

GREEN FRONT[®]
FURNITURE

RUG GUIDE

(Don't worry, we've got you covered.)



CHOOSING YOUR RUG BEGINS AT HOME

The first step to selecting your perfect rug is simple: decide where the rug will go and how you will use it. Let us walk you through the rest. From sizing to styling, the rug experts at Green Front have compiled this detailed guide to achieving the perfect rug pairing for your space!

Rugs have always set Green Front apart. Our collection of hand-knotted pieces features rugs from India, Pakistan, Morocco, Turkey, and around the world. Green Front sources these hand-knotted masterpieces by establishing close personal relationships with the artisans who craft them. We are proud to offer the largest rug selection in North America, each piece arriving with its own unique origin story.

Don't forget,
rules were made to be
broken. These are just
recommendations.
Get creative!
If you like it, get it!



SIZING IT UP

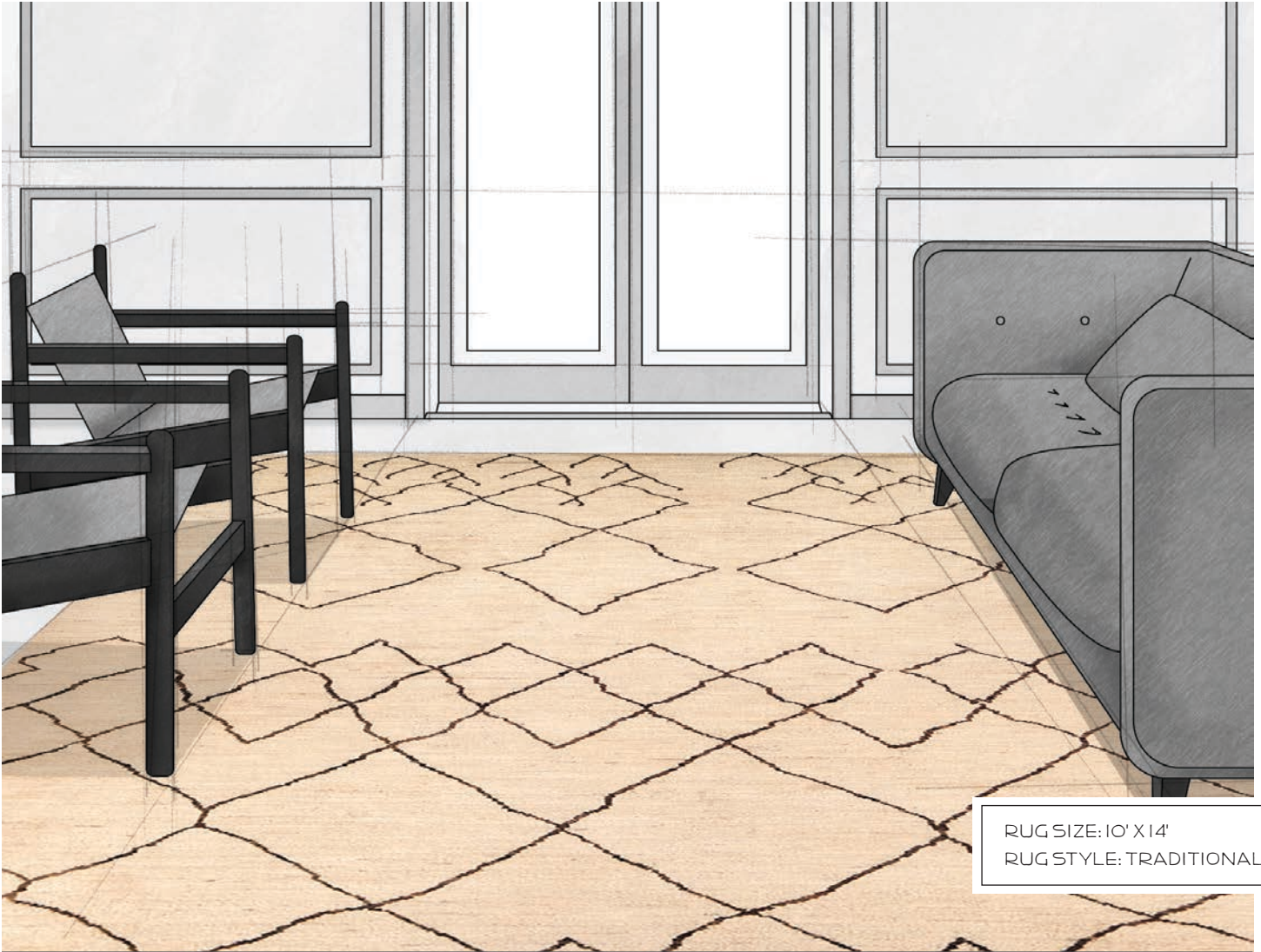
UNSURE ABOUT SIZE? When in doubt, live large and go with a more sizable rug that's in scale and proportion with your room. A rug may be the perfect color or design, but if it's not the right size for your room, your rug could still leave something to be imagined in the space.

COMMON MISTAKE: Choosing a rug that is too small - it will look like a postage stamp sized afterthought in your room.

