



BY APPOINTMENT TO  
HER MAJESTY THE QUEEN  
CARPET MANUFACTURER  
ULSTER CARPETS (HOLDINGS) LTD  
COUNTY ARMAGH

ulster™

# BETTER TOGETHER

When it comes to quality carpet suitable for contract applications, wool and Axminster are better together.

The natural characteristics of wool and the inherent qualities of the Axminster weaving process make the perfect combination.

Wool is a rapidly renewable material that is naturally durable, dimensionally stable and stain repellent. Not only that but it looks and feels good!

Axminster weaving offers in-built durability, enhanced performance, greater colour consistency and increased design possibilities.

This combination provides a clear alternative to man-made substitutes.



80%

Every Ulster carpet is made from at least 80% wool.



# NATURAL ALTERNATIVE

Our wool-rich Axminster carpets provide all the advantages of man-made materials without causing long-term damage to the planet...

## **RAPIDLY RENEWABLE**

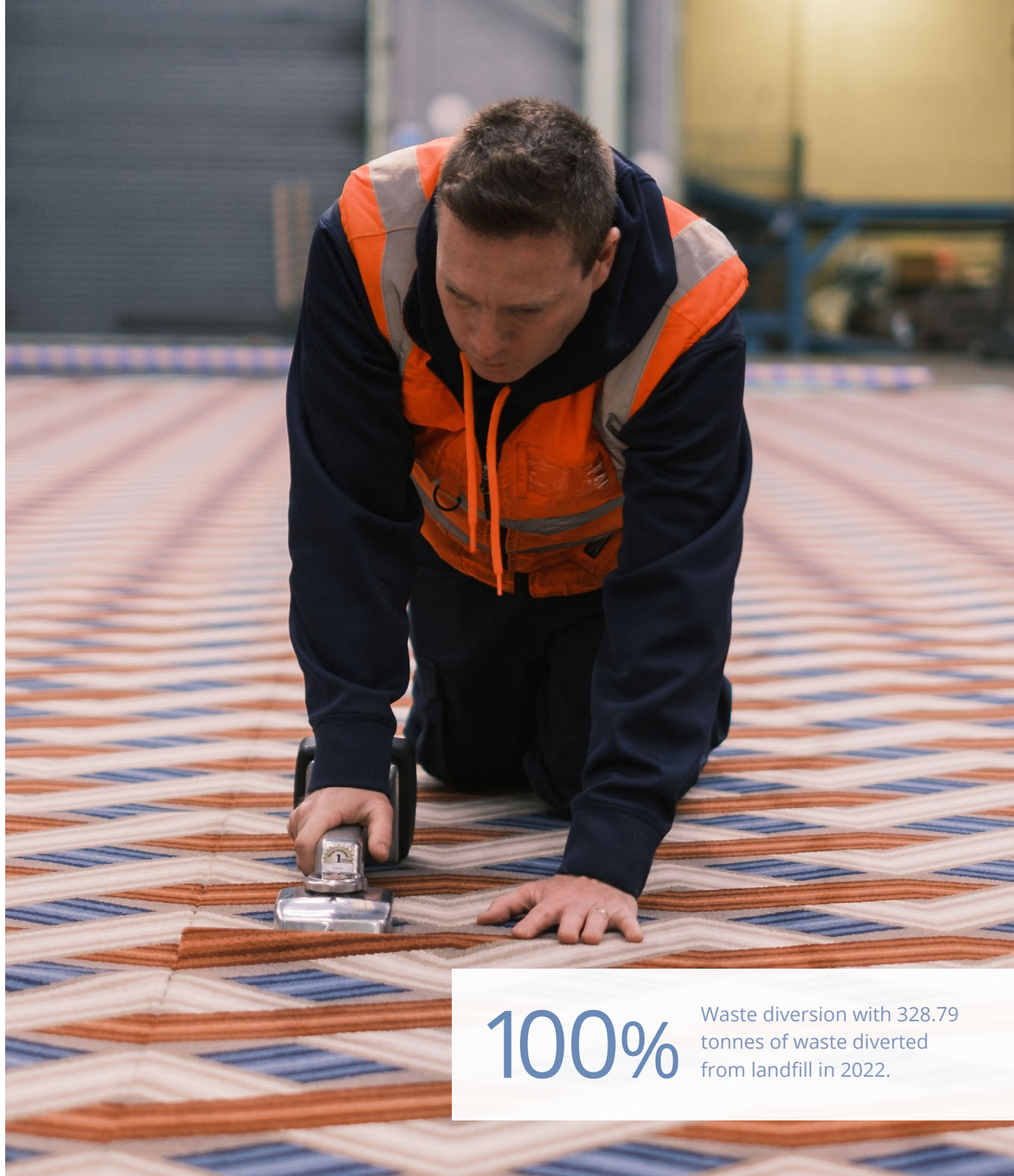
The predominant use of wool in our carpets ensures that we have a sustainable supply of this rapidly renewable material.

