PRODUCT PROFILE



Living | Bath | Outdoor | Kitchen | Decor

Who we are

Our story begins in early 80s when our founder Bharat Singh Rathore setup few looms in Barmer, Rajasthan to improve the life of local artisans. In **1984 Bharat Singh Rathore** gave up a teaching job in Jawaharlal Nehru University, New Delhi and founded CRAFTEX INDIA in Mirzapur, India alongwith his wife **Santosh Rathore** to manufacture quality and innovation in hand woven flat-weave rugs / dhurries.

In 1999 Craftex establish as a **premier manufacturer**, **designer and exporter** of fine handmade rugs and soft furnishings. With growing demands Craftex setup 2 factories in Mirzapur and Sitapur.

In 2002, second generation entered into business. **ANIRUDH** joined full-time in family business and strengthen the organisation.

Today Craftex is an award winning exports company with customer base in more than 40 countries across the world.

Our products are designed to fit Importers/wholesalers, Department stores, Fashion stores, Furniture stores, Boutique shops, Interior Designers, Home Centre / DIY, Supermarket, Online retail or Hospitality businesses.

Experience Customers in Production of 35+ 40+ 200+ 300+ 3000+ Countries Happy Customers Designs Units/day

Why Choose Craftex:



A FOUR TIME EPCH AWARD WINNER



- Craftex is a Government of India recognized STAR EXPORT HOUSE
- **Innovative Designs | Customization | Ethical Production | Sustainability.**
- Multi-level Quality Controls: Our internal Quality control processes ensure that each rug passed through stringent checks.
- International Quality Testing Standards: Our products have passed tests against international standards for parameters like Color fastness, light fastness, dimensional stability, European REACH compliant and Azo-free dyes.
- **Relatively modest MOQs**

Products

- Area Rugs
- Floor mats
- Bath mats / Toilet mats
- Outdoor rugs / mats
- Cushions / Pillows
- Throws
- Hotel bath range
- Pouf & stools

Materials

- Wool
- Jute hemp
- Cotton
- Silk
- Bamboo
- Viscose
- Linen
- Recycle yarn
- Micro polyester
- PVC
- PET
- Polypropylene

Techniques

- Hand woven
- Handknotted soumak
- Jacquard
- Kelim
- Hand tufted
- Printed
- Table tufted
- Machine woven
- Crochet
- Embroidery

AREA RUGS / CARPETS:

Our fine crafted and designed Rugs will help pull a look together or inspire you to style your decor around its texture, design or colour. Choose from wide range of yarn – Woolen, Jute, Silk, Viscose, Recycle yarn in different sizes and patterns - Modern, Geometric, Neutral, Solid. Perfect for living, bedroom or dining area, our incredible collection of Rugs will beautifully complete the space you require. We promise not only great designs but also, an unmatchable quality that has been recognized globally. The collection is inclusive of different weaves such as hand woven, soumak, jacquard, printed, kelims or hand tufted.







4.50kg / m2 Wool / Cotton Handknotted Soumak

BURMA SUMAK



1.70kg / m2 Wool / Cotton Hand Jacquard

DISCOVERY





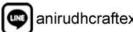
MODERN KELIM













FLOOR MATS / ACCENT MATS:

Our floor-mats match the ambience and functionality to any space in your home. Choose from a wide range weaves - hand woven, jacquard or printed mats in different sizes and yarn - Cotton, Chenille, Rayon, Jute or Recycle materials. Our multi utility washable mats suitable for Bedroom, Dining, Kitchen runner, Yoga, Laundry or entrance.









