



THE DESIGN BOOK

WALL TO WALL  
CARPET  
CATALOGUE  

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**THE DESIGN BOOK**

**DIVINE**<sup>®</sup>

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# *Rings of Life!*

AGELESS COMPOSITIONS

CONTEMPORARY DELIGHTS

BOUNDLESS POSSIBILITIES

TECHNOLOGICAL INNOVATIONS

TRADITIONAL MARVELS

HANDCRAFTED WELCOMES

# Wall to Wall Legacy

MARRIAGES ARE MADE IN HEAVEN & HOSTED ON  
DIVINE WALL TO WALL CARPETS

BLOCK BUSTERS ARE MADE IN DREAMWOODS &  
SHOWCASED ON  
DIVINE WALL TO WALL CARPETS

PREMIUM RESIDENCES ARE HANDCRAFTED BY  
EXPERTS & ARE SERVED ON  
DIVINE WALL TO WALL CARPETS





# *Designing souls for lifestyles*

DIVINE HAS REALISED THAT THE SOONER WE DESIGN SOULS FOR LIFESTYLES THE SOONER LIFESTYLES CAN BECOME REAL AMBASSADORS OF HAPPINESS IN EVERY WALK OF LIFE. DESIGNING SOULS FOR HOTELS, RESORTS, RESIDENCES, MULTIPLEXES AND TO PROVIDE NEVER BEFORE AVENUES FOR HAPPINESS TO EMBRACE LIVES IS MORE THAN A DIVINE MISSION. OCEANS OF COLOUR TUFT BOXES IN THE CREATIVE QUIVERS OF DIVINE ARE DESIGNED TO CREATE INSPIRING MODELS OF CARPETED EXCELLENCE WITH COMMITTED CONSISTENCY.

# *Ocean of Ideas*

NATURAL INSPIRATIONS

ORNAMENTAL SYMPHONIES

SPRING CLASSICS

UBER SIMPLE

MODERN WARE

WILTON MASTERPIECES

ENTERTAINING BLOCKBUSTERS



# Axminster

## CARPETS

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A unique hand weave style originated from the quaint English town of Axminster in the 18th century and today Axminster is a global benchmark in ace quality carpet weaving craftsmanship. Axminster carpets are woven on looms that offer unique flexibility in colours and design. These looms specialises in weaving the pile and backing materials together in a single operation thus bidding permanent goodbye to any type of de-lamination or bubbles/ripples or any potential hazard to the quality and integrity of the carpet.



# Printed

## CARPETS

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The world of technological innovations has changed the domain of wall to wall carpets completely. Now there is no limitation, no boundary to carpet any creative expression with unbelievable precision. Digital machines have broken every glass ceiling to the unbridled joy of the industry as well as the business community. From infinite colours to 3D renditions, every day new benchmarks are pushing the envelope with global dimensions.





NATURAL  
*Inspirations*





# TROPICANA

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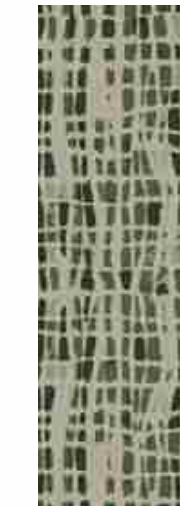
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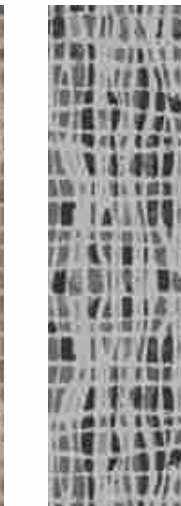
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# BLOSSOM

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2603 4406



4503 4406



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9403 9803



# MADRAS

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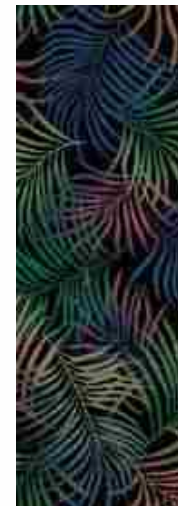
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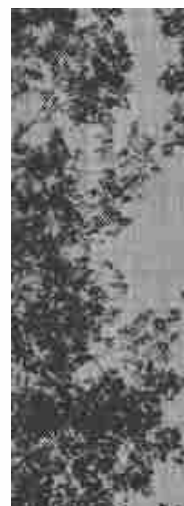
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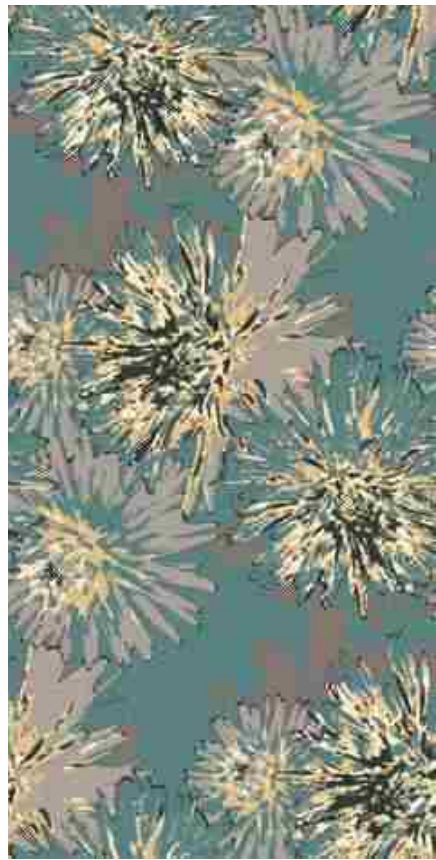
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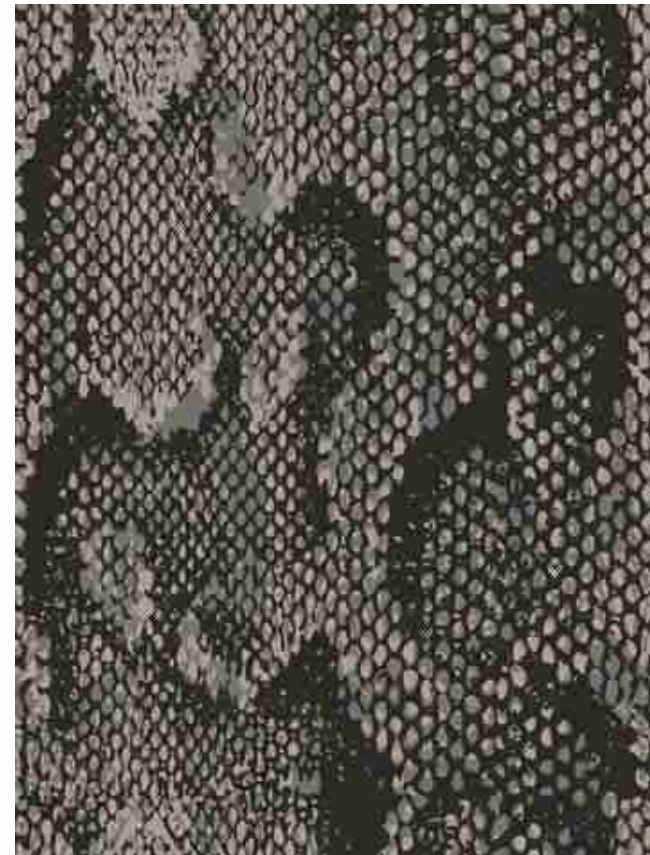
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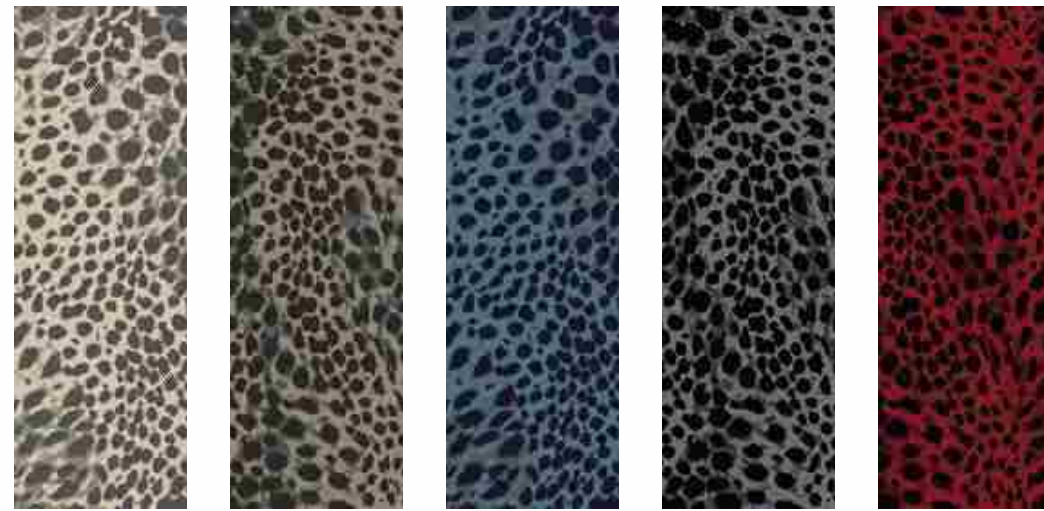


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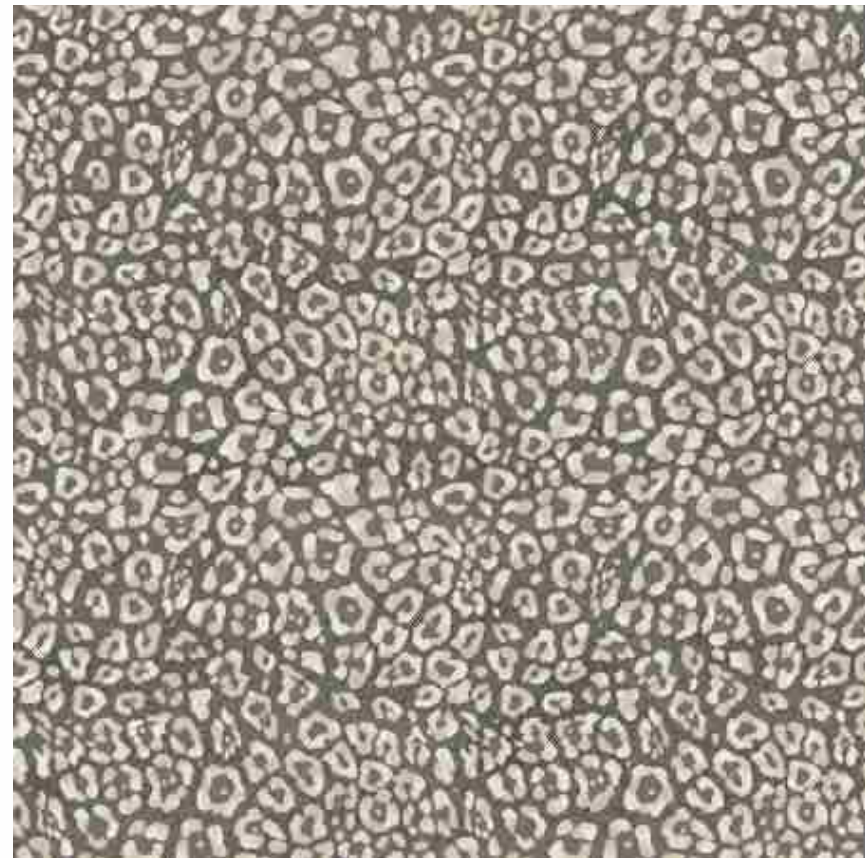


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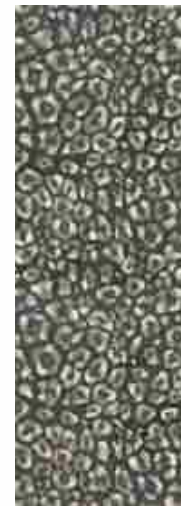


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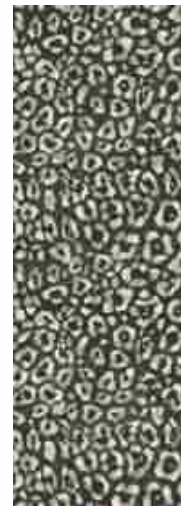


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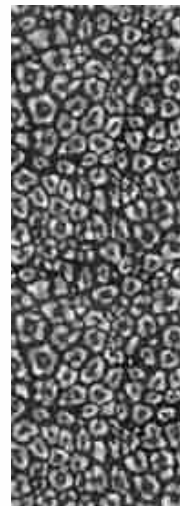
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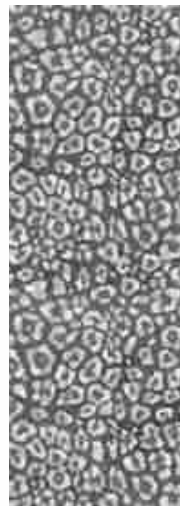
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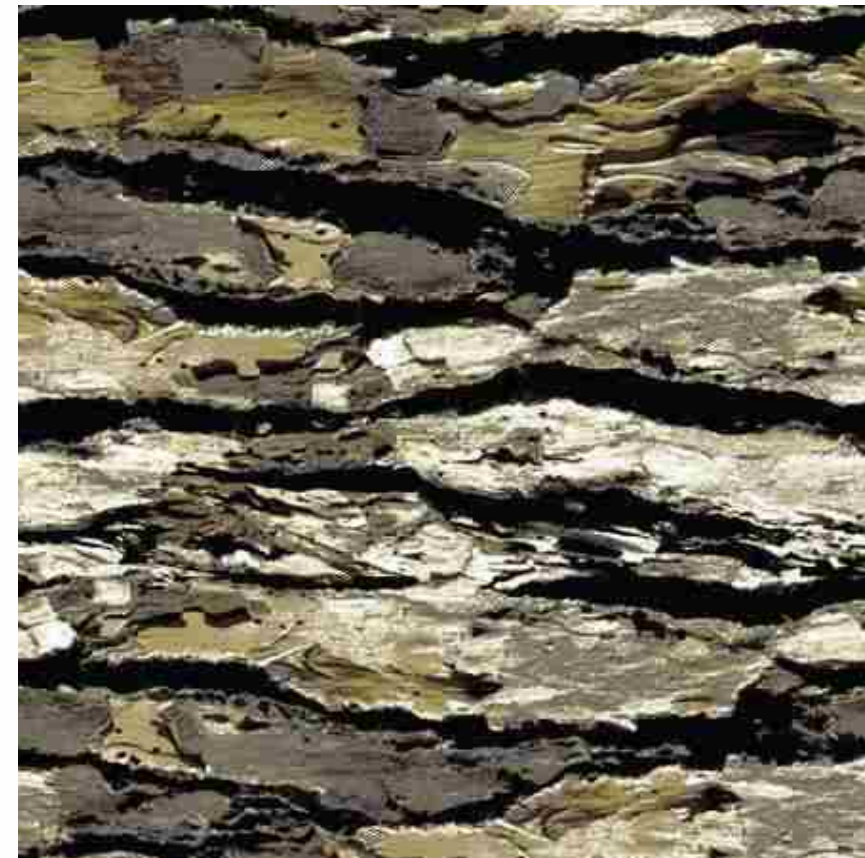
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ORNAMENTAL  
*Symphonies*