## **PERFECT BLEND**

We have found that 80% wool and 20% nylon is the optimum blend to provide the long-term performance and appearance requirements to withstand the daily wear and tear of hospitality settings.

## **PREVENTING PROBLEMS**

Our wool-rich Axminster carpets prevent the problems of piling, shredding and oil-based stains that polyester carpets are susceptible to as well as the poor resiliency of polypropylene carpets that can lead to crushing.



# 100%

Waste diversion with 328.79 tonnes of waste diverted from landfill in 2022.

# THE PERFECT COMBINATION

Our wool-rich Axminster carpets offer a wide range of benefits. Here are just a few:

## DURABILITY

The natural characteristics of wool and the added strength of the Axminster weaving process creates the required durability for high volumes of footfall for public areas, meeting rooms, guest rooms, suites, stairs and corridors.

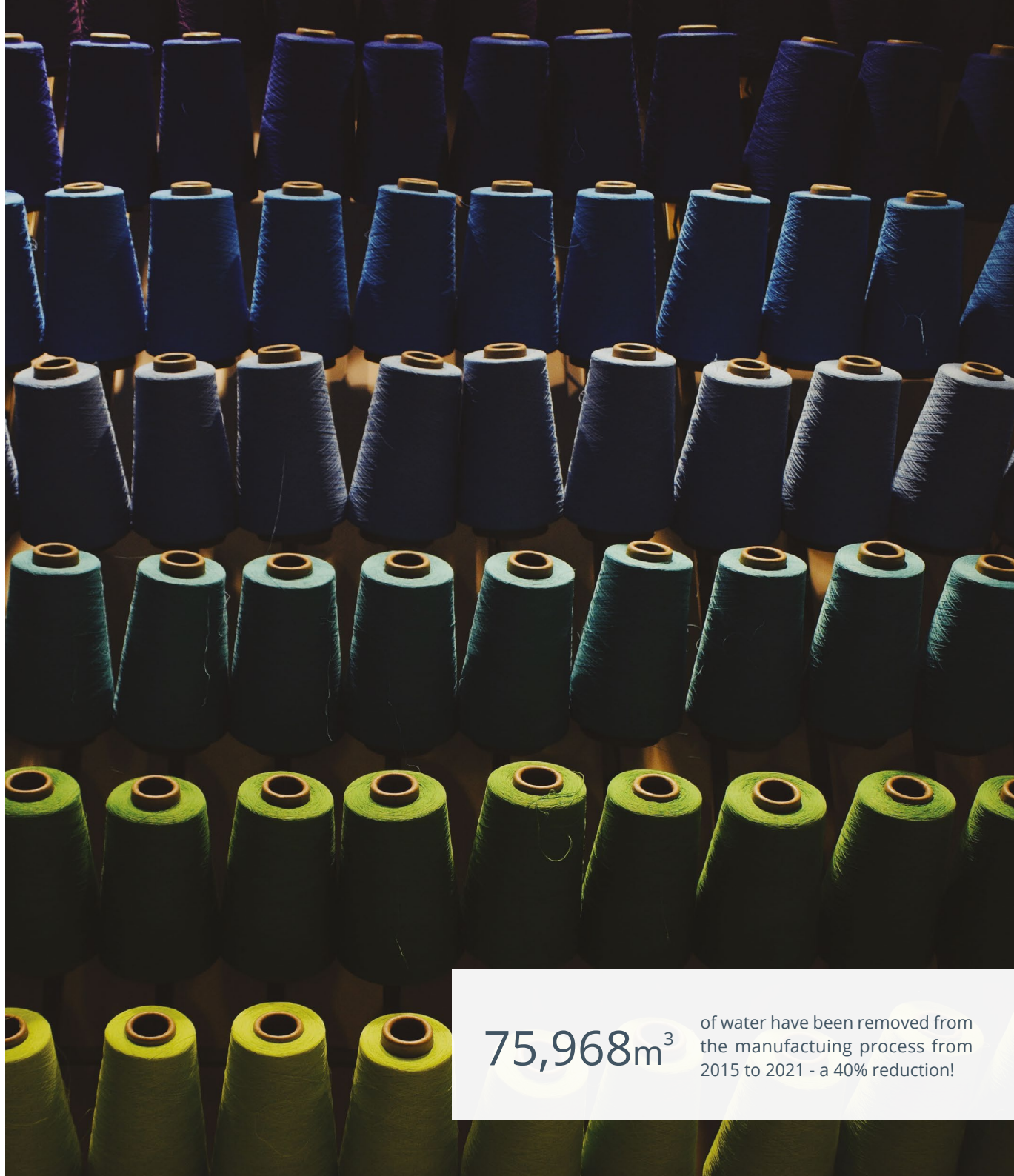
## PERFORMANCE

Wool's natural crimp gives wool extraordinary elasticity. Wool can stretch up to 30% of its length and then revert to its original form.

In addition, due to its three-dimensional structure, an Axminster carpet won't delaminate in use and will resist tuft loss, fraying and tearing.

## MAINTENANCE

Wool is a natural stain repellent and is easy to maintain with simple, regular maintenance to ensure Your carpet remains looking its best for longer.



75,968m<sup>3</sup>

of water have been removed from the manufacturing process from 2015 to 2021 - a 40% reduction!



# THE PERFECT PARTNERSHIP

Our wool-rich Axminster carpets offer a wide range of benefits. Here are just a few:

