



STRAF

Woe



introduction

Welcome to a world where nature meets the artistry of human hands. Our lookbook shows a collection of carefully crafted carpets, each an embodiment of nature's finest elements combined with the mastery of craftsmanship and tradition. Through a fusion of materials and attention to detail, every carpet emerges as a testament to both timeless beauty and modern sophistication.







unique design

Crafted entirely by hand, each weft thread is composed of the same hand-spun, undyed Tibetan highland wool. The harmony between warp and weft threads forms a canvas that balances comfort and sophistication, reflecting 100% handmade craftsmanship.







social and environmental responsibility

At the core of our carpet line lies Nepal, where they come to life through a fair-trade family firm. Guided by the attentive oversight of NGO Label Step, our dedication to upholding ethical practices and preserving traditional craftsmanship remains resolute.

Our commitment to sustainability, shapes our journey. Through the application of biodegradable shampoo, our carpets are nurtured with unwavering attention, ensuring their eco-friendly essence remains intact. Basking in the warmth of the sun, they are dried naturally, completing their journey from nature to your space.







co-creation

Studio STRAF and Van Caster embarked on an inspiring journey of co-creation. Blending the innovative design expertise of Studio STRAF with Van Caster's mastery in textile craftsmanship, the collaboration birthed a collection where emphasizing beauty, social consciousness, and ecological responsibility was of high importance







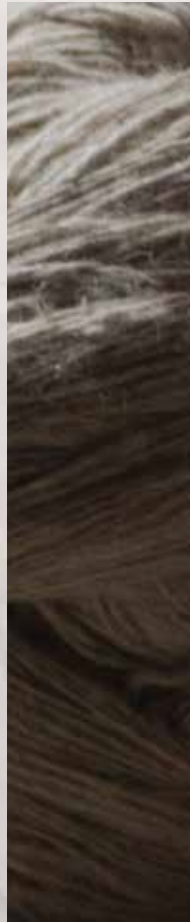
natural color palette

The color palette finds its roots from an unaltered and authentic source: the sheep of the highlands. The carpet's color embodies a genuine purity, untouched and unmodified, representing the innate hues of the wool itself, sourced directly from these highland sheep. The chosen palette includes a spectrum of colors derived solely from these natural sources, ensuring that there are no additives or artificial enhancements—just the authentic, raw beauty of nature's own pigments.

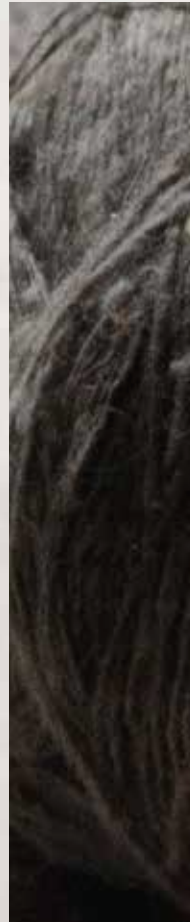
white



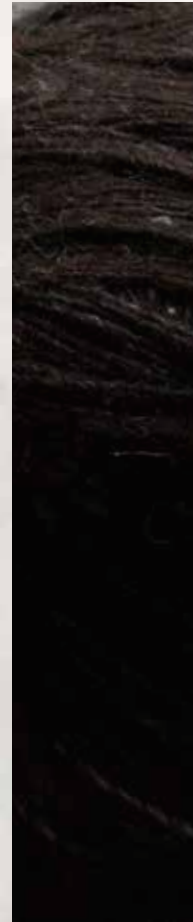
cream beige



grey



brown







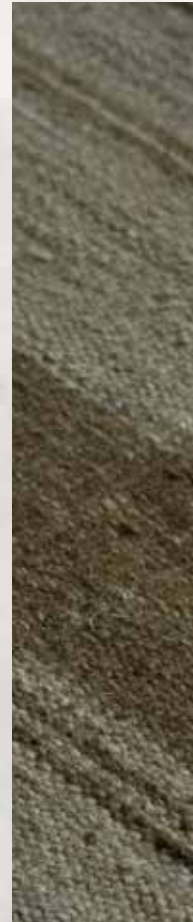
colored options

Customizing the color of the carpet, whether opting for a juniper green or a red rock hue, allows for a personalized touch while preserving the essence and character of the original design. We created these custom colors based on the natural surroundings for a project in Utah. This alteration transforms the ambiance while maintaining the integrity and charm of the original carpet's pattern and texture.

red



green







sizes & customization

Elevate your space with carpets designed just for you. Choose the perfect fit with custom dimensions – squares, rectangles, or even circles. Decide on raised stitches for texture or seamless stitches for sleekness. The organic nature of our creation process allows for a slight variance in size. With a tolerance of 2-3% stretching or shrinking, your carpet carries the mark of authenticity and the beauty of the handcrafted.





finishes

The carpet is finished with a pleated edge. Decide on raised stitches for texture or seamless stitches for sleekness.

kelim border



pleated edge







aftercare

MAINTENANCE

Be sure to avoid beating your carpets. Such cleaning is necessary at most every two years and should be done by a specialized firm. Vacuum your carpet once a week, always in the direction of the pile.

Moths are voracious consumers of wool and pose a threat to your carpets. However, the fear of moths is often exaggerated. With regular maintenance, you will typically never have issues with moths. Nevertheless, pay special attention to heavy furniture pieces as moths can develop underneath them. If, unfortunately, this occurs, have your carpet treated by an accredited company.