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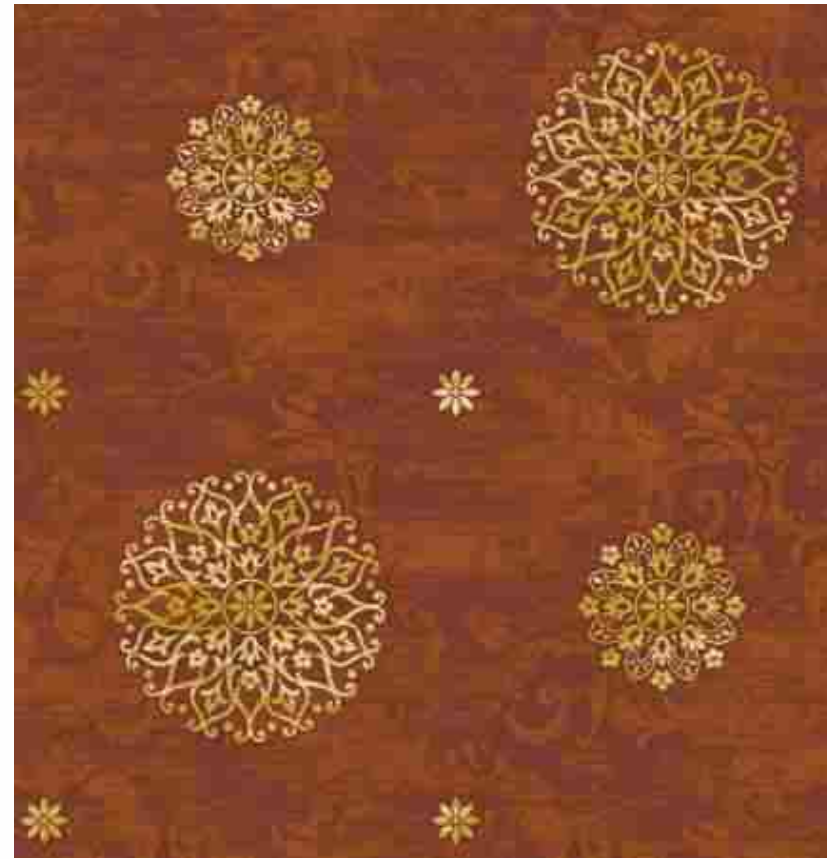


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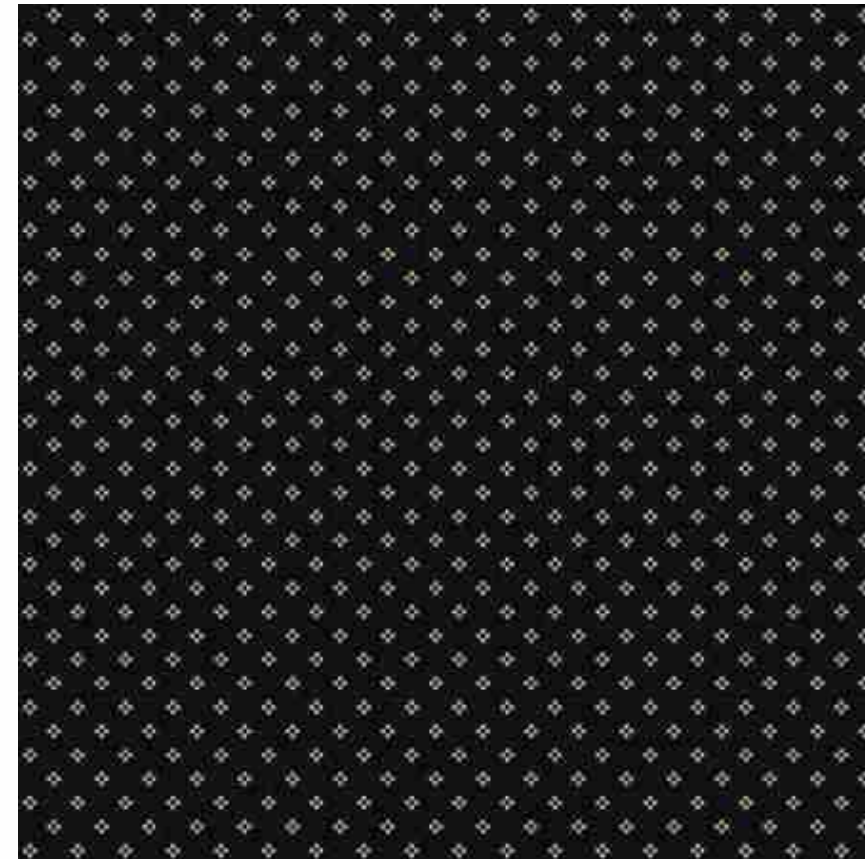
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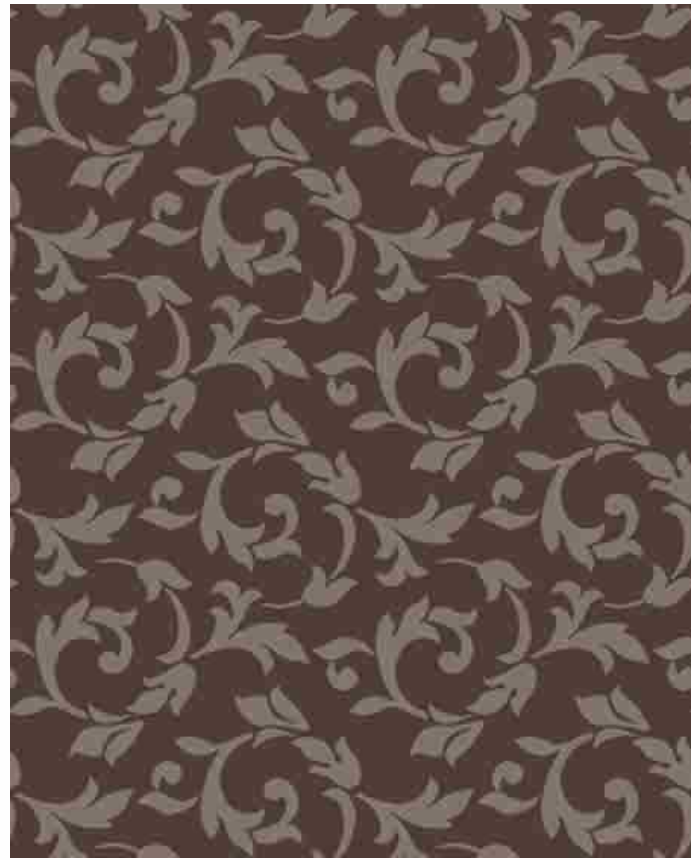
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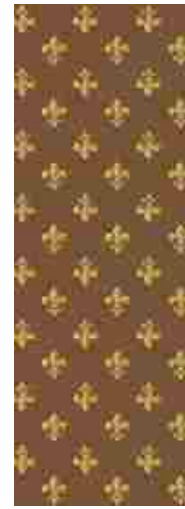
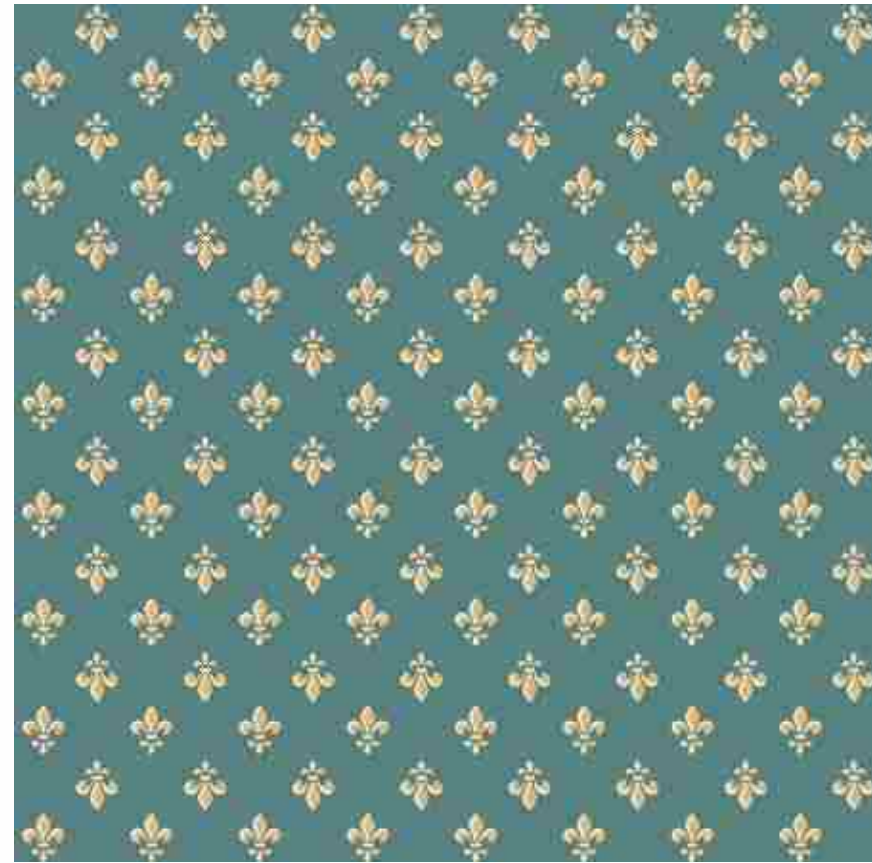
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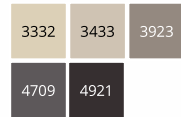
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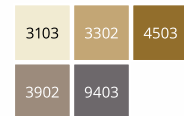
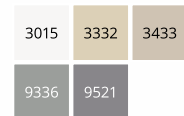
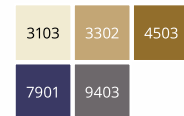
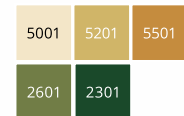
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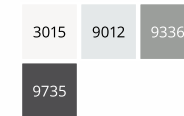
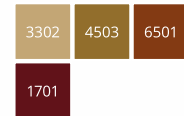
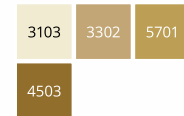
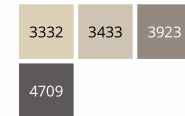
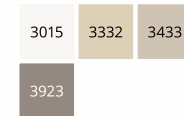
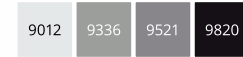
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# REGALIA



# NORCOMBE





SPRING  
*Classics*





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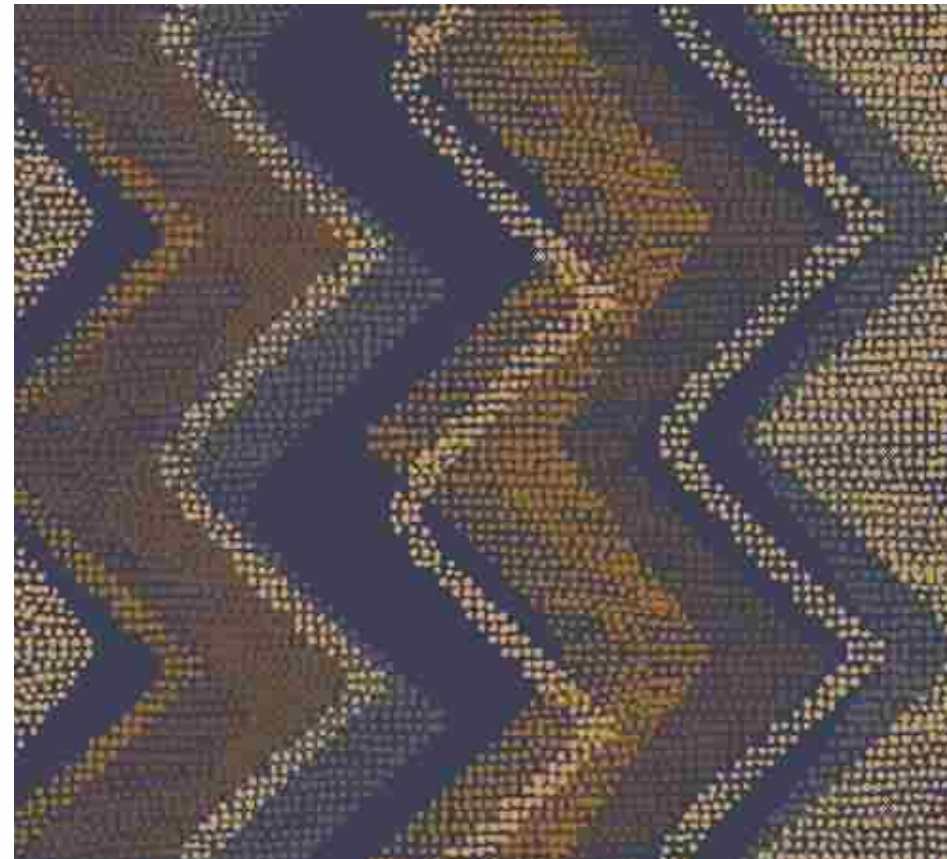
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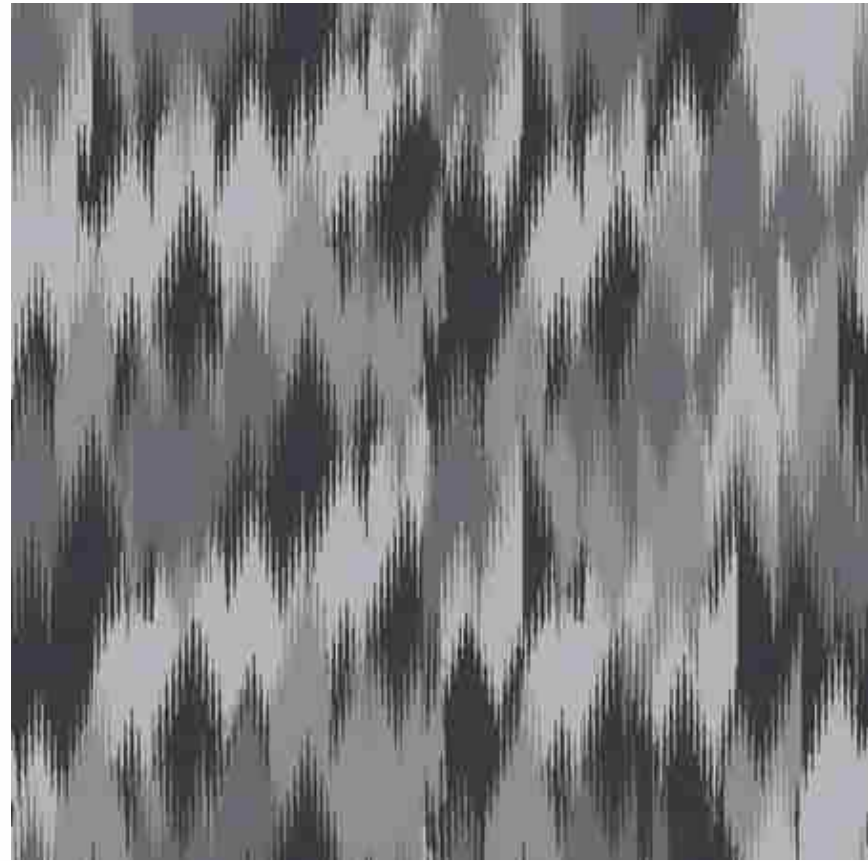
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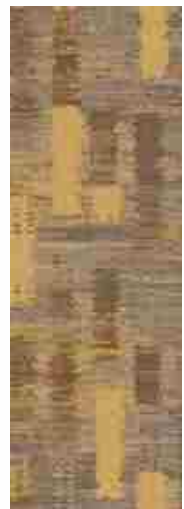
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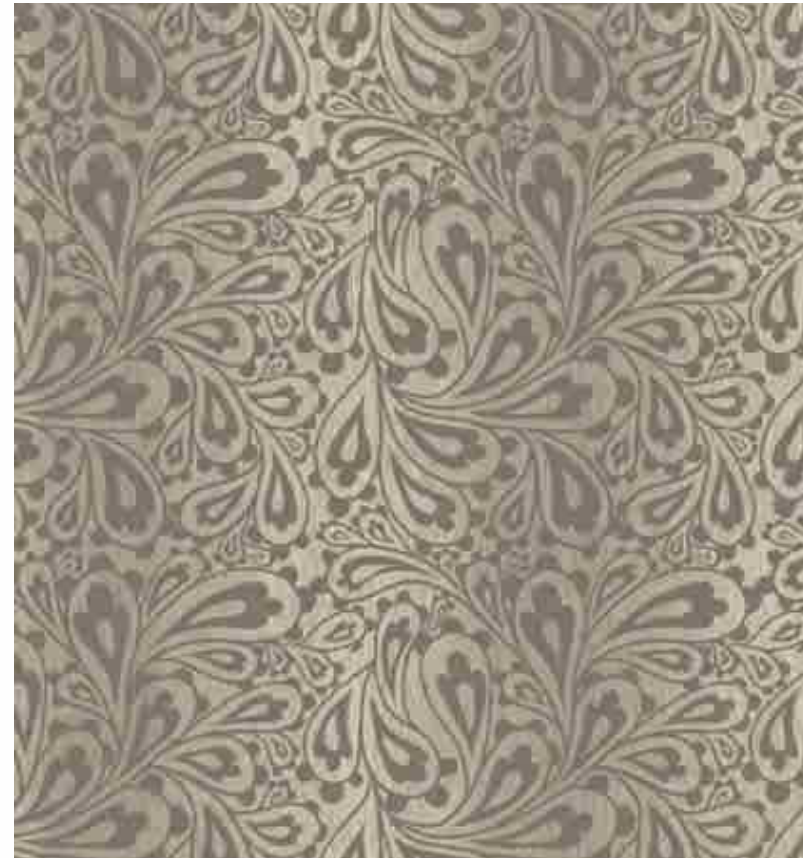
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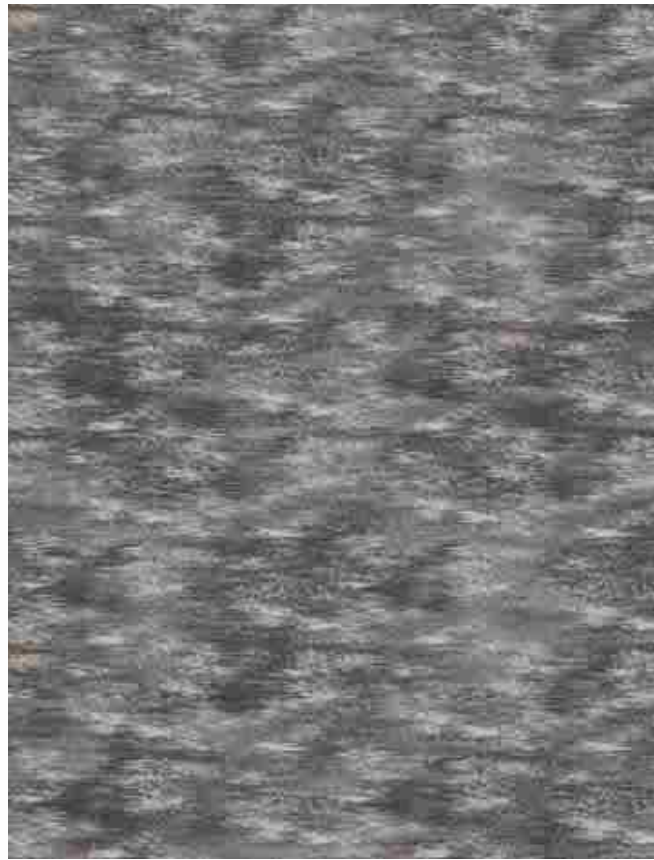


