

# armadillo

ARMADILLO & CO.





<b><i>earth</i></b>	4 – 29
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*Founders Sally Pottharst & Jodie Fried*



*Armadillo & Co is inspired by collaboration, a search for the uncommonly beautiful, and most of all, the human touch. All of our products are infused with the rich history and artisanship of the hands who have created them.*

*Our goal is to sustain and elevate these age old methods through a contemporary design process. Armadillo & Co products are 100% handmade, using Fair Trade practices with natural and sustainable fibres.*

*Every purchase:*

- *Provides employment and helps sustain an industry of ancient craftsmanship*
- *Supports education and local schools in our weavers' villages*
- *Builds brighter futures for children in underprivileged communities*

*Our rugs lie lightly on this earth.*



*earth*

—







*husk weave*



*mist*



*ink*



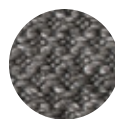
*sherpa weave*



*sand*



*pumice*



*charcoal*



*sierra weave*



*chalk*



*pumice*



*charcoal*



*sierra weave*



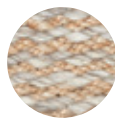




*kalahari weave*



*natural &  
chalk*



*natural &  
pumice*



*pewter &  
charcoal*



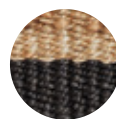
*nest weave*



*natural*



*charcoal*



*awning stripe  
charcoal*



*river weave*



*natural*



*echo stripe  
pewter*



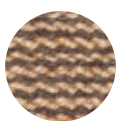
*ticking stripe  
indigo*



*drift weave*



*natural &  
white*



*natural &  
shale*



*natural &  
black*

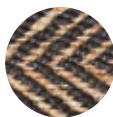




*serengeti weave*



*natural &  
ivory*



*charcoal &  
natural*



*charcoal &  
shale*



*sahara weave*



*natural*



*charcoal*



*herringbone weave*



*granite &  
ecru*



*limestone &  
charcoal*



*charcoal &  
limestone*



*twine weave*



*granite &  
charcoal*



*charcoal &  
limestone*





*latitude*

—

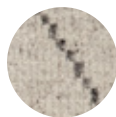




