

PRODUCT SPECIFICATION

IDA

KASTHALL

IDA

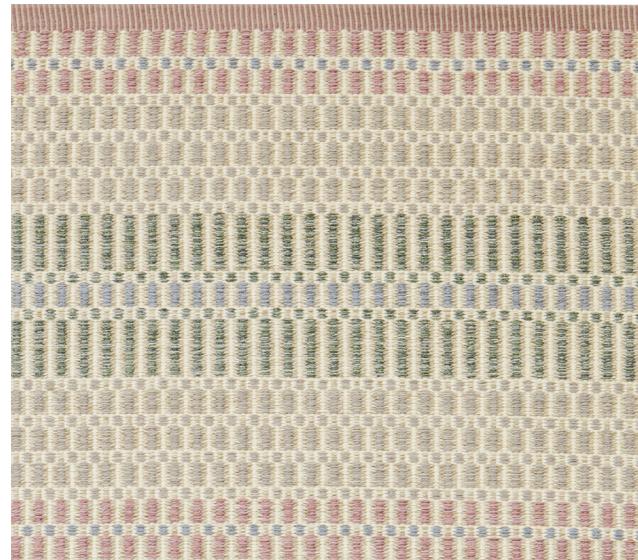
KASTHALL DESIGN STUDIO 2026



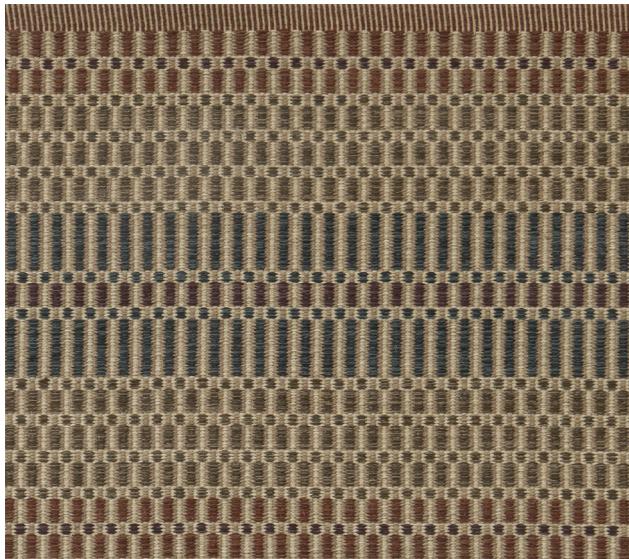
Ida is a woven rug in pure wool developed by the Kasthall Design Studio. Rhythmic and rich in structure, it reimagines patterns from Swedish folklore through the deliberate logic of the loom. Available in tones named for the seasons – Spring, Summer, Autumn, and Winter – the design reveals how patterns can breathe, shift and settle like light across woven structure.