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UBER  
*Simple*





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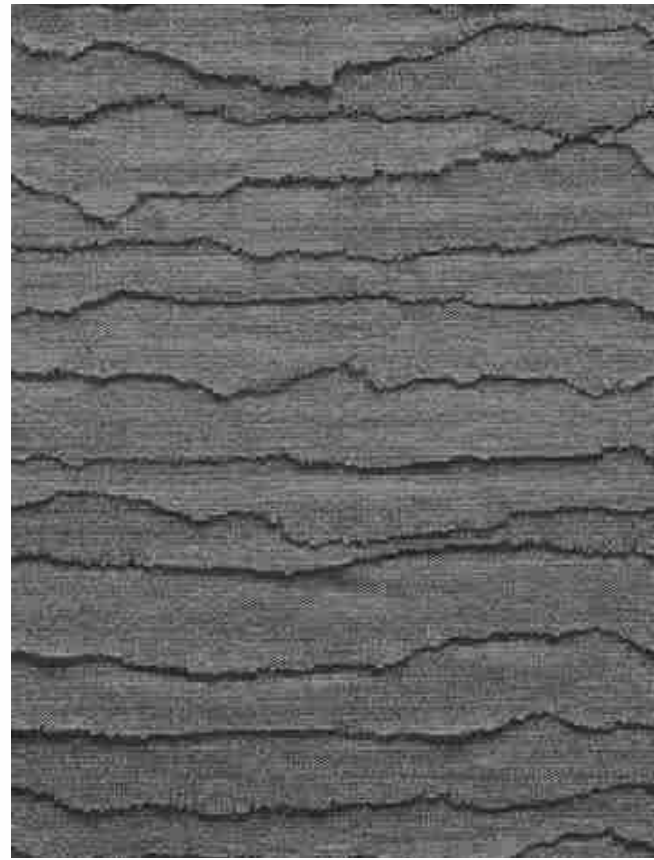
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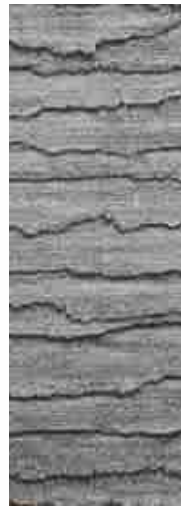
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# JAPANDI

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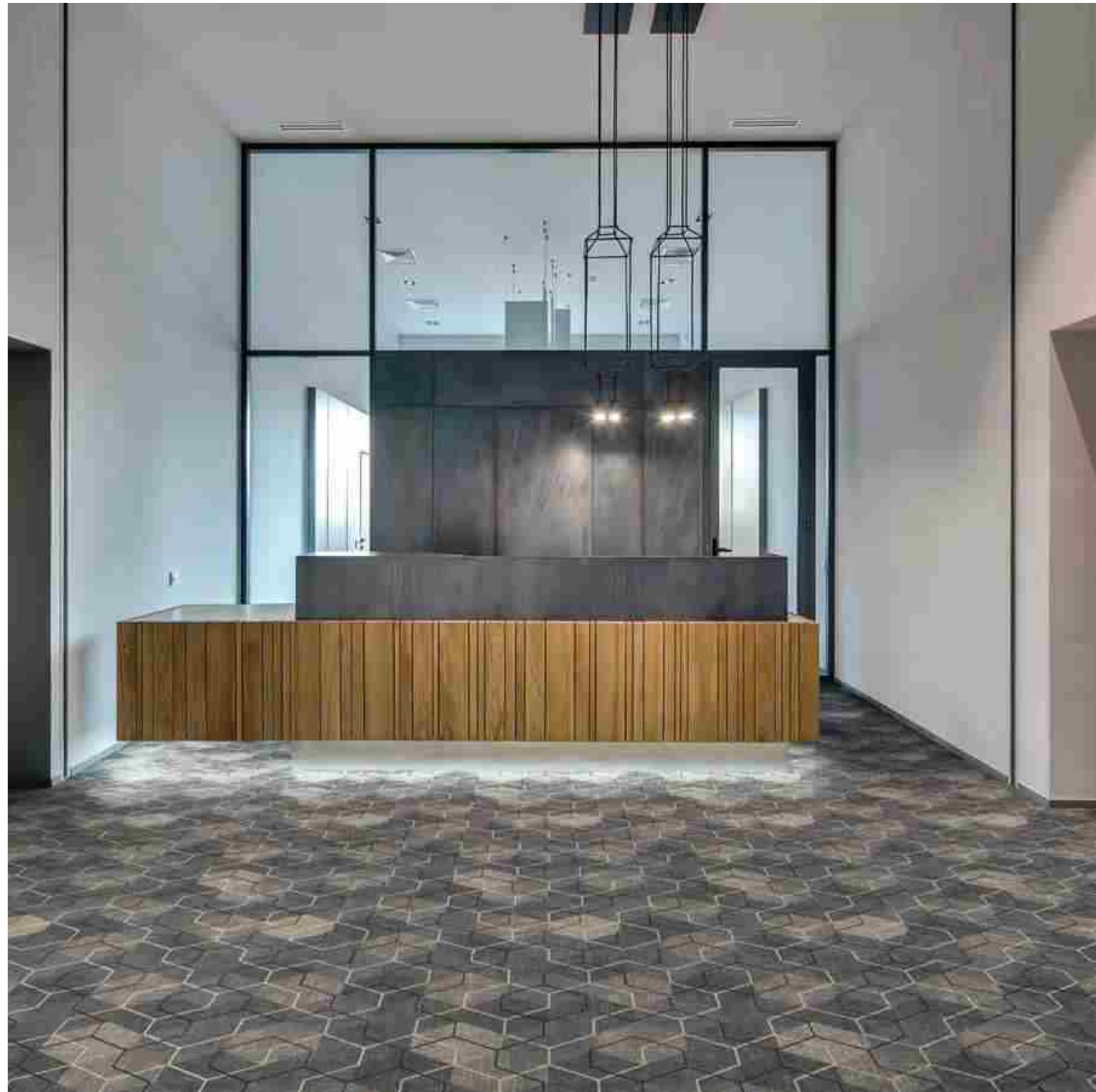
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9336 9521



3015 3332 3433  
3923 9521



3332 3433 3923  
4325 4709



3103 3302 4503  
6501 1701



3220 7233 7003  
7410 7917



3332 3433 4325  
4709 4921



9012 9336 9521  
9735 9820



ZOOM

3015 9012 9336



3332 3433 4325



3433 3923 9735



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9012 9336 9521



9336 9521 9735



9521 9735 9820



ZOOM

7901 9403 9803



3103 3302 4503



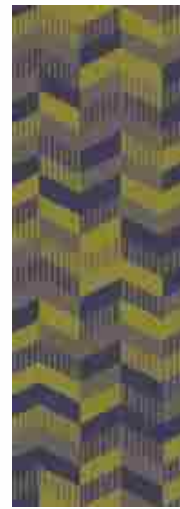
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2603 7901 9403



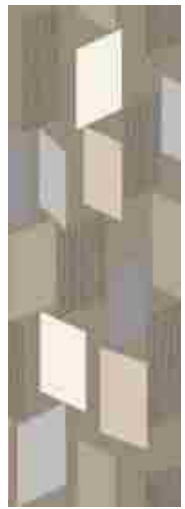
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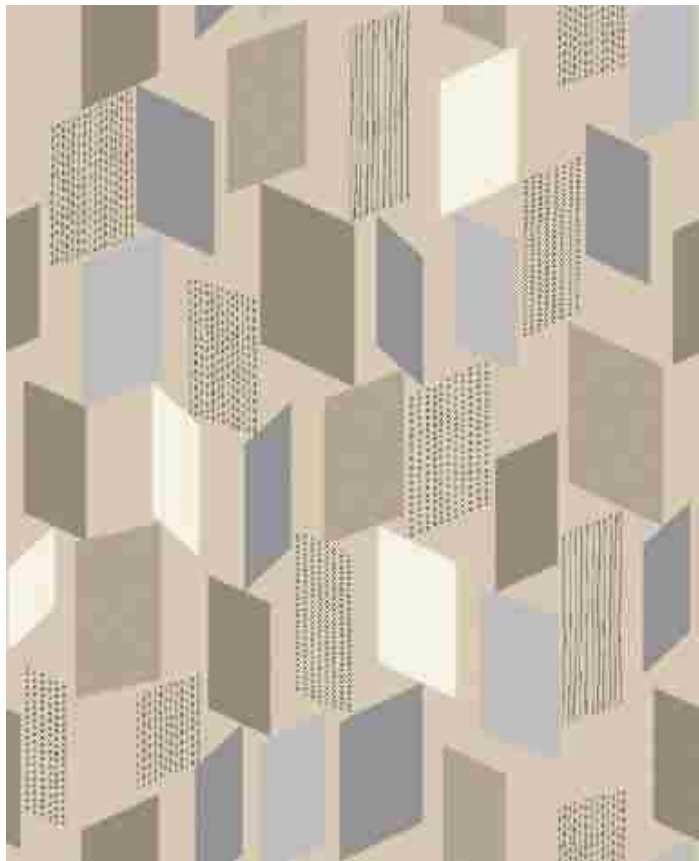
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9012		



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9012		



3015	3332	3433
3923	9336	9735
9012		



# ELVANG

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9403		



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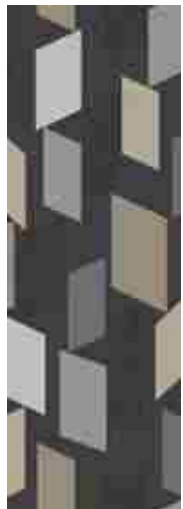
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9803		



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3923	9336	4921
9012		



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3923	9336	9735
9012		



3433	3923	9336
9012	9521	9735
9820		



# HAMITO

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9336	4921	



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9012	4921	



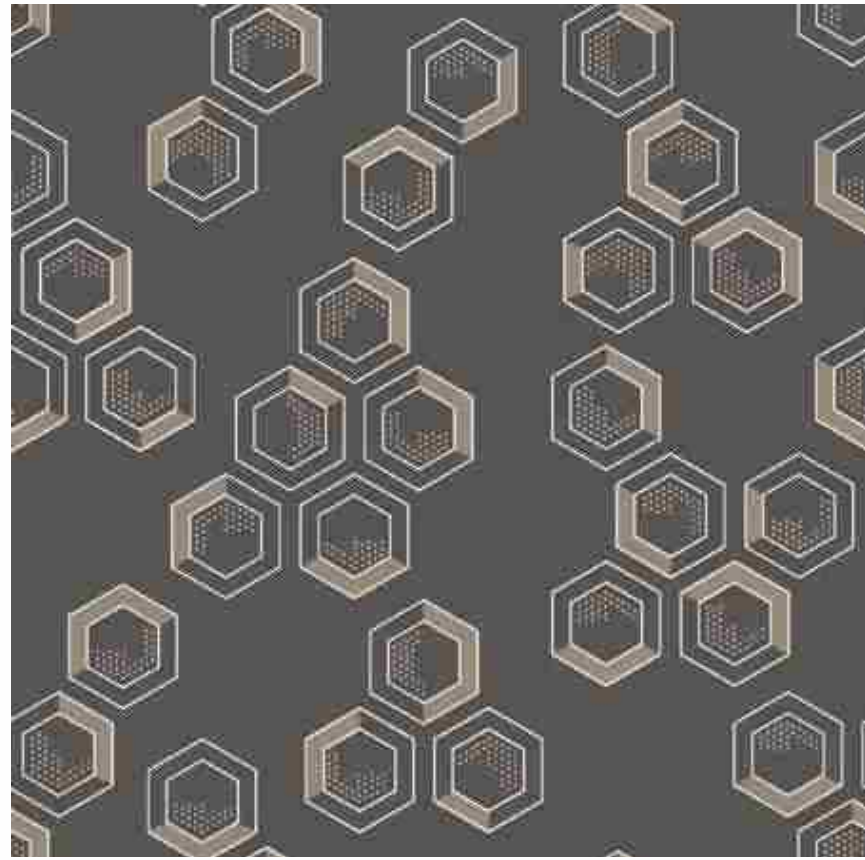
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4325	4921	



