

THE NATURAL *ALTERNATIVE*

FIBRE WORLD

Profile 2024

An overview of the company, product range and why us



ABOUT US





*One of the leading exporters
of doormats from India*

Fibre World is committed to
enhancing customer satisfaction by
ensuring compliance to the
requirement, providing consistent
quality products

Exquisite & Eco-friendly

Fibre World prides itself in its
infrastructure & ability to supply huge
orders of environmentally conscious
high quality floor-coverings at a
moment's notice

Audited by top retailers world over like Walmart, CVS, Walgreens, Maison Du Monde, Michaels, Ross stores

Also certified by :

- Ethical Trade Audit –SMETA
- Business Social Compliance Initiative – BSCI
- ICS environmental audit
- C-TPAT complied
- ISO 9001 certified

CVS	
ADEO	
DUNELM	
MICHAELS	

SEDEX	Social Audit	
ISO 9001.2015	Quality Certification	
BSCI	Social	
ICS	Environment Audit	
SCAN	Security	
HIGG INDEX	Sustainability	



Locations

- HQ established in Kerala, India in 1998



Team

- 150 employees
- 2 overseas designer based in France and USA
- 5 Graphic designers



Factory

- 75,000 Square feet factory
- Printing Department
- Warehousing & Container Storage
- Own Tufting unit



Quality Control

- Full-time, dedicated quality control professionals inspecting all steps from procurement to finished, packed goods.
- Also partner with 3rd party testing resources on customer requests



Global Distribution

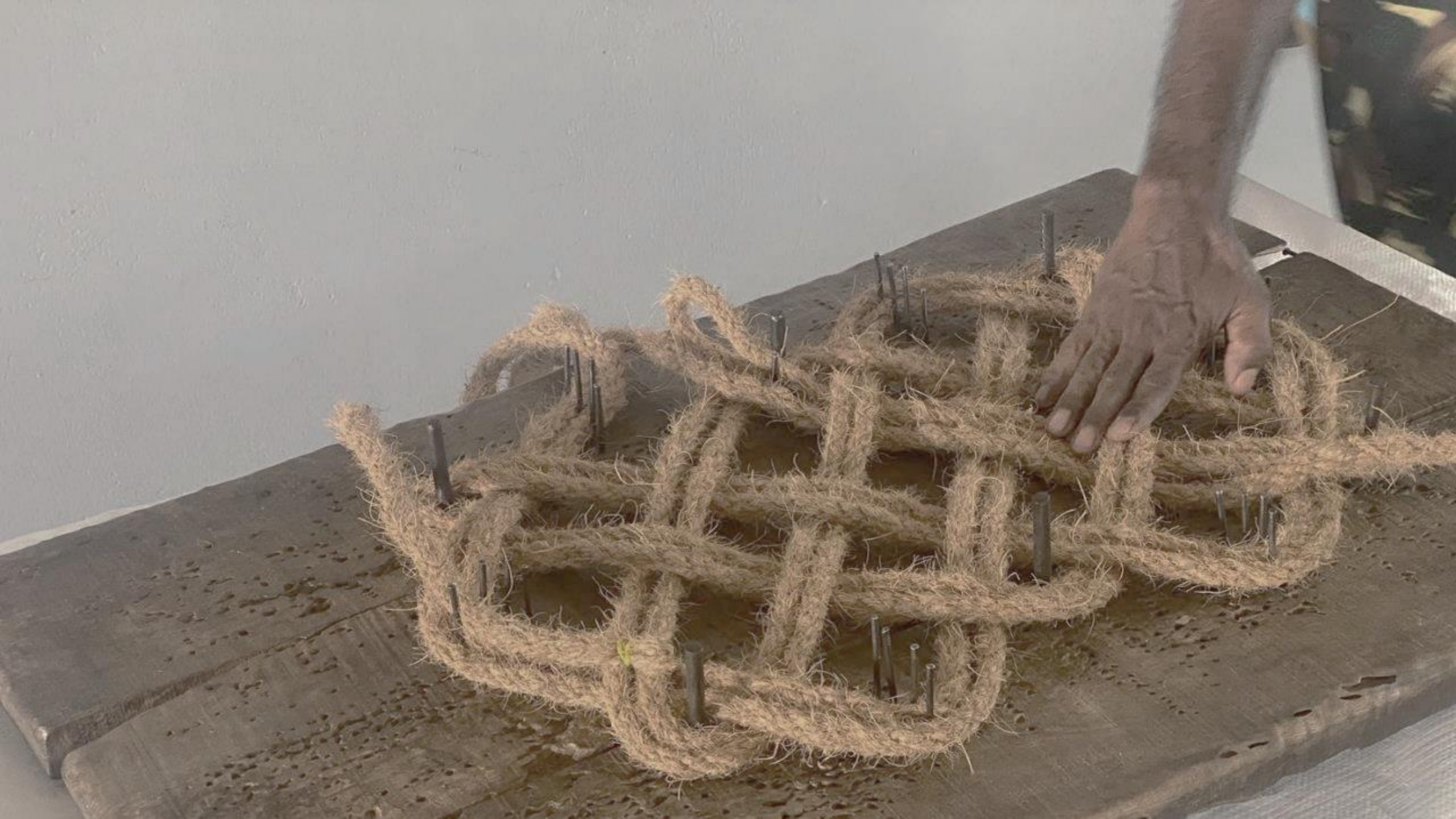
- 45% USA
- 33% Europe
- 8% Australia and South America
- 8% Japan
- Diverse retail partners from licensed high end to discounters
- Have the ability to design and cost for all tiers
- Over 50+ retail partners (80% direct)



