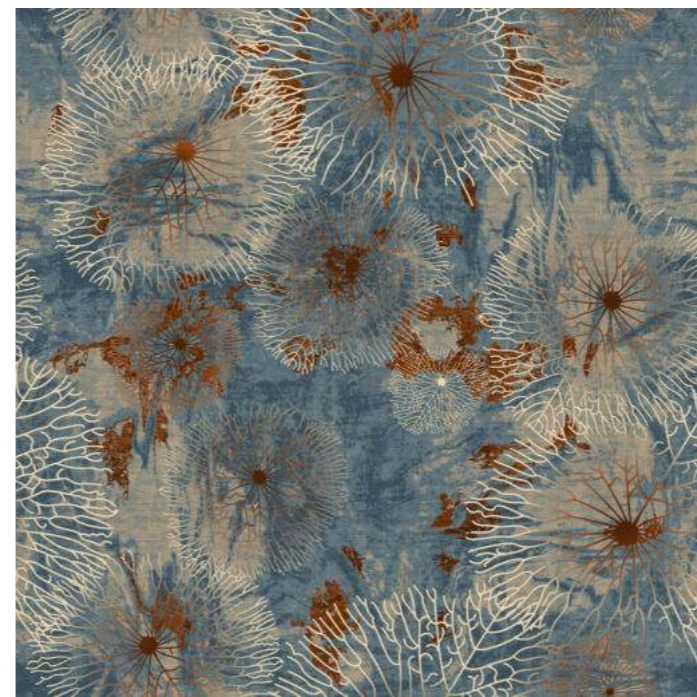
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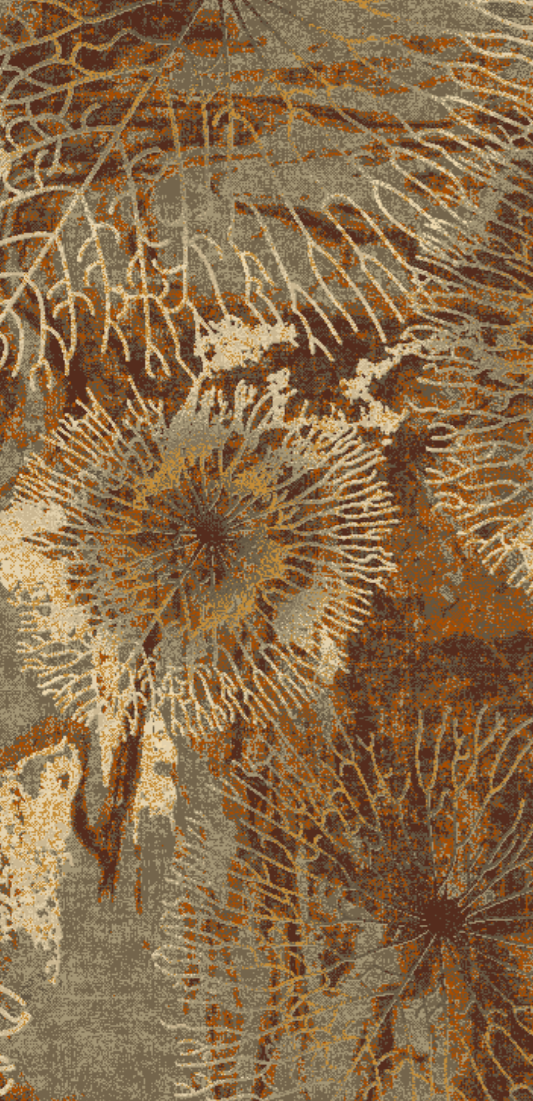
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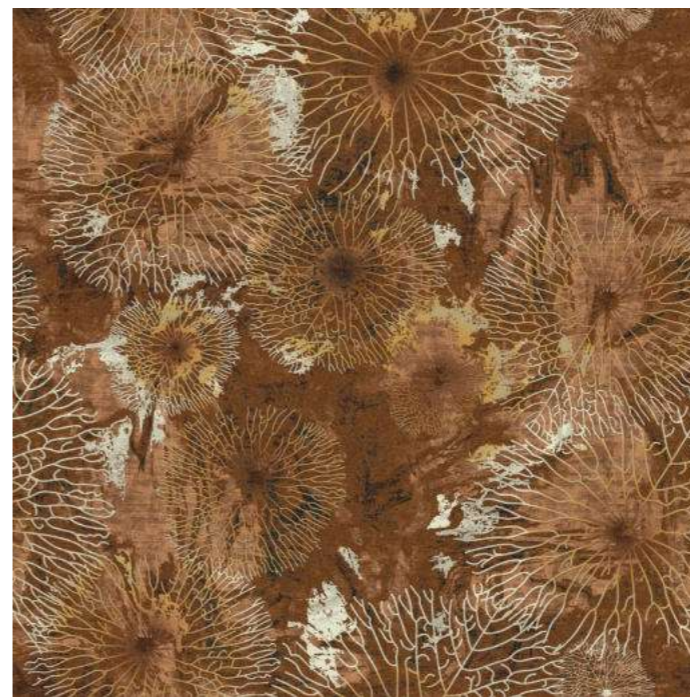
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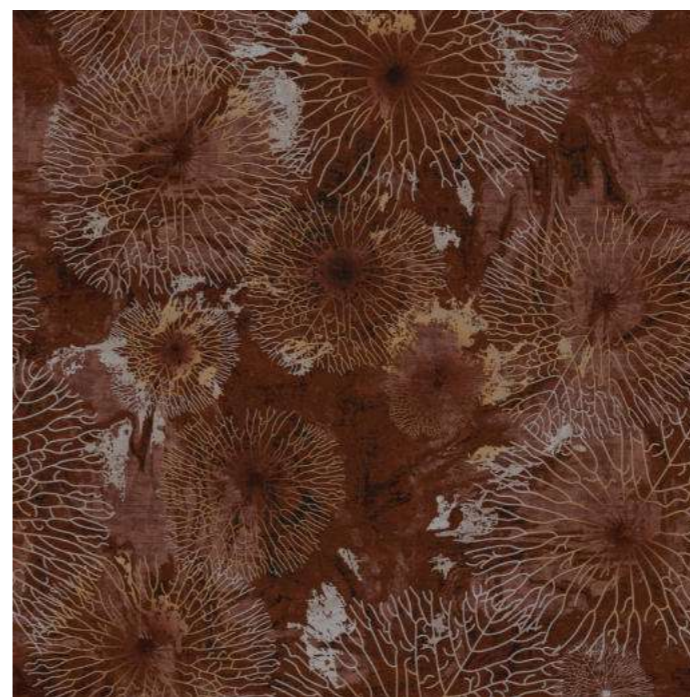
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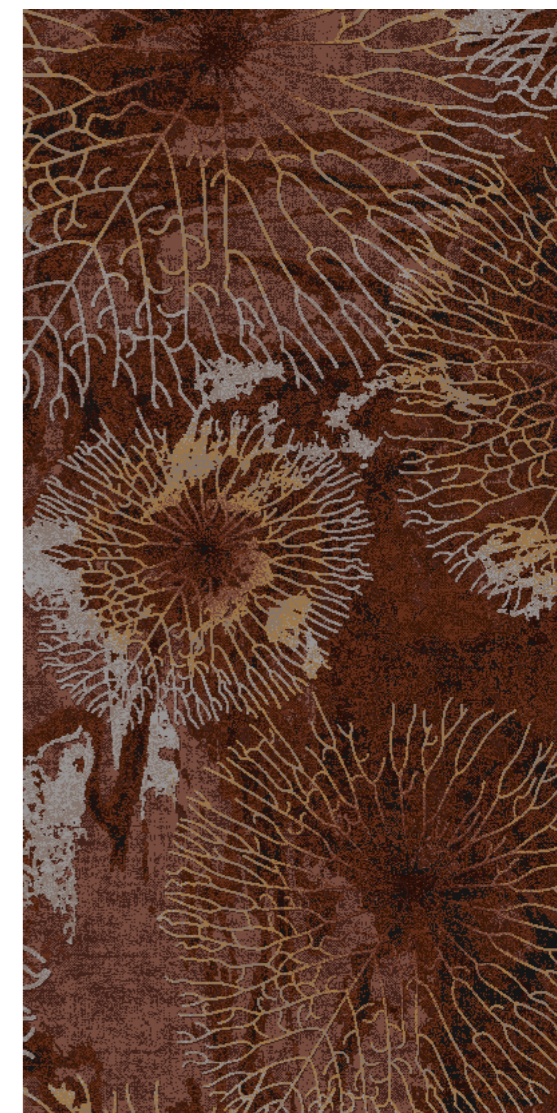
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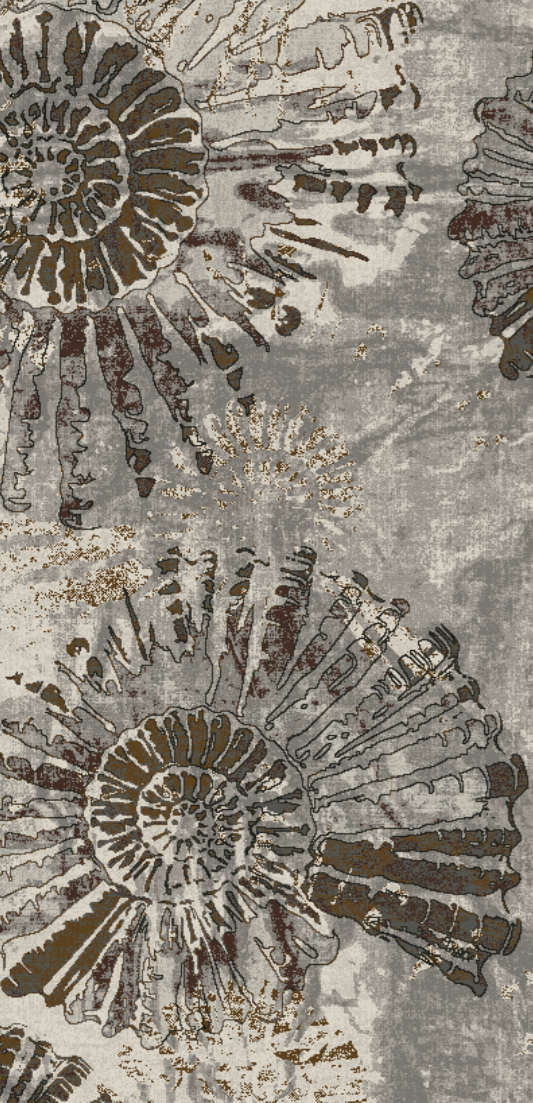
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# AMMONITES



