

# ARTE ESPINA

## Press Release

### ARTE ESPINA

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# A hand-tufted rug designer

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## Activity

Arte Espina designs and sells hand-tufted rugs manufactured in China.

## Origin

Arte Espina was founded in the Netherlands in January 2000. Its rugs had such a success that the company quickly expanded its activities nationwide then worldwide.

## Growth

Since its creation, the company has been developing its activity and its carpet range by providing original designs and 'hand-made' quality.

Arte Espina quickly became the leader in rugs in Germany and decided to set up on the British market in 2001.

Today, Arte Espina carpets are distributed in more than 500 stores throughout the United Kingdom either in store chains or in independent furniture and decoration stores.

## Location

Arte Espina exports its rugs to many European countries: Germany, Austria, Switzerland, France, Belgium, Poland, Russia, Turkey, Hungary, Czech Republic, Greece, Croatia, Slovakia, Spain, Portugal, Iceland, Finland, Sweden and Norway.

In 2004, the network expanded to Kuwait, the United Arab Emirates and Kazakhstan. In 2005/2006 the first customers in USA and China joined and in 2007 Arte Espina will be present in Canada and Russia.

## Key figures

- N° 1 in carpet selling in Germany
- Turnover 2000: 1,7 M £
- Turnover 2001: 3 M £
- Turnover 2002: 4,8 M £
- Turnover 2003: 6,8 M £
- Turnover 2004: 8,5 M £
- Turnover 2005: 13,3 M £

# The growth objectives

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## Market position

Arte Espina positions itself as the market leader for top quality 100 % acrylic hand-made carpets, a sector rather unknown to UK market actors.

Indeed today the 'hand-tufted' carpet market is divided in two types of products:

- On one hand, synthetic carpets made of acrylic and polypropylene, offering only a very medium quality of comfort and use,
- And on the other hand, woollen carpets.

Therefore Arte Espina is the first carpet designer who offers the quality, comfort and price of acrylic fibres along with the softness and natural look of wool.

## Market coverage

Arte Espina is already present in more than 500 sales points in the United Kingdom and aims at developing its sales force by increasing the number of outlets over the whole UK.

The objective is to reach 50 % more sales points within 2007 that would be spread between:

- Furniture stores,
- Specialized stores,
- Decorating shops.

## Financial and production objectives

The turnover for the UK is expected to reach a figure close to that of the other key markets like Germany, France and Spain.

The global production of the Arte Espina factory in China offers a production capacity of more than a million m<sup>2</sup> for the European market.

# The UK market

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## A fast-growing market

This activity includes production, imports and exports of textile floors: rugs, mats and broadloom.

A growing demand from consumers for this type of products has been noticed on the UK market for the past two years now.

## A market that changed

Rugs become a decoration item.

Rugs are back since wood and tiled flooring are used again as floor covering, leaving fitted carpets behind.

Consumers enjoy a large choice of rugs with various styles, designs and colours in order to meet ever-changing tastes and life styles.

To classical beige, grey, blue and green colours, consumers now prefer brighter shades that suit better with contemporary furniture and that change along trends.

Consumers have had enough of imitations of traditional rugs: they look for originality but do not want to consider rugs as long term investments.

Purchasing a rug has now to meet style criteria with a good quality/price ratio.

# A new generation of carpets

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## The Espirelle yarn: a technological innovation

Specifically developed for Arte Espina, Espirelle is a revolutionary fibre. It is made of 100% Japanese Acrylic and entirely spun.

The yarns are twisted then thermo-fixed. This is how they obtain excellent resilience typical of wool: the yarns get straight up again after they were bent by weight and get back to their original shape. That way, contrary to ordinary synthetic carpets with a rough touch and a uniform look, Arte Espina rugs look like traditional woollen ones.

## Arte Espina carpets combine the quality of acrylic with the softness of wool

Thanks to that specificity, Arte Espina rugs have numerous advantages explaining their success:

- the softness of the wool touch thanks to the spun yarn process;
- the soft aspect of a woollen rug: a mate yarn, a natural look;
- excellent resilience quality;
- good wear resistance;
- water cleaning for 90% of spots...
- and James Water products for more difficult stains.

