

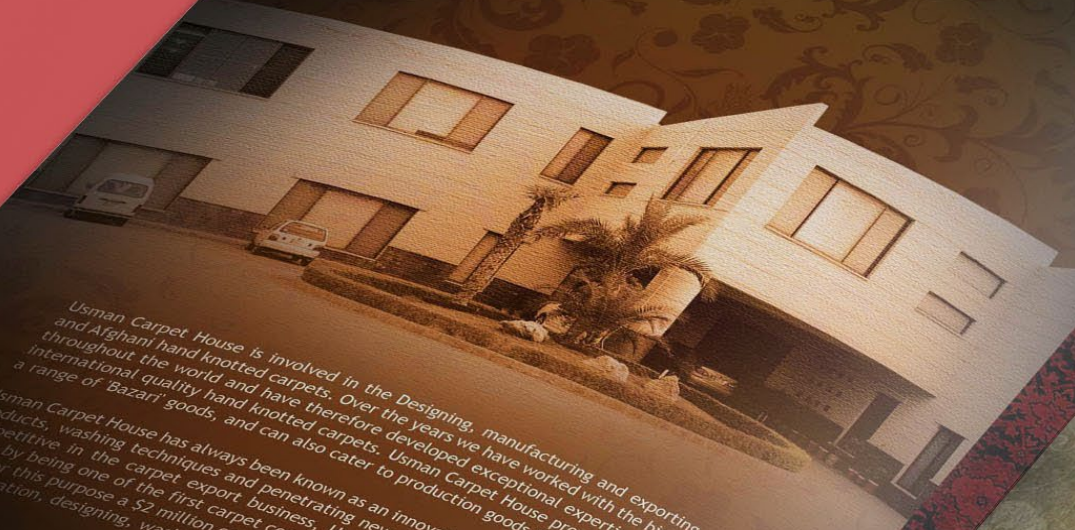




USMAN CARPET HOUSE
ORIENTAL LUXURY

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USMAN CARPET HOUSE
ORIENTAL LUXURY



Usman Carpet House is involved in the Designing, manufacturing and exporting of Pakistani and Afghani hand knotted carpets. Over the years we have worked with the biggest companies throughout the world and have therefore developed exceptional expertise when it comes to international quality hand knotted carpets. Usman Carpet House provides its customers with a range of 'Bazari' goods, and can also cater to production goods if required.

Usman Carpet House has always been known as an innovator when it comes to introducing new products, washing techniques and penetrating new markets. To stay up to date and remain competitive in the carpet export business, Usman Carpet House has once again shown its vigour by being one of the first carpet companies in Pakistan to put all operations under one roof. For this purpose a \$2 million complex was constructed on Raiwind Road, Lahore, where administration, designing, washing, wool dyeing and finishing of the