THINGS TO KEEP IN MIND:

- **THE RUGS NEEDS TO FIT THE ROOM:** Allow roughly 18 inches of hardwood or existing flooring to show between the edge of the rug and the wall.
- **SHOPPING TIP:** Our rugs are hand knotted, causing a slight discrepancy in exact sizing. Because they are handcrafted, one 8x10 will be slightly different from the next. Be sure to measure for the rug's exact size.

SIZE & PLACEMENT BY ROOM

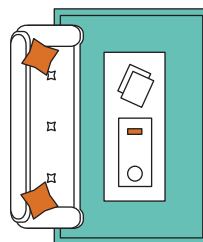


RUG SIZE: 10' X 14'
RUG STYLE: TRADITIONAL

LIVING ROOM

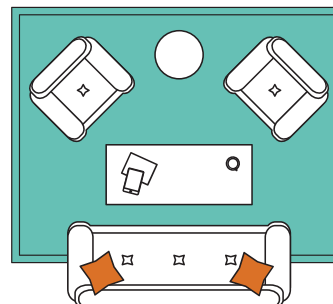
Most living rooms can accommodate plenty of layouts and configurations. When integrating a new rug into a room there are two main options: choose a rug that covers the area under the coffee table and the front legs of your furniture (fig. 1), or choose a rug that's large enough to sit under your entire seating arrangement (fig. 2). Feeling adventurous? Use a hide instead of a rug (fig. 3). Hides are also perfect for smaller spaces.

(fig. 1)



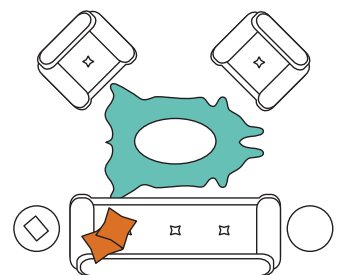
8'x10'

(fig. 2)



10' x 14'

(fig. 3)



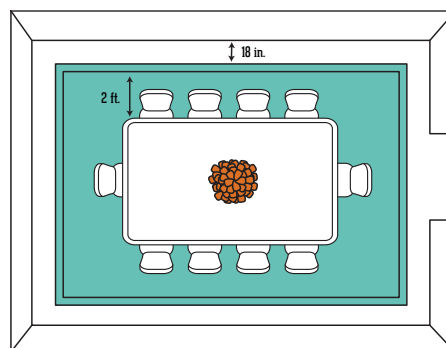
SIZE & PLACEMENT BY ROOM



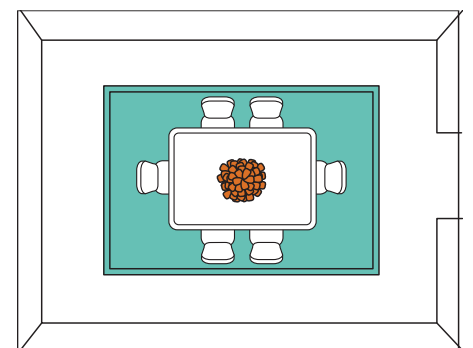
RUG SIZE: 8' X 10'
RUG STYLE: TRADITIONAL

DINING ROOM

In dining rooms, the rule of thumb is to have 18 inches of hardwood floor showing between the rug and the wall, and two feet of rug on all sides of the table to accommodate chairs. If your room doesn't allow for this, choose what looks best in your space. You want the ability to slide the chair in and out while keeping all 4 feet of the chair on the rug.



10'x14'



8'x10'

SIZE & PLACEMENT BY ROOM

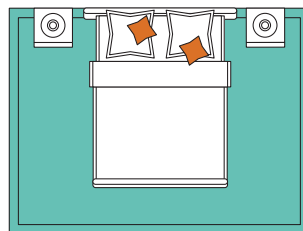


BEDROOM

Allow 18 inches of floor between the walls and the rug. You may want the entire bed on top of the rug (fig. 1), or you can set the rug under the bottom two thirds of the bed (fig. 2). A king bed would require a 9x12 size rug or larger.

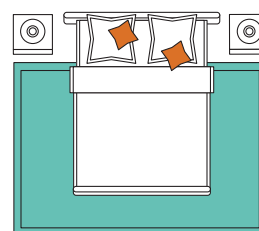
Another option is to show off your rugs and have a soft pad for your feet when you get out of bed by surrounding the bed with 3x5 or 4x6 runners (fig. 3). Don't forget, sheep hides make great substitutes for runners.

(fig. 1)



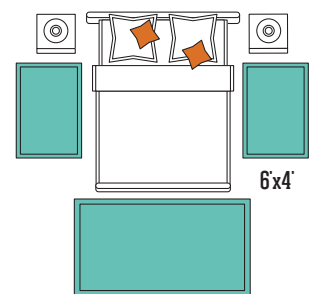
10'x14'

(fig. 2)



8'x10'

(fig. 3)



6'x9'

6'x4'

SIZE & PLACEMENT BY ROOM

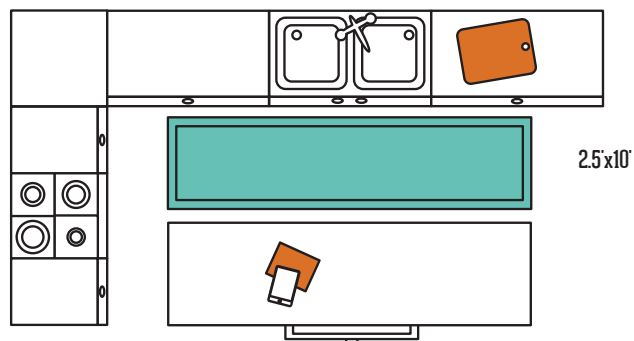


RUG SIZE: 2.5' X 10'
RUG STYLE: TRADITIONAL

KITCHEN

If you'd like to add a pop of color to your kitchen, add a rug in front of your sink. Since you'll be standing there often, add a rug pad. Your feet will thank you.