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3923 9403

# VILMAR

3015 3332 3923 4709



3103 3302 4503  
3902



3103 3302 3902  
4503



3015 9012 9336  
3433



3015 9012 9521  
3433



3103 3302 3902  
7901



3015 9012 9735  
3923



3902 4503 9403  
9803



# STOCKHOLM

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3015 3332 3433



3015 3332 3433



3332 3923 9012



3015 9012 9336



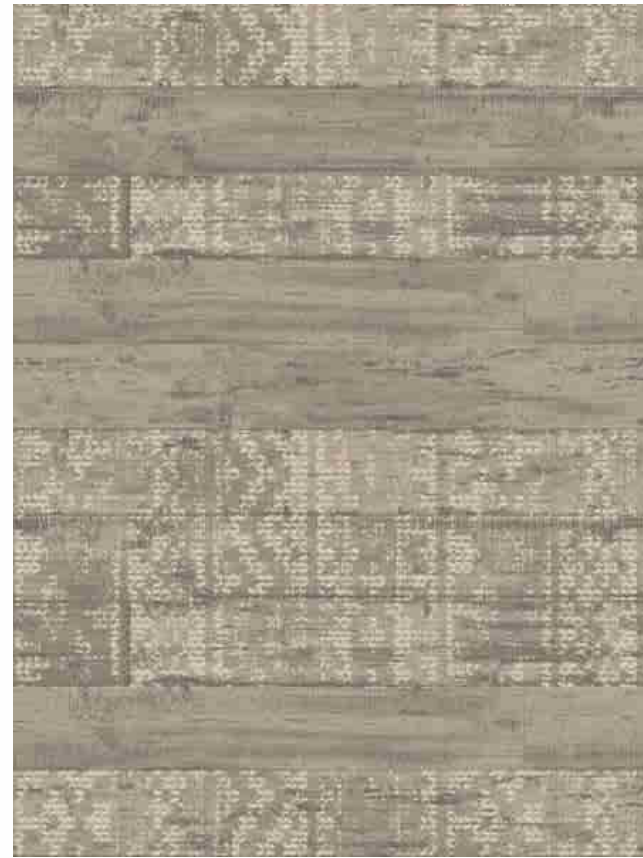
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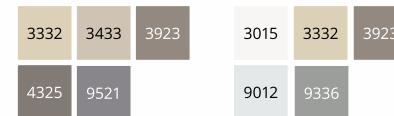
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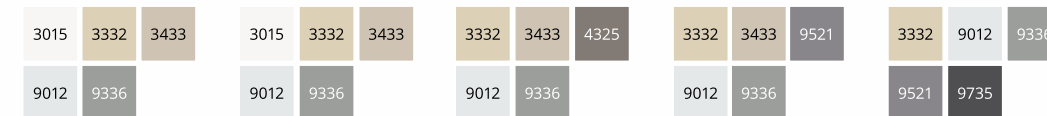
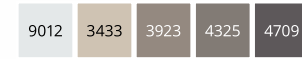
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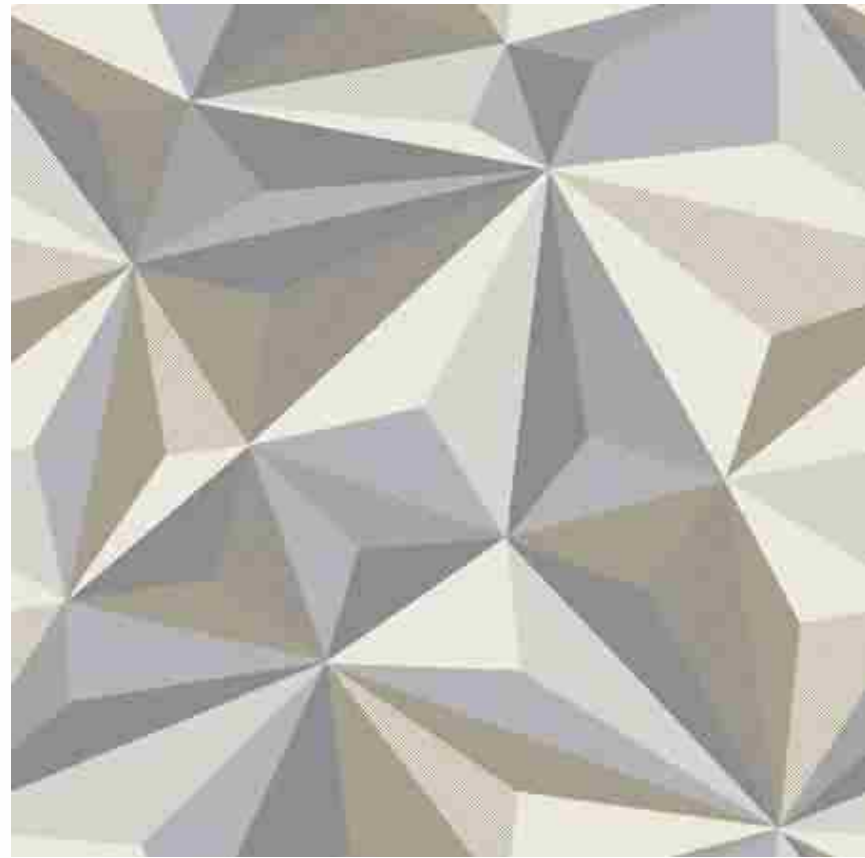


# KNITWOOD



# BJORK





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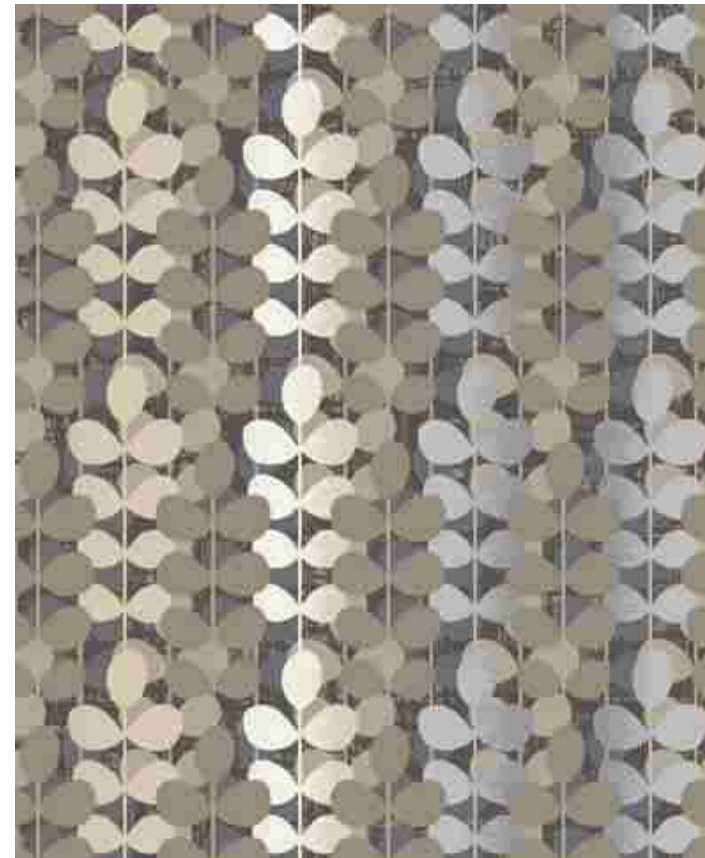
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9522



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8501 4901



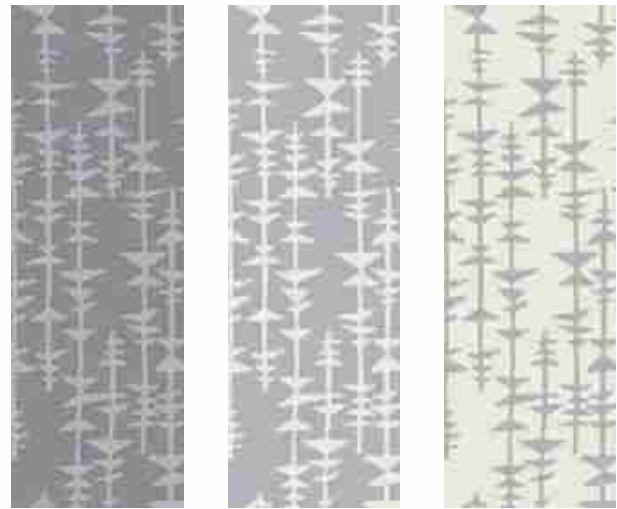
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9012 9336

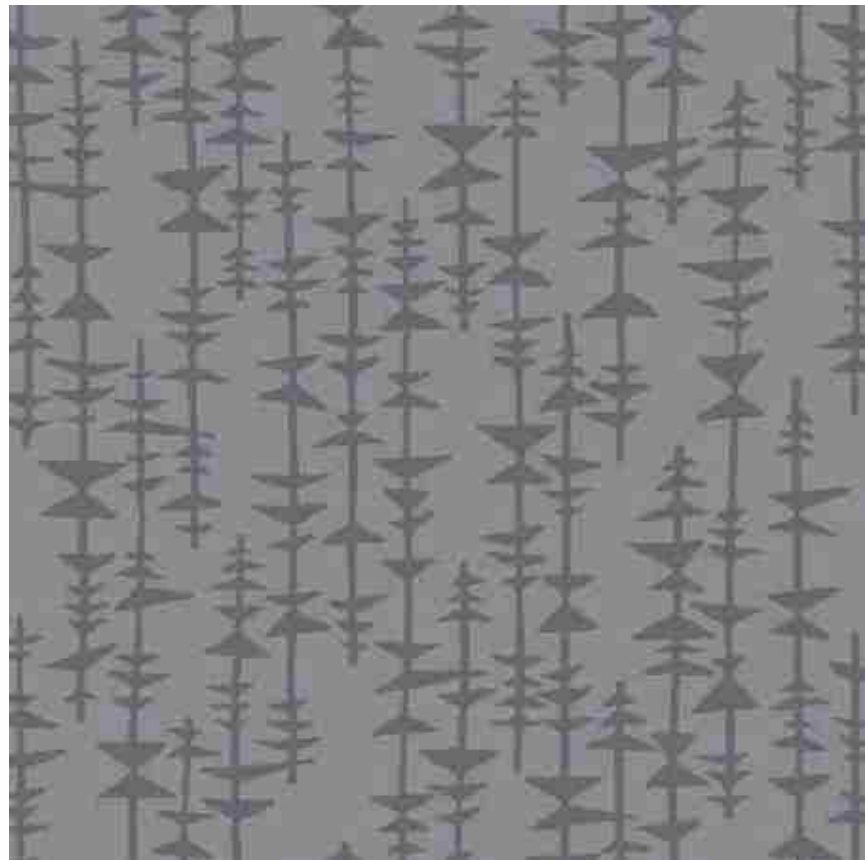
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3015 9012



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3015 3433



3332 3433



3902 9403



1023 1619



9403 7901



4709 4921



4709 4921



# MILA

7917 9522



3015 3332



3433 3923



3923 4325



9012 9336



9735 9820



# MATAHARI

3302 3902 7901 9403



3433 3923 4325  
4709



3302 3902 7901  
9403



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1701



3302 4503 6501  
1701



6501 1701 7901  
9803



# FILUM

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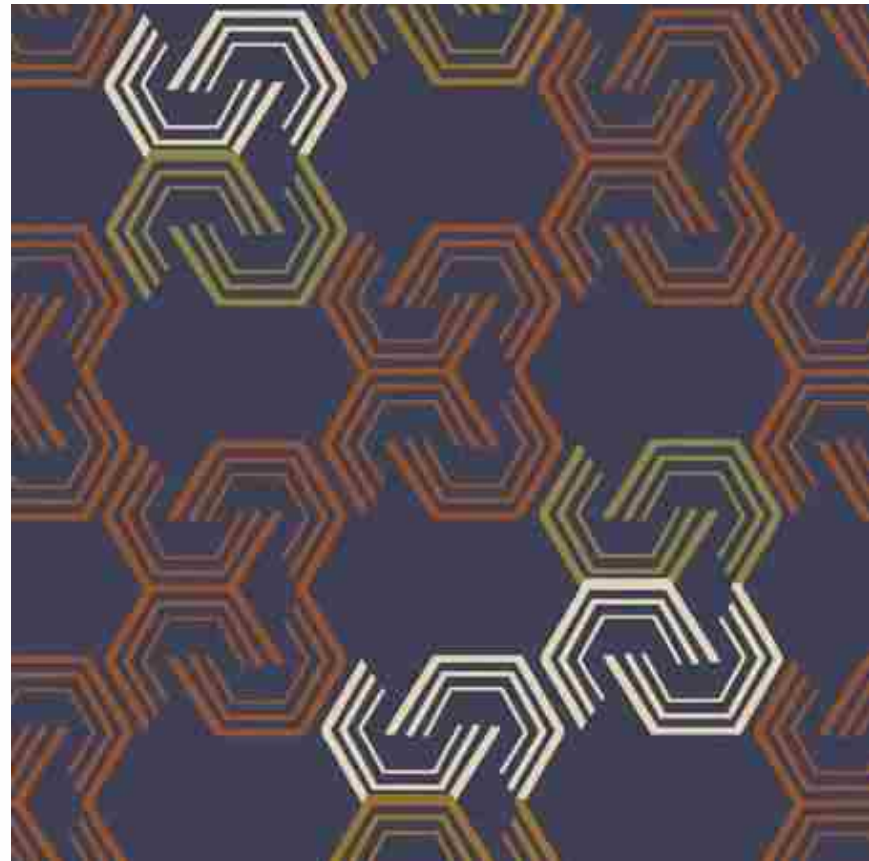
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3433



9012 3015 3332  
3433



3015 3332 3433  
4325



# DOLBY

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6501 1701



3103 3902 6501  
7901 9403



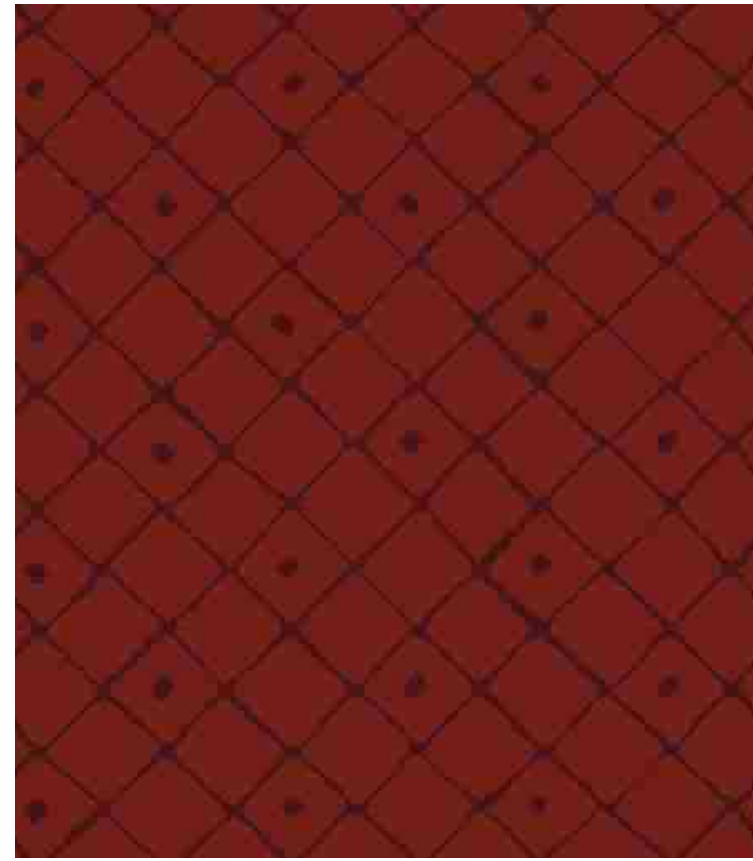
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9012 9336