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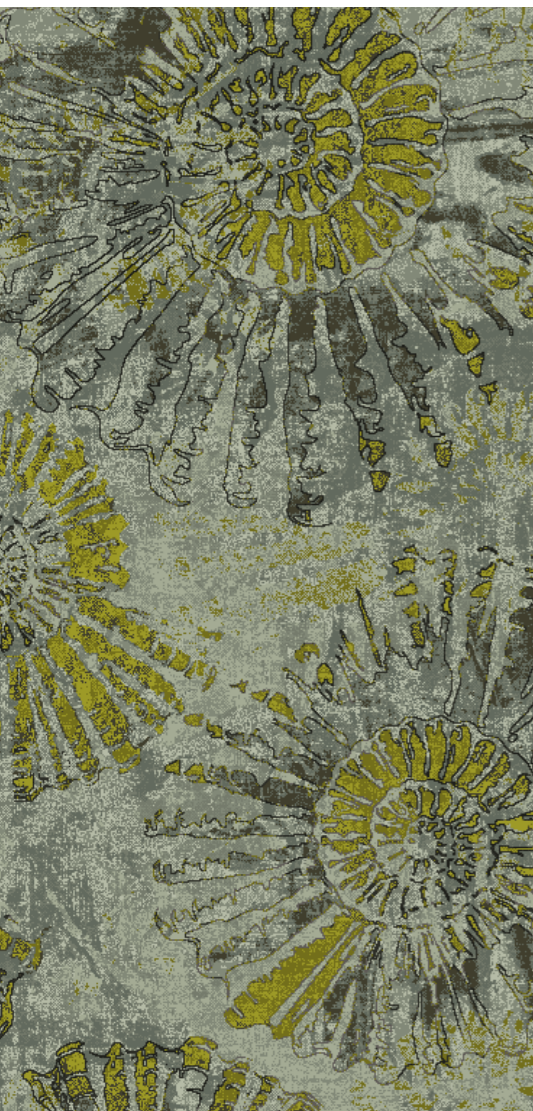
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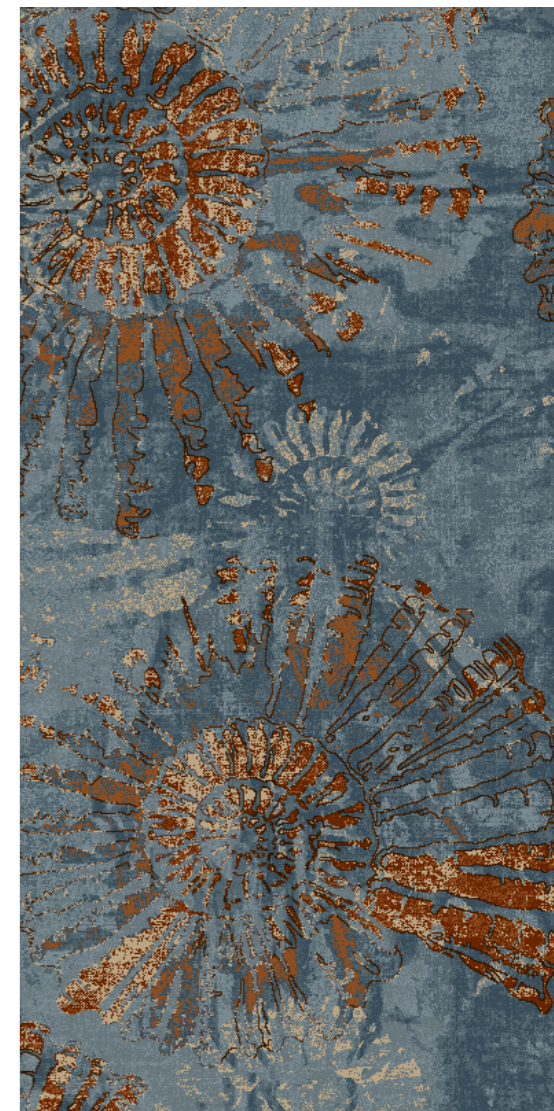
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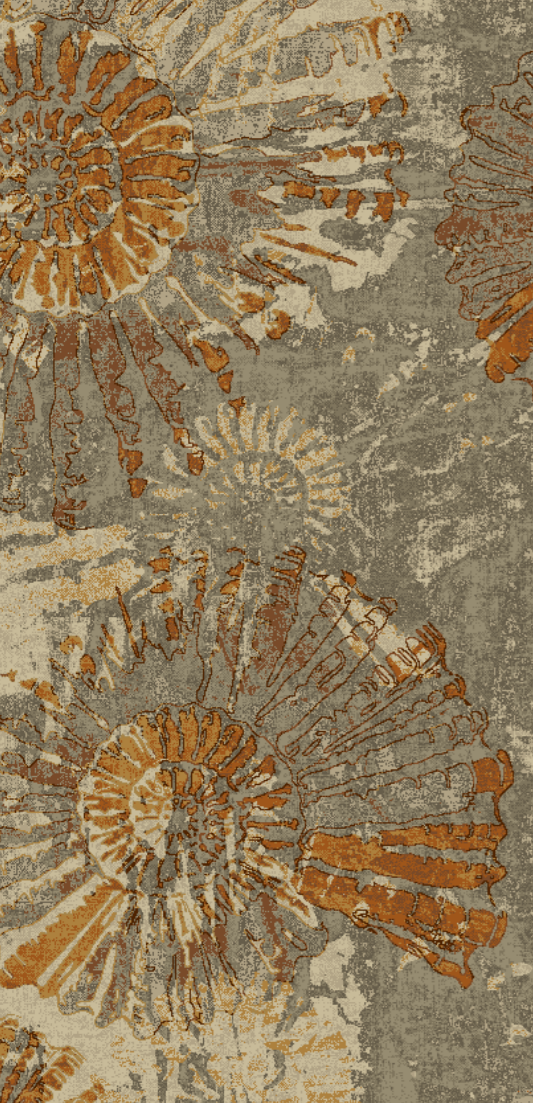
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4x4 mtrs