If you have a casual dining area, use round or square rugs. Make sure you have approximately 18 inches from the edge of the table to the edge of the rug.



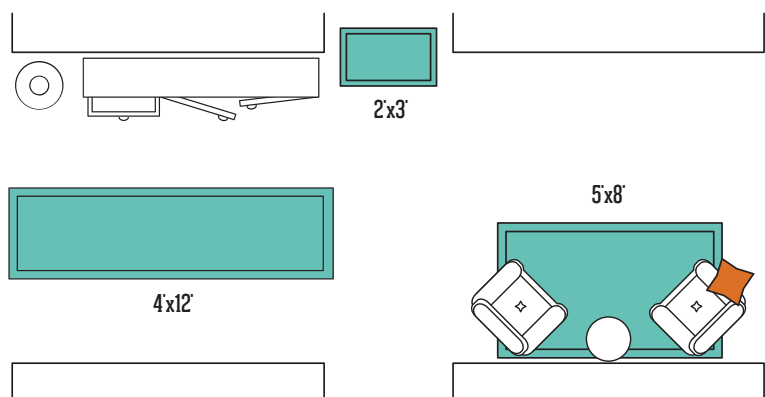
SIZE & PLACEMENT BY ROOM



ENTRYWAY & HALLWAY

This is where smaller rugs can really shine. By utilizing 2x3 doormats, 4x8 area rugs and 5x8 runners in this space, you can set the stage as guests enter your home and introduce them to your style and taste.

In extra long hallways, a single rug could look lost. Instead, consider two coordinating runners in place of one long one. If you use the two-runner method, be sure your runners do not end in the middle of a doorway.



STYLES & COLORS

GET THE LOOK: RUG STYLES



OVERDYED

Old rugs get new life from their vibrant new hues ranging all across the spectrum. A process of dyeing, washing, or distressing achieves this trademark finish. Overdyed rugs are created by using an array of dyes and washes to “over-dye” the existing rug. The original designs and motifs remain intact, but the overall color of the rug is transformed. Colors blend and textures soften for a rich vintage look that’s ideal for moderate foot traffic. Overdyed rugs make a statement and can transform the look and feel of any room in your home. Mixed with the right upholstery, floor and wall colors, overdyed rugs can really bring the whole room together.



HIDES

Green Front is 100% meat industry byproduct cowhides from Brazil and Argentina. Each hide is unique. Irregularities like hide marks and brands add character to each hide.



TRADITIONAL

What’s the first thing that comes to mind when you think of a rug? It’s probably a classic Traditional style. Traditional, tribal, floral or geometric, these 100% pure wool rugs come in a variety of sizes and designs. Sourced from individual villages, a Heriz rug will possess motifs and colors distinct from those of a Mashad rug or a Garaeigh rug. Some rugs may be similar in design, but no two are exactly alike. Each rug is unique and will bring a character and timeless sophistication to any room in your home.

STYLES & COLORS

GET THE LOOK: RUG STYLES



CONTEMPORARY

Contemporary rugs are boundless in their creative appeal. As much abstract paintings as rugs, these pieces of floor art can establish a clean, modern vibe. Borders don't exist here.



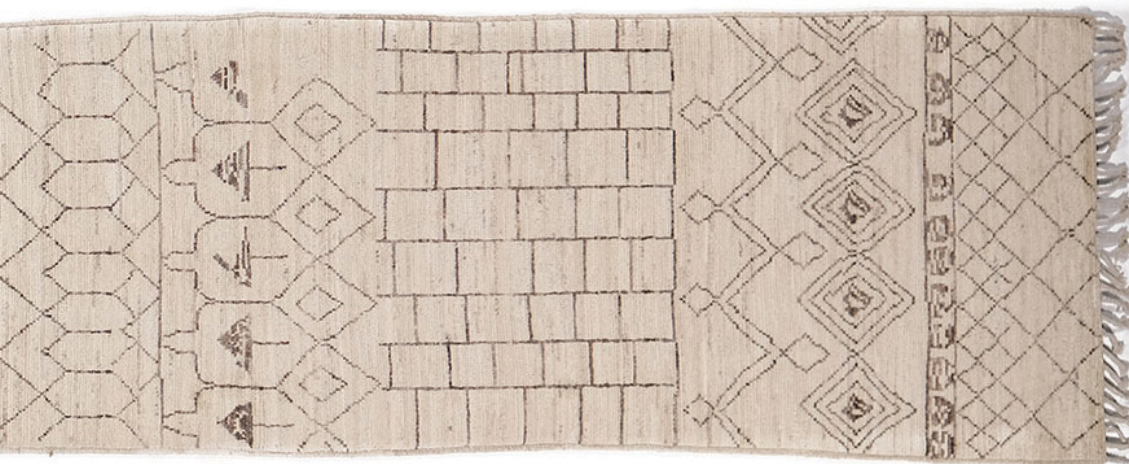
TRANSITIONAL

A design that includes aspects of both traditional and contemporary design. Missing pattern designs to unexpected textures and colors make for a modern twist on traditional.



