



Company Profile

13RUGS Company Profile

Tina Wendler and Katrin Hielle-Dahm, at the helm of the textile manufacturing company ROHI, together with fashion and textile designer Lara Wernert, launched the brand 13RUGS in 2015. At the foundation of 13RUGS is the upcycling of the selvages from ROHI's textile production. Through complex craftsmanship and a multi-phase felting process, the premium production surplus materials are turned into unique textile art pieces for both walls and floors. The beautiful woollen rugs feature a striking individual look, a calming, soothing feel and alternating shades of colours.

The creative design process and the remarkable hand-crafted character give the rugs a distinctive and authentic look. Irregularities in the structure are synonymous of individuality and are the proof of the genuine artistic handwork that goes into each piece. The creations owe their durability to both the intricate design structure and the quality of the raw material. The aesthetic and environmentally-friendly production process makes 13RUGS a special oasis of well-being. This will further enhance the interior design of hotels, offices and private accommodations.

From the end of 2022, the management of the rug manufacturing process of 13RUGS within ROHI, was taken over by Lara Wernert.

The production process: from selvaige to work of art

The development of the multi-phase production process for the 13RUGS woollen rugs is a fascinating pioneering achievement. Lara Wernert first experimented with ROHI's selvages during her Master's thesis. After several months of intensive product development, Lara Wernert and Tina Wendler finally succeeded in optimising the production process and creating an innovative textile product. The brand 13 RUGS was born and then officially established in 2016.

The production process starts with the selvages being arranged by hand in individual patterns and colour progressions. It is during this first phase that the actual final look is determined, through the careful choosing and positioning of the selvages. The handcrafted method leads to each rug being always unique in shape and aesthetic features.

The second part of the production process consists in a special dry felting technique that gives the rugs their final look and feel. The felting process creates a linear look on the front side of the rug, allowing the selvages to bond together like fascinating drawings. An element of surprise and unpredictability is present when it comes to the exact final colour bonding effect resulting from the felting process, and this gives the designs their special vibrancy, individual look and inimitable character.

In order to give each piece stability and durability a matching rug backing is constructed using ROHI's premium fabrics. Then the selvages and the backing are joined together permanently through the innovative felting process. The combination between the soft felting and the woven fabric enhances further the sophisticated rug design.



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Commitment to regional products and sustainability

From the raw material to the end product, our rugs are exclusively produced in Germany. The unique pieces stand out not just in relation to the innovative manufacturing process, but also because of their low-impact production, given the short distance between the production sites and the reuse and upcycling of the ROHI's production selvages.

The raw material

The 13RUGS pieces are made from selvages from ROHI's wool textile production. The distinctive characteristics of each selvaige like the fringes and the interaction between yarns of various thickness, have all an impact on the rugs' final look. The several functional and ecological qualities of wool as natural and renewable material make each 13RUGS piece a high-quality and long lasting companion. The pure new wool used by ROHI is naturally hard-wearing and flame-resistant, easy to care for and stain-resistant. Thanks to the wool fibres' strength and self-regenerative function, the fabric retains its original structure and colour features term. The soft hand feel is an additional feature that gives each rug a fascinating tactile experience.

From ROHI to 13RUGS

Wool is the raw material upon which the strong relationship between 13RUGS and ROHI is built. Tina Wendler and Katrin Hielle-Dahm, grand-daughters of textile designer Marga Hielle-Vatter, who founded the family company with husband Rolf Hielle in 1933, have built a wealth of expertise when it comes to wool and production selvages since childhood. When Berlin-based textile designer Lara Wernert came to ROHI with the idea of processing these selvages and turn them into beautiful rugs, both sisters fell in love with the idea immediately. From the outset, ROHI focused on wool as a natural product and is now one of the world's leading providers of upholstery wool fabrics thanks decades of experience and commitment. With the same holistic approach to textile production as founder Marga Hielle-Vatter, the third generation of the family business is now developing their 90 years of expertise further, and applying it to a new creative design process.

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