WA9703-005

4x4 mtrs



WA9703-006

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WA9703-007

4x4 mtrs



WA9703-008

4x4 mtrs



PRESERVE



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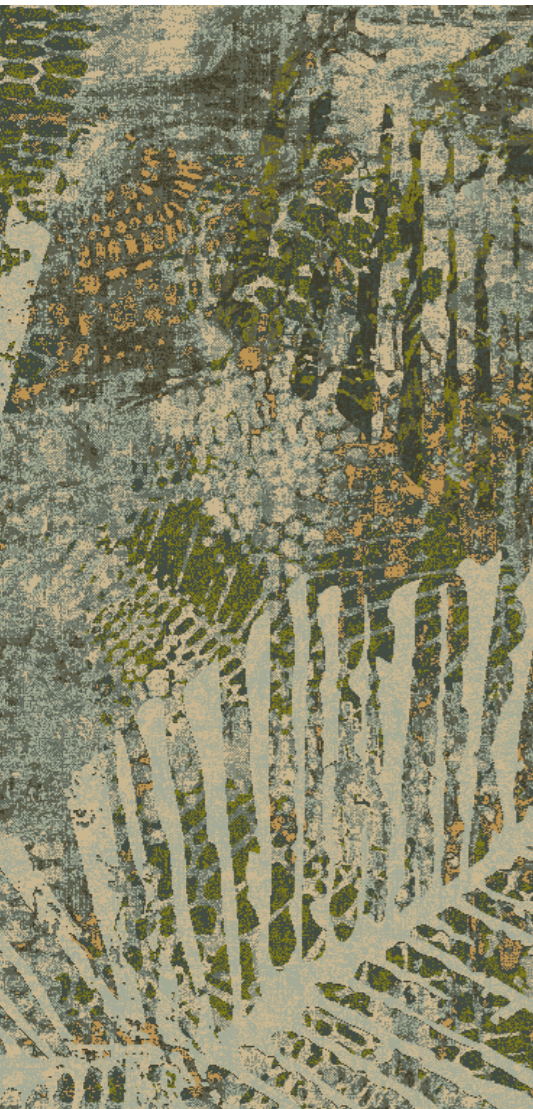
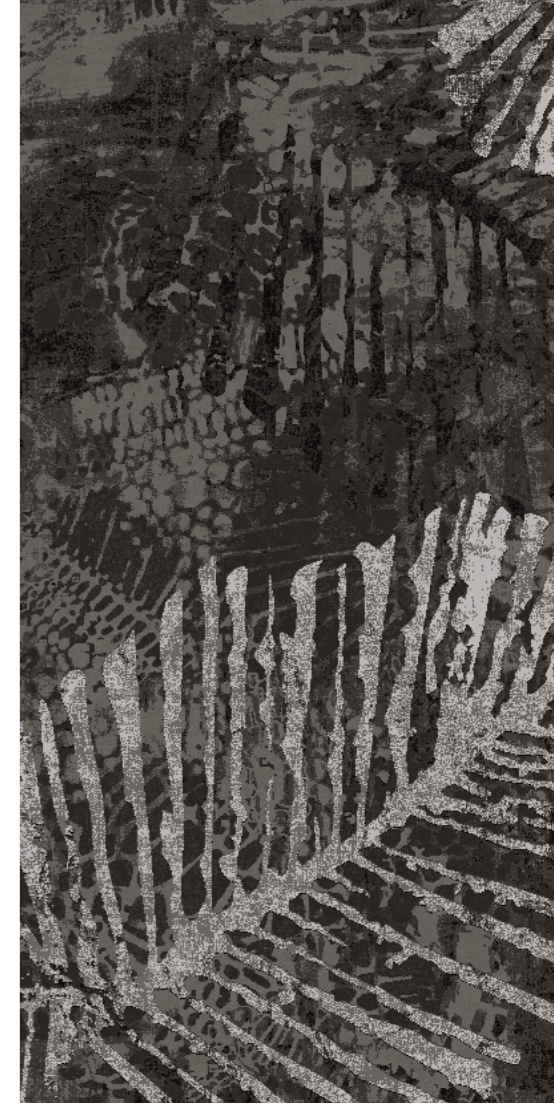
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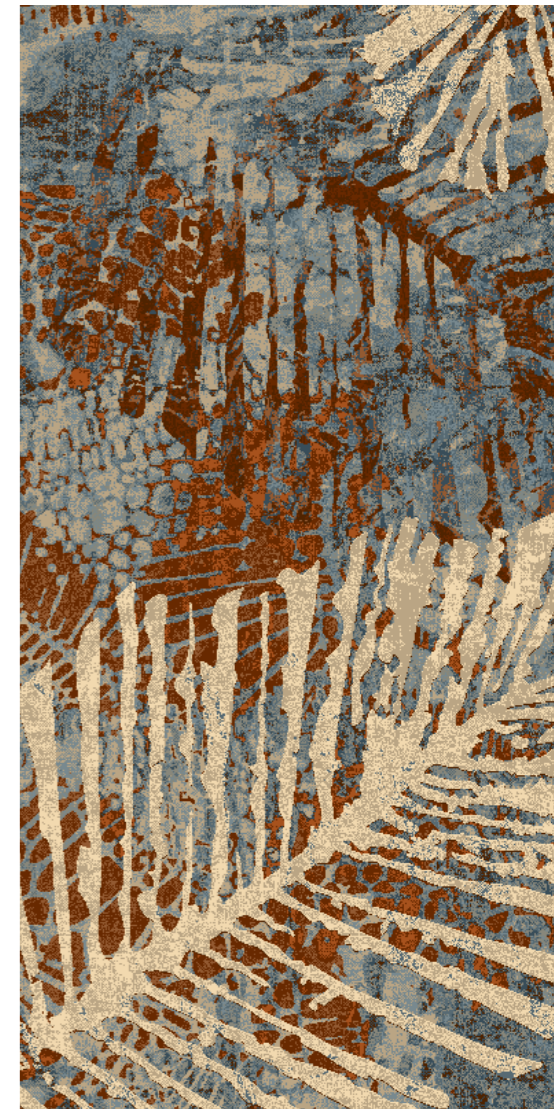
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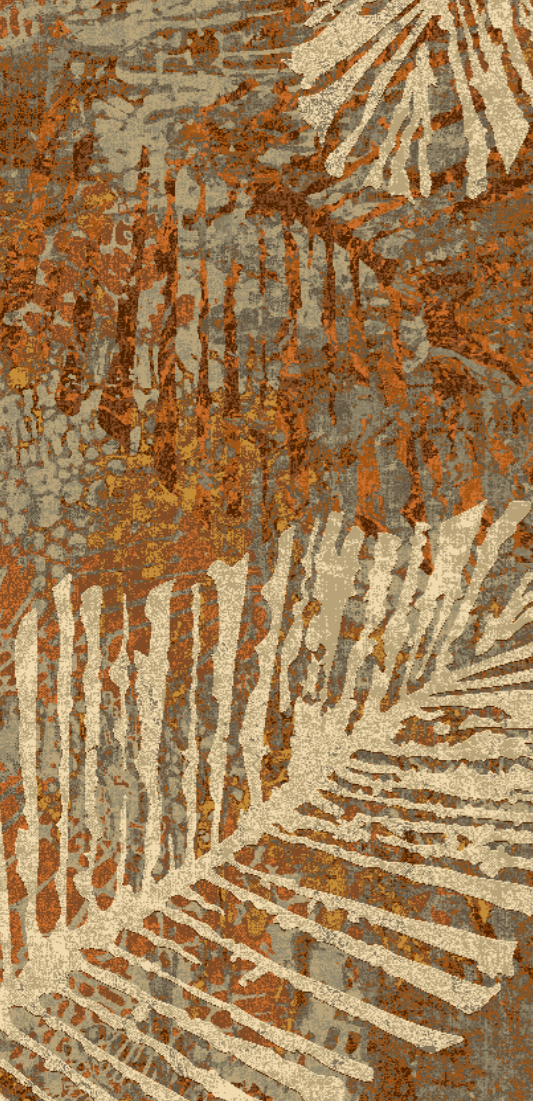
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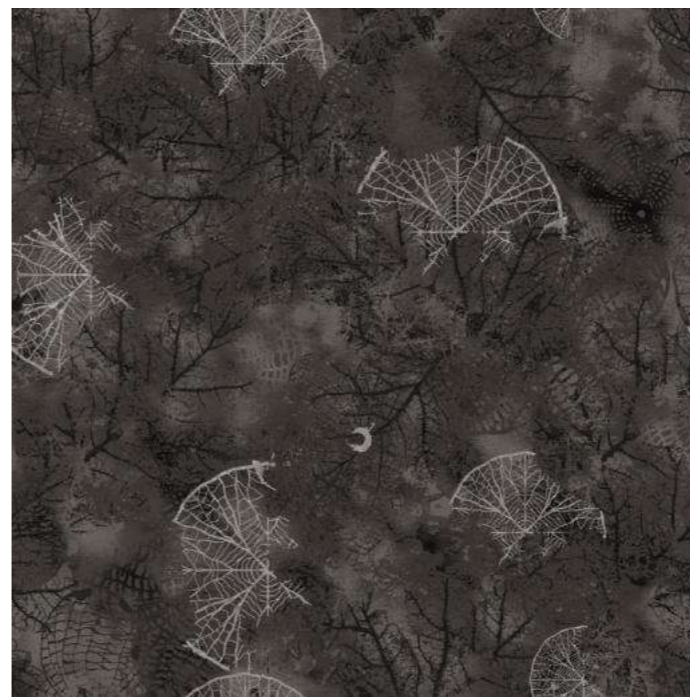


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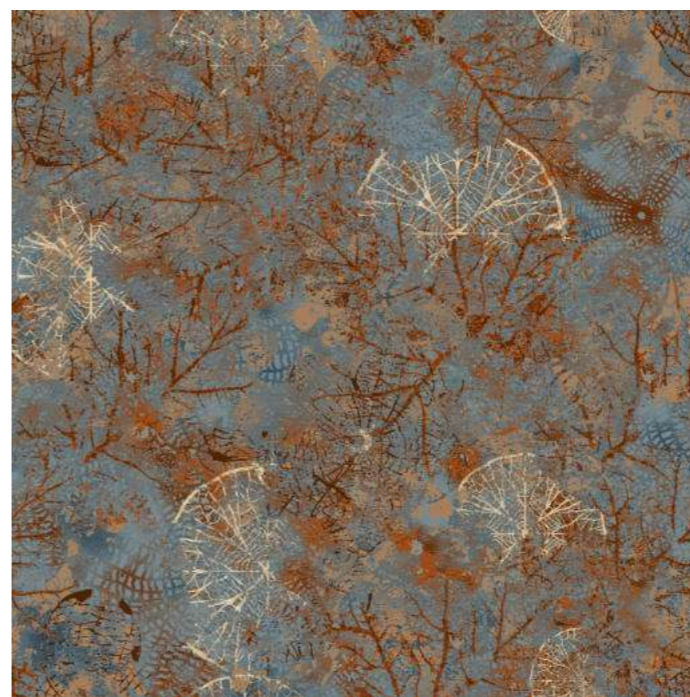
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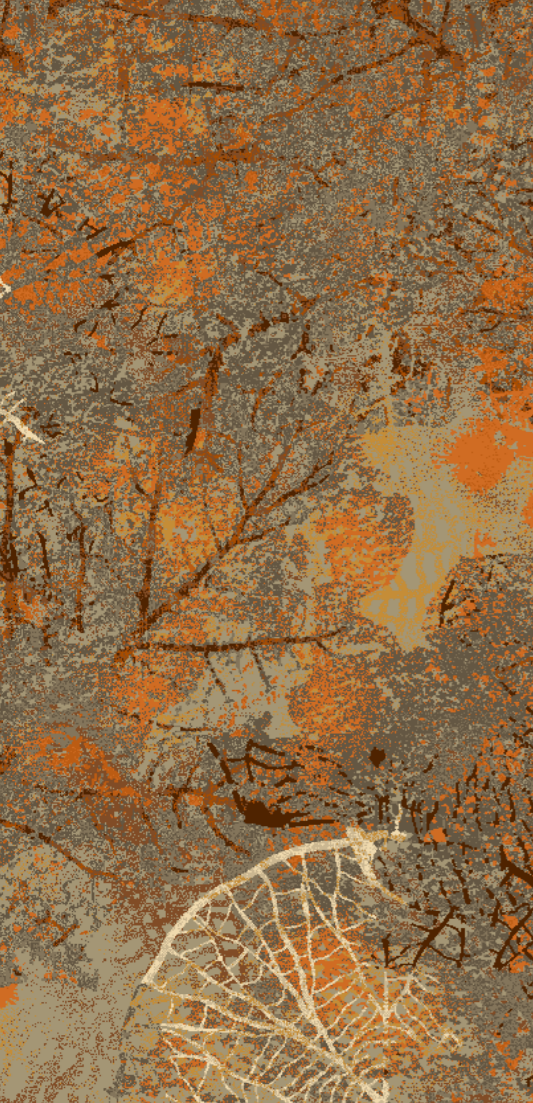
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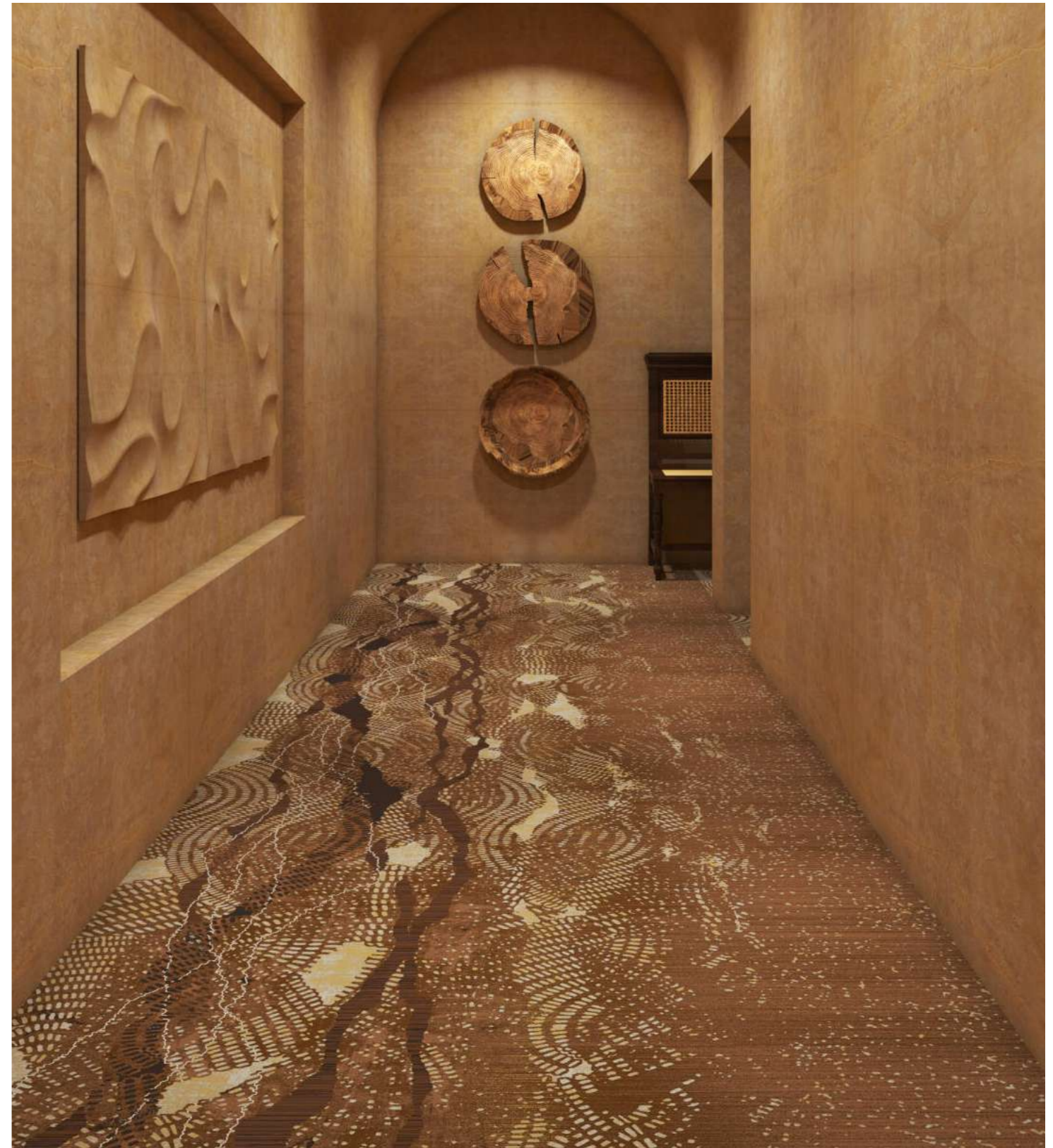