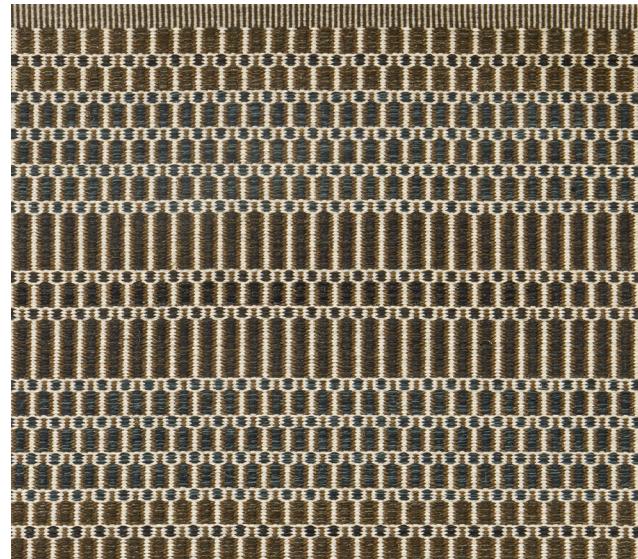
Spring 280



Summer 680



Autumn 780

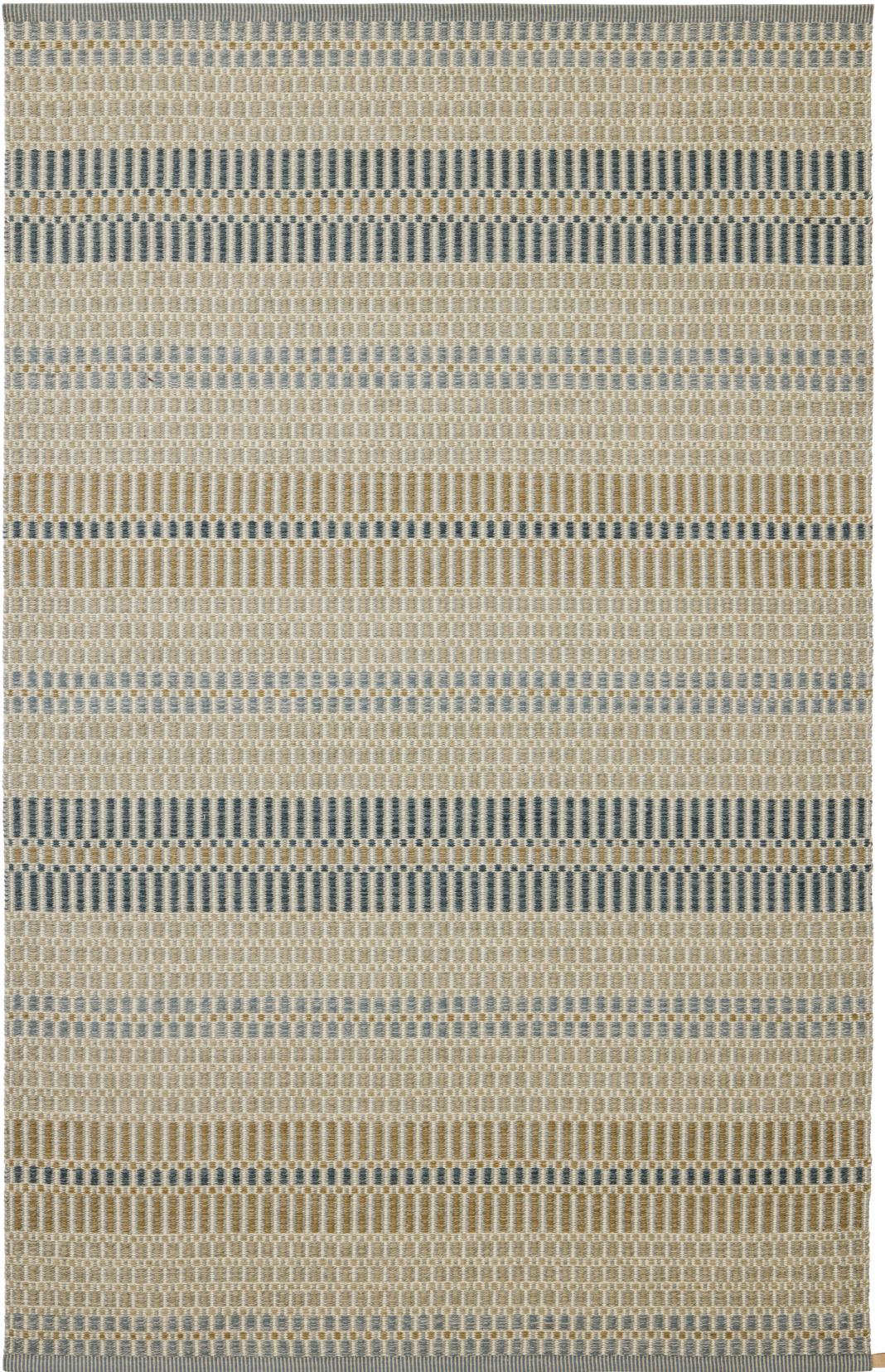