POINT ETHNIC 1450gm / m2 Cotton

Hand woven





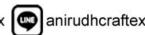








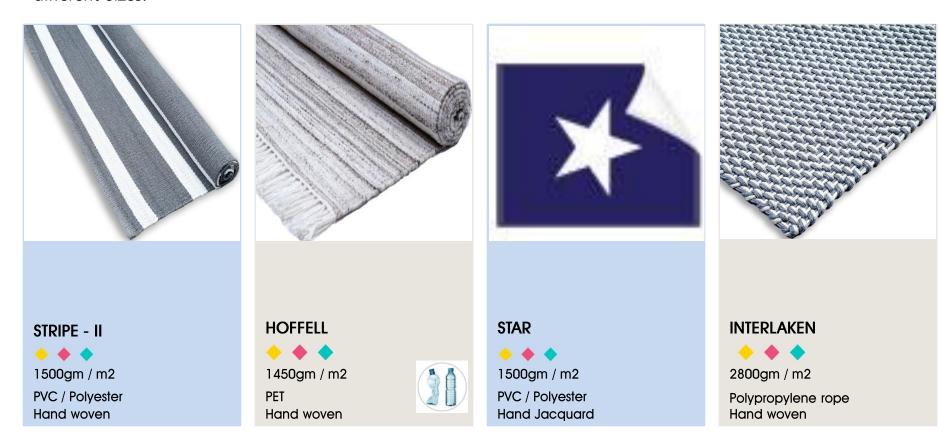






OUTDOOR RUGS / MATS:

A unique blend of fashion, function and design. Our IN-OUT DOOR rugs/mats combine an elegant aesthetic with technical characteristic. These are resistance to sun light, chlorinated water, stain, hygenic, easy to clean and pet friendly, guarantee their functionality in the open air, but their unique style make them perfect for the inside spaces too. Choose design from high quality Phthalate-free PVC, recycle PET or Polypropylene yarn in different sizes.











BATH MATS / TOILET MATS:

Beautifully designed bathroom mats. Add comfort underfoot to your en suite with a bath mat. Make your selection from our wide variety of weavings - woven, tufted, jacquard, crochet or printed bath mats and choose different yarn – Cotton, chenille, Bamboo, Viscose, Linen, Micro or Recycle yarn.





Jacquard



1800gm / m2 Cotton Table tufted

FLORA



1650gm / m2 Cotton Table tufted

FRILL CROCHET

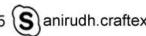


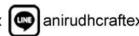


Plain Lines





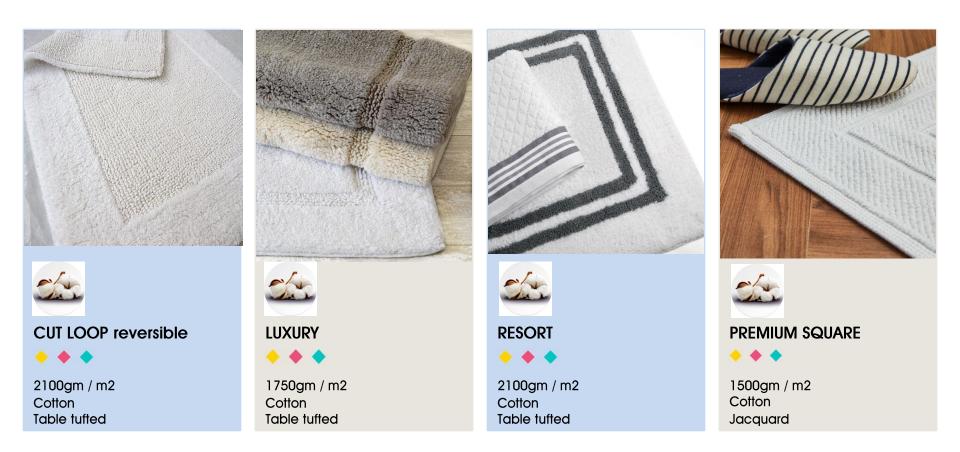






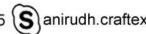
HOTEL BATH RUGS:

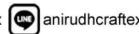
A luxurious spot to step. With an impressive design and quality, our all kinds of Premium Cotton bath mat is ultraabsorbent and ultra-luxurious. Our bath rugs boasts a luxurious look and feel that adds modern style to the bathroom.