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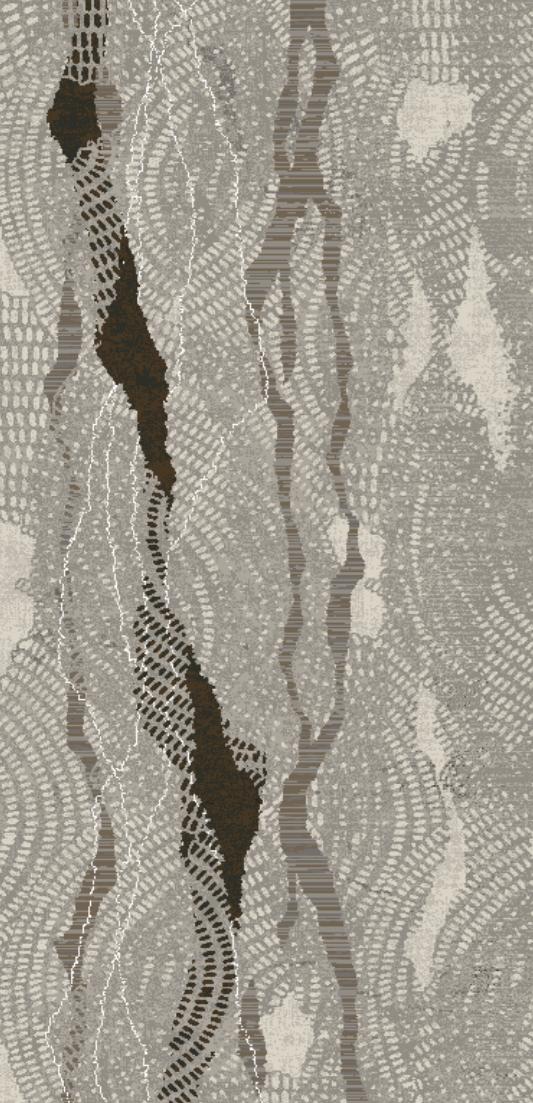
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TRACE



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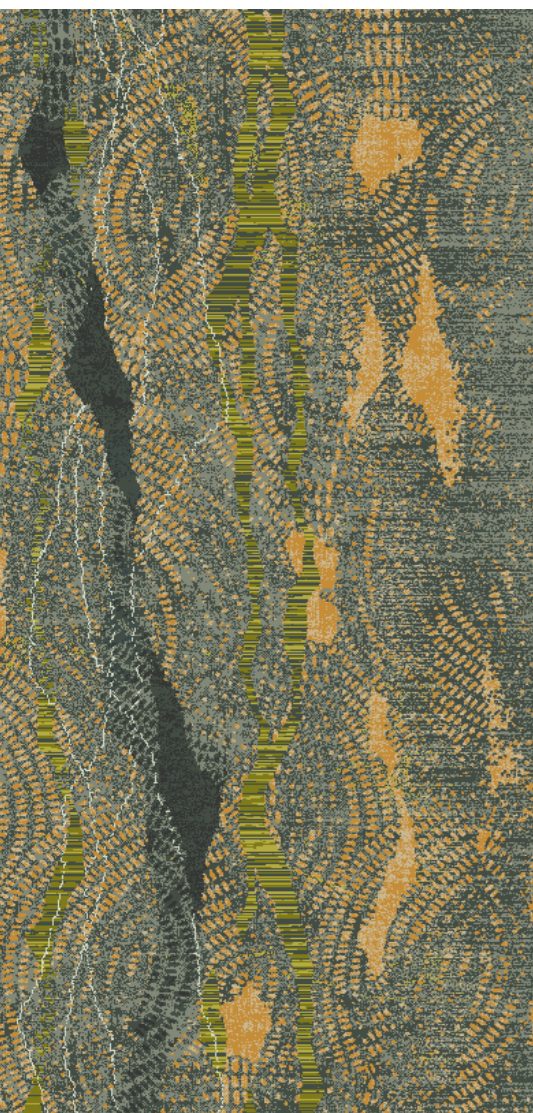
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WA9706-002