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O R I E N T A L L U X U R T

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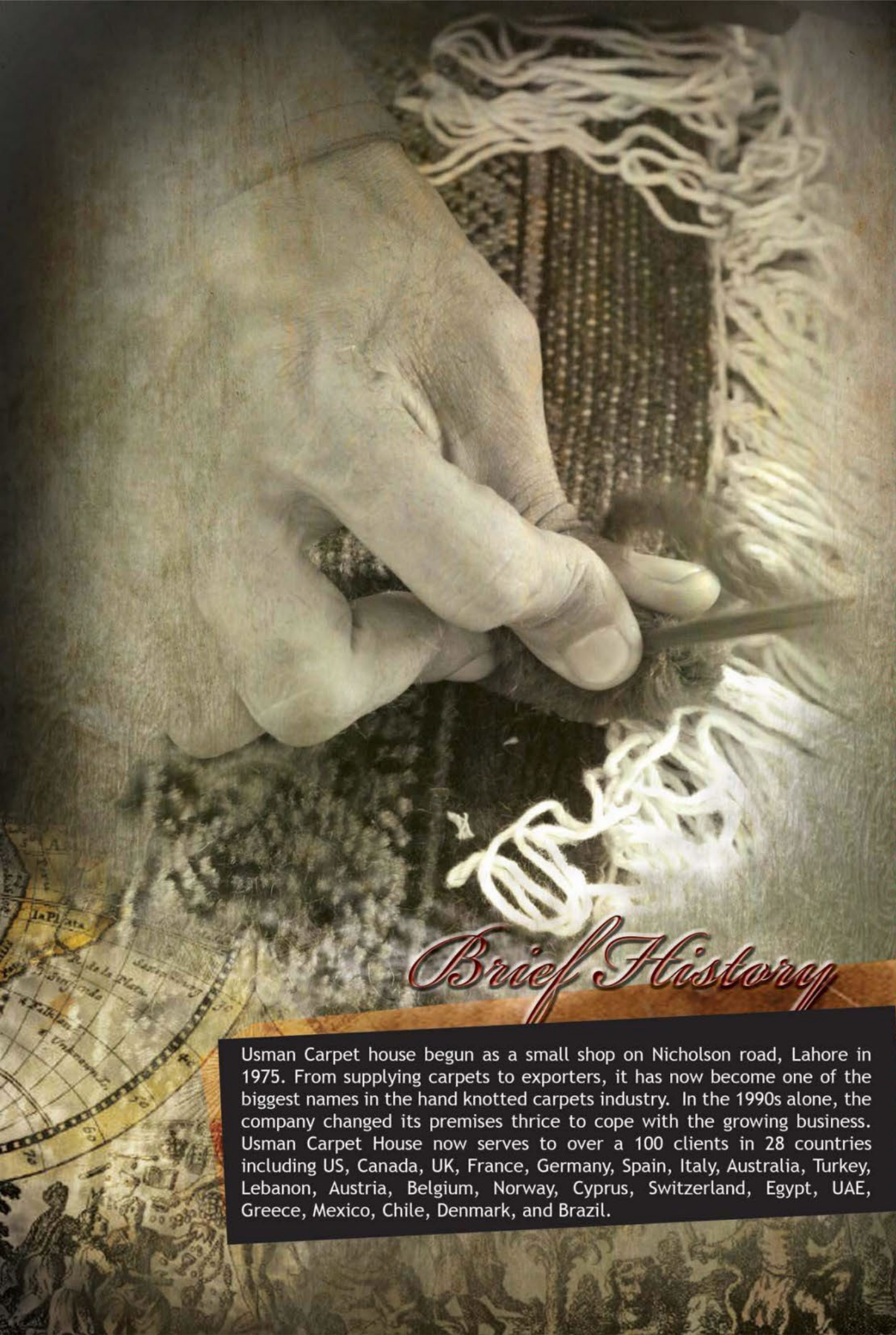