3332 3433 9735  
9012 9336



# GRID

1023 1619



7003 7410



7233 9522



3923 4325



3923 4325



9735 4709



9012 9336



9012 9336



9521 9735



9521 9735



MODERN  
*Ware*





# ARTISAN

9012 3332 3923 4709 9735



4503 6501 1701  
9403 9803



3302 4503 4406  
9403 9803



3902 4503 7901  
9403 9803



3433 9336 9521  
9735 9820



3220 2315 2525  
7233 2734



3015 3332 9336  
9012 9735



# GALVANIZE

3302 4503 4406



3333 7201 9523



3332 3923 4325



9012 9336 9521



9521 9336 9820



9336 9735 9820



# BASALT

3333 3434 4326 2401 7201 9523

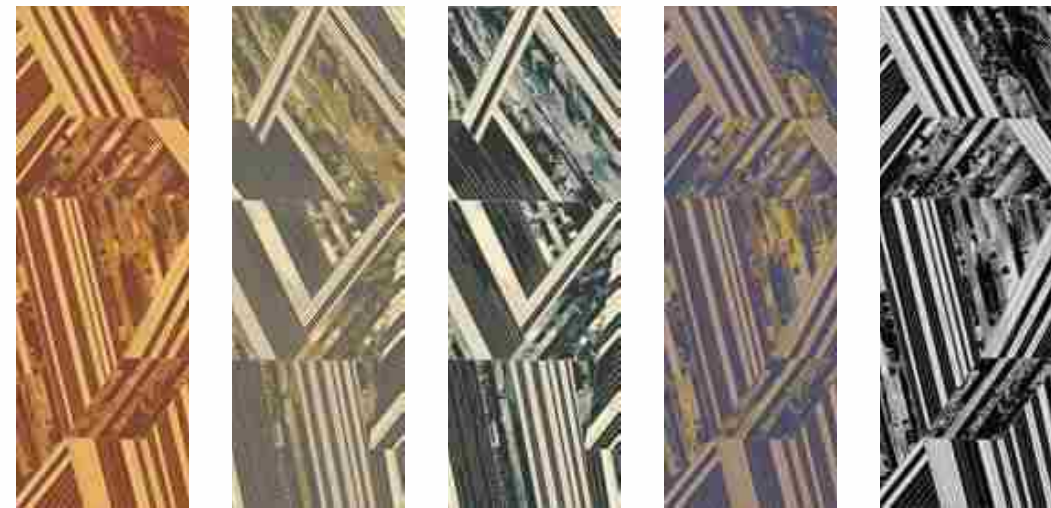


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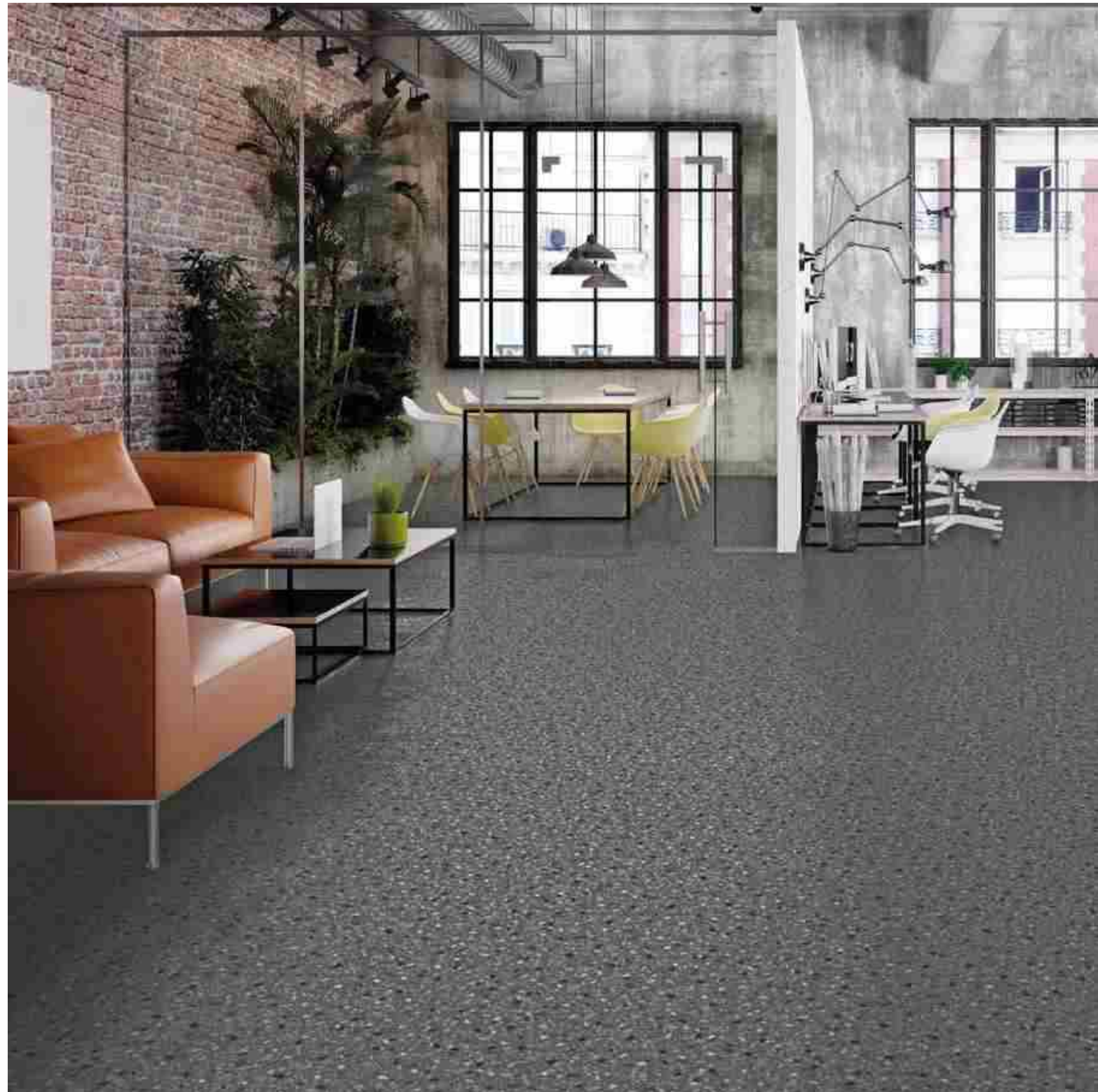


# SLATE

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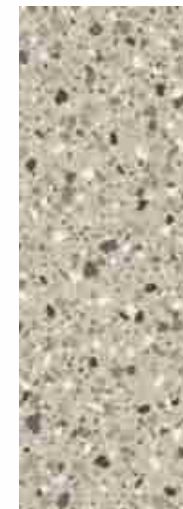


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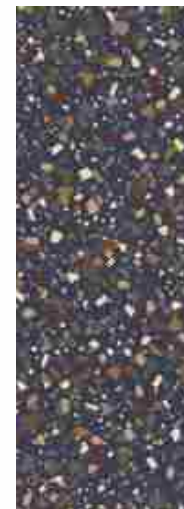
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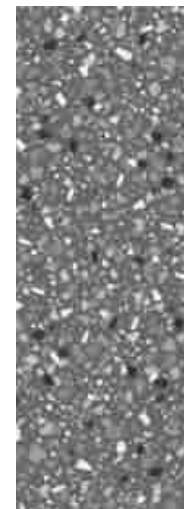
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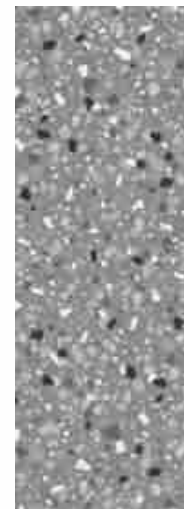
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4503 6501 4406  
1701 7901



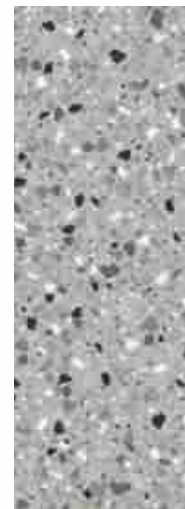
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9012 9336 3923  
9521 9735



3015 3332 3433  
9012 9336 3923  
9521 9735



3015 3332 3433  
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9521 9735



# DOTERRA

3923 4709



7003 7410



2525 2734



6501 1701



4503 4406



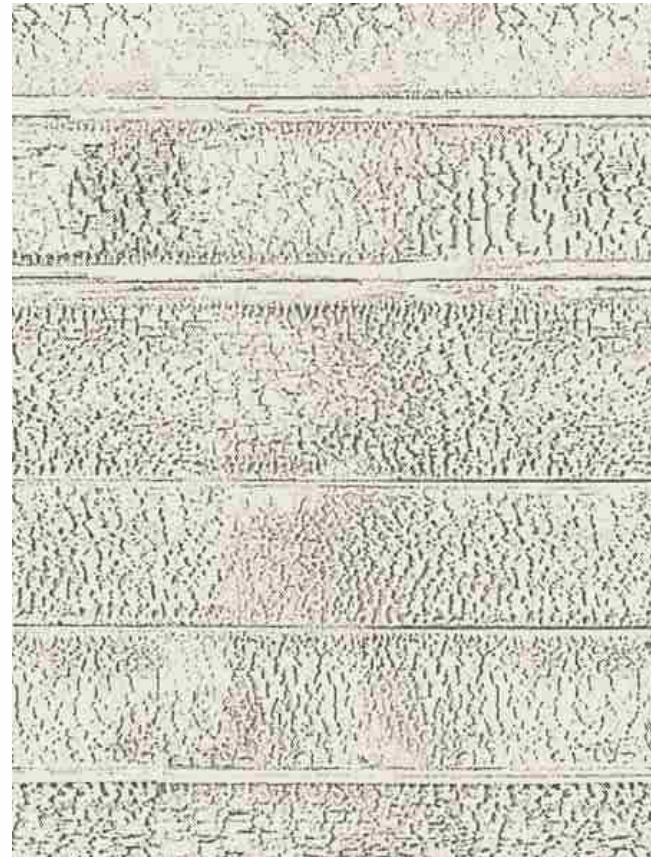
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9012 9521



9336 9735



# TRACK

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4406



3902 4406 9803

7901



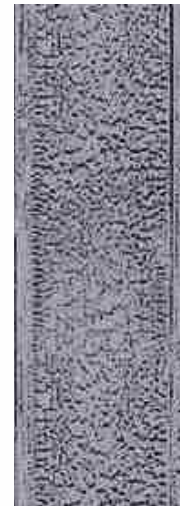
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9523



9012 9336 9521

4921



9336 9735 9820

9521



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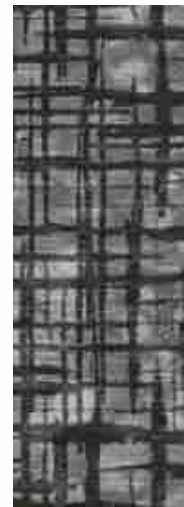
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9336 9521



3332 3433 3923  
9521 9735



9012 9336 9521  
4709 4921



3220 7003 7410  
9522 9820



3434 2401 7201  
9523 9701



4503 6501 1701  
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# PATIO

3302 4503 4406 7901



4503 6501 1701  
9803



3902 1701 4406  
9803



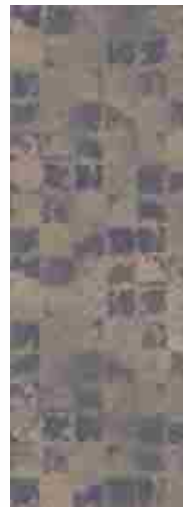
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9701



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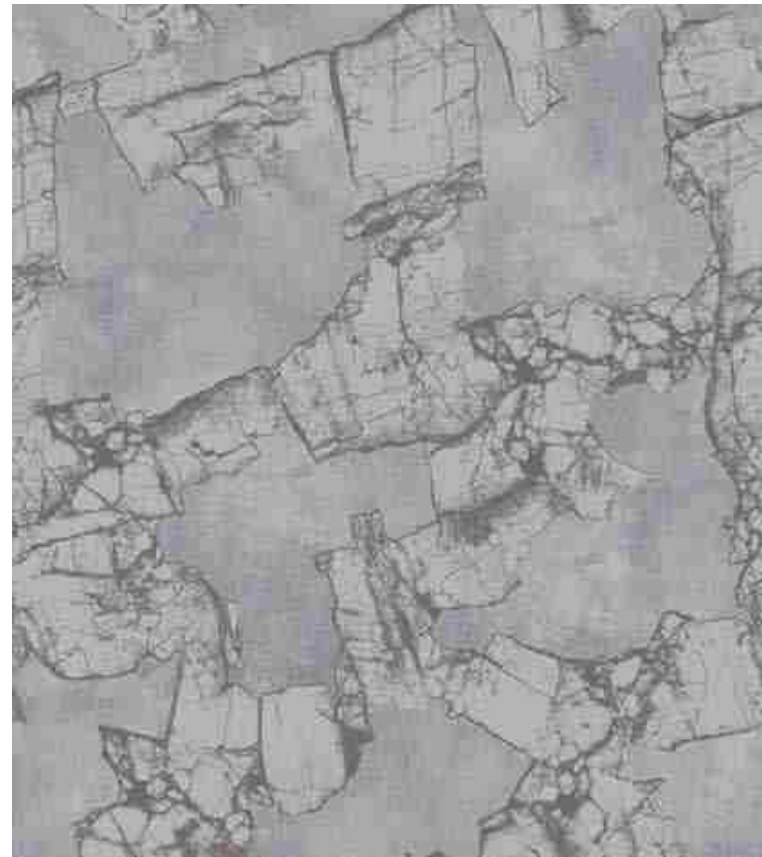
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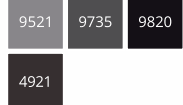
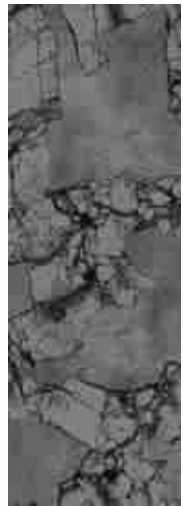
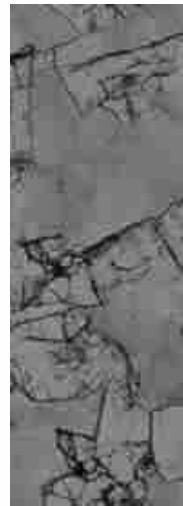
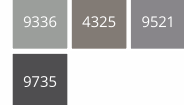
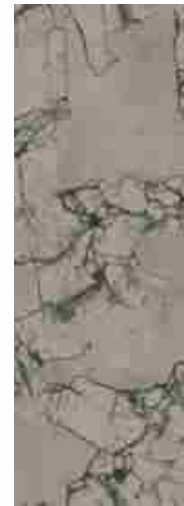
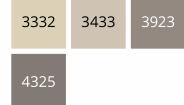
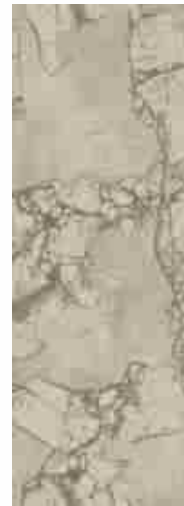
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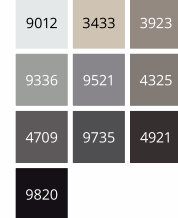
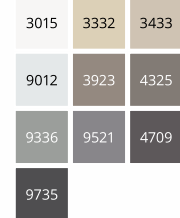
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# CONCRETO



# COPPERFIELD



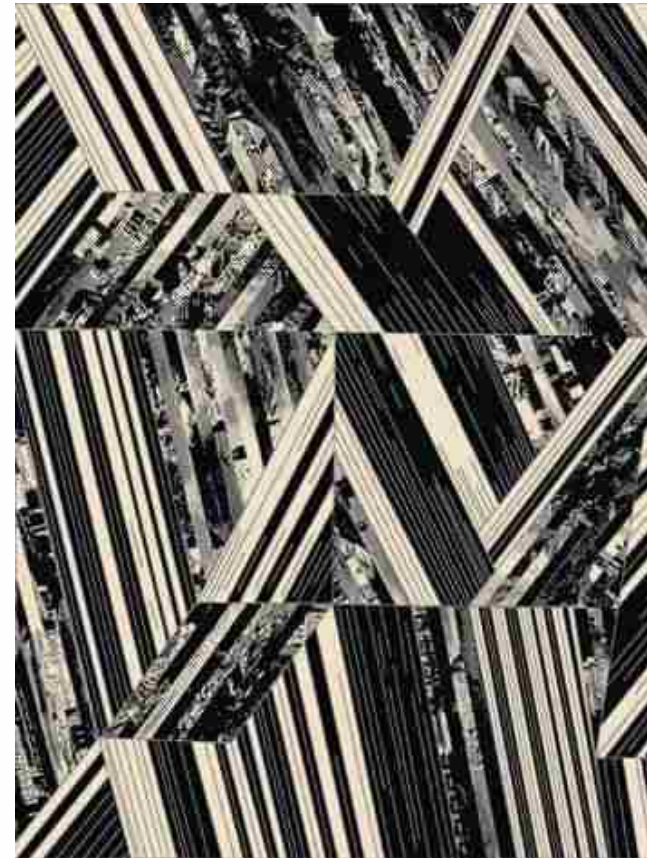


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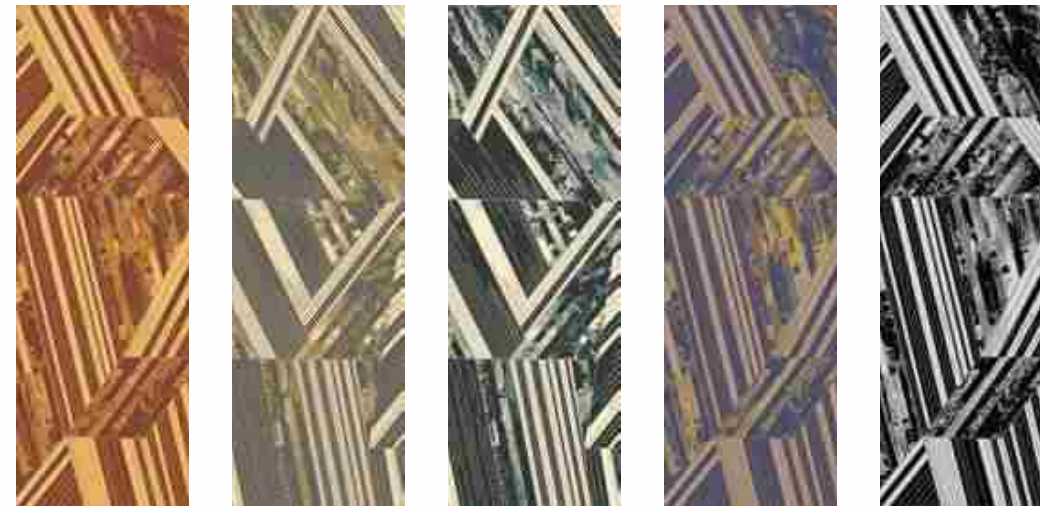


