

Made by hand. Built for project delivery.

Custom rug development for
design studios, retailers, private-label
programmes and project buyers.

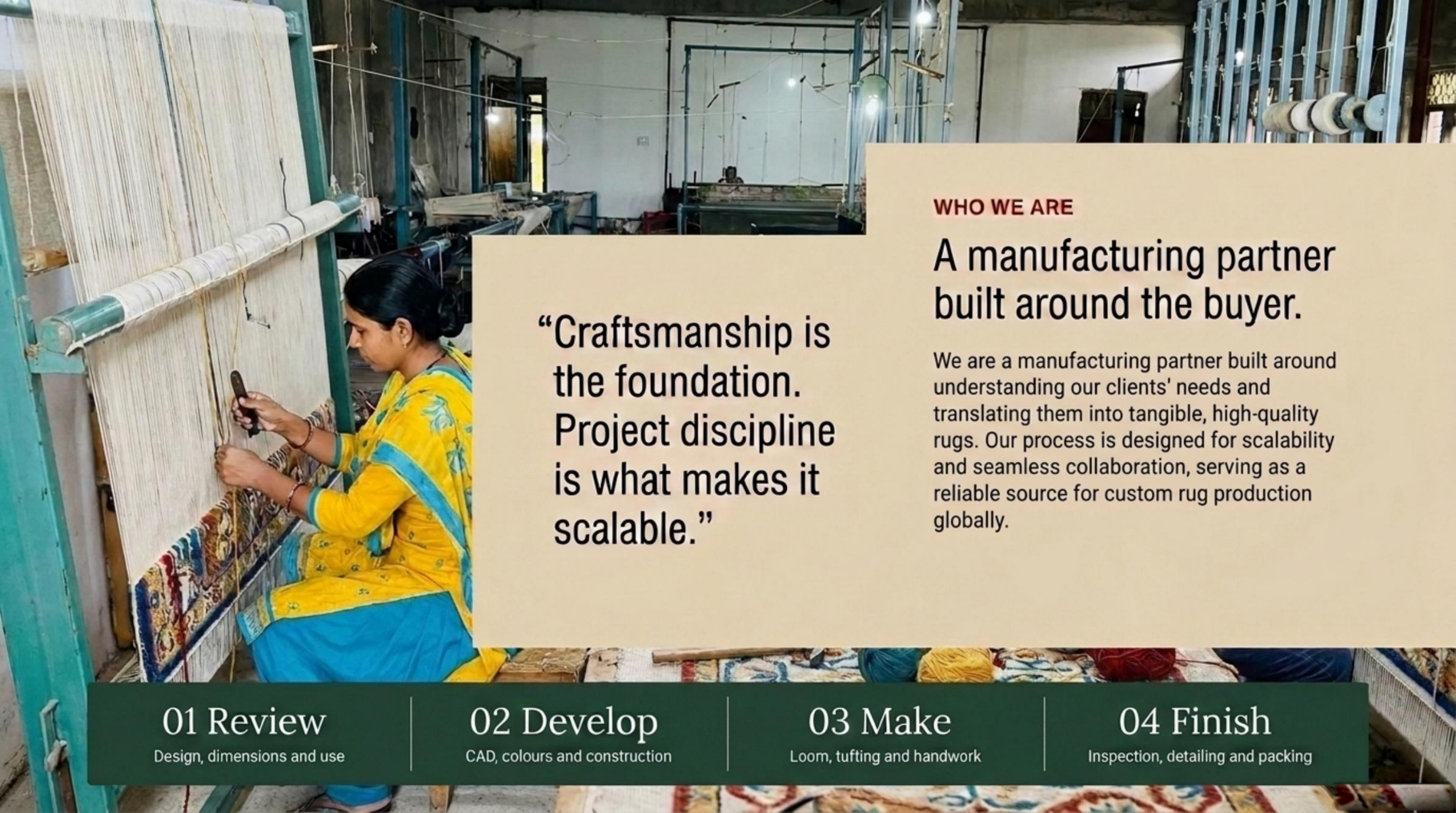
HAND TUFTED

HAND KNOTTED

HANDLOOM

PRIVATE LABEL





“Craftsmanship is the foundation. Project discipline is what makes it scalable.”

WHO WE ARE

A manufacturing partner built around the buyer.

We are a manufacturing partner built around understanding our clients' needs and translating them into tangible, high-quality rugs. Our process is designed for scalability and seamless collaboration, serving as a reliable source for custom rug production globally.