NATURAL FIBER

Hand woven from jute in India, these natural fiber rugs add a casual base layer to any room in your home and can easily be dressed up or down. Layer with other rugs or hides or just let the jute do the talking. The rugs vary in thickness and weave, but the natural hues make for a budget friendly and versatile foundation.



MOROCCAN

These rugs feature classic all-over Moroccan designs and are usually handmade in India or Pakistan. We also offer authentic Berber and rag rugs made in Morocco. The free-form, nomadic designs add a bohemian edge and reference a global, artisan culture.

STYLES & COLORS



No furniture yet?
No problem. You can
always start with one of our
gorgeous rugs and let the
room and palette develop
from there. We love an
empty canvas.

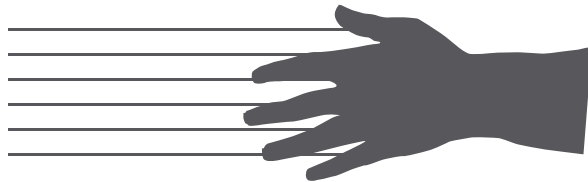
COLOR NOTES

Rugs can vary from one solid shade to a multitude of tones or colors. These shifts in perceived hues and tones, accentuated by the light and surroundings, may be what fascinate us most. Want to see a whole new side of your rug? Simply change your accessories to highlight new undertones. Can't zero in on a color? Think about the colors of your furniture. If the palette is neutral, go with a more vibrantly patterned rug. If the furniture and décor colors are more bold and eclectic, ground them with a large neutral or earth-tone rug. Lighting, both natural and artificial, can dramatically change the appearance of a rug.

Bring your fabric samples, floor samples and paint samples with you on your rug search. Perhaps most importantly, don't forget to take pictures. All this information will help you pinpoint the color you need. And remember, it's not a perfect science.

STYLES & COLORS

THE GRAIN OF THE RUG



WITH GRAIN
(Smooth/Soft)



AGAINST GRAIN
(Rough)

WHAT IS THE “GRAIN” OF THE RUG?

The grain is the directional nap of the weave. Run your hand over the surface of the rug. If it feels soft and smooth, that is “with the grain.” The opposite direction is “against the grain.” Most rugs are woven with the grain pointing to the bottom of the rug; against the grain is the top of the rug. Depending on your point of view, light reflects off the smooth side, effectively making the rug look brighter. Walk to the other end of the same rug, you will notice the rug is darker. The rough side reflects less light making the rug appear darker and more subdued.



LIGHT SIDE



DARK SIDE

There is not a
right or wrong way
to lay your rug!

MATERIALS & CONSTRUCTION



All of our rugs are hand-knotted by Artisans and made from quality materials.

MADE FOR LIFE

From the rugged durability of wool to the rich sheen of silk, quality materials proven to stand the test of time are at the heart of each of our hand-knotted rugs.

QUESTIONS TO CONSIDER:

- Is the rug for fashion or function?
- Do you have pets or kids?
- Where will this rug live?
- Is the space a high-traffic area?
- Do you plan to moonwalk on this rug?

Knowing the rug's intended location and use will help determine which material is optimal.

How does this rug fit into your life? Hallways with high foot traffic need durable rugs, while bedroom and dining room rugs usually get less action and wear. Silk rugs will last a lifetime, but not in your entryway. Wool is the most durable material available, but not if your new puppy loves to "dig" in the hallway.

MATERIALS & CONSTRUCTION

MADE FOR LIFE



WOOL

There's a reason why most rugs are made of wool. The lanolin oil inherent in its fiber helps bead liquids to protect against spills. With proper cleaning and care, wool rugs will last a lifetime. Rug manufacturers typically use local Indian wool or imported New Zealand wool, known for its light shine. Wool is the easiest to clean and longest-wearing option.



COTTON

The horizontal and vertical foundation of the rug, warp and weft, is made of cotton yarn. The wool yarn is knotted onto this grid to form the wool pile. Cotton is an ideal material since it holds its shape and is less susceptible to warping. When Green Front refers to cotton rugs, we are describing rugs primarily made from cotton, including dhurries, rag rugs and printed rugs. Cotton pile rugs are not very common since wool is naturally more hydrophobic (water repellant) and easier to clean. The pile of cotton rugs can sometimes become felted and tends to attract dirt.



SILK

The sheen and texture of this yarn lends a lavish finish. Silk can be used to highlight details in rugs (10 to 25 percent silk content) or make up the full pile of the rug (as high as 80 to 100 percent). Silk is generally more expensive and less durable than wool pile rugs so make sure you don't use it in a high traffic area.



SARI SILK

Sari silk is upcycled from previously worn silk saris (draped garments worn by women). Traditional silk saris are inherently delicate, but beautifully vibrant. Worn or damaged saris are collected by rug manufacturers, deconstructed and spun into a brilliantly colored yarn. This yarn is then hand knotted into stunning, colorful rugs.

