

Beautiful Home Interiors Begin With

# f1 FABULOUS floors

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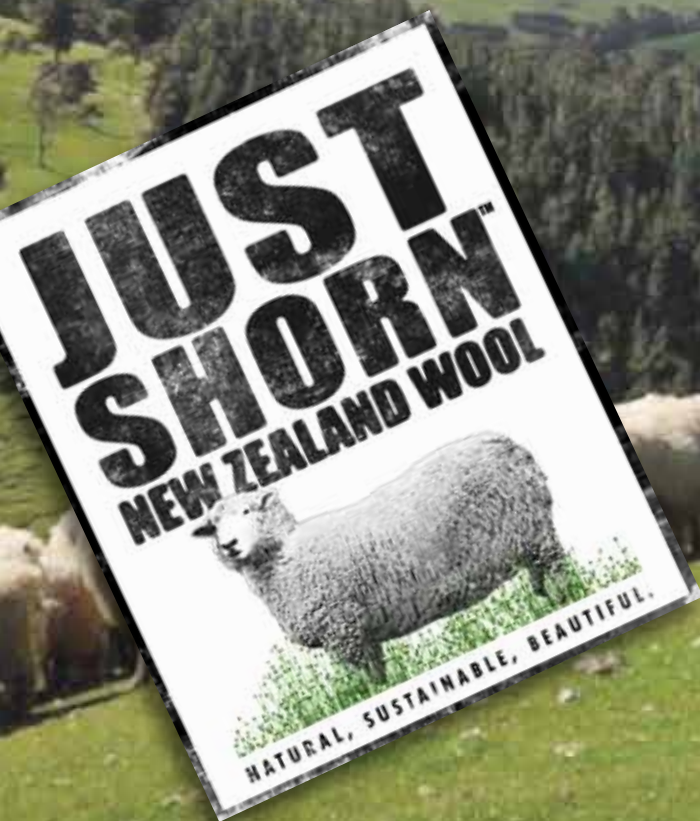
*The April 2011 Fabulous Floors issue is being distributed to Barnes & Noble, Books a Million, Hastings and other high end independent book sellers across the USA. It also goes via the Floorcovering Weekly website to some 17,000 flooring retailers. 40,000+ members of the American Society of Interior Designers receive the magazine electronically via a link on the ASID home page.*

# Just Shorn brings together elegant carpet with sustainability, style and durability

As you begin a search for new carpeting or rugs, you may have sustainability on your mind, and you will likely notice that the “green” trend has brought a larger selection of wool flooring options.

For example, from New Zealand comes a fascinating initiative called Just Shorn®. Born from a partnership between a group of pioneering New Zealand sheep farmers and a long-established agricultural business, Just Shorn assures customers that they are purchasing some of the world’s most beautiful carpeting, created from the natural and renewable resource of New Zealand wool.

The Just Shorn® label provides confidence that the beautiful flooring is made from natural, sustainable materials and can be traced back to New Zealand at any stage in the manufacturing and sale processes.





## Sustainable

The New Zealand farmers that make up Just Shorn are passionate about the care of their sheep. Just Shorn sheep benefit from a wide range of laws and regulations protecting their health and safety, the latest in agricultural management and a mild climate which allows them to graze free-range all year long.

Just Shorn farms are renewable resources that can be passed down from one generation to the next, and will continue to focus on delivering benefits for all, from the farms and farmers through to their customers, making a positive difference in people's lives.

## Traceable

Once Just Shorn wool is harvested through a shearing process that is harmless to the sheep and hand-selected based on color (only the whitest for superb dyeing), fiber length, thickness and even resiliency, it is cleaned and processed. It is never blended with inferior yarn fibers. To ensure that, though, a microscopic amount of inert "tracer" fiber is inserted into the wool to verify and "track" the authenticity of the Just Shorn® product at each step of the manufacturing and sales processes.

## Beautiful

The end result is a consistently high-quality product which can continually meet very demanding and exacting specifications and a wool that can transform to flooring in remarkable hues and pastels. And because the sheep produce strong wool, the flooring is as strong as it is beautiful.

Just Shorn wool carpets are the newest addition to the exclusive Dabbieri Collection of floor coverings ([www.dabbiericollection.com](http://www.dabbiericollection.com)). The Dabbieri Collection is comprised of beautiful and natural decorative carpets. This extremely versatile line of flooring is a perfect fit for the beautiful textures and designs created with Just Shorn wool. >>



WEL\_WaihiValley\_room1



## Just Shorn Rugs

Just Shorn's hand-knotted rugs combine the distinctive designs of the Dabbieri Collection with two essential ingredients: the superior quality of Just Shorn™ wool of New Zealand and the craftsmanship of Nepalese artisans.

Just Shorn wool is consistent in length and color and is extremely durable, giving it all the characteristics that make it ideal for rugs.

For generations, Nepalese artisans have hand-knotted rugs, and their skills cannot be matched by modern production methods.

The rugs, dyed with eco-friendly dyes, have 100 knots per inch, resulting in beautiful designs that will last for generations to come.



Above: KingstonCrossing\_StrawCream\_8x10.  
Left: IDG\_woolequities\_RS. Background: Riverton\_SkyBlue\_8x10.

## Just Shorn Carpeting

If you're looking for wall-to-wall wool for your home, you'll find that the Dabbieri Collection's Just Shorn products have a variety of beautiful patterns and colors produced by U.S. carpeting manufacturers. Just Shorn carpeting is soft to the touch and strong, making it a great addition to your home, but it also has other great features that synthetic fibers do not. It is naturally flame retardant, water-repellant and hypoallergenic!

## Where to Find Just Shorn

As the newest addition to the exclusive Dabbieri Collection of floor coverings, Just Shorn wool carpets can be found in North America's premier, independently owned showrooms – honored for excellence in quality, knowledge and service through membership in the International Design Guild. Members of the International Design Guild have decorative home furnishings showrooms across North America that dominate the luxury floor covering market.

The Dabbieri Collection offers flooring that coordinates easily with traditional and contemporary interiors. Dabbieri is the ultimate in style and fine craftsmanship, created in an array of colors and patterns.

For more information on the Just Shorn® program and, especially, to see a portfolio of carpet and rugs, visit [www.justshorn.com](http://www.justshorn.com).



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