*berber knot ~ atlas*



*natural*



*limestone*

atlas, natural runner



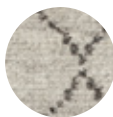
*berber knot ~ fez*



*natural*



*berber knot ~ tangier*



*limestone*





*berber knot ~ gazelle*



*natural &  
slate*



*berber knot ~ nala*



*natural &  
slate*



*berber knot ~ zulu*



*natural &  
shale*



*berber knot ~ ghan*



*ecru*





*berber knot ~ savannah*



*natural*



*perennial*

—





*braid weave*



*chalk*



*pumice*



*charcoal*



*petunia*

*flower weave*



*zinnia*



*dandelion*



*marigold*





*flower weave*



*camellia*



*daisy*



*indoor outdoor*

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*horizon weave*



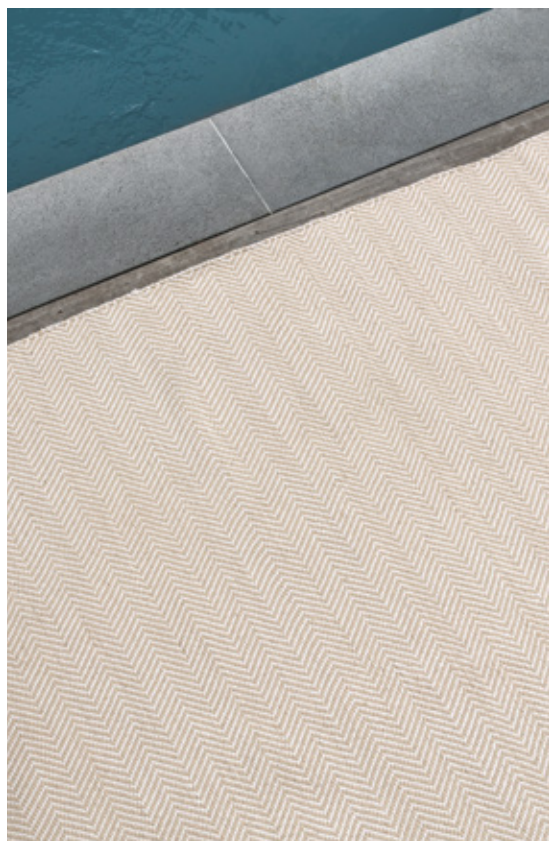
*glacier*



*mineral*



*quill weave*



*barley &  
oatmeal*

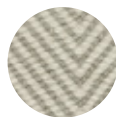


*basalt &  
fog*





*safari weave*



*oatmeal &  
ash*



*granite &  
slate*



*dune weave*



*ash &  
oatmeal*



*coal &  
limestone*



*tide weave*



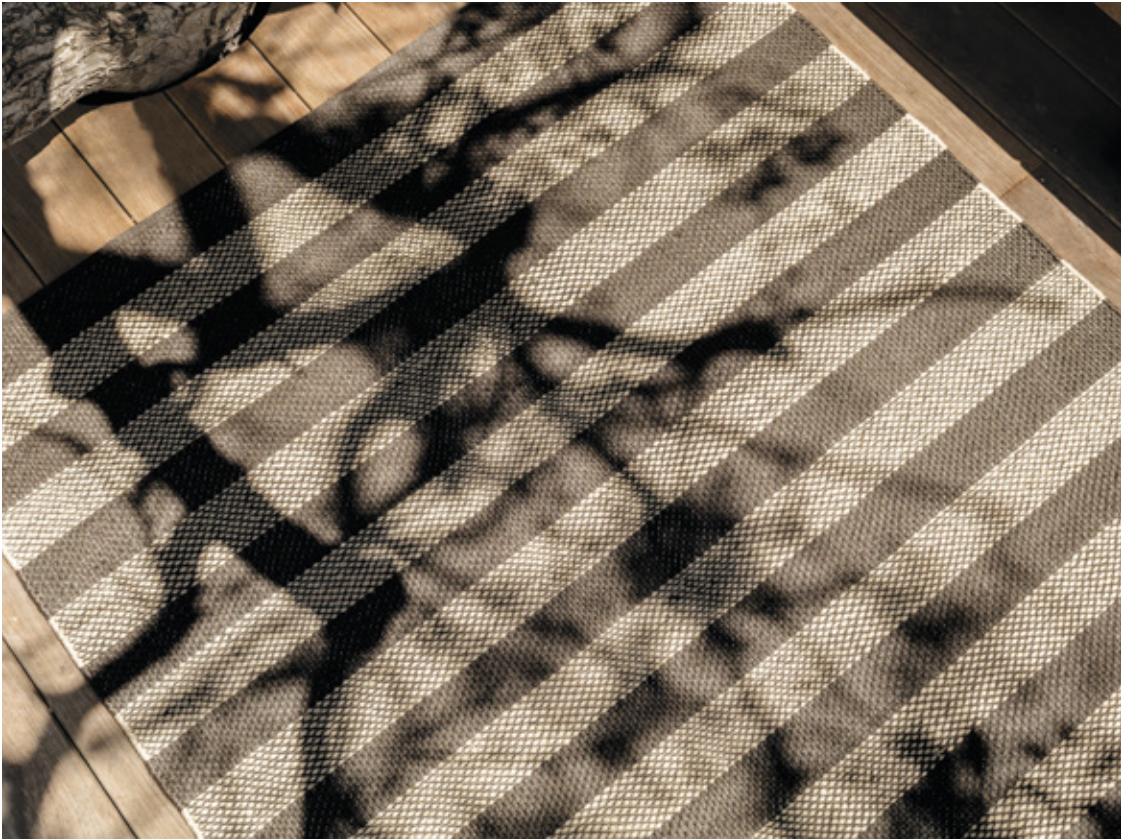
*fog &  
linen*



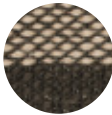
*basalt &  
fog*



*harvest weave*



*granite & oatmeal*



*slate & granite*



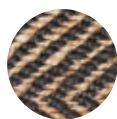


*entrance mat*

—



*serengeti weave*



*charcoal &  
natural*

*nest weave*

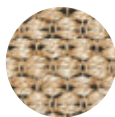


*natural*



*charcoal*

*terrain weave*



*natural*

*sahara weave*



*natural*



*charcoal*



*table top*

—







*willow weave*





*zinnia weave*





 *natural & sustainable*

*At Armadillo & Co one of our key values is environmental responsibility. We strive for our products and processes to leave as little impact on the earth as possible, while using a 'reuse, reduce and recycle' philosophy. We are continuously working to conserve and reduce our resources and energy consumption as we grow. The materials for our products are carefully sourced and we use natural, recycled and sustainable fibres.*