## COLOUR CONSISTENCY

Wool's natural tendency to absorb dye provides depth and brightness to our carpet colour. Every tuft is completely dyed to create longer colour retention.

## SAFE AND SOUND

Wool does not easily ignite, melt, drip or release noxious fumes, with our carpets meeting Euro Class, Marine and USA flammability standards. Unlike hard floors, wool-rich Axminster carpets also absorb sound, significantly improving a room's acoustic performance.

## HEALTH AND HYGIENE

Wool is a natural fibre that is hygienic and non-allergenic, making it perfect for people with asthma or allergies. Axminster carpets are also proven to reduce airborne dust.

## EASE OF INSTALLATION

The natural elasticity and flexibility of a woven Axminster makes it easier to handle while better colour consistency and design styles make them more effective when it comes to seamlessly matching patterns.

## Did You Know?

From sourcing the highest quality wool and spinning and dyeing the yarn, through to the bespoke design and weaving of our luxury carpets, we have complete control over every step.





# ADVANTAGES OF AXMINSTER 80/20



## BETTER FOR THE PLANET

As a rapidly renewable material, wool is kinder to the planet than man-made materials.



## SOFT AND LUXURIOUS

It is impossible for synthetics to replicate the natural softness of wool and the luxurious feel of a wool-rich carpet.



## NO STATIC ELECTRICITY

Sythetic carpets create static electricity which can give your guests a shock for the wrong reasons.



## REDUCING DUST

The static electricity also creates a build up of dust. Wool, however, naturally reduces airborne dust.



## ENERGY EFFICIENT

The production of man-made materials is more energy intensive than creating a natural product.