Be cautious of clay pots and similar items as they often allow moisture to seep through. The moisture can affect the carpet while its appearance seems intact. We refer to such a carpet as “Morsch” (German) or “Djoeroek” (Turkish) due to the absence of an English term. Restoring a carpet in such a condition is practically impossible.

For light cleaning of your carpets, use wood soap or natural white soap. These products are non-synthetic and available at the drugstore. Refreshing carpets is often done with water mixed with a splash of vinegar. However, never wet your carpets; only lightly moisten them.

POSITIONING OF CARPET

Regularly reposition your carpet (1 or 2 times per year). This way, the foot traffic is evenly distributed, ensuring a significantly longer lifespan for your carpet. If you have cleaned your tile floor with water, make sure the tiles are thoroughly dry before placing the carpet back. This prevents your carpet from becoming “Morsch” or “Djoeroek.”

Place your carpets upside down on a snowy surface on a winter day with freezing weather. You will witness nature restoring your carpet to its vibrant colors.

If you need to store your carpet(s) for an extended period, roll them up with newspaper in between. The scent of the ink will repel moths. Alternatively, you can also use naphthalene, which is available at the drugstore.

Ensure that your carpet always lays flat. A carpet on an uneven floor will wear out faster. It is advisable to use an underlay, which can be obtained from your dealer. Folds in the carpet are also highly damaging.

A sometimes occurring phenomenon is the development of “shading” or shadow spots. This happens when the pile locally points in a different direction. “Shading” is inherent to the placement and use of the carpet and cannot be considered a manufacturing defect for which our company can be held liable.



STAIN REMOVAL GUIDE

Every wool fiber naturally has a delicate protective layer, which helps repel dirt. That's why wool gives you some time to intervene when dealing with stains. Of course, it's essential to act as quickly as possible. Below are some handy tips. Keep this reference card carefully (e.g., with your cleaning supplies) to avoid time-consuming searches and know exactly what to do. Scrape, Blot, and Dry:

Always remove the stain immediately.

Scrape off as much of the spilled liquid or substance as possible using a spoon or knife, working from the outer edges toward the center of the stain.

Blot the stain with a cloth or absorbent paper. Do not rub or scrub! Only blot.

Avoid saturating the stain with too much moisture.

If a detergent is used, blot it afterward with water from the pile (when using these products or a solvent, always test them first in an inconspicuous area, such as a corner).

After removing the stain, dry the carpet as thoroughly as possible.

If necessary, use a hairdryer (this is important for carpets with nettle fibers to prevent reddish spots). To remove reddish spots from a carpet with nettle fibers, apply undiluted vinegar on a cloth and wring it out well.

SPECIAL ASSISTANCE

Some stains, such as wine, coffee, and red berries, can be difficult to remove if not promptly treated. If you're unsuccessful, a specialized cleaning company can help. They know precisely how to handle the stains with their special solvents. Therefore, in challenging cases, contact a specialist. The same applies to deep cleaning. If you feel that your carpet requires a thorough cleaning, have it done by a professional. If you have any further questions about your carpet or its proper maintenance, please don't hesitate to contact us. We will gladly provide you with the necessary information.



POSSIBLE SOLUTIONS OF REMOVING STAINS:

- 1 Solution of white soap
- 2 Turpentine or mineral spirits **
- 3 Warm water
- 3 Cold water
- 4 Machine wool detergent, 1 teaspoon in 1 cup of warm water, only use if the stain is still visible.
- 6 Absorbent paper and hot iron
- 7 Freezing with a special spray or ice cubes, then crush the hardened chewing gum and
- 8 vacuum it up
- 9 White alcohol
- 10 Acetone
- 11 Turpentine or white alcohol
- 12 Carefully scrape off
- 13 Seek help from a cleaning company
- 14 Organic wool detergent, 1 teaspoon in 1 cup of warm water, let it sit for 1 hour
- 15 Gently vacuum without rubbing.

*Old stains are almost impossible to remove (seek assistance from a cleaning company)

** Mineral spirits are highly effective but flammable!



<i>Stain</i>	<i>Treatment</i>
Milk	3,1
Blood	4,13
Mustard	1
Burnmarks	11
Nail polish/cellulose lacquer	9
Butter	2,1
Oil	2,1
Vomit	1,5
Soot	14, 2, 5
Chocolate	2, 1
Shoe polish	2, 1
Cream	2, 1
Tar	2
Cola	4, 1
Tea	4
Egg	1
Urine	1, 12
Ink	4, 5
Water-based paint	4, 1
Gravy	3, 1
Oil-based paint	10, 1
Candle wax	6, 2
Grease	2, 1
Chewing gum	7
Fruit juice	4, 1, 5
Coffee*	4, 5, 12
Wax	2, 1
Lemoade/Liqueur	4, 1, 5
Wine*	4, 5, 12
Lipstick	2, 1





terms & conditions

LEAD PRODUCTION TIMELINE

Your vision takes shape with time-honored craftsmanship. Anticipate a crafting period of approximately 12 weeks for carpets <math>< 12\text{m}^2</math>, and around 16 weeks for larger dimensions.

PRICING

Price upon request.





explore our collection

Please, contact us for inquiries, orders, or additional information:

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