CUSHIONS / PILLOWS:

Creative, artistic and classy, our cushions will be appropriate addition to any setting worth admiring. Whether decorative statement or comfy essential, the cushion is an affordable way of dressing any room and fashionably updating your home. Choose from wide techniques - Woven, Jacquard, Screen print, Digital print, Embroidery or shaggy in different material such a Cotton, Linen, Wool or Micro.











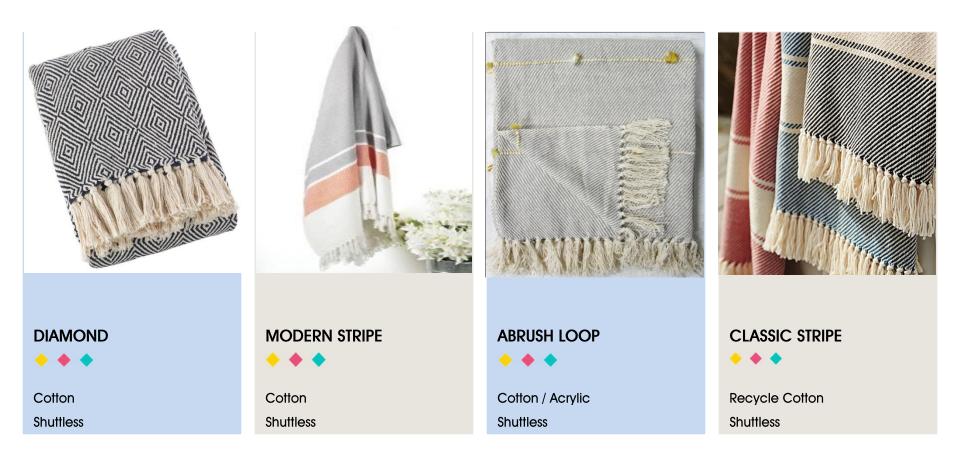






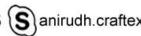
THROWS:

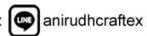
Our beautiful range of throws add texture and another layer of warmth to your home decor. We offer exclusive and stylish throw designs in a wide selection of weaves (hand woven, jacquard, shuttleless loom or tufted) in different sizes, colors and fabrics, perfect for your bedroom, lounge, sofa or occasional chair.







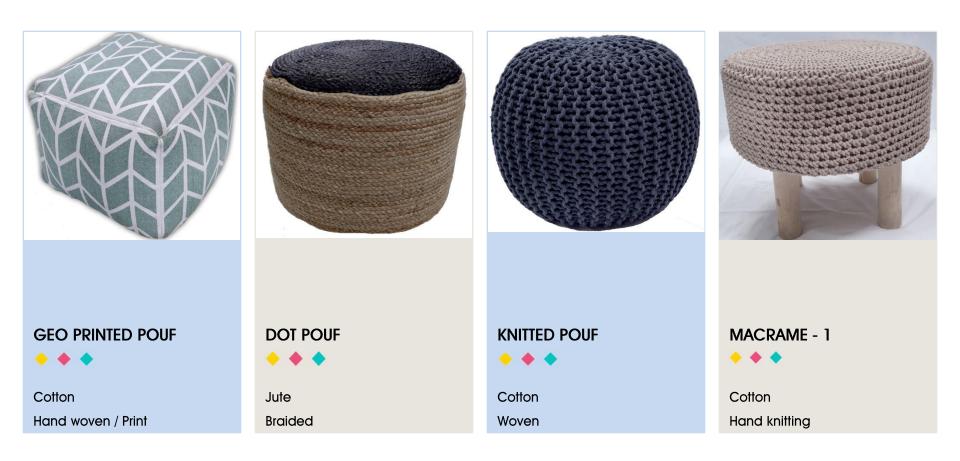






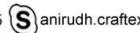
ACCESSORIES:

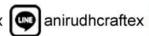
These curated Accessories – Pouf, Stool and bench are stylish and high on utility. Suitable for indoor use. Choose from different texture, yarn and construction.













Let's get the conversation started Q

For enquiries and ideas on all your needs

Email: sales@craftexindia.com



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Showroom (Opp Jagannath University)

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