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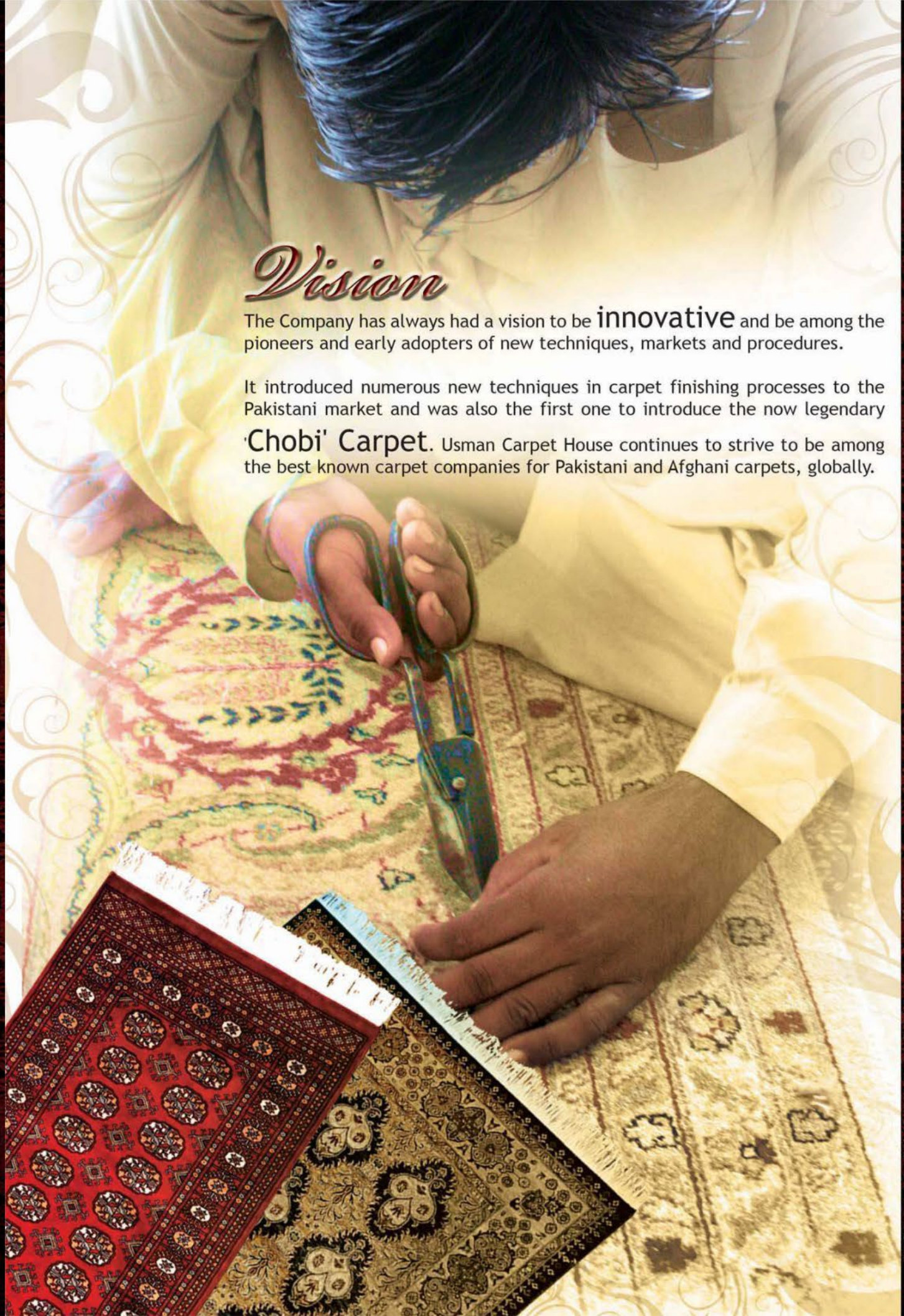
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Brief History

Usman Carpet house begun as a small shop on Nicholson road, Lahore in 1975. From supplying carpets to exporters, it has now become one of the biggest names in the hand knotted carpets industry. In the 1990s alone, the company changed its premises thrice to cope with the growing business. Usman Carpet House now serves to over a 100 clients in 28 countries including US, Canada, UK, France, Germany, Spain, Italy, Australia, Turkey, Lebanon, Austria, Belgium, Norway, Cyprus, Switzerland, Egypt, UAE, Greece, Mexico, Chile, Denmark, and Brazil.

USMAN CARPET HOUSE



Vision

The Company has always had a vision to be **innovative** and be among the pioneers and early adopters of new techniques, markets and procedures.

It introduced numerous new techniques in carpet finishing processes to the Pakistani market and was also the first one to introduce the now legendary 'Chobi' Carpet. Usman Carpet House continues to strive to be among the best known carpet companies for Pakistani and Afghani carpets, globally.

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How we do it

Wool is dyed in house, within the complex, using vegetable dye and 100% Ghazni wool. Wool is dyed within the complex and supplied to weavers.

This ensures minimum wastage and errors and the quality that everyone expects from Usman Carpet House. The process requires dyes sourced from Pakistan, Afghanistan and India. Each bundle of wool takes between 12-15 hours of treatment before they are dried and are ready for use in carpets.



Step 1

The in house design studio houses a staff dedicated to innovation and color play, to suit all markets. Each person has been trained over a number of years in the art of afghani and Pakistani rug designs.

Step 2

After getting an order for production from a client, the designs are sent to looms. These could be situated throughout Pakistan and Afghanistan. They usually house individuals and families who have been the trade since centuries. Each family specializes in a certain rug.

Step 3

After the completion of the raw goods, they come to Lahore where they are sent for

finishing. This includes quality control where carpets of poor quality are rejected and sent back. The remaining ones, with small errors, are sent for touching.



Step 4

The carpets are then washed. Each kind of carpet is washed differently, and requires specialized personnel trained in the art since generations. After washing they are sent to dry in natural sunlight for a week or two in order to give it that special shine.



