

Ultimate luxury and peace of mind from Lano Carpets



Bringing unadulterated opulence to the retailer's arsenal, Mayfair Velvet from Ultimo, the luxury brand from Lano Carpets has been revamped to appeal to a new breed of style and quality conscious consumer.

Using only the finest 2-ply 100% pure New Zealand yarn, Mayfair Velvet is the perfect answer to homeowners seeking a truly sumptuous carpet for their home. With its refined 1/10th gauge velvet construction and 21 trend-defining contemporary colours, this collection oozes quality and delivers luxury to interior decors that demand the best.

Mayfair Velvet is about far more than just texture and colour however. Lano Carpets has also ensured that the carpet delivers the quality and performance that discerning consumers would expect and Mayfair Velvet comes with a no pile reversal guarantee, alongside Lano carpets' recently introduced ten year wear warranty that provides peace of mind for homeowner and retailer alike.

Francis Debrabandere, UK Sales Manager, explains:

"Velvet style carpets are considered the most luxurious and make an ideal addition to upmarket homes. However, the dense and plush texture has traditionally had a problem with pile reversal, scaring the retailer away from recommending it. We have addressed this issue with Mayfair Velvet and thanks to our research, development and innovative manufacturing the retailer can have complete confidence in their recommendation of this exquisite carpet style."

The revamped Mayfair Velvet has five brand new colours, including slick greys and inspirational naturals, to reinvigorate consumer desire and to provide a balanced nature inspired palette that makes an ideal backdrop in either traditional country houses or minimalist city apartments.

Mayfair Velvet is available in both four and five-metre widths and is rated for Heavy Contract and Extra Heavy Domestic Use under EN1307 thanks to its tight construction.

The recommended retail price of Mayfair Velvet is £35 per square metre.

For further information on all Lano carpet ranges, freephone 00800 5266 5266, e-mail marketing@lano.com or visit www.lano.com