01 Review

Design, dimensions and use

02 Develop

CAD, colours and construction

03 Make

Loom, tufting and handwork

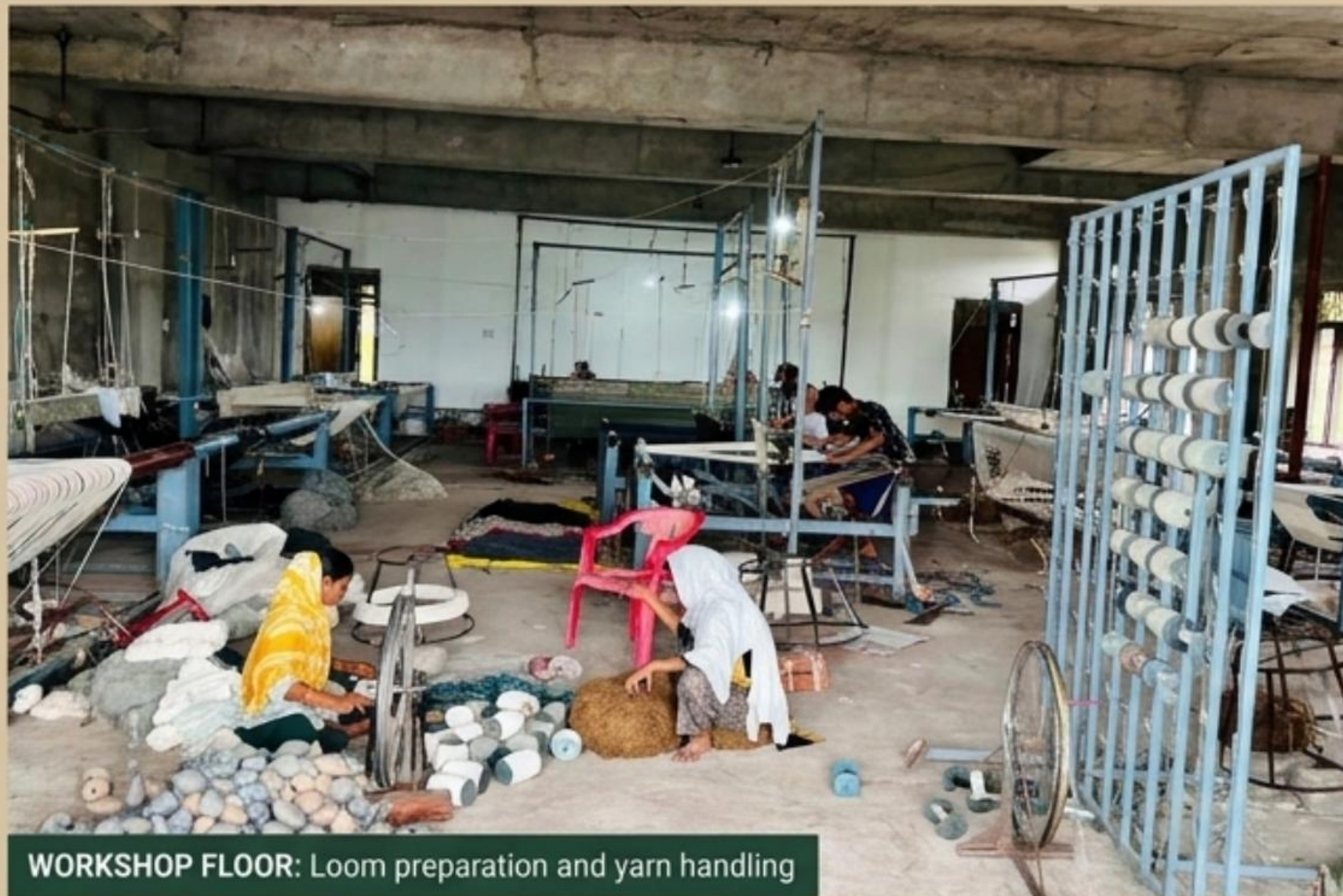
04 Finish

Inspection, detailing and packing

INSIDE THE MAKING

Craftsmanship you can see.

Authentic workshop, loom and finishing imagery from our rug-making process.



WORKSHOP FLOOR: Loom preparation and yarn handling



DESIGN DEVELOPMENT: Artwork translated on frame



YARN PREPARATION: Material sorting and readiness

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CORE CAPABILITIES

Three constructions. One development partner.

Construction is selected according to design detail, texture, performance, target cost and project application.



HAND TUFTED

Expressive colour, carving, custom shapes and mixed pile heights. Ideal for design-led residential and project development.

CUSTOM SHAPES · CARVING & RELIEF ·
MIXED PILE HEIGHTS



HAND KNOTTED

Premium construction for refined detail, depth and long-life collections. Suited to heritage and high-end contemporary programmes.

FINE DETAILING · PREMIUM RESIDENTIAL
LONG-LIFE CHARACTER



HANDLOOM

Contemporary textures, structured repeats and lighter constructions for understated interior schemes and repeat programmes.

TEXTURAL SURFACES · STRUCTURED
REPEATS · EFFICIENT PROGRAMMES



ORIGINAL SHAPES | CUSTOM SCALE | MULTI-PILE DETAIL

CUSTOM DEVELOPMENT

From design intent to production specification.

We translate concepts, references and technical requirements into a production-ready rug programme.