Standards

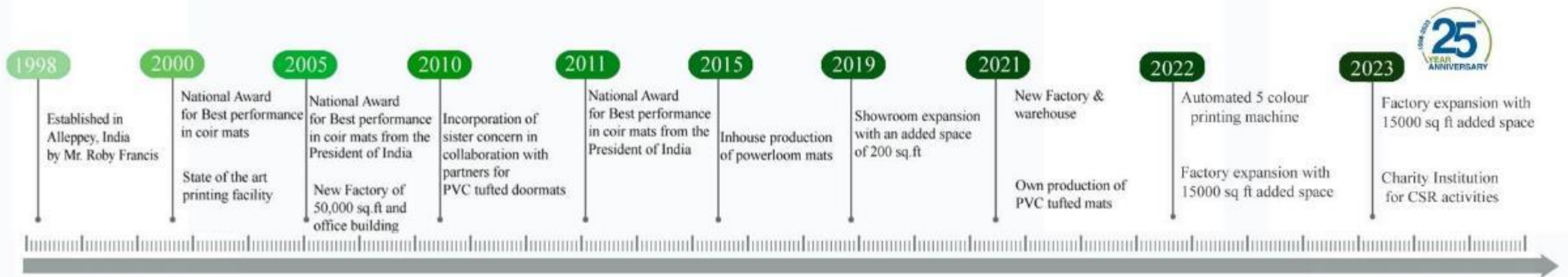
- ISO Certified Factories
- Smeta certified
- BSCI certified
- ICS certified
- ICS Environmental Audit
- CTPAT complied
- SCAN audited
- Higg index
- Walmart audited







COMPANY EVOLUTION SHOWING HISTORY OVER THE PREVIOUS YEARS



Why Fibre World



Design

- Can lead, co-create, or execute design direction based on industry trends. Worldwide distribution proves that our partnership value results.



Capacity

- Built with purposeful sustainable initiatives & state of the art equipment focused on speed, automation, & cost savings
- Continuous improvement to infrastructure. 2024 additions include a new tufting line doubling productivity, and for 2025 a new 50,000 sq ft factory for printing in addition to multiple process automations and manpower resources.



Sustainability

- Product range comprises of mostly natural & eco friendly products
- 40% recycled materials in rubber mats
- Recycled content in packaging material



Costing

- Factory Direct, competitive costing, while continuing to offer high quality product and trend forward designs

FACTORY SNAPSHOT







VINYL BACKED TUFTED MATS UNIT





PROCESSES



TRIMMING



SHEARING



INSPECTIONS



PRINTING



DRYING



PACKAGING



OUR PRODUCTS

Doormats come in different sets of customizable sizes, and in various patterns. Choose from coir, jute, and different combinations of rubber and synthetic fibres, which are sourced from Kerala, Tamil Nadu, Calcutta, Dubai, and Belgium.

TOP PRODUCTS

Printed coir mats, Rubber mats, Rubber & Coir mats, Poly Propylene mats, Jute Rugs





PRINTED COIR

VARIATIONS AVAILABLE

- VINYL BACKED COIR
- CREEL MAT (100% COIR)
- FM2 MAT (100 % COIR)

ADD ONS AVAILABLE

- GLITTER
- RUBBER MOTIFS
- EMBOSSING
- SHAPES



RUBBER MATS

VARIATIONS AVAILABLE

- METALLIC PIN MAT
- GRILL MAT

ADD ONS AVAILABLE

- METALLIC COLOURS
- SAND FINISH
- SHAPES



RUBBER AND COIR MATS

VARIATIONS AVAILABLE

- GRILL BORDER
- TRAY MATS
- ECONOMY MATS

ADD ONS AVAILABLE

- METALLIC COLOURS
- REMOVABLE INSERTS
- SHAPES



POLYPROPYLENE MATS

VARIATIONS AVAILABLE

- BORDER
- PP EDGED
- LOOP
- RIBBED

ADD ONS AVAILABLE

- METALLIC BORDER
- SHAPES



JUTE RUGS

VARIATIONS AVAILABLE

- HANDLOOM
- POWERLOOM

ADD ONS AVAILABLE

- BORDERS
- PRINTED
- DYED

Contact Us

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