Sari silk rug yarn will vary in texture and sheen, so each rug is truly one of a kind. Sari silks rugs are also known for their especially beautiful pile and soft touch.

MATERIALS & CONSTRUCTION

LIVING IN A MATERIAL WORLD



NATURAL FIBER

Natural-fiber rugs are woven from fibers extracted from plants, such as jute. Because of their durability, affordable price, and neutral color palette, natural-fiber rugs make them a sophisticated option for almost any room or style. Jute rugs are great for filling a large space at a low cost, and can serve as a base for layering with other rugs.



SYNTHETIC & BLENDED

- **Viscose** is a synthetic silk with a similar appearance. Viscose is often blended with wool to provide a cheaper alternative to silk. But, rugs made from viscose must be professionally cleaned and do not have the wear life of traditional wool or silk hand-knotted rugs.
- **Bamboo silk** is a soft, synthetic silk blend with a shiny luster. Used in conjunction with wool, bamboo silk highlights make a rug pop without the cost of real silk.



POLY

An affordable alternative to wool or other natural materials. Though it's used in machine-made rugs, the clever construction suggests the look of hand-knotting. Rapidly improving technology is making these rugs increasingly indistinguishable from the real thing. In our opinion, machine-made poly rugs lack the inherent beauty and "soul" of hand-knotted rugs, but can still be a good option for certain applications.



HIDES

Each hide is unique in pattern, color, shape and texture. Sheepskin rugs cannot be washed at home and will need professional or dry cleaning. Cow hides are more durable and variations in color help to hide small stains.

- Our cowhides are 100% natural and a meat industry byproduct.
- Our hides are imported directly from Argentina and Brazil.
- Depending on how you use your hide, you can go for a southwest feel or even mid-century modern. Use them in isolation, or overlay two together.
- If you're getting creative, layer one over a natural fiber or vintage area rug.

MATERIALS & CONSTRUCTION



WARP & WEFT

COLOR CODE

CONSTRUCTION

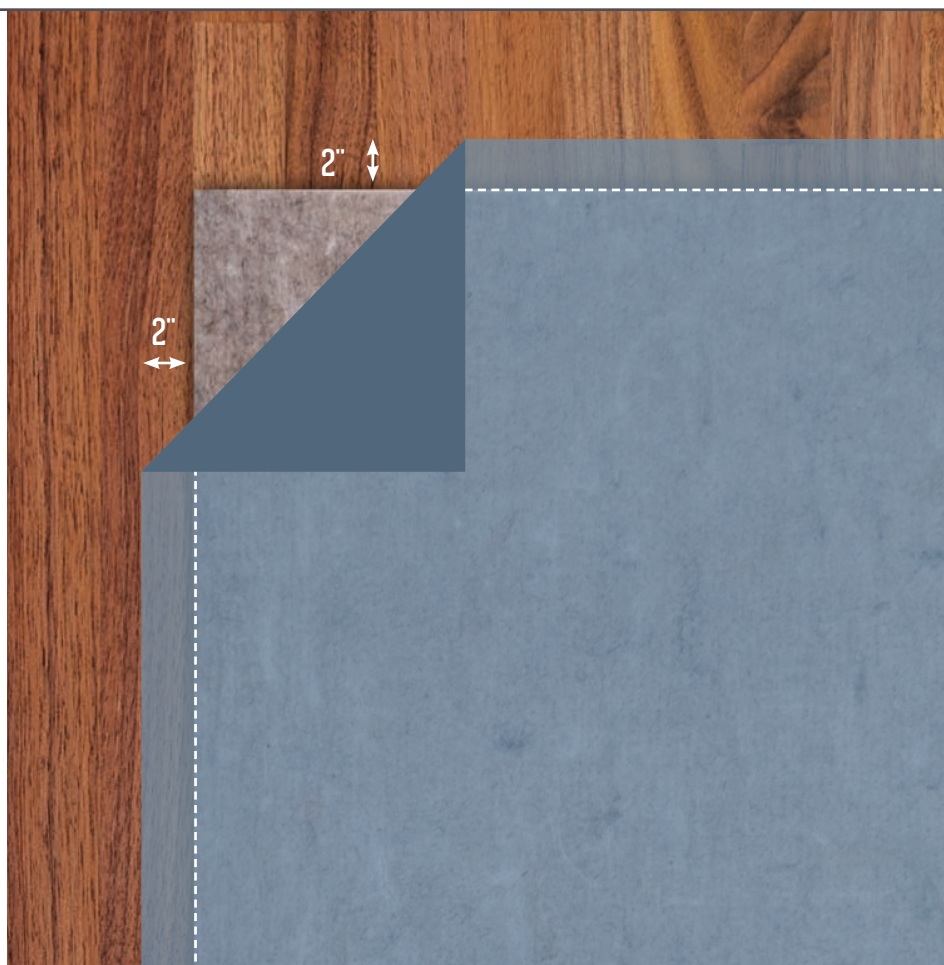
We specialize in and are known for hand-knotted rugs. Approximately 90% of our rugs are hand-knotted. Each rug is made with skilled hands. Within hand-knotted rugs, there are a variety of specialty finishes that can be applied to the rug to give a desired look.