Winter 580

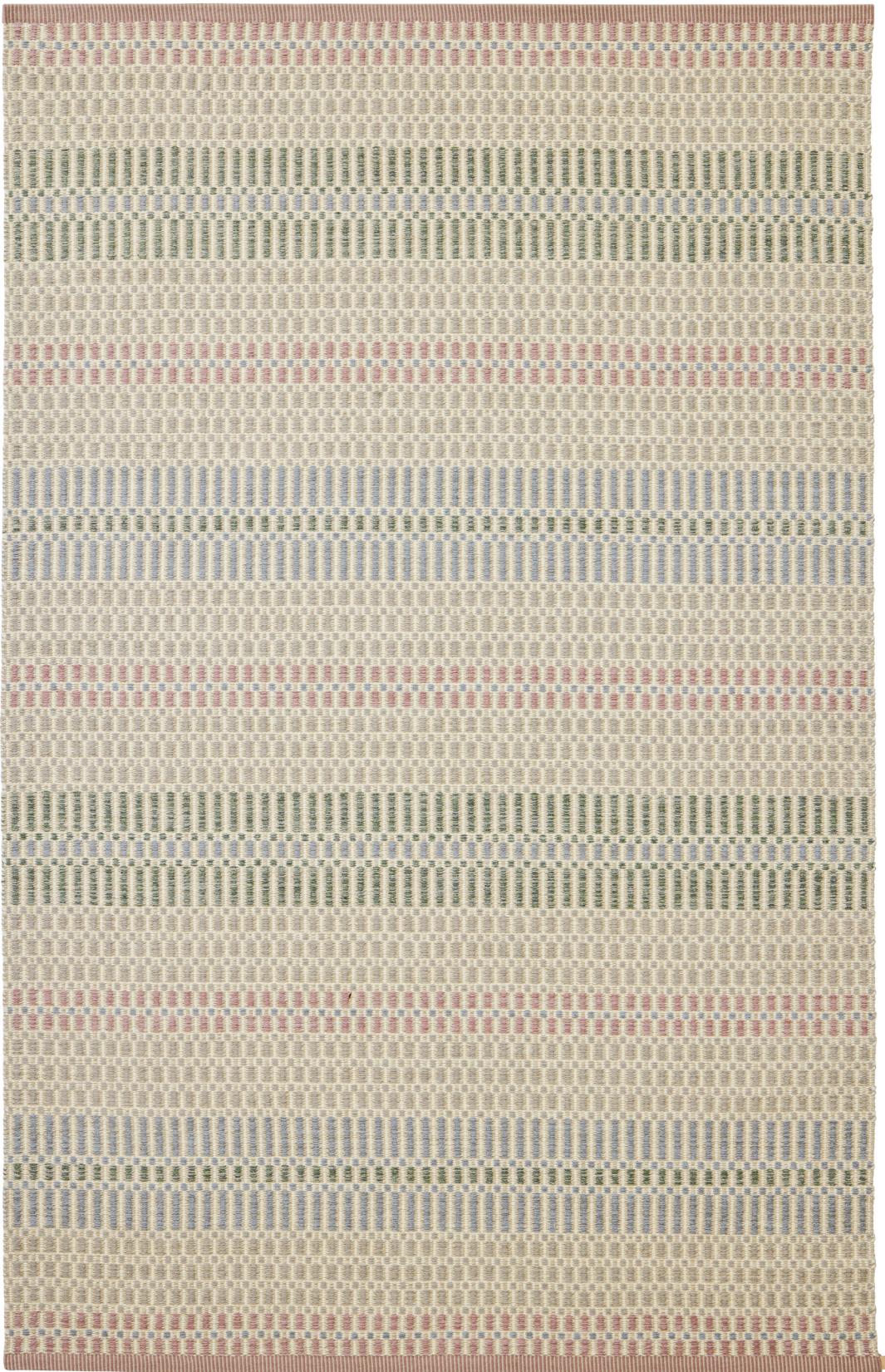
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KASTHALL DESIGN STUDIO 2026

