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**Broucks**  
weaving creativity

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# We are Broucks.

## **Human**

Since 1952, we have been personally committed to the production and design of refined viscose carpets. Through a personal approach and an open mindset, we design and produce rugs that are distributed all over the world. We aim to guide each customer individually, while maintaining a large production capacity. Our private ownership and personal involvement vouch for the impeccable quality of our products.

## **Sustainable**

By consciously processing our raw materials, we develop products with a minimal ecological impact from production to shipping. Our production and design departments make great efforts in upcycling textile waste and using plant-based fibres, in order to commit to a cleaner and more sustainable product. In terms of transport, we actively seek for the most efficient packing solutions, with every shipment.

## **Open**

Broucks embraces long-term partnerships with each client. We're always open for suggestions and search for the best solution for every market. As we control both the design and the production ourselves, we can offer a fitting solution to a broad variety of clients and markets.

## **Specialised**

Broucks has been specialising in the design and production of viscose rugs. Our knowledge and expertise has been passed from generation to generation. The current third generation of owners literally grew between weaving looms. The quality of our products are the result of our passion and experience.

A large industrial weaving loom with many threads, creating a dense, textured pattern. The threads are light-colored and arranged in a grid-like structure, with some threads crossing over others to form a complex weave. The background is dark, making the threads stand out.

**Produced in Belgium  
since 1952**

# Certificates

Our products have a STANDARD 100 label.

The Oeko-Tex label indicates that a fabric has been produced in an environment that is safe for humans and the environment. Since 1992, Oeko-Tex has been the standard indicating that textiles are free of harmful substances. A fabric with this certificate has no adverse effects on the health of the end user.



STANDARD  
100



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MADE IN BELGIUM

**Broucks**<sup>TM</sup>  
weaving creativity



# Qualities

- All of the qualities are woven with a mixture of viscose and cotton in the pile (+/- 66% viscose and 34% cotton). We use a high quality fine yarn which results in a detailed soft product.
- One simple demand, they can also be woven with 100% viscose pile.
- The distinction between the different qualities is made either by the pile height ( 3 or 5 mm), or by the weft we use ( recycled cotton, recycled coloured cotton, acrylic chenille or natural jute).



## 1. Full pile



**STAR:** Low pile silkies, economical and good value for money.



**JADE:** An elegant woven rug with an ultimate resilient non-shedding pile.



**EDEN:** Shiny faux silk rugs with soft touch.



**OONA:** Tightly woven art-silk rugs, velvety softness with a brilliant luster.

## 2. Bright colorful

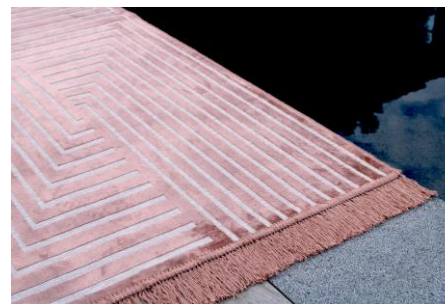


**JOY:** Bright colorful woven rugs. Adds a style and energy to your room.



**JOY-VIVA:** Elegant woven rug with contemporary look in harmonious colors.

## 4. Structure with chenille

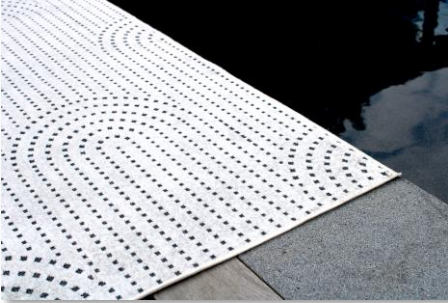


**ATTIKA:** Delicate viscose rug woven on a stylish chenille base.



**KREO:** Silk look rugs densely woven with an acrylic chenille resulting in an extremely attractive relief.

## 5. Structure with colored weft



**FARO:** Fine, great faux silk rug which the cut-outs in the pile in combination with the coloured recycled weft create an extra texture.



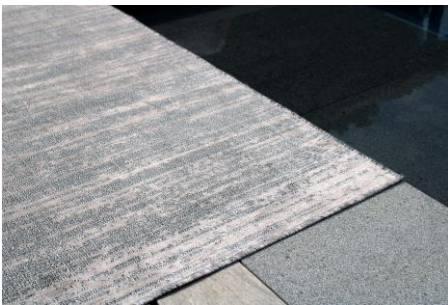
**LIGNO:** Close woven silky smooth embossed rug with a lustrous glow.

## 6. High low, refined texture



**VIENNA:** Fashionable high-low rugs with a refined textured feel.

## 7. Lined structure



**BALANCE:** A cosy modern rug in trendy colors with lined structure.

## 8. Structure with chenille/jute



**LUX:** A trendy rug woven on a jute and acrylic chenille base that gives a natural look.

## 9. In- and outdoor



**SUNRISE:** Makes a fashionable statement to any place, both indoor and outdoor.