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## SLATE

3332 3433 4325 4709 9820



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4406	1701	2603	9403	7201	9701	3902	4406	4709	9820					

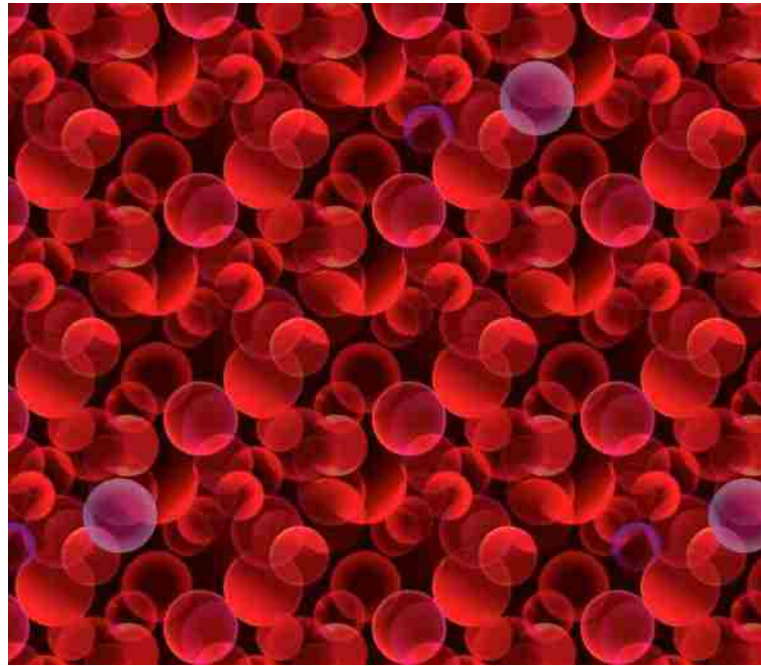


ENTERTAINING  
*Blockbusters*

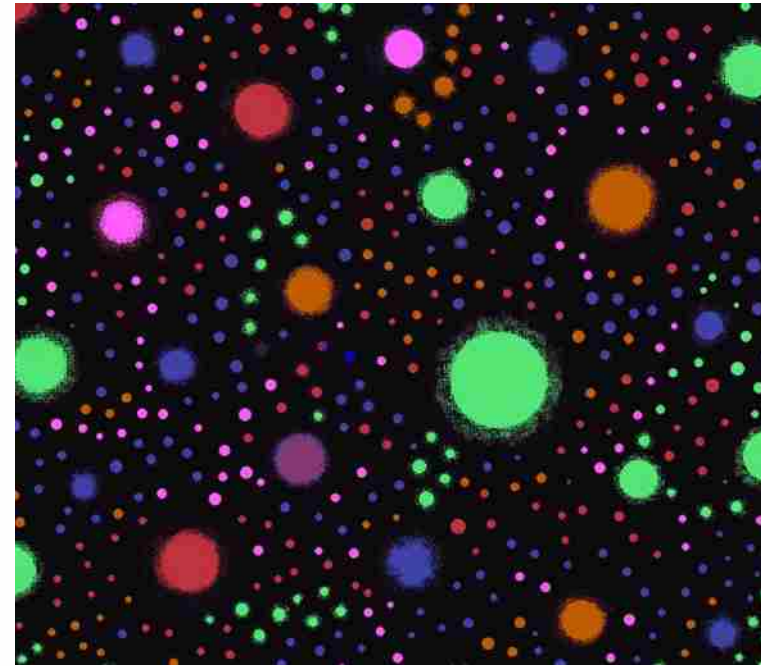




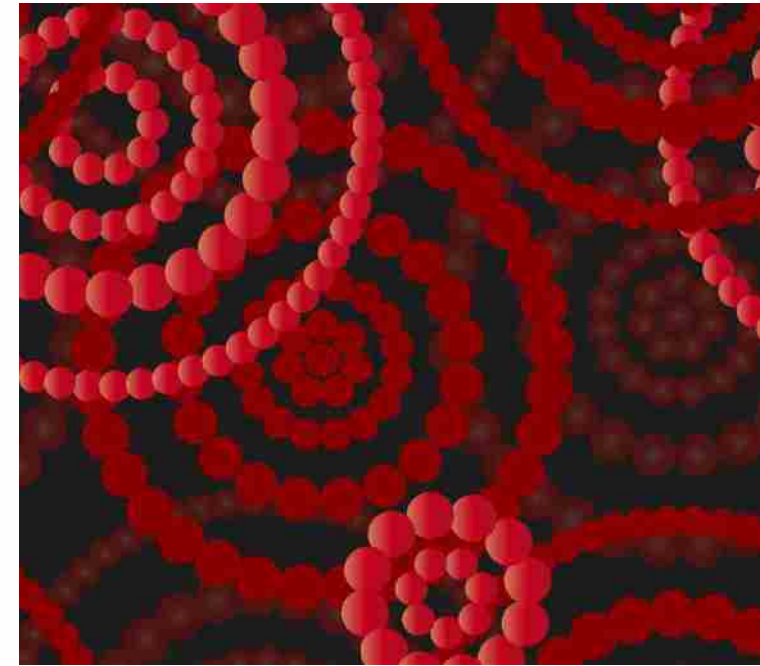
TRIGONOMETRY



MOONLIGHT



URBAN PLANET



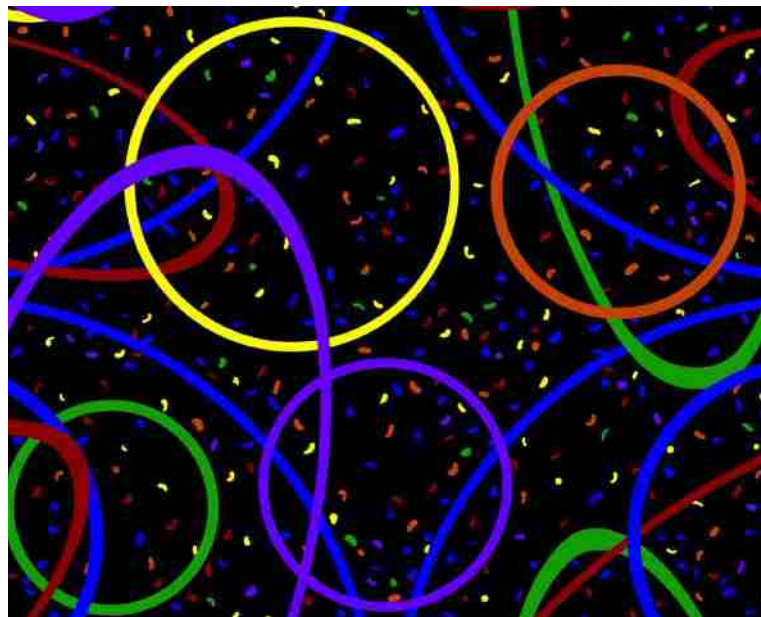
BRAVO



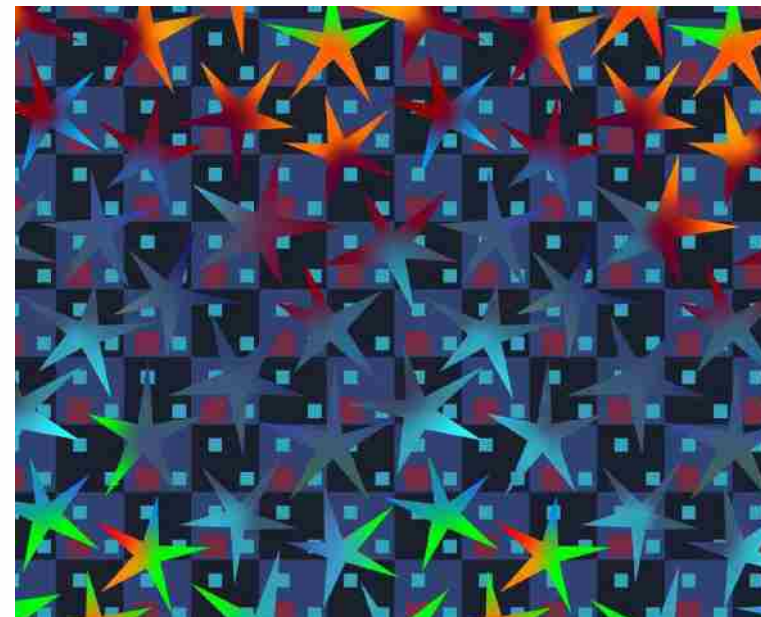
FALLING STARS



SPINNY



STAR CLUSTER

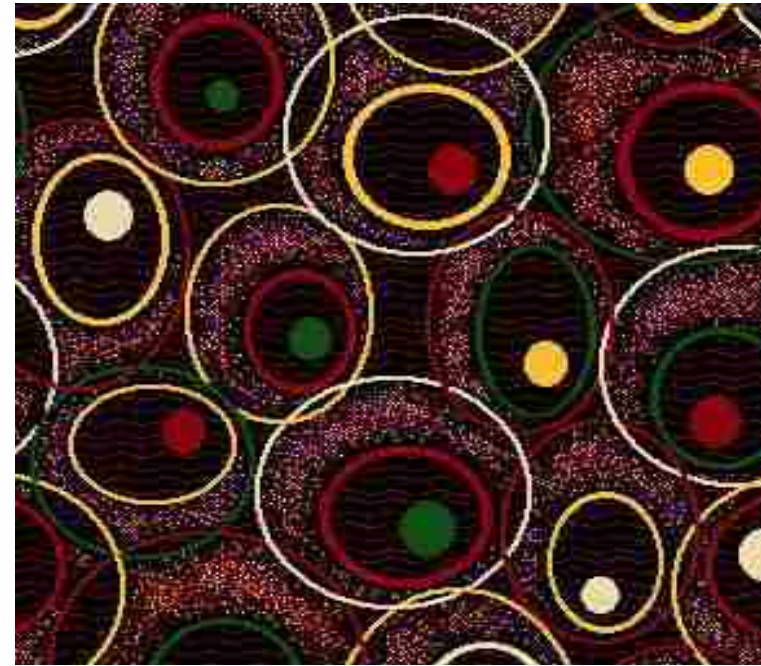


COSMOS





LOOP-THE-LOOP



IRIS

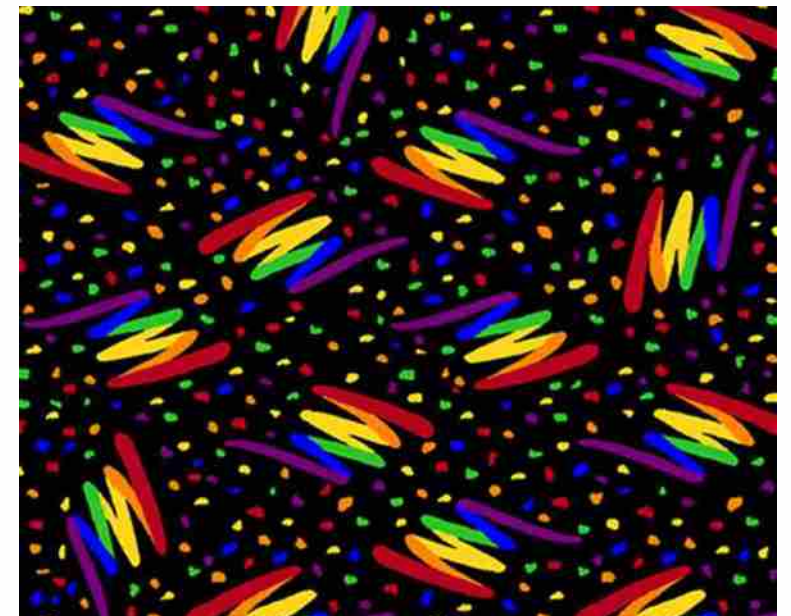


FANTASY



TWIST

FLUSTER



# AXMINSTER

## CARPETS

PILE YARN	40% NZ WOOL / 40% UK WOOL / 20% NYLON 6.6
PILE YARN COUNT	660/2 TEX
BACKING YARN WARP	POLYESTER / POLYESTER - COTTON
BACKING YARN WEFT	JUTE / PP
NUMBER OF COLORS	16 MAX
WIDTH	4M

QUALITY	PILE HEIGHT, MM	PILE WT, OZ / SQYD	GSM
7x7	8	33	1120
7x8	8	38	1288
7x9	8	43	1488
7x10	8	48	1627
7x11	8	52	1763
7x12	8	57	1932

TEST CERTIFICATES	PARAMETERS	TEST CERTIFICATES	PARAMETERS
WNZ TM 140 (SEP 1994)	STITCHES & GAUGE	WNZ TM 233A (MAR 1997)	COLOUR FASTNESS TO SHAMPOOING
WNZ 20 (SEP 1994)	PILE HEIGHT	WNZ TM 257 (SEP 1994)	COLD WATER STAINING, HOT WATER SPILLAGE
WNZ TM 142 (SEP 1994)	PILE THICKNESS	ASTM E 648-2010	CRITICAL RADIANT FLUX
WNZ TM 133 (MAR 1997)	COLOUR FASTNESS TO LIGHT		
ASTM D 2859-11	FLAMMABILITY		

# DIVINE DIGIPRINT

## SPLIT HAIR COLOUR PRECESSION

### MACHINE / TECHNOLOGY DETAILS FROM ZIMMER, AUSTRIA

Machine	COLARIS DX - L	Ink Source	Europe
Type of Machine	Digital Ink-Jet Carpet Printing	Additional Features	Pre-treatment & Washing
Type of Color	Dye based Ink	Final Print Width	4.00 meters

### STANDARD

COLOUR FASTNESS KSK0700	ABBREVIATION KSK0818	FLAMMABILITY KSK05843.1
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### DIGITAL PRINTED CARPETS - PRODUCT SPECIFICATIONS

**NO LIMITS IN MAX NUMBER OF COLOURS ON A SINGLE DESIGN**  
**MAXIMUM RESOLUTION OF IMAGE : 200-400 DPI**

Type of Fibers	100% Polyamide (Nylon 6)   80:20 Wool / Nylon 6 100% Wool   100% Silk			
Fiber Source	Polyamide - Europe   Wool - New Zealand			
Type of End Products	Wall to Wall Carpet, Rugs, & Corridor			
Type of Base Structure For Printing Carpets / Rugs / Mats	Woven / Tufted Cut Loop, Loop Pile, Level Cut Loop			
Standard Pile Weight (Cut Pile)	800 GSM 24 Oz/SqFt	1000 GSM 30 Oz/SqFt	1200 GSM 36 Oz/SqFt	1400 GSM 42 Oz/SqFt
Standard Total Weight	1750 GSM 51 Oz/SqFt	1950 GSM 57 Oz/SqFt	2150 GSM 63 Oz/SqFt	2350 GSM 69 Oz/SqFt
Standard MOQ for Standard GSMs	500 M <sup>2</sup> Per Design			
Special Tailor Made Pile GSMs / Volume	Possible <sup>1</sup> (Conditions Apply)			
Maximum Carpet pile Weight	1400 GSM   42 Oz / Yd <sup>2</sup>			