2x8 mtrs



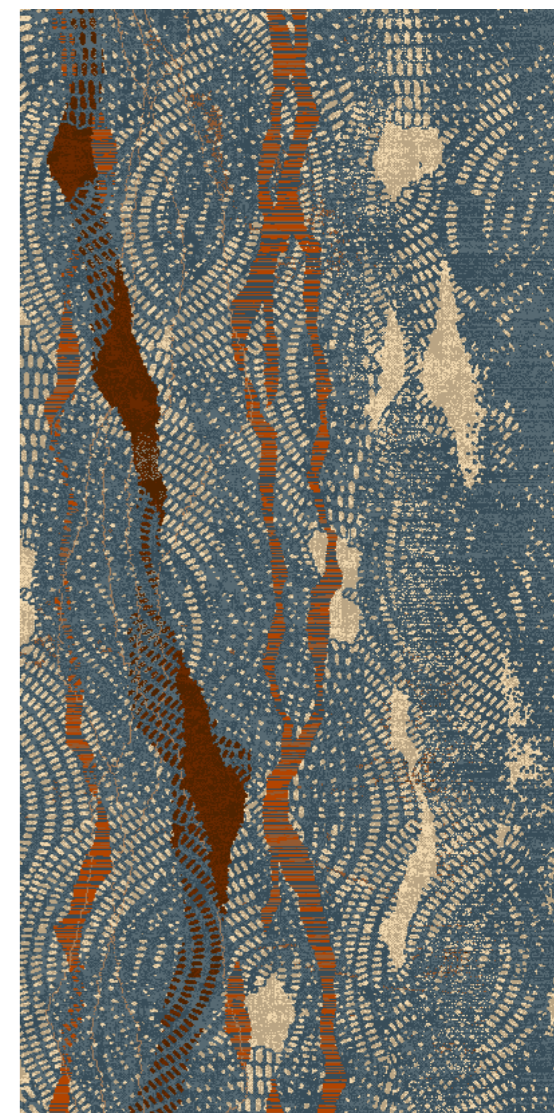
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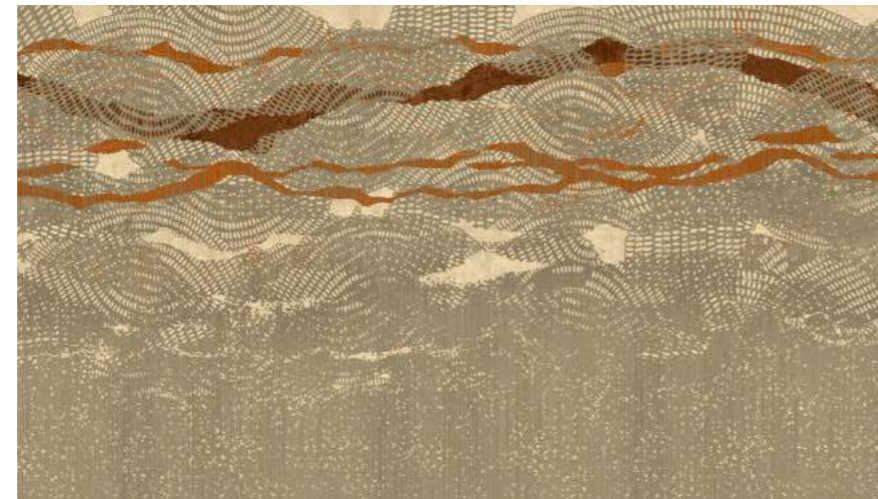
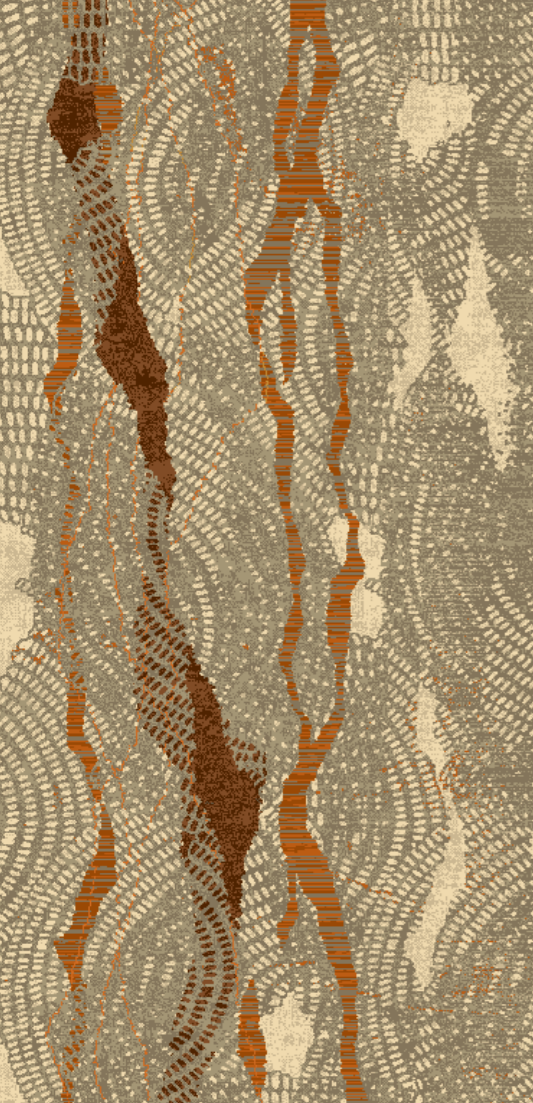
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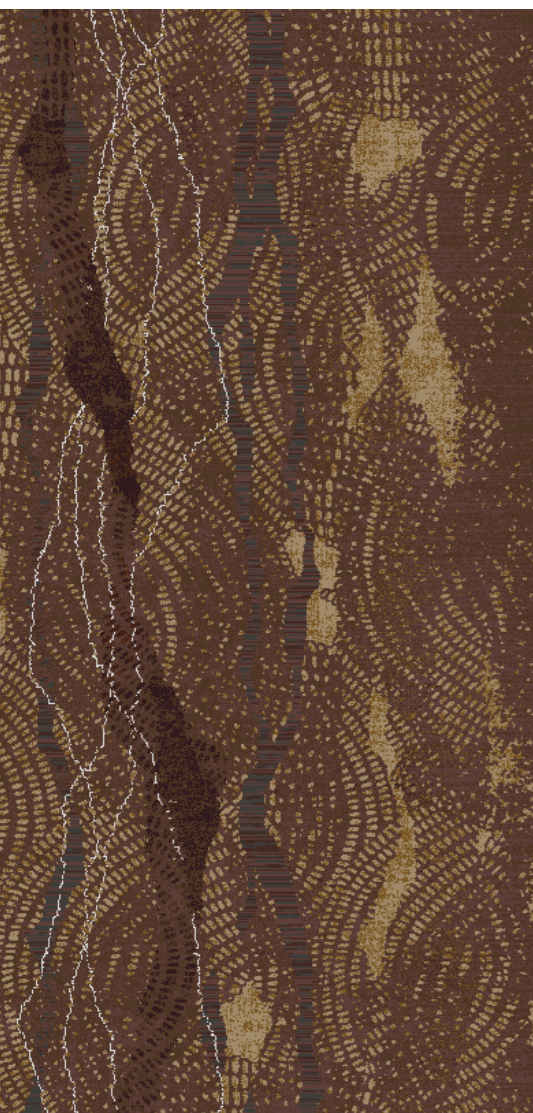
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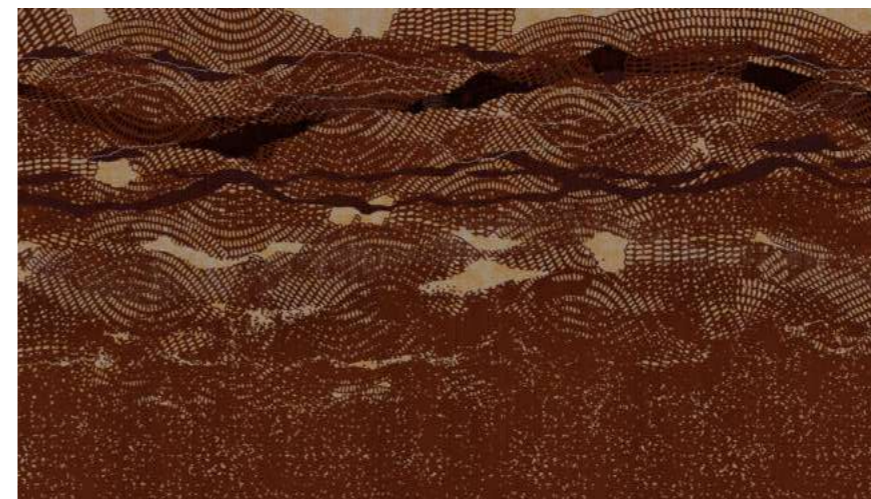
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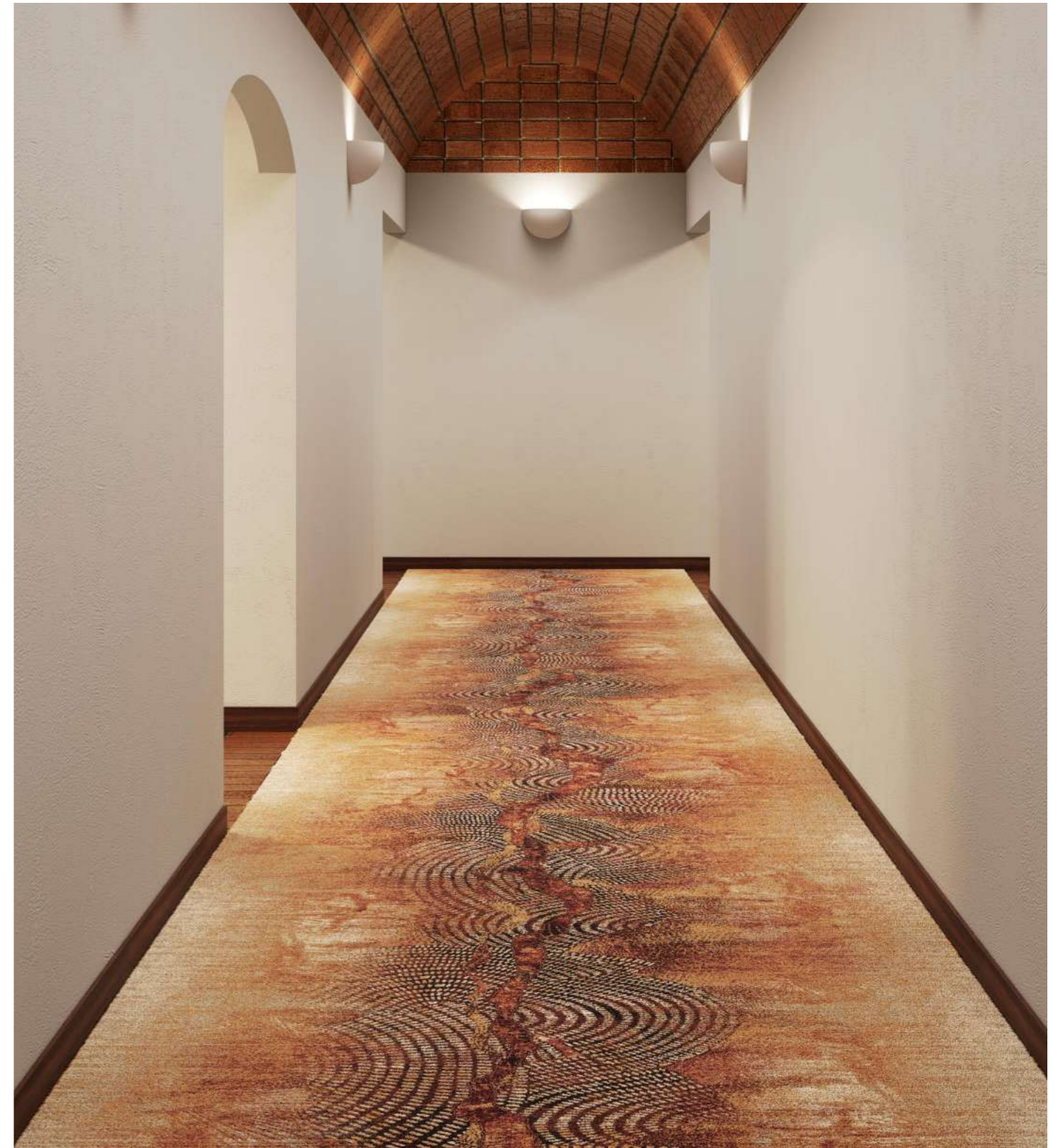