WE CAN WORK FROM

- Original artwork or inspiration
- CAD, PDF or technical drawing
- Room plan and dimensions
- ARS or physical colour reference
- Material, performance and budget brief

CUSTOMISATION MATRIX

SIZE & SHAPE: oversized, rounds, runners, organic forms

TEXTURE & PILE: cut, loop, carving, relief, mixed heights

MATERIALS: wool, NZ wool, wool-viscose, cotton, jute

FINISHING: backing, binding, clipping, washing, carving

PRIVATE LABEL & COLLECTION DEVELOPMENT

Buyer-owned designs, coordinated colourways, neutral documentation and repeat-order support can be built into the programme from the first approved sample.

DESIGN REVIEW →

SAMPLING →

APPROVAL →

PRODUCTION

MATERIAL & COLOUR CONTROL

Colour decisions supported by physical references.

We can provide a physical POM colour box and work through ARS colour references for selection and production matching.



Final production is aligned to an approved physical reference or sample - not to screen colour alone.



FIBRE CHANGES COLOUR BEHAVIOUR

Shade, sheen and depth vary with fibre, pile direction, lighting and finishing. Approval is therefore anchored to the selected physical reference.

MATERIAL DIRECTION

INDIAN WOOL

NEW ZEALAND WOOL

WOOL + VISCOSE

COTTON

JUTE

NATURAL-FIBRE BLENDS

Material selection is reviewed against application, texture, durability, budget and desired visual effect.

DEVELOPMENT WORKFLOW

A clear approval path reduces production risk.

Each project moves through defined technical and commercial checkpoints.

01 BUYER BRIEF

Design, dimensions, quantity, application and required timeline.

02 TECHNICAL REVIEW

Construction, scale, repeat, pile, edge and feasibility.

03 CAD & COLOUR

Production artwork, ARS references and material direction.

04 SAMPLING

Strike-off or sample to review colour, texture and workmanship.

APPROVAL GATE • FROM DEVELOPMENT TO DELIVERY

05 APPROVAL & QUOTE

Approved specification aligned with price and schedule.

06 PRODUCTION

Artisan manufacturing with in-process quality checks.

07 FINAL INSPECTION

Dimensions, colour, pile, finishing and packing reviewed.

08 EXPORT COORDINATION

Commercial documentation, protective packing and dispatch.



QUALITY ASSURANCE

Checked through the process, not only at the end.

Inspection criteria are aligned to the approved sample, specification and accepted handmade tolerances.

- ✓ Yarn and colour-reference review
- ✓ Construction and pattern monitoring
- ✓ Dimension and shape checks
- ✓ QA Topography
- ✓ Pile height, carving and surface review
- ✓ Backing, binding and edge finishing
- ✓ Cleaning, clipping and final presentation
- ✓ Protective packing and identification

Handmade character is preserved. Quality is controlled.

Subtle variation in texture, colour movement and dimension is part of authentic artisan production. It is managed within the agreed tolerance and approval standard.

Project-specific tolerances, performance expectations and approval references are agreed before production begins.

INTERNATIONAL COLLABORATION

Responsive communication from enquiry through export coordination.

Clear approvals, project-wise quotations, production updates and export-ready documentation for overseas buyers.

CURRENT MARKET POSITION

Our current international business focus is primarily the United States.

We are actively expanding B2B partnerships in the Middle East and other international markets. New relationships can begin with a project brief, physical colour selection and a sample or prototype.

BUYER SUPPORT

- | | |
|--------------------------------|--------------------------------------|
| ● Project-wise quotations | ● Sampling and prototype development |
| ● Indicative FOB India pricing | ● Commercial documentation |
| ● Protective export packing | ● Responsive production updates |

WHY ENCORE RUGS

The Encore Advantage: Craft Meets Discipline.

BUYER-LED

Development begins with the brief,
not fixed catalogue specifications.

PHYSICAL COLOUR

ARS references and POM support create
a controllable approval standard.

FLEXIBLE BUILD

Construction, material, texture and budget
can be aligned project by project.

SAMPLING DISCIPLINE

Samples and strike-offs reduce
risk before production.

A separate product catalogue and professional trade collection are available for design selection and indicative trade pricing.

START A PROJECT

Let us develop the first project together.

Share the design, dimensions, quantity, application, target material and required timeline to begin technical review.

BUSINESS CONTACT

Rosheena Parvez

info@encorerugsco.com | +91 89575 87718 | www.encorerugsco.com

Encore Rugs

Handmade rug manufacturer and exporter.

REGISTERED OFFICE

Kachhwa Bazar, Mirzapur - 231501, Uttar Pradesh, India

PRODUCTION CENTER

Station Road, Bhadohi, 221401, Uttar Pradesh, India

REGISTRATIONS

IEC	REGISTERED
GSTIN	REGISTERED
UDYAM	MSME REGISTERED

Customer references and confidential project information are shared only where permission and commercial confidentiality allow.