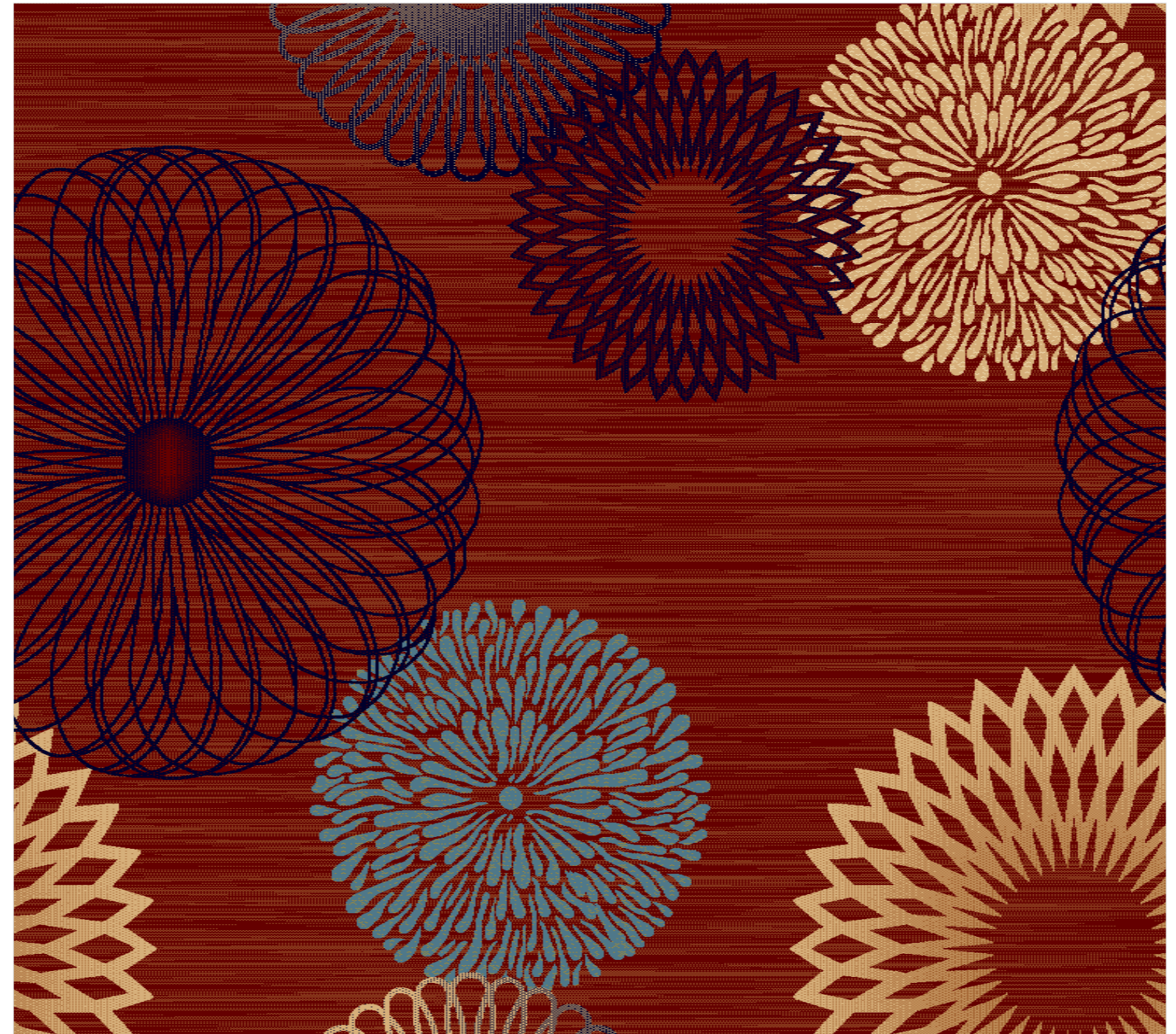


WILTON  
*Masterpieces*



# WILTON CARPETS

Wilton like Axminster is a woven carpet with core strengths. A traditional Wil is one in which the pile threads run continuously into the carpet and are raised above the surface of the integral backing by means of wires or hooks. Wilton carpets are often cut or loop products and different yarn types can be used to produce different surface textures.





TAFSEEL



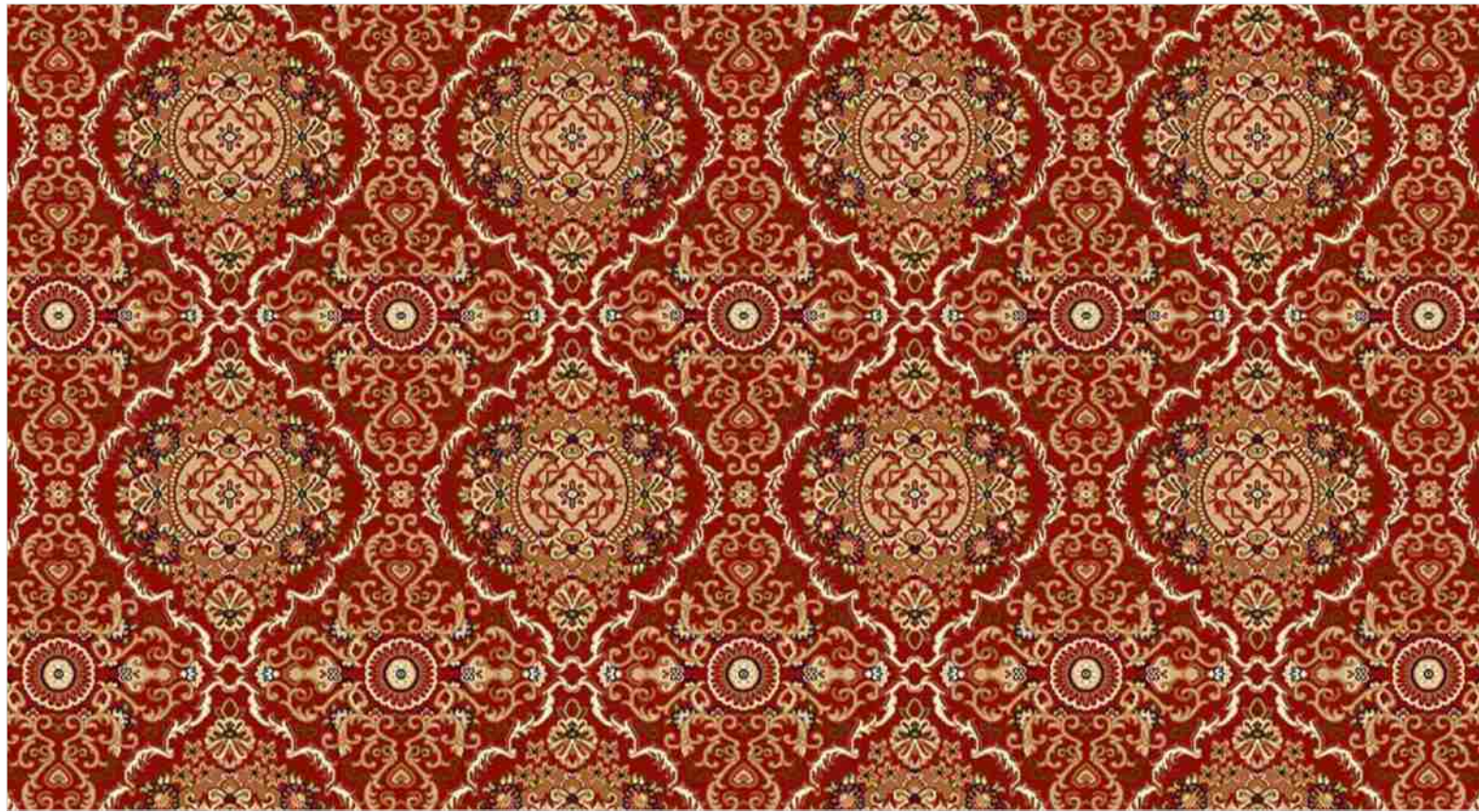
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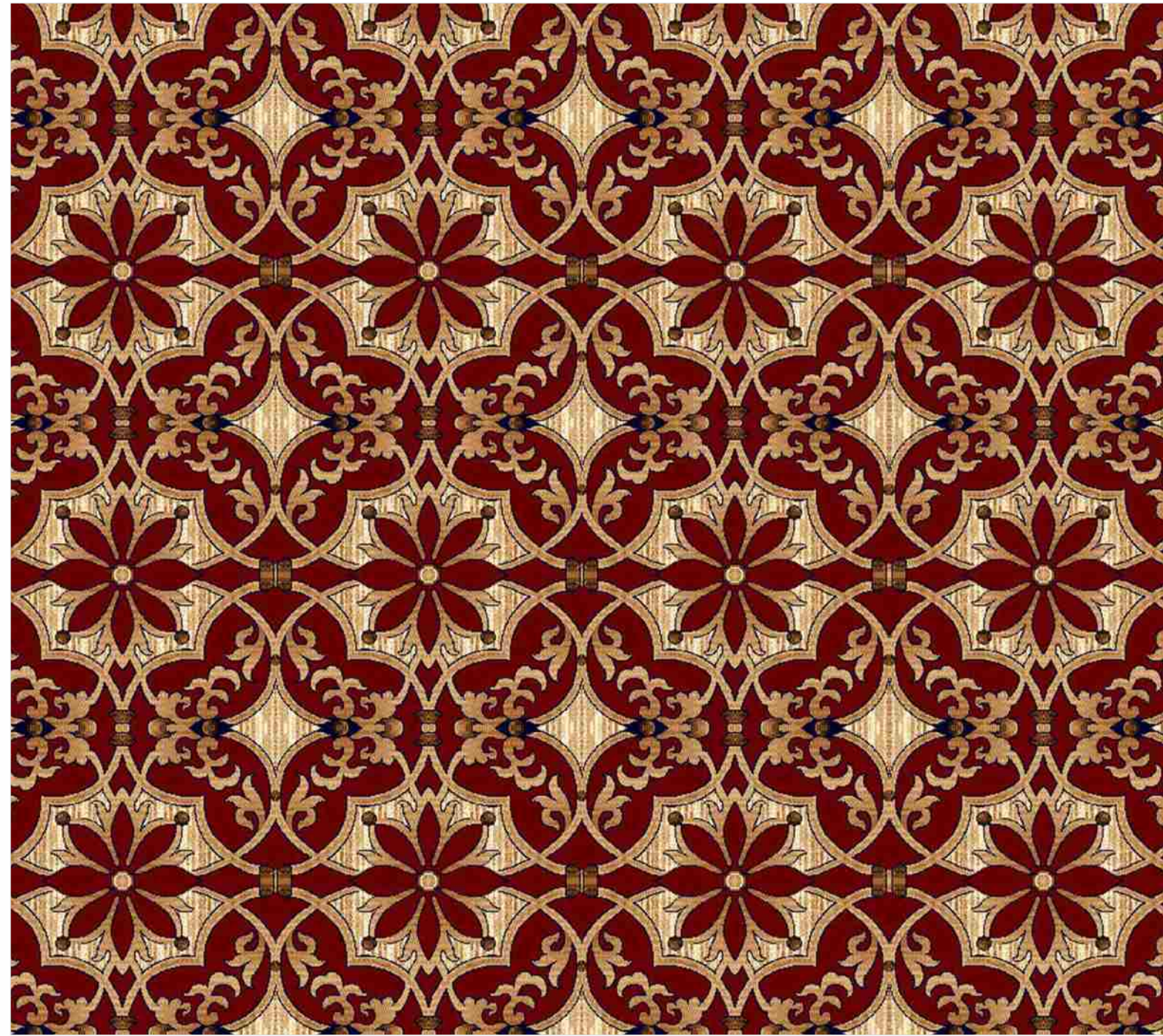
RIWAAYAT