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# IMPRESSION



WA9707-006



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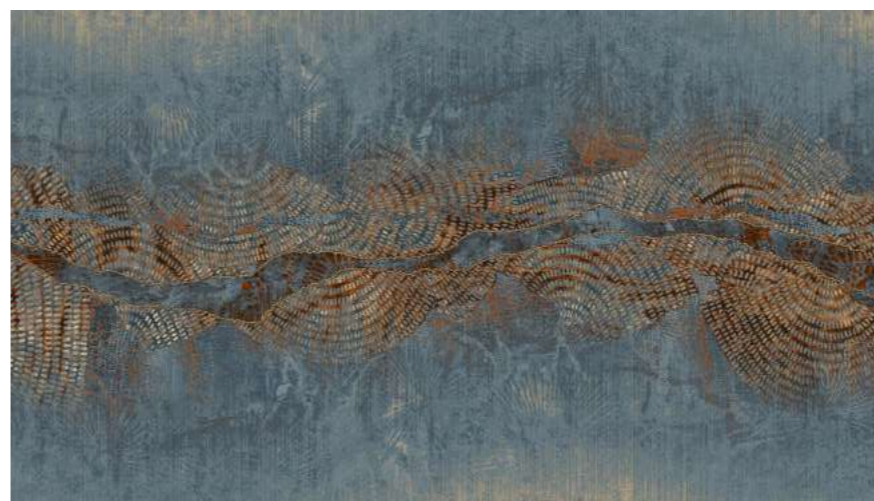
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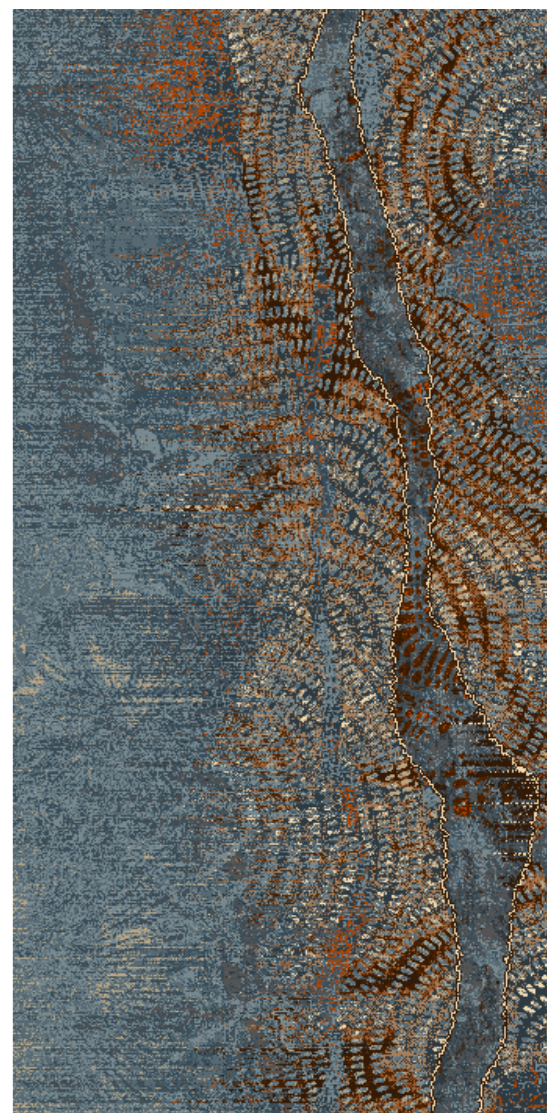
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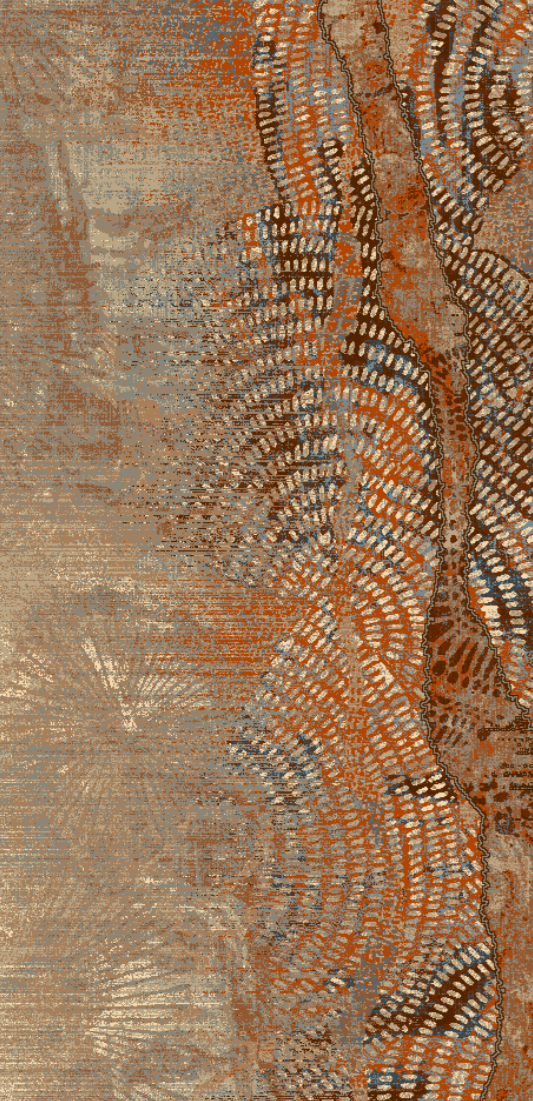
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WA9707-004