 rug  woven  wool



Spring 280 | 165x250 cm

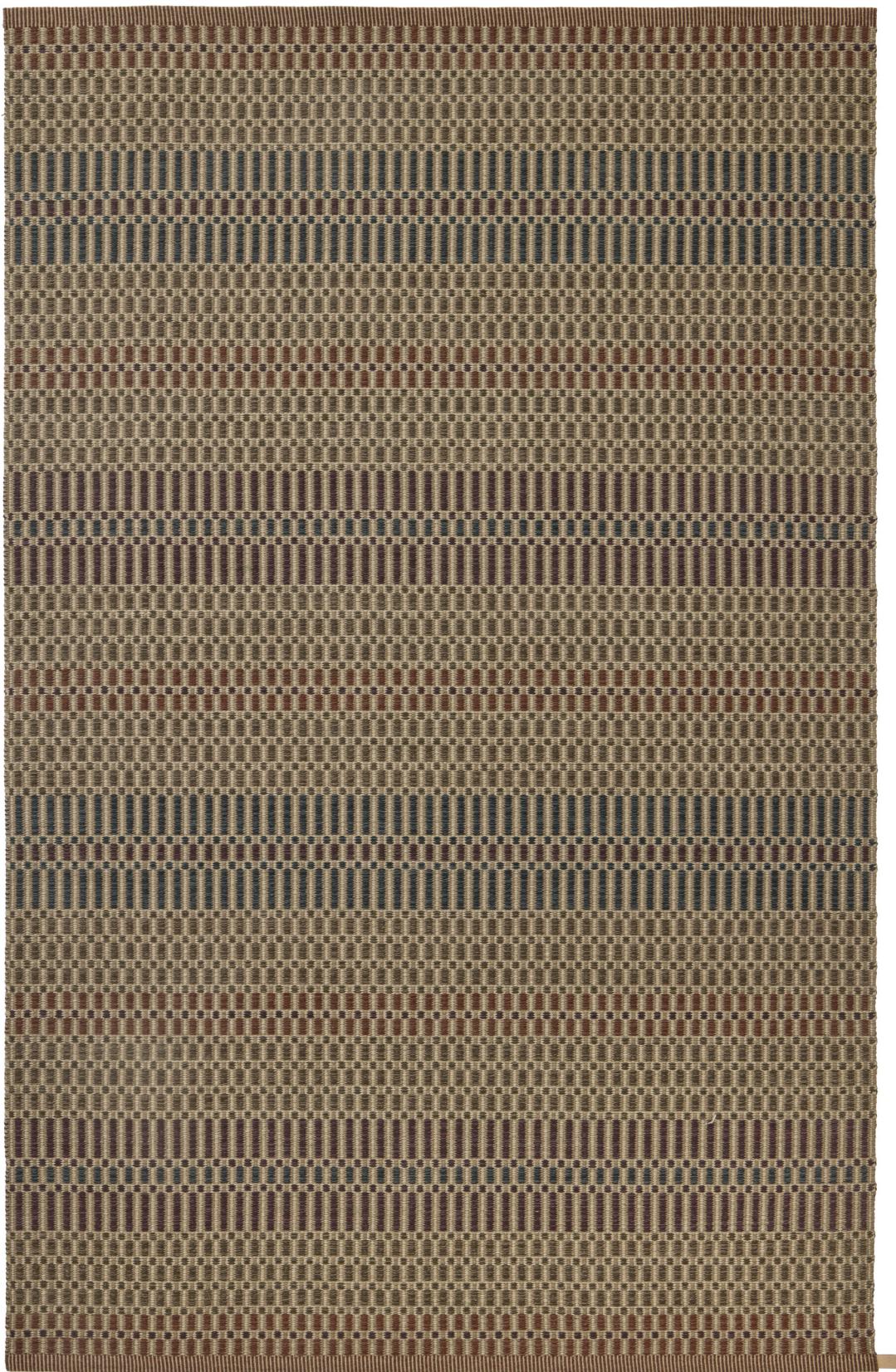


Summer 680 | 165x250 cm

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 rug  woven  wool

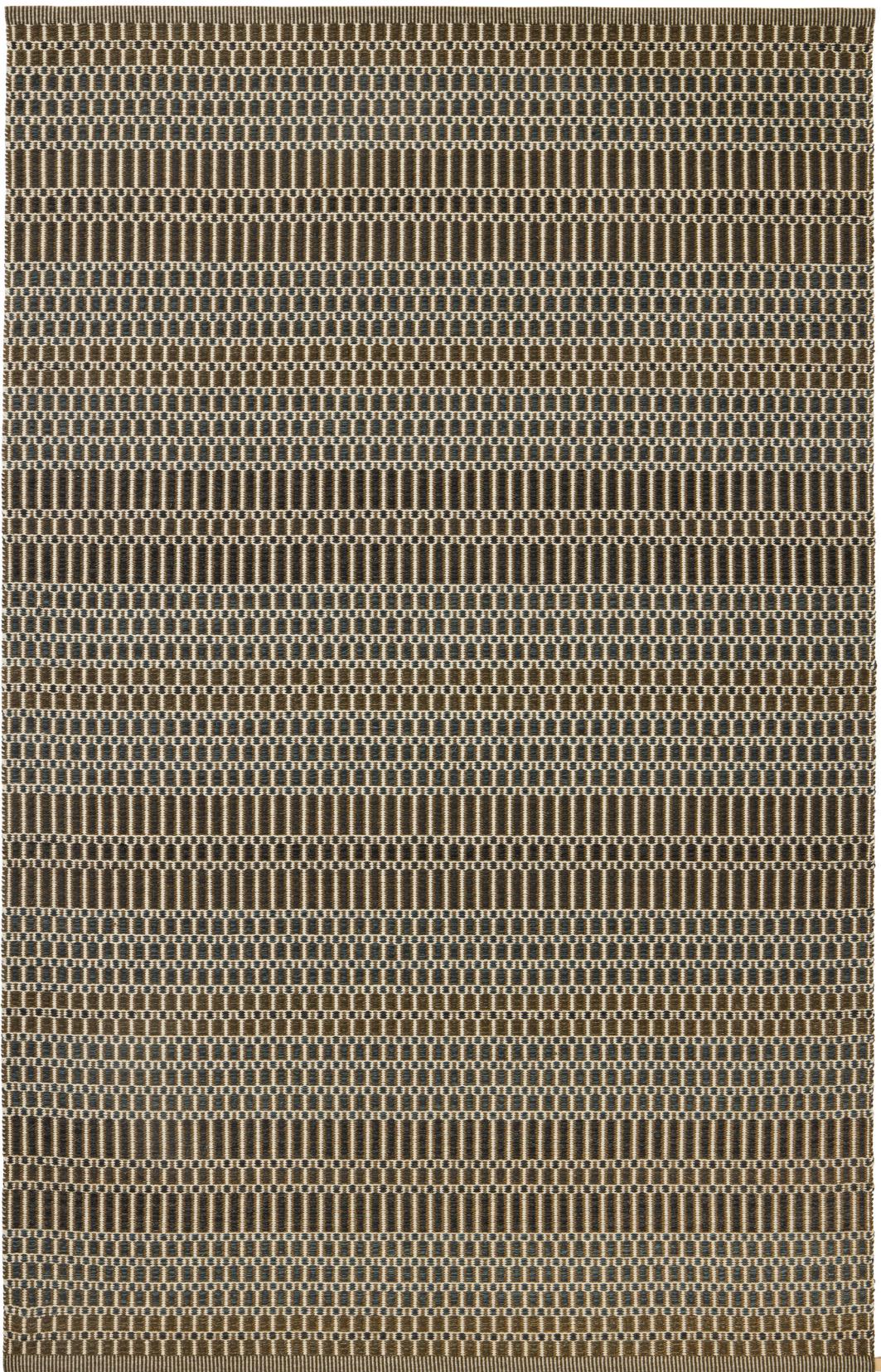


Autumn 780 | 165x250 cm

IDA

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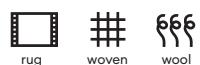
 rug  woven  wool



Winter 580 | 165x250 cm

IDA

KASTHALL DESIGN STUDIO 2026



PRODUCT SPECIFICATIONS

Product type: Woven rug in wool

Weft material: 100% wool

Warp material: 100% linen

Total height: approx. 8 mm

Total weight: approx. 2700 g/m²

CURATED SIZES (CM)

140x190

165x250

195x310

240x370

300x430

335x490

Customized options upon request.



THE ART OF PERFECT RUG PLACEMENT

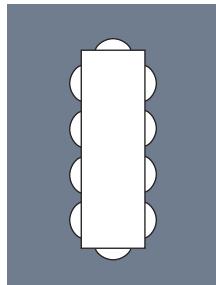
Rugs are very often the visual anchor of a space, serving the purpose of bonding together other design cues and furnishings as well as complementing paintwork or wallpaper choices. They also help define the floor plan and guide the placement of furniture.

BEFORE PLACING, HERE ARE SOME QUESTIONS YOU SHOULD CONSIDER

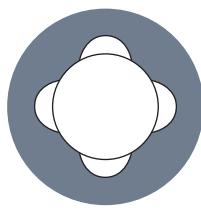
- How do people move around in the room?
- How many items of furniture are in the room and where will they be placed in relation to the rug?
- How are the room's acoustics and how will the rug affect noise insulation?
- How will light, both natural and artificial, affect perception of the rug's color and structure?

WITH TABLE AND CHAIRS

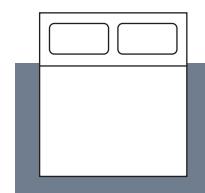
- Make sure the rug is of a scale that ensures all the chairs are still on the rug even when they are fully pulled out.
- To ensure this, we recommend a rug that is 50–60 cm larger than the table in both length and width.



