



PRODUCT SPECIFICATION BROADLOOM

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LIORA

KASTHALL

# LIORA

KASTHALL DESIGN STUDIO 2025



rug



w2w



woven



wool



recycled  
wool

Liora is Kasthall's first broadloom collection to feature recycled post-consumer yarn. Through a carefully controlled recycling process, fibers are recovered and refined into a high-quality yarn, which makes up 25% of the wool content in the finished product. This innovation allows Liora to combine environmental responsibility with the exceptional craftsmanship and material integrity Kasthall is known for.



Stone 501



Sand 801



Sky 201



Driftwood 502

# LIORA

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## PRODUCT SPECIFICATIONS

Product type:  
Flatwoven wall-to-wall carpet

Pile material:  
100% wool (hereof 25% recycled)

Pile height: approx. 2 mm

Pile weight: approx. 1070 g/m<sup>2</sup>

Total height: approx. 4 mm

Total weight: approx. 2000 g/m<sup>2</sup>











Roll width: approx. 400 cm











Backing: Woven cotton and  
polypropylen finished

For customizations, please contact  
[customerservice@kasthall.com](mailto:customerservice@kasthall.com)



## PRODUCT SPECIFICATIONS AND CERTIFICATES

	Fire classification: (EN 13501) Cfl-s1
	Castor chair suitability: Continuous use
	Stair Suitability: Continuous use
	Thermal resistance: Apr 0,05m <sup>2</sup> K/W
	Luxury class: (EN 1307) LC1
	Liora (flatweave recycled wool) EN 1307: Tipo 2
	Wear classification: (EN 1307) Class 32 commercial areas
	Wear classification: (EN 1307) Class 23 domestic areas
	LEED v 4.1 BETA (excl USA): Meets the requirements
	Meets the requirements

	Meets the requirements
	Meets the requirements
	Meets the requirements
	Meets the requirements
	Meets the requirements
	ref: 392-2025-00225801_A_EN
	ref: 392-2025-00225801_H_EN
	Meets the requirements E1
	Meets the requirements
	Meets the requirements

### Important information when ordering wall-to-wall carpets and runners:

- We recommend that our carpets are installed by professional installers. Some carpets should be laid on underfelt with gripper strips, while others can be glued direct to the floor. Contact us for more information and laying instructions.
- Depending on the materials used and the different processes in production, dimensions of the carpet may vary by up to 3%.
- Note that variations in color and texture can arise between batches of yarn and dye baths.

### Warranty

Kasthall guarantees for 5 years from the date of the original invoice, that standard products are free from manufacturing defects and incorrect materials. The guarantee applies under the condition that the product is used correctly according to the recommendations, care advice and product performance as shown in Kasthall's product datasheet.

# REPURPOSING BROADLOOM INTO SOPHISTICATED AREA RUGS

Area rugs are a stylish and practical way to define spaces, add warmth, and introduce texture or color to any room. Broadloom can be custom-cut and transformed into a high-quality area rug tailored to your space. With a variety of whipping and binding – you can choose a finish that complements your interior style and gives your rug a polished, professional look.

When binding the edge of an area rug we place a 30 mm polyester strip, of which about 15 mm becomes visible, along the edge of the rug. Color matched to the rug or contrasting color by request. Recommended for public environments.

## AVAILABLE COLORS FOR BINDING:

- Black 501
- Blue Black 201
- Dark Brown 701
- Dark Grey Blue 504
- Dark Grey Green 508
- Dark Petrol 301
- Granite Grey 506
- Green 203
- Greige 804
- Mid Grey 505
- Nougat 702
- Ochre 401
- Sand 803
- Venetian Red 101
- Wine Red 102

## WHIPPING PER RUNNING METER

Whipping entails sewing an overlock stitch with 100% wool or polyamide along the edge of the rug. The seam is matched to the color of the area rug. NOT recommended for public environments.



# KASTHALL'S FIRST BROADLOOM COLLECTION FEATURING RECYCLED WOOL YARN.

## **RECYCLED WOOL YARN – TIMELESS QUALITY WITH REDUCED IMPACT**

Recycled wool yarn – also known as mechanical or regenerated wool – is created through a process that transforms previously used wool into high-quality fibrous material. For the Liora collection, this wool is sourced from discarded mattresses that would otherwise go to waste. The regenerated fibers form the foundation of new, premium yarns, making up 25% of the wool content in the Liora collection.

Ingalill Ulvdell, Head of Range at Kasthall, explains: “These fibers are tough, durable and long-lasting. However, it’s important to note that they retain the soft, tactile characteristics that make wool such an iconic and loved material in interior design, fashion, and beyond.”

Compared to virgin wool, regenerated wool has a significantly lower environmental footprint. It requires no additional grazing land or intensive sheep farming, making it a more ecological choice. Ingalill continues:

“Liora’s sustainability profile is a standout for a broadloom collection. But consider the other benefits of the new material – such as durability and long product life – and it’s clear that the collection’s beauty goes far beyond the surface.”

Kasthall’s development of yarns that incorporate post-consumer waste marks an important step in the company’s sustainability journey.

As CEO Mirkku Kullberg notes:

“Kasthall is using material that contains post-consumer waste from outside sources. The benefits this delivers and the potential it holds can’t be underestimated. We’re proud to innovate and create with recycled wool yarn as part of our ongoing commitment to responsible design.”



# THE SECRET TO A LONG-LASTING RUG

## Care tips that work

### REGULAR CARE ADVICE

To further extend the lifetime of your carpet, it is important to start with preventive maintenance. Walk-off mats installed at all external doorways will significantly reduce tracked soil particles.

Kasthall recommends a regular maintenance so that the carpet may retain its appearance. If you have a light, single-colour carpet you will need to care for it more often than a darker, patterned carpet.

Regular vacuum cleaning is the best, most economical and environmentally friendly cleaning method. It is an effective and essential method for reducing the presence and build-up of loose soil particles in the carpet pile. The removal of such particles is a key process as embedded soil is abrasive and, over time, will have a negative impact on the visual appearance of the carpet and be a significant factor in premature wear.

Note that it is quite normal for a carpet with short fibers to lose individual fibers when used, these are excess fibres and it does not affect the general quality of the carpet. If you want to get rid of excess fibres faster, you can vacuum the carpet daily for an initial period. It is most efficient to vacuum the carpet one direction at a time.

### DEEP CLEANING ADVICE

When the carpet does start to look soiled, a deep cleaning is required to revitalize the appearance of the pile. We recommend that the carpet is cleaned by a professional cleaner, using the extraction method on a flat surface. Always ensure the carpet is cleaned using a high quality cleaning agent, preferably one that is Woolsafe® recommended. Before re-using the carpet after any deep cleaning procedure, always ensure the carpet is completely dry and vacuum to avoid rapid re-soiling of the pile surface.

### STAIN REMOVAL ADVICE

Immediate attention to any spillage is essential to prevent the penetration of the stain into the carpet fibres. The longer the stain remains untreated, the more complicated it will be to remove and it may cause permanent stain setting.

For cleaning specific stains, never rub the surface to remove a stain or spilled substance, as this can irreversibly deform the surface. It is also not advisable to exert excessive pressure as you can mat down the carpet.



# 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 luxury 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.

Read more about our sustainability work here:  
<https://www.kasthall.com/catalogs-documents>

## 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 Swedish rug maker with a legacy spanning over 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](https://kasthall.com) for more information.



**KASTHALL**

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