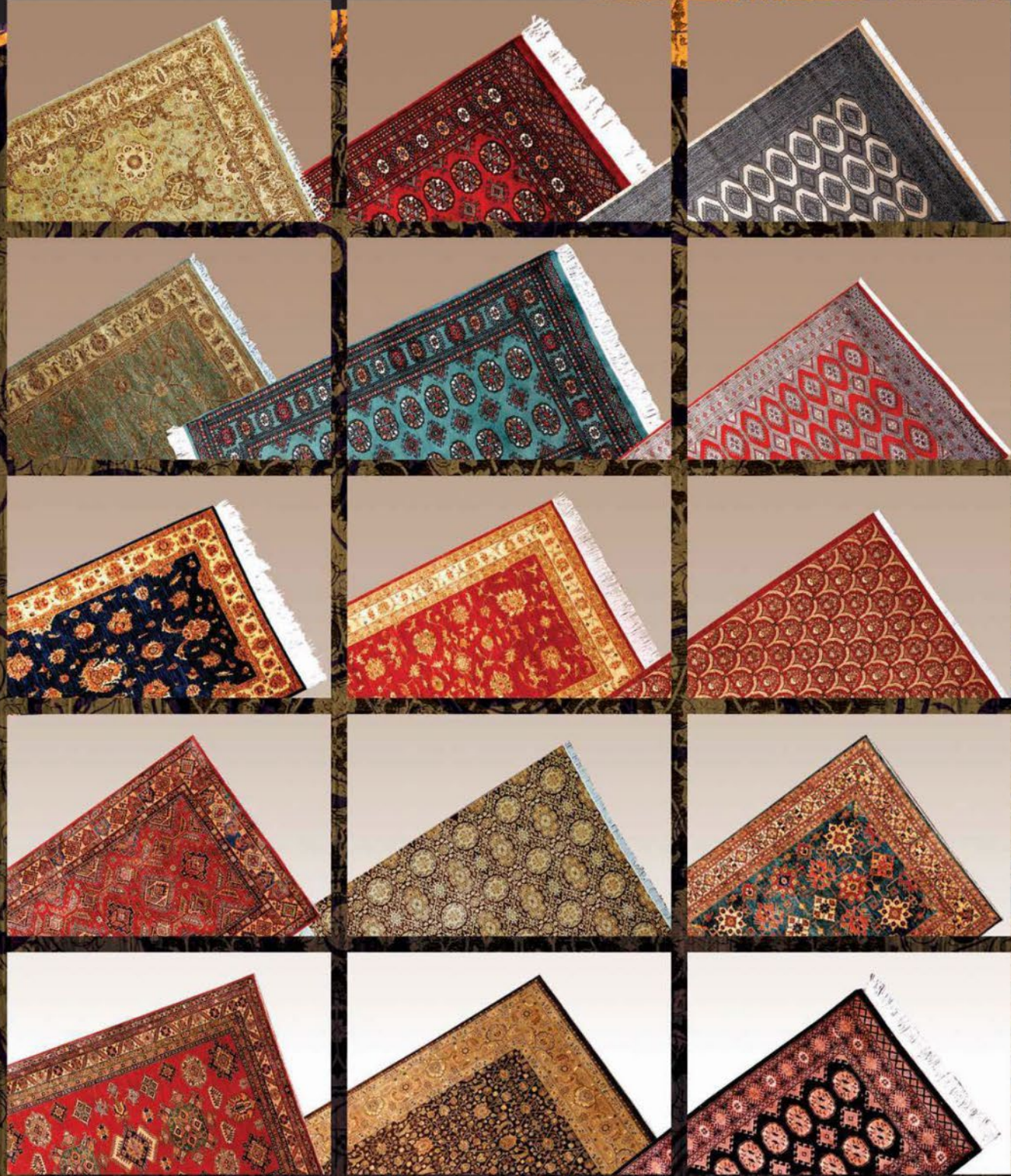
Step 5

After the whole process is complete they are kept in the showroom, or packed and shipped off immediately.



Distinctions

The Company has won numerous quality and export awards from former Pakistani presidents and Lahore Chamber of Commerce. Usman Carpet Houses' rug was also named the 'Most magnificent Carpet in the World' in 2001, at the Atlanta Fair, USA.



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Contact us

Visit us at:

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Call us at:

Office Number 00-92-42-35321634-5 or 6



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