



Company profile

## 13RUGS Company Profile

In early summer 2015, Tina Wendler, co-owner of the woollen mill rohi, and fashion and textile designer Lara Wernert jointly launched carpet manufacturer 13RUGS. The two combine selvages from rohi's fabric production to unique carpets, lovingly made by hand. A custom-developed, multi-phase felting process turns the high-quality production surplus into textile works of art for the floor. Besides their unique look and cosy feel, the woollen carpets impress with finely graded colour progressions, refined structures and an innovative, reversible carpet design.

The artistic design process and the clear hand-made character give the carpets their unique authenticity and vibrancy. It is the imperfections in particular that show their individuality most impressively: Minor faults and irregularities in the structure tell the story of how the carpets were created. "There are good reasons why weaving and spinning wool are often used as metaphors for storytelling: Every thread weaves a path through our carpets, allowing them to be re-interpreted again and again," explains Lara Wernert. The creations owe their durability equally to both the intricacy of the design and their material quality. "We always have strong bonds to our carpets, as they literally keep us grounded," adds Tina Wendler. "They create an oasis of warmth in a living space. The unique character of the 13RUGS carpets and the soft, cosy feel of the wool heighten this connection."

## The manufacturing process: From selva to works of art for the floor

Tina Wendler and Lara Wernert's development of the multi-phase manufacturing process for their woollen carpets is a fascinating pioneering achievement. In the first step, the selvages are arranged by hand in individual patterns and colour progressions: "As every selva is laid out like a brush stroke, I feel like a painter when laying the carpets. I find it amazing how this process turns textiles into images," explains Lara Wernert.

The individual selvages in these textile works of art are then combined using a sophisticated, multi-phase felting process. "The end result of this special process, which we tested many times over, is never 100% predictable," explains Tina Wendler. "We ourselves are often surprised by the final products, which gives the designs their special vibrancy and the genuinely irreproducible uniqueness." The felting process creates a linear look on the surface of the carpet, revealing the selva bonds in fascinating drawings.

An additional backing material in a complementary colour is then fitted to the chosen underside of the carpet, to ensure greater stability and durability. That changes the look of the carpet again. Initially, it creates another line pattern, as the 1.40 metre wide materials for the backing are joined with visible seams. Another felting process joins the backing and carpet together, so that the plain coloured material on the rear overlays the pattern as a semi-transparent veil. "The material layer has a kind of blur effect: The colour pattern shines through the backing with a different look," explains Lara Wernert. "That gives us other fascinating effects to play with."

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This last production step makes the 13RUGS products attractive reversible carpets with different characters on either side. The combination of the soft felt side and the interesting woven textile side enhances the intricacy of the design. The element of surprise continues from production to the end customers who see their carpets in a new light again and again.

## Commitment to regional products and sustainability

From the source material to the end product, 13RUGS carpets are produced exclusively in Germany. Thus, they stand out as pioneers not only thanks to the innovative manufacturing process, but also with their regional focus. This contrasts with most of the carpet industry, which primarily produces in Asia. Tina Wendler explains her conviction as follows: "With 13RUGS, we want to show how value can be created locally." This vision of sustainability impacts the entire production process, and is also expressed in the upcycling of the selvages from rohi's fabric production processes to new textile products for the floor.

## The material

13RUGS carpets are made from selvages of rohi woollen fabrics. The many tangible, functional and ecological qualities of wool as a natural renewable material make it a lasting and beautiful companion. The pure new wool used by rohi is naturally hard-wearing, easy to care for, flame- and stain-resistant. Thanks to the wool fibres' strength and self-regenerating function, the carpet retains its original surface structure and colour in the long term. As the yarns in the selvages are dyed before processing at rohi, the 13RUGS woollen carpets also do not fade and keep their brilliant colours for years: In reflected light, the carpets develop a natural, matte sheen. The particularly soft touch gives them a fascinating tactile sensation.

## From rohi to 13RUGS

The material wool forms a strong bond between carpet maker 13RUGS and the rohi woollen mill. As the granddaughter of textile designer Marga Hielle-Vatter, who founded the family company with her husband Rolf Hielle in 1933, Tina Wendler has built her knowledge of wool as a material since she was a child – without losing her fascination with the colourful material selvages. When the young Berlin-based textile designer Lara Wernert approached rohi with the idea of processing these selvages, this gave Tina Wendler an opportunity to continue her grandparents' inventiveness and dedication in the future. "For three generations, our woollen mill in Geretsried has constantly been looking for new textile applications for our material," she explains. From the outset, rohi committed to wool as a natural product and is now a leading specialist thanks to these decades of commitment. With the same holistic view of textiles as her grandmother, Tina Wendler is now taking 80 years of expertise and applying it to a new design product.

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