## TÜV Certificate

All Arte Espina carpets are supplied with TÜV/TFI certification that guarantees their independent control and maximum quality to consumers.

Each rug undergoes a series of tests that meet high wear norms and receives a certificate. This assures each buyer of an Arte Espina rug of owning a high quality product.

## Comfort

The wear resistance of the carpets is designated by one to five stars. The pile height and density determine the comfort and quality of the carpets.

The collection 2007 proposes four quality types based on the wanted weight and height of piles: Joy, Spirit, Dynamic and Cool.

## Price

For example, a 140x200 cm rug costs between 125 £ for a Joy-quality model and 220 £ for a Cool quality.

# Designer rugs...

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## A successful collection

In 2004, Arte Espina was rewarded with two prizes from prestigious magazines in Great-Britain:

- The prize for the best modern design, awarded in September by the English magazine 'Retail Floor';
- The prize for the best collection, awarded by Carpet Review.

## Original designs

Arte Espina rugs are created as decoration items by 6 full-time designers from different nationalities. The designers play with colours and trends, they create new shapes and reinvent the classics, turning carpets into everyday life items.

The rugs imagined and designed by Arte Espina reflect what customers are currently looking for: a trendy and original item of high quality at a reasonable price.

Each model is available in different sizes (in cm):

40x60; 60x90, 70x140, 90x160, 120x180, 140x200, 170x240, 200x300, 200x200.

## ...with easy maintenance

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### Water cleaning

Thanks to the quality of the Espirelle yarn, 90% of spots can be removed using water only without requiring professional cleaning!

For more difficult stains, Arte Espina recommends the following James products specifically developed by the James Water Company for the care of Arte Espina rugs: James Stainwonder, James Stainspray and James Water.

### Cleaning advice

To keep your carpet in top condition, vacuum clean it at least once a week.

In case solid elements ended up on the carpet, it is recommended to remove most of them with a spoon then to put a wet absorbing cloth on the stain and let it dry.

### Tips for your rug maintenance

When cleaning furniture, parts of cleaning products fall on the carpet making it dirtier. To avoid it, it is recommended to spray the product directly on a rag.

Cleaning and floor watering products also make the carpet dirtier. It is best to let the floor dry completely before putting back the rug.

The water put on the rug to clean it must be covered with a wet rag in order to avoid stain halos.

# The Collection 2007

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The catalogue 2007 of Arte Espina gathers 7 style groups corresponding to 52 different themes, among which 40 are new.



## THE POPULAR COLLECTION

The trendy carpets of today.

10 themes: Barococo, China Town, Classic Clash, Denim Flair, Mosaic, Retro Touch, Showtime, Cut Out, Pop Art and Multicoloured Stripes.



## THE YOUNG COLLECTION

A range of colourful, energetic and funky rugs.

9 themes: Action Painting, Garden Party, Streetwise, Into the Groove, Bird's nest, Colourful Summer, Feel the Funk, Harvest Fields and Midsummer.



## THE CONTEMPORARY COLLECTION

To suit a timeless environment, inspiration finds its way in natural and organic forms where culture and nature are combined effortlessly.

18 themes: Chic Attention, Deco Art, Eastern Blossom, Sandstone, Mahjong, Patchwork, Fabulous Folk, Basic, Gradient View, Casablanca, Opulence, Summer Jam, Meadow, Ghana, Natural Skin, Autumnal, Sunburst and Ethnic Splendour.



## THE TRADITIONAL COLLECTION

Modern rugs, friendly colourations and modern accentuated borders...

The collection is made of 22 models of rugs with subtle colours.



## THE GRAPHICAL COLLECTION

Dynamic designs highly tuned in their colouration and composition.

9 themes: Optical Art, Reflective, Cool Granite, Sync, Chocolate Eclair, Gentle Lines, Teak Elegance, Tempo and Set highlights.



## THE PLAYFUL COLLECTION

*Kids* is a fairy, joyful and original collection for children.

It is made of 22 rugs divided in 6 groups.



## BED SETS

A collection of 10 rugs specifically designed for the bedroom.