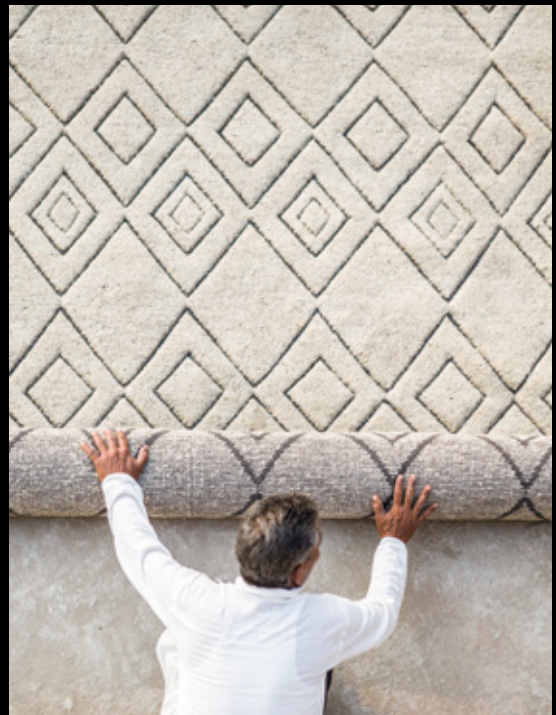






## *100% handmade*

*From the hands of those who spin and dye our yarns, to the hands of the artisans who weave and finish our rugs, each one of our products is infused with the rich history of ancient craftsmanship. Every Armadillo & Co product is 100% handmade by our extended family of artisans using Fair Trade practices. Our artisans are integral to their local community's livelihood and most importantly, they are carrying on a lineage that deserves preservation.*







## *socially responsible*

*We believe in giving back. It's the best way we can support those who give so much to us. We are passionately committed to social responsibility and community involvement. It is vitally important to our brand to support local schools in our weavers' villages.*

*Every purchase helps provide employment to our extended family of artisans, as well as education support to local schools in their villages and helps build brighter futures for children in underprivileged communities.*

*We are ardent supporters and members of Care & Fair, an initiative against illegal child labour in the carpet production industry in India, Nepal and Pakistan. Absolutely no children are in any way employed in the making of our products.*








armadillo

ARMADILLO & CO.



## *dyeing*

*Hand dyeing and sun drying add abundant texture and vibrancy to our yarn. Recipes are finessed through experience. For small batches, our artisans' tools are a fire, a stirring rod and a saucepan as the dye bath. Large ones use a hand turned pole studded with hoops, off which the skeins are hung, dipping in and out of the cauldron of dye.*



## *spinning*

*Using traditional hand powered winders, our artisans deftly guide armfuls of wool as it twists, filling spindles with richly textured yarn ready for the shuttles and weaving. The hemp used for our rugs is less pliable at this stage. After spinning, it is wound by hand lengthways around a long and slender wooden bobbin, destined for the loom.*



## *weaving/knotting*

*Our rug designs make use of the traditional weaving styles of our artisans' communities, reinterpreted for contemporary interiors. Our weavers often work side by side on one loom or take turns to craft our flat weave, hand knot and braided rugs. Hand weaving and knotting instills each one with subtle character and timeless appeal.*



## *washing*

*Gentle washing allows our rugs to settle into place to tighten up the weave and increase durability. Our artisans use wooden paddles to push the soapy water over both sides of each rug before rinsing them in the same way. Each rug is stitched to a frame and dried in sunshine. This retains their shape and enhances the fibre's appearance.*



## *finishing*

*Hand finishing ensures each rug is as beautiful and well made as it can be. Every edge and surface is given attention by our artisans, who skillfully scissor and stitch errant threads and the turnover at each end. This final pursuit of perfection delivers a rug that is almost flawless, yet rich with warmth and ideal for today's interiors.*