CARE & CLEANING

SECURE YOUR RUG & PROTECT YOUR FLOORS

PADDING

A pad holds a rug in position, adds comfort underfoot and protects the floor underneath the rug. Pads also help to improve a rug's longevity by securing it in place and preventing fraying. Keep padding two inches shorter than your rug on each side, so the pad doesn't show outside the rug's edges. Don't include any fringe in this measurement. Your rug may need a non-standard size pad, especially if it is a one-of-a-kind piece. We custom cut padding in our Farmville flagship store so it's just the right size for your Green Front Rug.



QUICK CLEANING TIPS

Couldn't quite keep those hands steady at wine o'clock? Kids and pets just doing what they do? Don't sweat it. Life happens. We've got some great tips and tricks for caring for your rug.

1. **VACUUMING:**

Don't use a high-powered vacuum or a churning floor brush — those are meant for wall to wall carpets and will damage the fibers over time of a hand-made rug. Use the hardwood floor or low-power attachment for a longer rug life.

2. **SPOT CLEANING:**

When in doubt, spot clean with soap and water or, if that doesn't work, use a dry solvent powder cleaner.

3. **PROFESSIONAL CLEANING:**

Professional cleaning is always recommended for big issues!

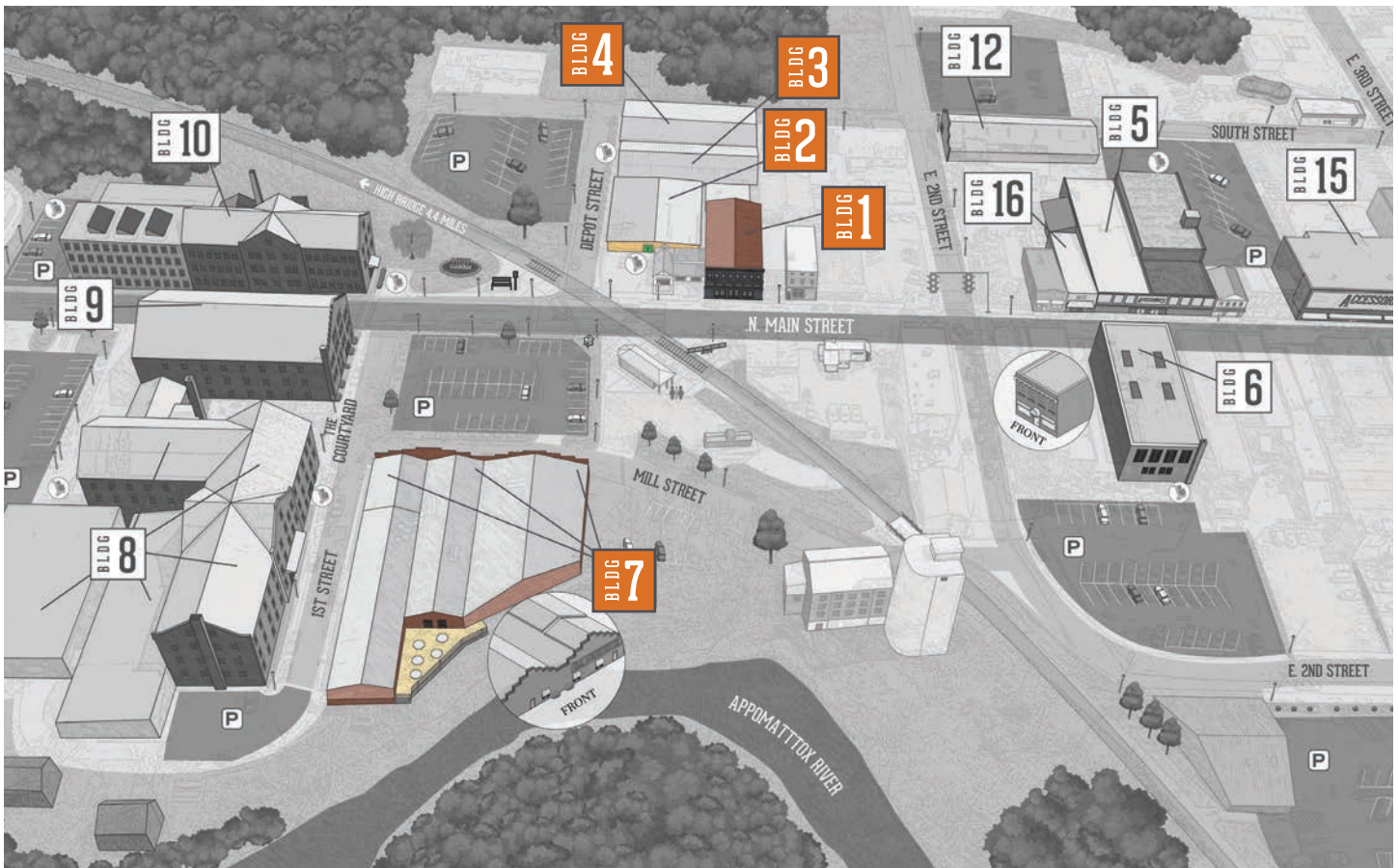
ADDENDUM

PILE ON THE DISCOVERY: NAVIGATING RUGS AT GREEN FRONT

You're now a rug guru. With this new expertise, you're ready to hit your local Green Front location and find the rugs that speak to you.