# WOOL CARPET BENEFITS

ABSORB AIR TOXINS (VOCs)

ASTHMA SAFE

RETAINS APPEARANCE

FIRE SAFE

REPELS LIQUIDS

ANIMAL FRIENDLY

CUSHIONS FALLS

INSULATES HEAT

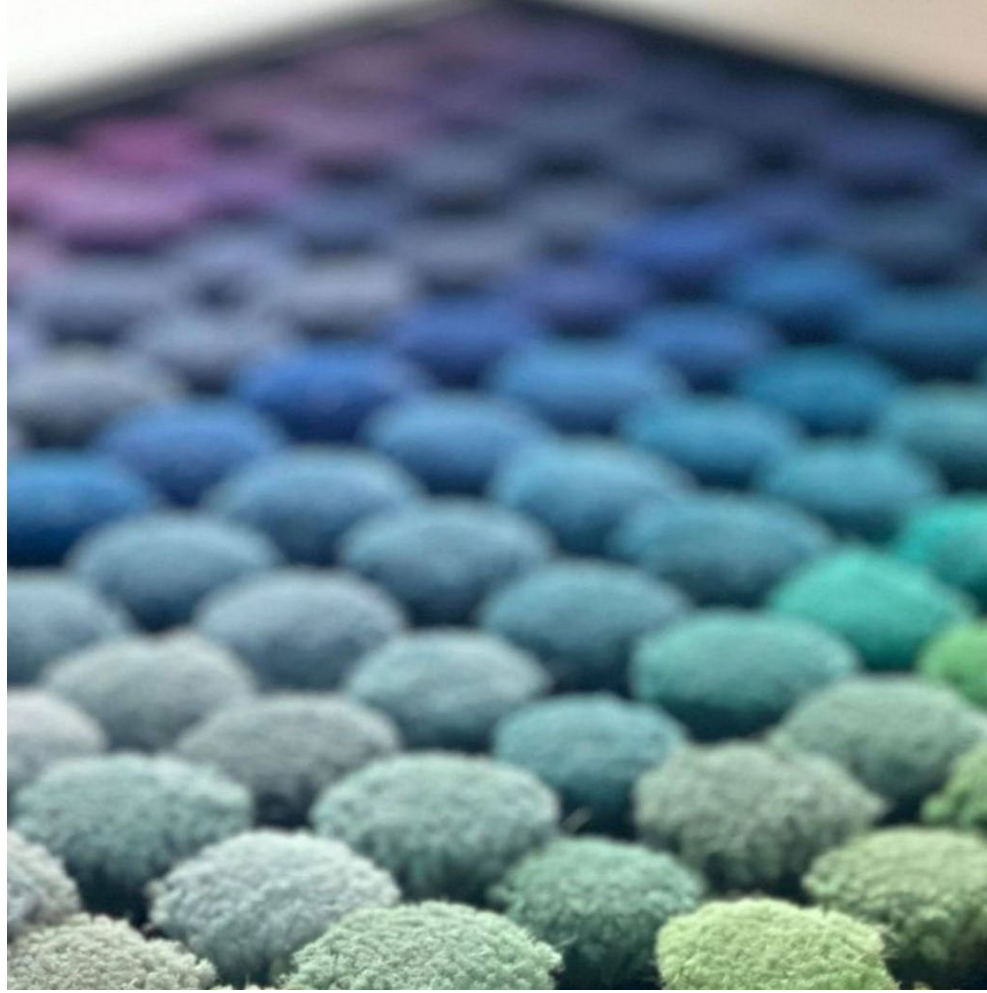
ABSORBS NOISE

950  
TONNES

Reduction in our carbon footprint is forecast thanks to our switch to 100% renewable electricity at our Portadown headquarters.



# DESIGN FREEDOM



THE  
ART  
*of*  
ULSTER

The benefits of a wool-rich Axminster carpet are harnessed our patented weaving system, PSYLO™.

Rendering traditional methods obsolete, PSYLO™ enables carpet to be manufactured to a greater degree of design intricacy, an enhanced spectrum of colour and at an unrivalled level of efficiency – meaning the only limit to a design is your imagination!

This cutting edge technology allows us to create The Art of Ulster - a concept that is all about utilising the large canvas that flooring offers to create stunning statement designs.