## *a<sup>co</sup>* *the final touch*

*The final touch to our rugs is thoughtfully preparing them before they are shipped. Our rugs are first meticulously checked for quality, labels are then attached and sewn on by hand, and finally they are rolled and neatly packed for safe travel. Each Armadillo & Co rug sees its journey's end when it arrives in your home.*

## size conversion table

### earth, latitude, indoor outdoor

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—	—	—
sizes	metric	imperial
Size 0	0.9 x 1.8 m	3' x 5'11"
Size 1	1.4 x 2 m	4'7" x 6'7"
Size 2	1.7 x 2.4 m	5'7" x 7'10"
Size 3	2 x 3 m	6'7" x 9'10"
Size 3.5	2.5 x 3.5 m	8'2" x 11'6"
Size 4	3 x 4 m	9'10" x 13'2"
Runner	0.8 x 4 m	2'7" x 13'2"

### entrance mat

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—	—	—
sizes	metric	imperial
XS	0.5 x 0.8 m	1'8" x 2'7"
S	0.6 x 1 m	2' x 3'3"
L	0.5 x 1.4 m	1'8" x 4'7"

### perennial

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—	—
metric	imperial
0.98 m	3 ft
1.22 m	4 ft
1.55 m	5 ft
1.82 m	6 ft
2.15 m	7 ft
2.43 m	8 ft
2.74 m	9 ft

### table top

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—	—	—
product	metric	imperial
Rectangle Placemats	30 x 45 cm	12" x 18"
Table Runner	35 x 170 cm	14" x 67"
Round Placemats & Coasters	30 cm 11 cm	12" 4"

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## underlay

We offer an underlay for rugs and runners to prevent slipping, allow extra comfort and extend the rug's life. Underlay is used beneath your rug on smooth or hard floors (timber, parquet, laminate, tiles, stone, marble, cork & pvc floor coverings) and on heated floors.

It can be used on carpets to prevent rugs from creeping. Both sides have a light adhesive finish.

Newly sealed floors must be completely dry & cured. Measuring 3mm in thickness, it provides additional walking comfort while satisfying the highest demands.

### features & benefits

- Light adhesive contact on both sides
- Enhances walking comfort
- Prevents rugs from creeping
- Grips through fibre
- Free of folds
- Easy to cut to size and lay
- Odourless
- Free of harmful substances
- Improves impact/sound absorption
- Residue free
- Anchors rugs to both soft & hard floors

Sizes available: 1, 2, 3, 3.5 and 4.

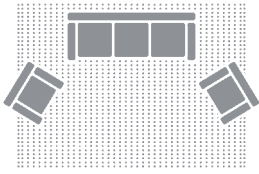
Runner and custom size underlays only available in Australia.

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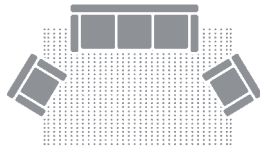
## terms & conditions

For a detailed overview of our Terms & Conditions, please visit our website: [armadillo-co.com/terms-conditions/](http://armadillo-co.com/terms-conditions/)

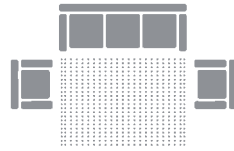
*living room*



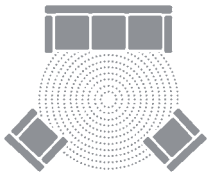
size 3.5 or 4



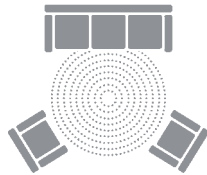
size 3



size 2



8 ft or 9 ft



6 ft or 7 ft

*dining room*



size 4



9 ft



size 3.5

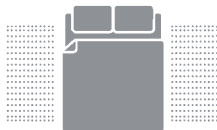


6-8 ft

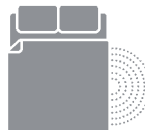
*bedroom*



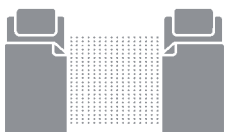
size 3.5 or 4



size 0



5 ft or 6 ft



size 1 or 2



3-5 ft



3-5 ft



*Our rugs lie lightly on this earth.*