2x8 mtrs





WA9707-005

2x8 mtrs



WA9707-006

2x8 mtrs



WA9707-007

2x8 mtrs



WA9707-008

2x8 mtrs



QUAINT



WA9708-008



WA9708-001

4x4 mtrs



WA9708-002

4x4 mtrs



WA9708-003

4x4 mtrs



WA9708-004

4x4 mtrs





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WA9708-008

4x4 mtrs



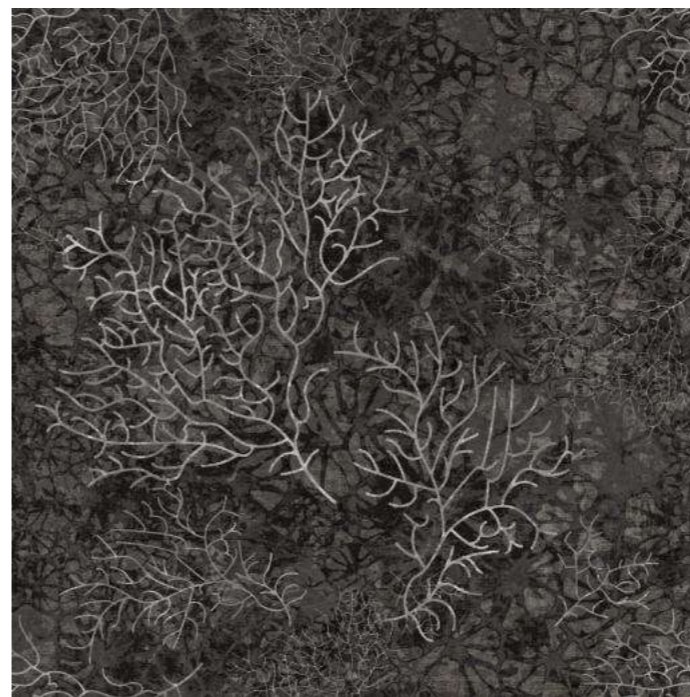


CONCRETIONS



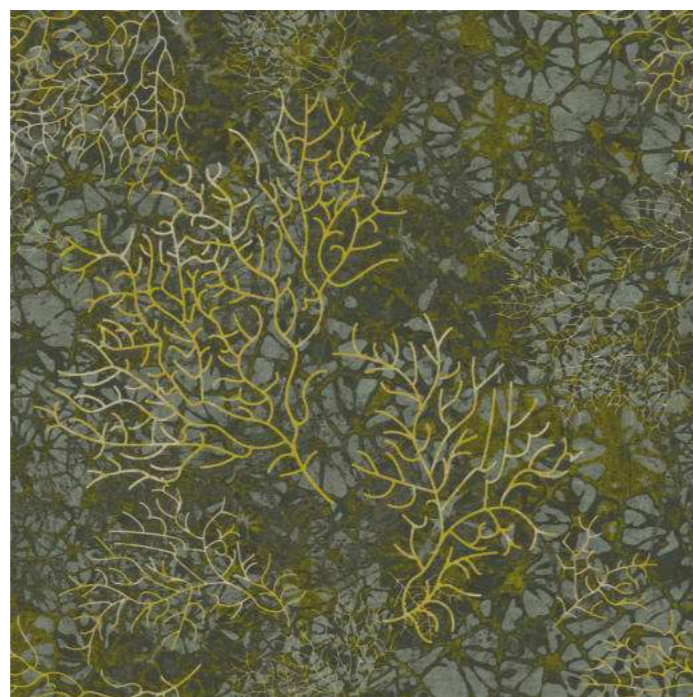
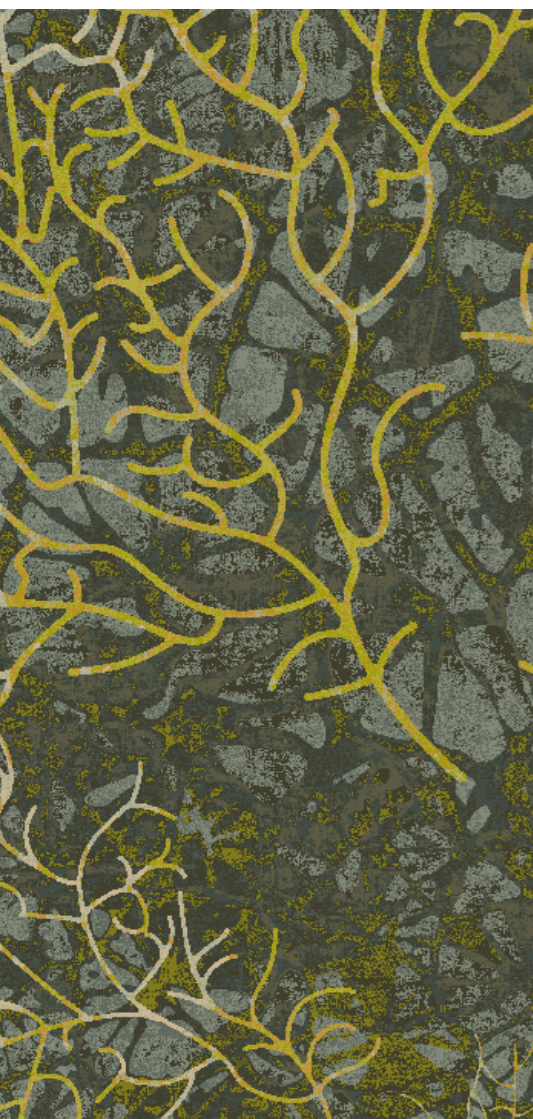
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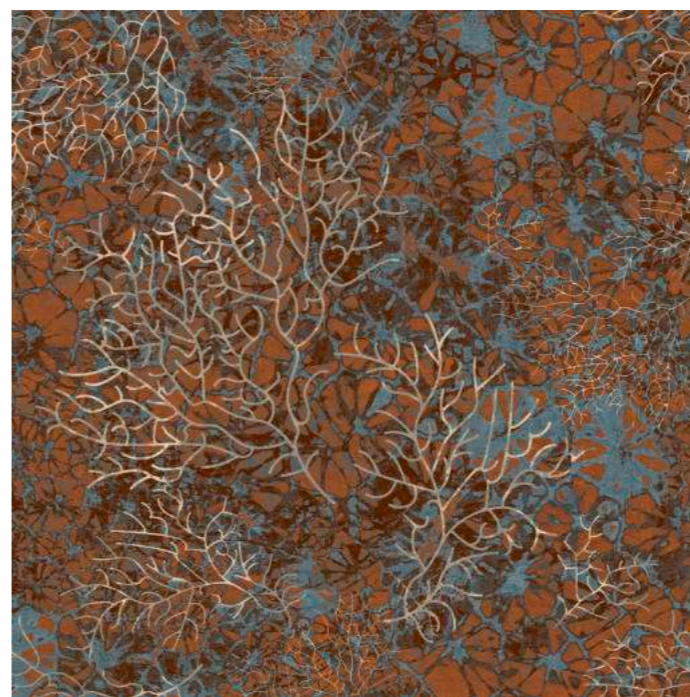
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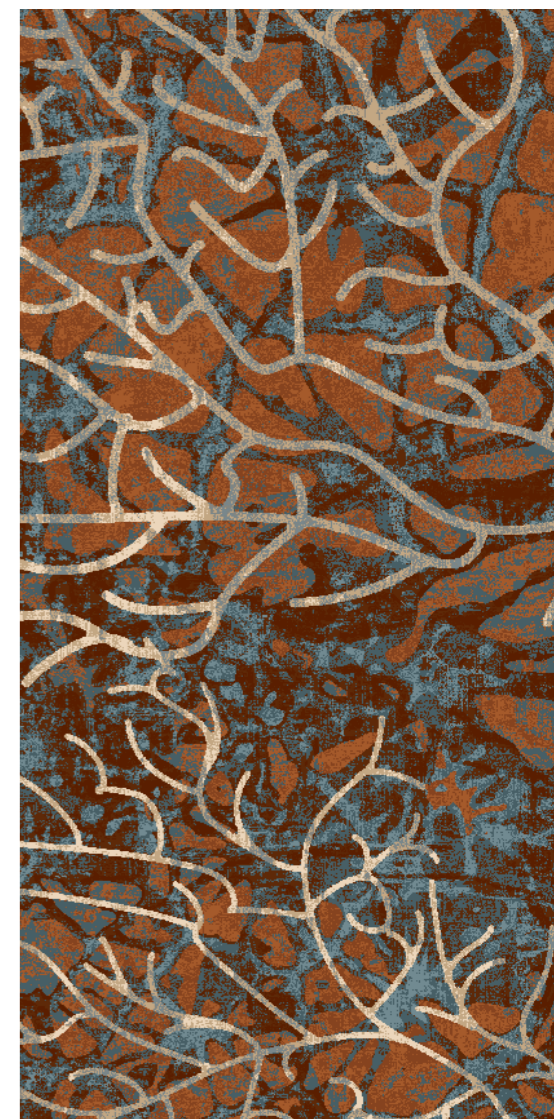
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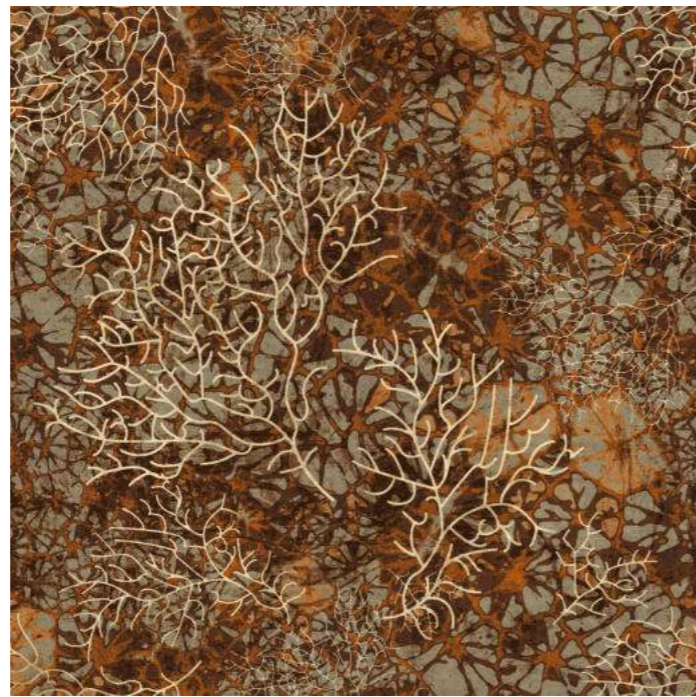
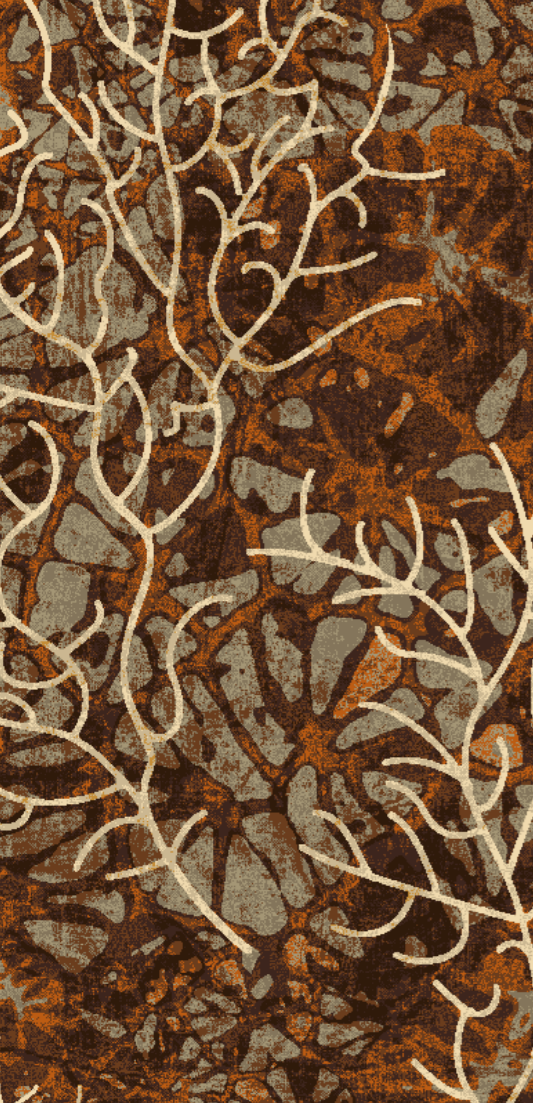
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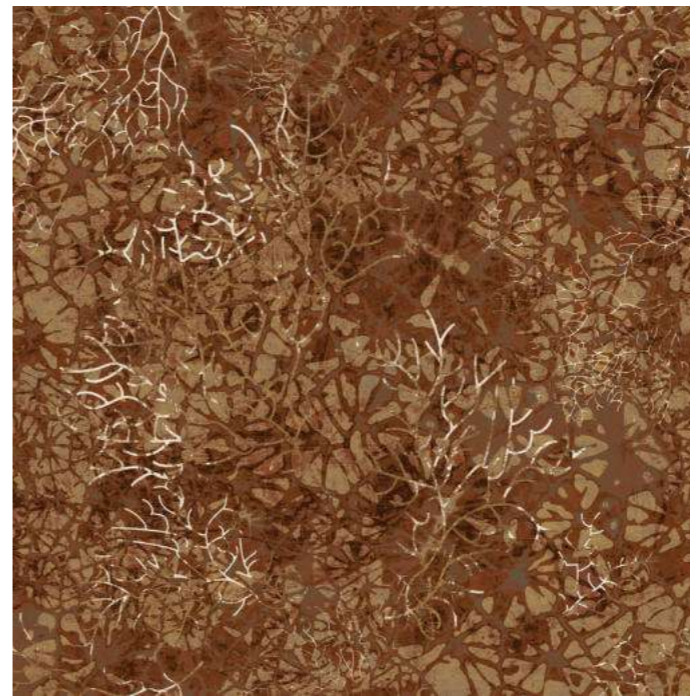
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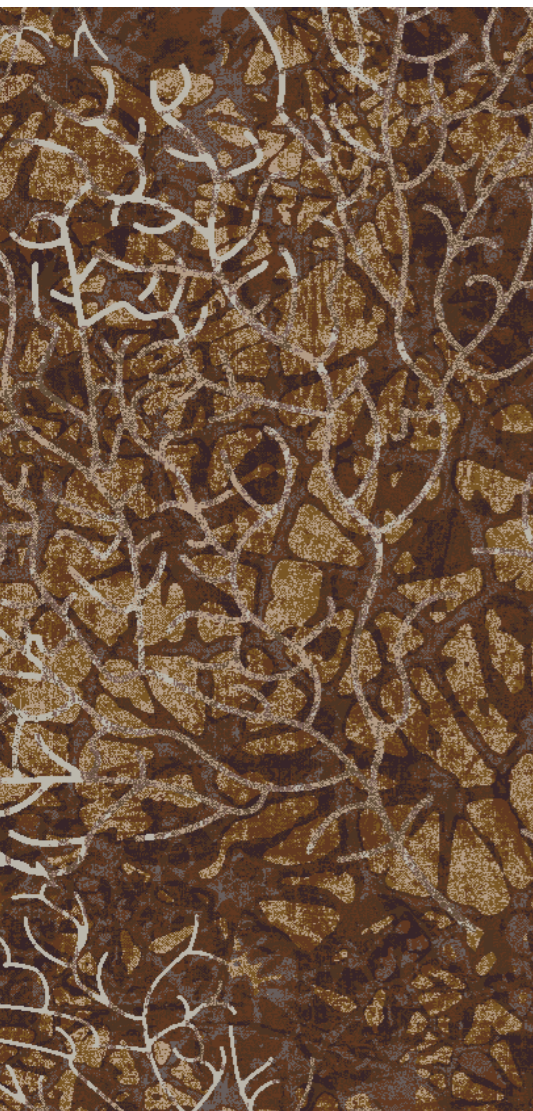
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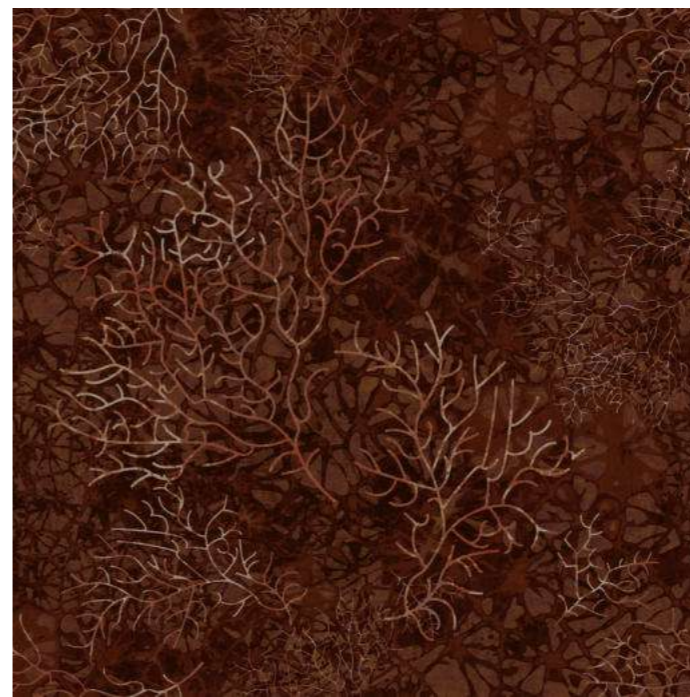
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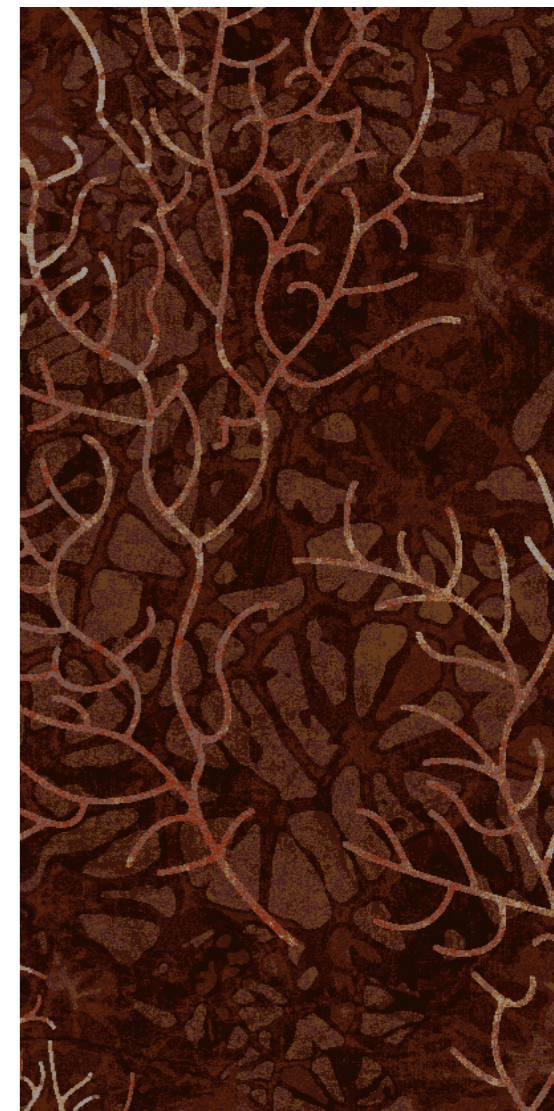
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WA9709-008