# THE NEW GENERATION



## PSYLO™

Our new generation of PSYLO™ looms are not only more energy efficient than their predecessors, but they are also 3 times faster!

Over 20 years since the introduction of this industry-changing patented weaving technology, the new generation of looms can produce carpet up to 150 picks per minute.

The development of the new PSYLO™ looms demonstrates the strength of the Ulster Carpets Group, with the engineering expertise of GTM combined with the weaving experience of both Ulster Carpets and Ulster North East to create this industry-leading technology.



**3X**  
FASTER

The new generation of PSYLO looms are three times faster than their predecessors.



# PROTECTING THE PLANET

Using wool to create fantastic natural fibres is just one part of our sustainability journey.

Our long-term commitment to becoming a Net Zero business is demonstrated by the achievements we have already met and the new targets we have set out to meet.

Using 2019/20 as a baseline, we have set ourselves ambitious targets to meet by 2025.



## TARGETS ACHIEVED

100%

WASTE  
DIVERSION



Strategic waste segregation processes have resulted in 100% of our post-manufacturing waste being diverted away from landfill.

40%

WATER  
REDUCTION



Our state-of-the-art Dyehouse and Energy Centre has had a significant impact on reducing the needs of this energy and water-intensive process. This has included a 40% reduction in water requirements.

100%

RENEWABLE  
ELECTRICITY



The electricity for our manufacturing and warehousing facilities in Portadown now comes from 100% local renewable sources. This move is forecasted to reduce our carbon footprint by 950 tonnes per year.

## 2025 TARGETS



Reduce carbon  
emissions by

50%\*



Reduce  
energy by

18.5%\*\*



Reduce water  
consumption by

5%



Reduce  
waste by

20%



Reduce  
packaging by

5%

\* Scope 1 and Scope 2. \*\* Per m<sup>2</sup>.



# RESPONSIBLE MANUFACTURING



Responsible manufacturing is crucial to the reputation and trust that we have built up for 85 years.

Our accreditations include the internationally recognised environmental management and quality standards of ISO14001 and ISO9001, which we have held for over two decades, and IMO (International Maritime Organization) and Green Label Plus accreditations.

In 2022 we were awarded Gold in the Business in the Community NI Environmental Benchmarking Survey.



# SUSTAINABILITY LEADER



We are classed as a Sustainability Leader in the MindClick Sustainability Program for our Axminster 80/20 carpets.

MindClick rates the environmental health performance of manufacturers and their products. This product intelligence drives transparency and innovation across organisations and their supply chains to meet global demand for healthier products and healthier environments.

Our rating was awarded for exemplary use of environmentally and socially responsible practices throughout the lifecycle of our bespoke carpets made from 80% wool and 20% nylon.

“Exemplary use of environmentally  
and socially responsible practices  
throughout the life cycle of all  
produce lines, from material choice  
to end-of-life solutions.”



# GROUP STRENGTH

The Ulster Carpets Group is a diverse set of companies incorporating high quality businesses in the floor covering and luxury interiors sector. The two most recent additions to the Group are a clear indication of our ongoing commitment to sustainability.

## AXFELT

Made from 100% recycled materials, Axfelt Triple Layer Underlay is the sustainable choice for residential projects. Instead of ending up in landfill, we divert waste materials – including our waste wool and carpet – to our factory in Devon where it is transformed into luxury underlay.

## SOLIDWOOL

Chairs made of wool! As a new way of working with wool, Solidwool is a unique, composite material with wool as the reinforcement and bio-resin as the binder. Made using wool from upland, hill-farmed sheep that is now considered almost worthless, the Hembury Chair is finished with sustainably-sourced, hand-turned Ash legs.

Roger Oates Design - part of the Ulster Carpets Group – are custodians of Solidwool.



AXFELT  
TRIPLE LAYER UNDERLAY



SOLIDWOOL



# THE RESULTS

The quality of our wool-rich carpets is reflected in the hotels, casinos and cruise ships across the world that choose Ulster Carpets.







E: [marketing@ulstercarpets.com](mailto:marketing@ulstercarpets.com)  
[www.ulstercarpets.com/contract](http://www.ulstercarpets.com/contract)