Brand recognition

Identity Matters manufactures and distributes branded floor and counter mats for use at corporate or retail entrances as well as for point of sale applications, providing great branding opportunities.

PrintPlush mats are perfect for designs which present lots of details and many different colours or shades.The process involves precise computer controlled jet dying the nylon pile of the mat while the backing is slip resistant nitrile rubber.

The picture shown is an example of an in-store floor mat for international fashion label **Ed Hardy** with vivid images and rich colours. In total 32 different colours and various shades were printed on the 1600mm x 800mm mat. T

he impressive floor masterpiece matches the prestigious Ed Hardy brand identity and strengthens brand recognition. ■

Combining durability and performance

Armure is an exciting new textured loop pile in 100% New Zealand wool from **Cavalier Bremworth,** which combines the durability and performance of a loop pile, with the luxurious underfoot feel of a cut pile carpet.

Offering a more informal look than the usual linear loop piles, Armure has a random array of loops that make it a very tactile carpet. At a distance, the pebbled surface gives the appearance of a cut pile carpet. ■

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Flame
Two component waterborne sealer with an exceptional deep toning effect.

Velvet
Polyurethane waterborne finish with the soft-touch effect for a truly velvety feel to the touch.

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