4x4 mtrs



MOLD





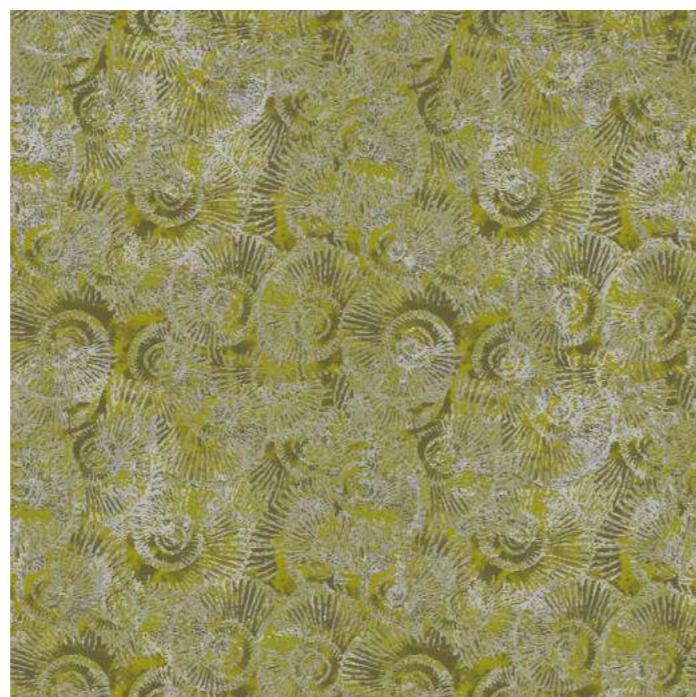
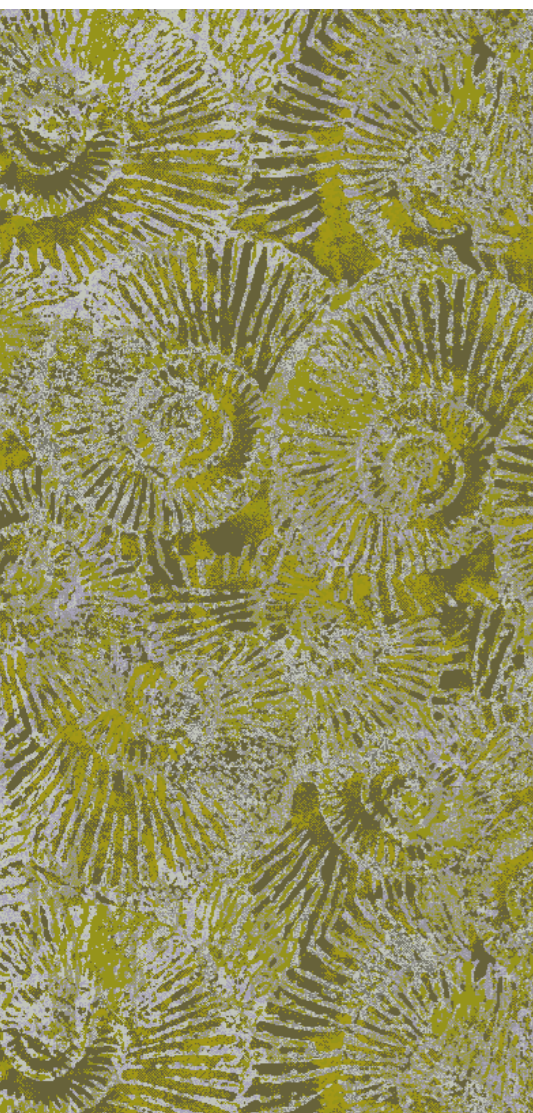
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WA9710-002

4x4 mtrs



WA9710-003

4x4 mtrs



WA9710-004

4x4 mtrs





WA9710-005

4x4 mtrs



WA9710-006

4x4 mtrs



WA9710-007

4x4 mtrs



WA9710-008

4x4 mtrs





LAPIDIFY WA9700-001



DENDRITE WA9701-002



PETRIFIED WA9702-003



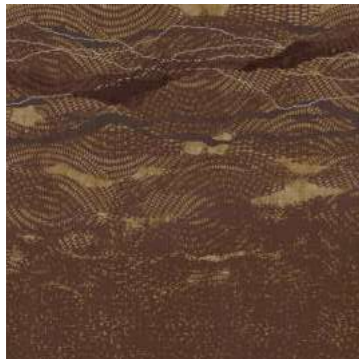
AMMONITES WA9703-004



PRESERVE WA9704-005



CAST WA9705-006



TRACE WA9706-007



IMPRESSION WA9707-008



QUIANT WA9708-001



CONCRETIONS WA9709-008



MOLD WA9710-004

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