We showcase rugs from as far away as India and Iran. Our rug pads are sourced right here in America. The very best designs are always in stock, whether you're looking for something durable and pile-constructed, or super-soft to greet you as you rise from bed.

Green Front's rugs are in Buildings 1-4; Building 7 is the spot for clearance rugs.



THE RUG GROUND RULES - OUR POLICY

Within 30 days of purchase, you may return your rug for a store credit in the full amount or you can receive a refund, less a 15% restocking fee. No exchanges after 30 days.

ADDENDUM

BE IN THE KNOW: RUG TERMINOLOGY

Want to sound like a rug expert? Commit these terms to memory and your interior designer will be very impressed.

ABRASH

(Pronounced “uh-brash”) The variations in the wool color and appearance throughout the rug.

BOKHARA (FIGURE A)

A pattern featuring rows of guls (repeated medallions) and geometric designs.

FLATWEAVE

Flatweave rugs include dhurries and kilims. These rugs don't have a pile, therefore, the moniker flatweave. Kilims usually have a tribal look. They tend to be lighter, flexible and, often, reversible since the pattern is the same on both sides of the rug.

GABBEH (FIGURE B)

Gabbeh rugs typically feature a

playful quality, bright colors, and may include images of animals.

GARAJAH

(Also spelled Garaja) Pronounced Gar-a-jay A traditional Persian design with a repeating center medallion.

HAND CARVED, HIGH & LOW (specialty finish)

Once artisans have finished making a rug by hand, they will trim around the silk area-so the silk area pops up and wool areas are lower. This process adds form and depth.

HAND-KNOTTED (FIGURE C)

A labor intensive rug making method involving a vertical hand-knotting loom. Knots are

hand-tied individually onto strings stretched onto the loom.

HERIZ

A traditional pattern featuring bold, geometric designs, often with a large and dominant center medallion.

TURKISH KNOT VS. PERSIAN KNOT

While both knots are tied on vertical strings, the Turkish knot is a symmetrical knot, sometimes called a Gordes Knot, and the Persian Knot is an asymmetrical knot, sometimes called the Senneh Knot.

HAND-TUFTED

This construction method takes a lower degree of skill than hand-

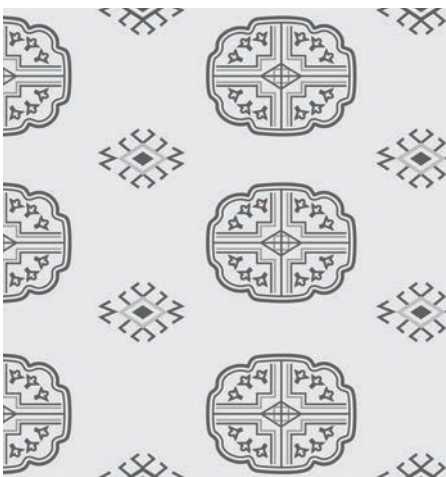
knotting. Handtufting involves inserting yarn through a woven base to create a pile. The pile can be looped or cut but always attached with an adhesive backing. Use hand-tufted in low traffic areas to get the maximum life from the rug.

KAZAK

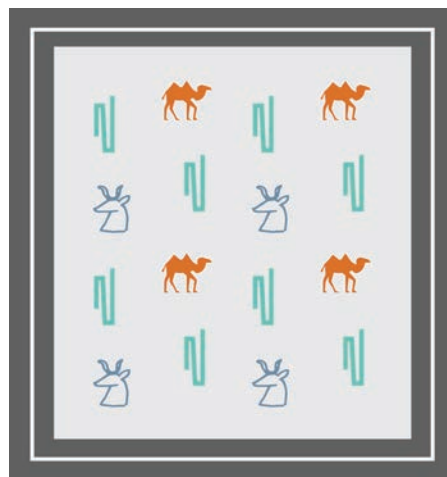
A traditional design originating in the Caucasus Mountains, Kazak rugs include geometric designs, angular patterns, and medallions.

KIRMAN

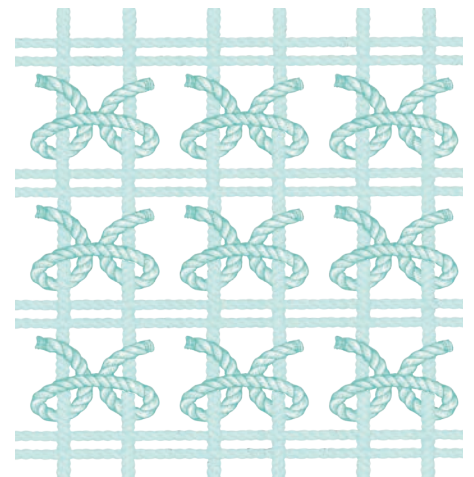
An ornately patterned rug, often with a central medallion, frequently sheared down for a vintage effect.



(FIGURE A)



(FIGURE B)



(FIGURE C)

ADDENDUM

BE IN THE KNOW: RUG TERMINOLOGY

KNOTS PER SQUARE INCH

(FIGURE D)

This refers to the density of knots within each square inch of rug. The more dense the knots, the more durable the rug or the ability to create a more intricate design.