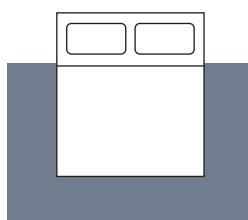
250x350 cm



Ø 240 cm



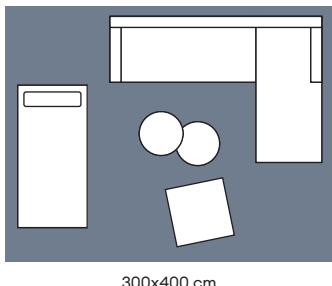
200x300 cm



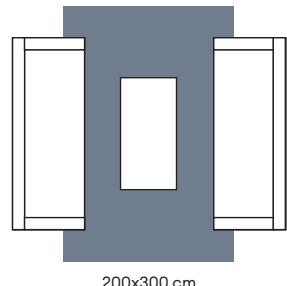
250x350 cm

IN A BEDROOM

- When placing, focus on creating a unified look between bed and rug.
- Most of the rug should be under the bed, so we recommend choosing a rug that is at least 60 cm larger than the bed in both length and width.



300x400 cm



200x300 cm

AS PART OF A SOFAGROUP

- Ensure your rug is at least as wide as the sofa.
- Create a unified aesthetic by ensuring part of the rug is under the sofa.
- If the group includes armchairs, choose a rug that is large enough to ensure all four legs of each armchair stay on the rug.

THE SECRET TO A LONG- LASTING RUG

Care tips that work

All woven rugs retain their appearance and shape longer when dirt and stains are removed regularly. Light, solid-color rugs naturally require more frequent cleaning than darker, patterned rugs. Shaking or beating a woven rug can damage the fibers, so vacuuming and airing is recommended instead. For additional dirt removal, the rug can be turned upside down and gently beaten on the reverse side.

REGULAR CARE ADVICE:

Vacuum often – Removes loose dirt and dust and is the most environmentally friendly and economical method. Vacuum in a single direction for best results.

Avoid beating or shaking – Prevents damage to the shape of the rug, pattern and its fibers.

Shedding is normal – Loose fibers naturally shed and do not affect the rug's quality.

Speed up shedding reduction – Daily vacuuming for a short period helps remove excess fibers.

Rotate the rug – Regular rotation ensures even exposure to sunlight and wear.



DEEP CLEANING ADVICE:

- Professional extraction cleaning on a flat surface is recommended.
- Adjust water usage and temperature according to material and pile length.
- Ensure proper ventilation for drying.
- Expect approximately 2% shrinkage.
- Do not machine wash or dry clean.
- Avoid harsh chemicals; use gentle, water-based cleaning solutions and patch-test in an inconspicuous area.

STAIN REMOVAL:

- Treat spills immediately to prevent permanent stains.
- Avoid rubbing or applying excessive pressure, which can deform or mat the yarn.
- The faster you act to remove a stain, the greater your chances of successfully removing it.
- Blot gently and refer to Kasthall's stain guide for advice on specific stains.

SUSTAINABILITY IN OUR HEART SINCE 1889

Sustainability and social responsibility have been woven into Kasthall's identity from the beginning.

MAKING SUSTAINABLE CHOICES

Sustainability runs deep in the history of Kasthall. More than 130 years ago, our dependence on the nature around us and the support of the local community in the small village of Kinna, Sweden, established a foundation of responsibility that continues to guide us today. From the careful selection of certified raw materials to the precision of our manufacturing process and the well-being of the workers in our supply chain, we strive to minimize our impact at every stage.

We use only the finest linen and wool and our local production ensures every piece is made with care, avoiding excess and minimizing waste. By making rugs that last for generations, we reduce the need for replacements and preserve natural resources.

We create quality rugs that are not only beautiful and durable but also responsibly made. For us, sustainability is never a finished task, and we are always looking for ways to further reduce our impact and better serve our planet, our community, and our customers.

SECOND LIFE

We wish to contribute to a world that consumes less and values quality products more, and we want to make it easier for our customers to increase the lifetime of Kasthall rugs. We will therefore strengthen our consumer communication on the impact of our products and provide guidance on what to do with a Kasthall rug if they no longer wish to keep it themselves. In our home market Sweden, Kasthall rugs are sought after items on auctions and second-hand interior platforms.



**BEAUTIFUL RUGS AND CARPETS FOR A LIFE WELL LIVED.
CREATED IN SWEDEN SINCE 1889.**

Founded in Kinna, Sweden, Kasthall is a rug maker with traditions spanning more than 135 years. Kasthall offers design experiences characterized by quality, innovation, and the mastery of industrial craftsmanship, cultivated through generations. Extending from Stockholm to Tokyo, Kasthall's presence reflects its dedication to sophisticated design tailored for a global audience.

Visit kasthall.com for more information.



KASTHALL

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We reserve the right for possible typographical errors and slight color variations.