KHWABEEDA



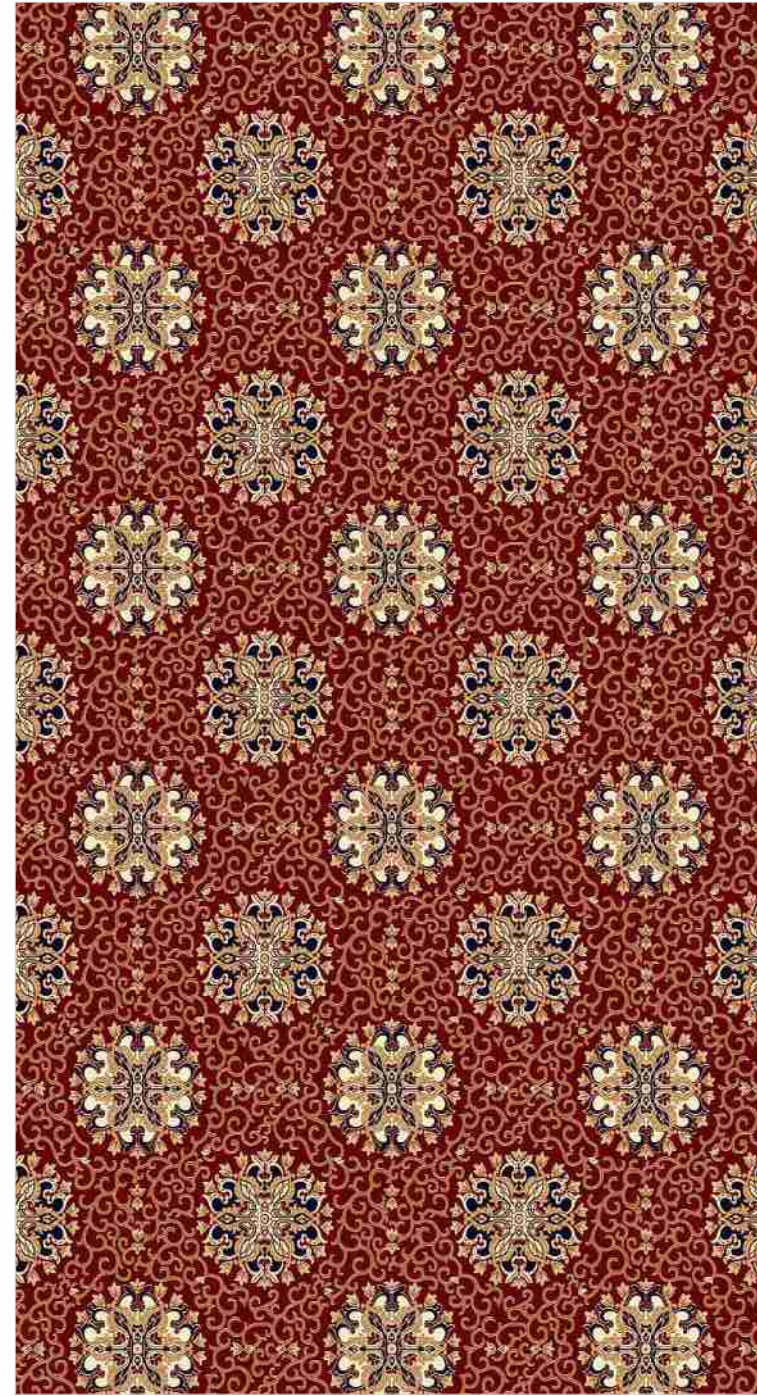
AFSAR



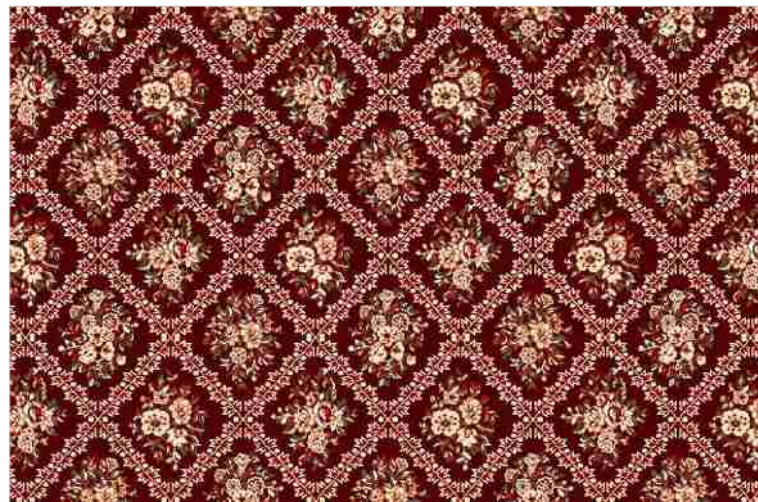
NOOR



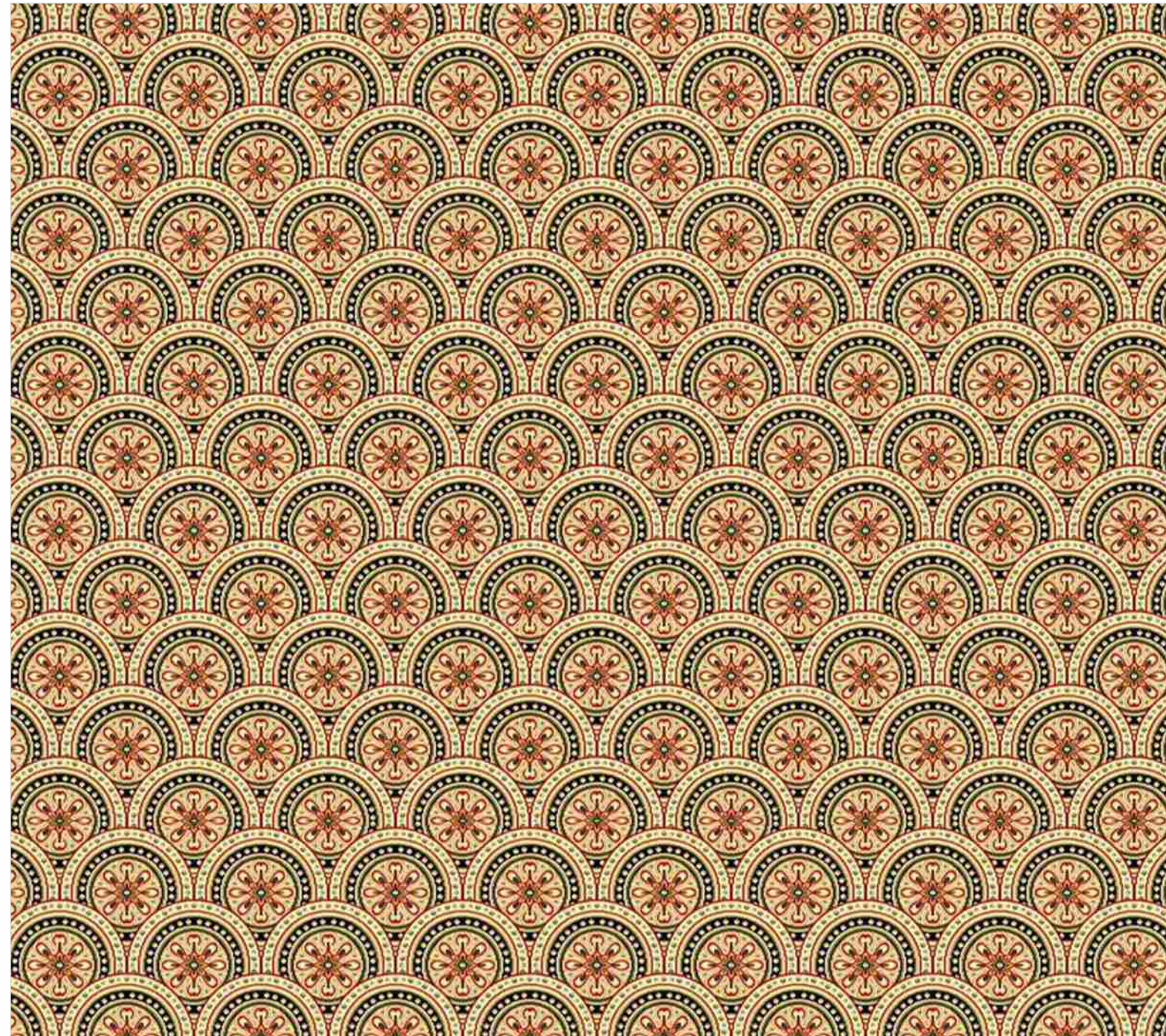
INAAYAT



TAJ



TAKRAAL



FERRO



LIBERTY



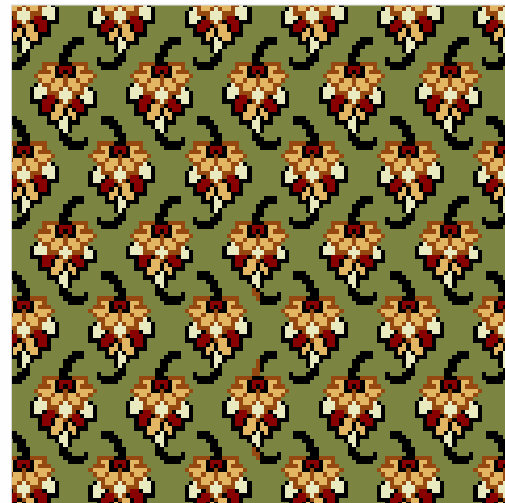
IKAT



KANTHA



SAROUK



AARI



KALAM

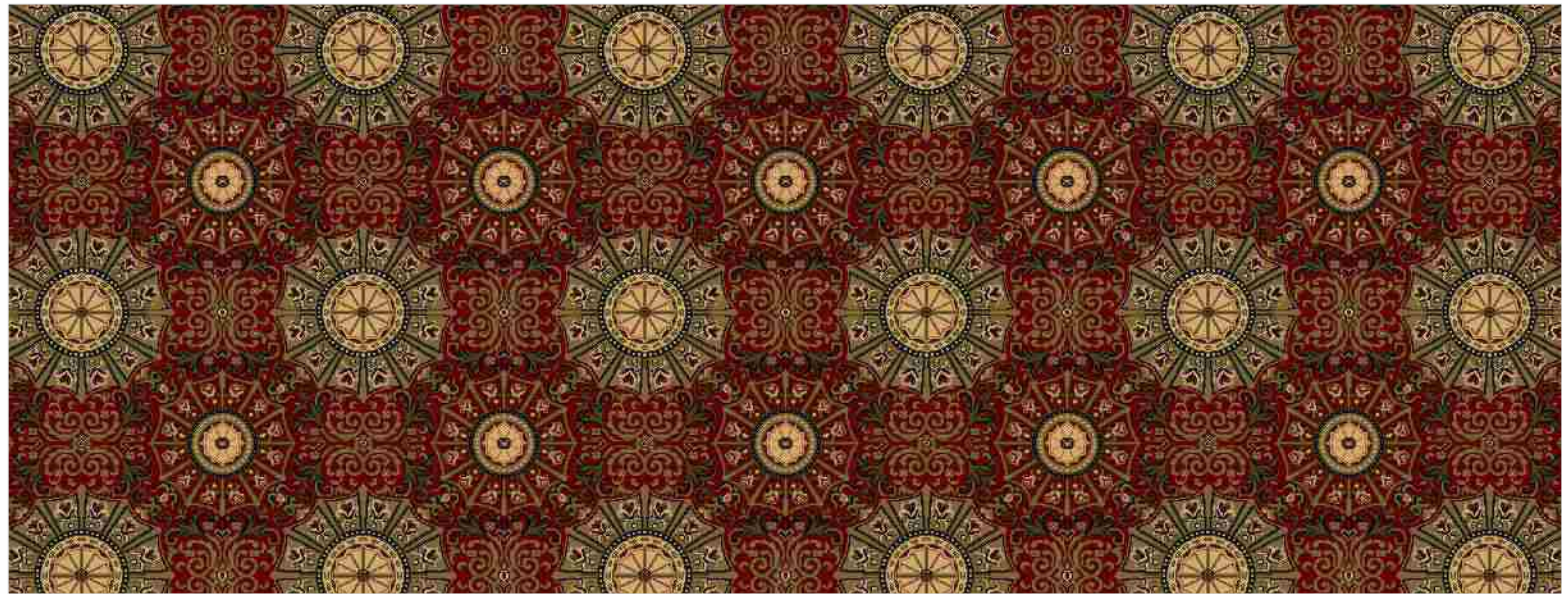
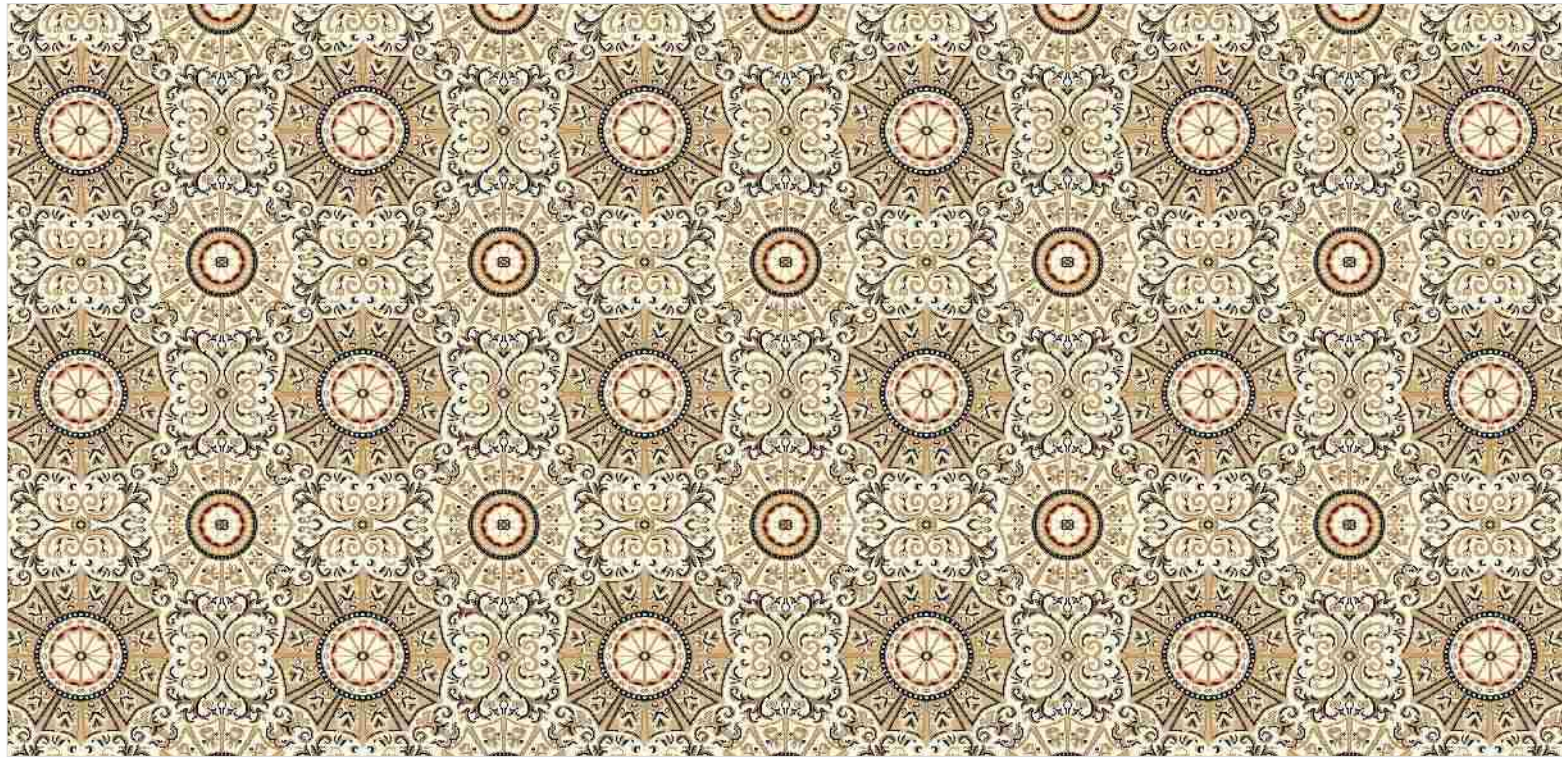


SWISS

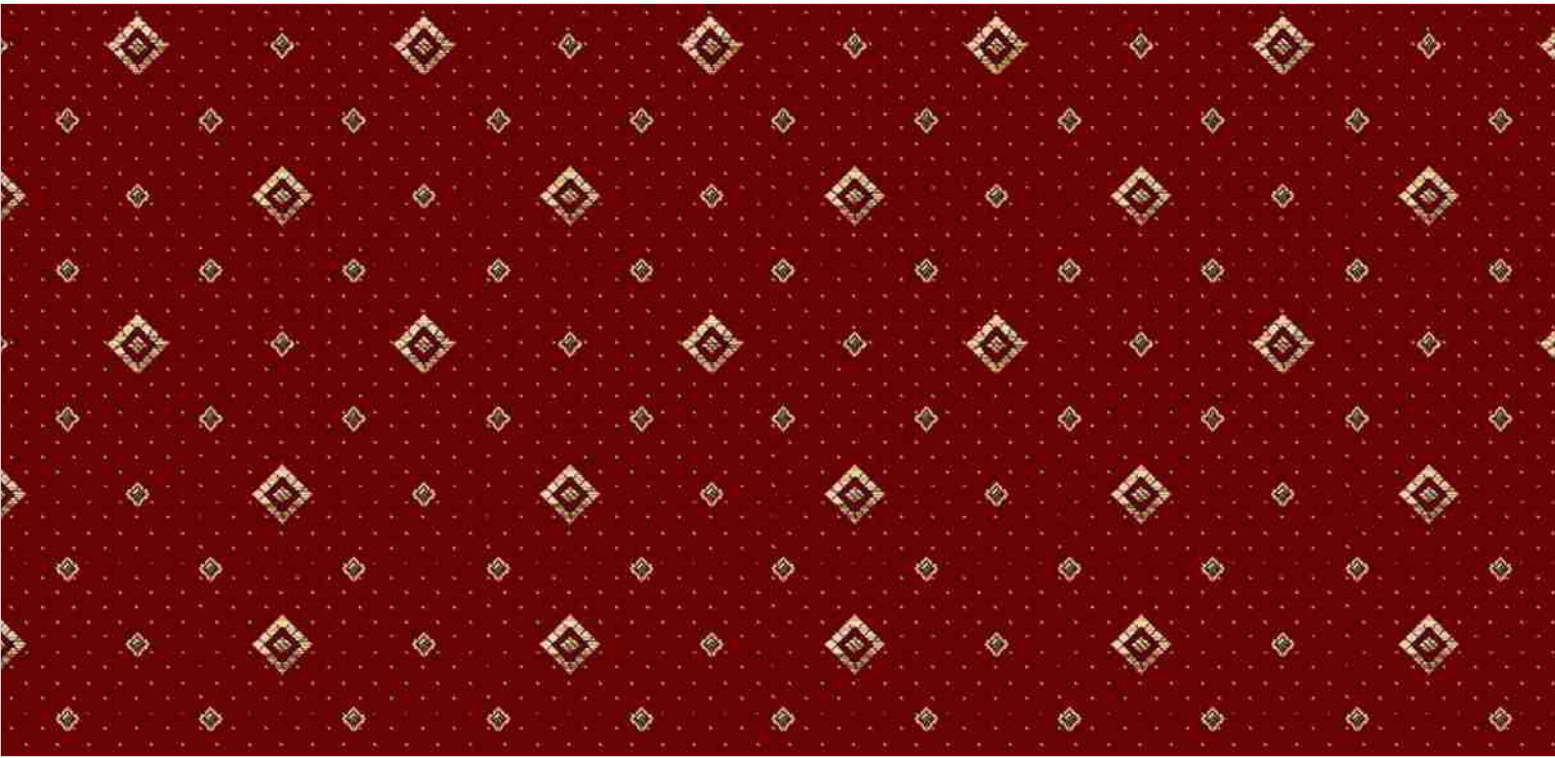


KASHI





KANTHA



KASURI



# WILTON

## CARPETS

DESCRIPTION	WILTON - SMART	WILTON - PARADISE
Points/Sqm	766800	1022400
Weave System	Incorporated	Incorporated
Pile Yarn	100% PP Heat Set	100% PP Heat Set
Pile Weight	2360 GSM / 70 Oz/sqyd	2980 GSM / 88 Oz/sqyd
Total Weight	3050 GSM / 90 Oz/sqft	3700 GSM / 109 Oz/sQft
Pile Height	12 MM	12 MM
Total Height	14 MM	14 MM
Width	3.96 Mtr	3.96 Mtr
Filling Yarn	Jute	Jute
Back Coating	Latex	Latex
Weaving Technique	Double Rapier Two Face Woven	Double Rapier Two Face Woven