KOTON (FIGURE E)

A design originating in China featuring circular motifs.

LAYERING

The design technique of using multiple rugs on top of one another to achieve the desired look.

MACHINE-MADE

Machine-made rugs are produced more quickly than hand-knotted rugs. Unlike hand-made rugs, they are typically a polyblend rather than made from wool or

silk. The speedier automated process produces less expensive rugs.

MAMLUKE

A rug style featuring a central medallion and geometric border.

MEDALLION

The medallion is an extremely common motif in traditional rugs. Despite its popularity, you will never find any two medallion-style rugs exactly alike.

USHAK (FIGURE F)

Named after Usak, Turkey. Oushak rugs typically feature large-scale floral and geometric designs, often against a muted, natural background.

PATINA

A term for the unique characteristics an item takes

on as it ages.

PERSIAN

Generally, a blanket term referring to any number of rugs woven in Iran or surrounding areas. Persian rugs often feature flowing, geometric designs and rich, vibrant colors.

PILE

Pile is the raised surface or nap of the rug (Claim bonus points if you knew the word comes from the Latin pilus for hair.)

SANDBLASTED

(speciality finish) Sandblasted rugs are treated in a specific way that creates a antique finish.

SILK WASH (speciality finish)

A heavy wash that increases shine and sheen of wool dramatically

and helps it reflect light.

WARP AND WEFT

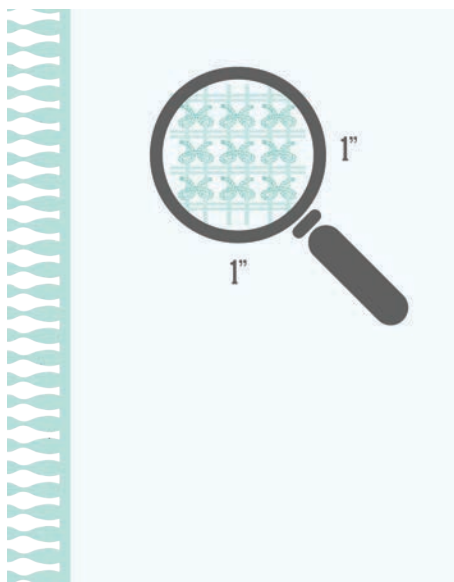
The vertical and horizontal foundation of a rug

WHITE WASH (speciality finish)

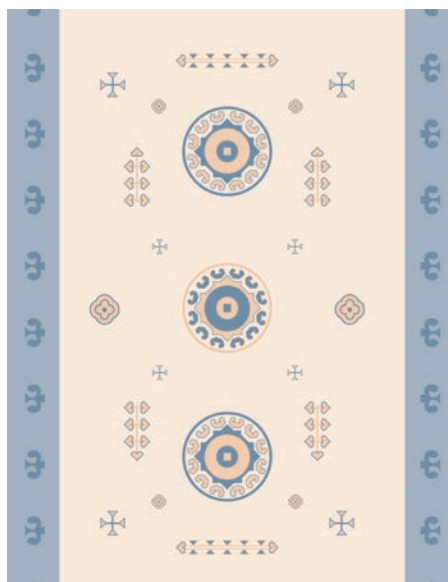
White wash is used to fade out the design of a rug. Similar to antiquing subdues the design.

ZERO PILE (speciality finish)

The pile is sheared down to until there is no longer a nap. Even new rugs can have the character of a rug that's been walked on for 100 years.



(FIGURE D)



(FIGURE E)



(FIGURE F)

ADDENDUM

FREQUENTLY ASKED QUESTIONS

Where do I start?

We always recommend first grabbing a copy of our Field Guide. It will help you chart your path from building to building. You can find our rugs in Buildings 1-4 and our clearance rugs in Building 7.

Buildings 1-4 vs. Building 7

Building 1 is a great first stop as it's home to our coffee and water bar if you need a caffeinated pick me up before starting your adventure. Restrooms are also available here. Buildings 1-4 contain the majority of our rugs and are all connected once you're inside. Here you'll find high-end, statement and vintage rugs, cow and sheep hides, plus a mix of direct import furniture. Building 7 is home to our clearance rugs and definitely worth a stop.

I have pets and kids.

Durability is the name of the game for high-

traffic areas. You'll need something that can stand up to dirt and more dirt.

What is padding and why do I need it?

Padding not only keeps your rug from slipping and makes it extra comfortable, it extends the life of your rug. Padding can be ordered in buildings 1-4 and custom cut to fit any rug.

Is this rug available in a different size?

A lot of our rugs are available in a variety of sizes, but some are one-of-a-kind. It's best to ask a sales associate.

What is the return policy?

Our standard 30 day return policy applies to all rugs.

How do I clean my rugs?

Try to avoid using a vacuum on any of the handmade rugs. Opt instead for spot cleaning

with soap and water or using the vacuum's hardwood attachment for a gentler option. Whenever possible, professional cleaning is always recommended.

Do you have any custom sizes available?

We can cut them down, but we do not order custom rugs at this time.

Do I need the rugs delivered or can they fit in my car?

Depending on the size of the rug you are purchasing, you may be able to take your rug home with you the same day. Delivery options are available for larger rugs.

