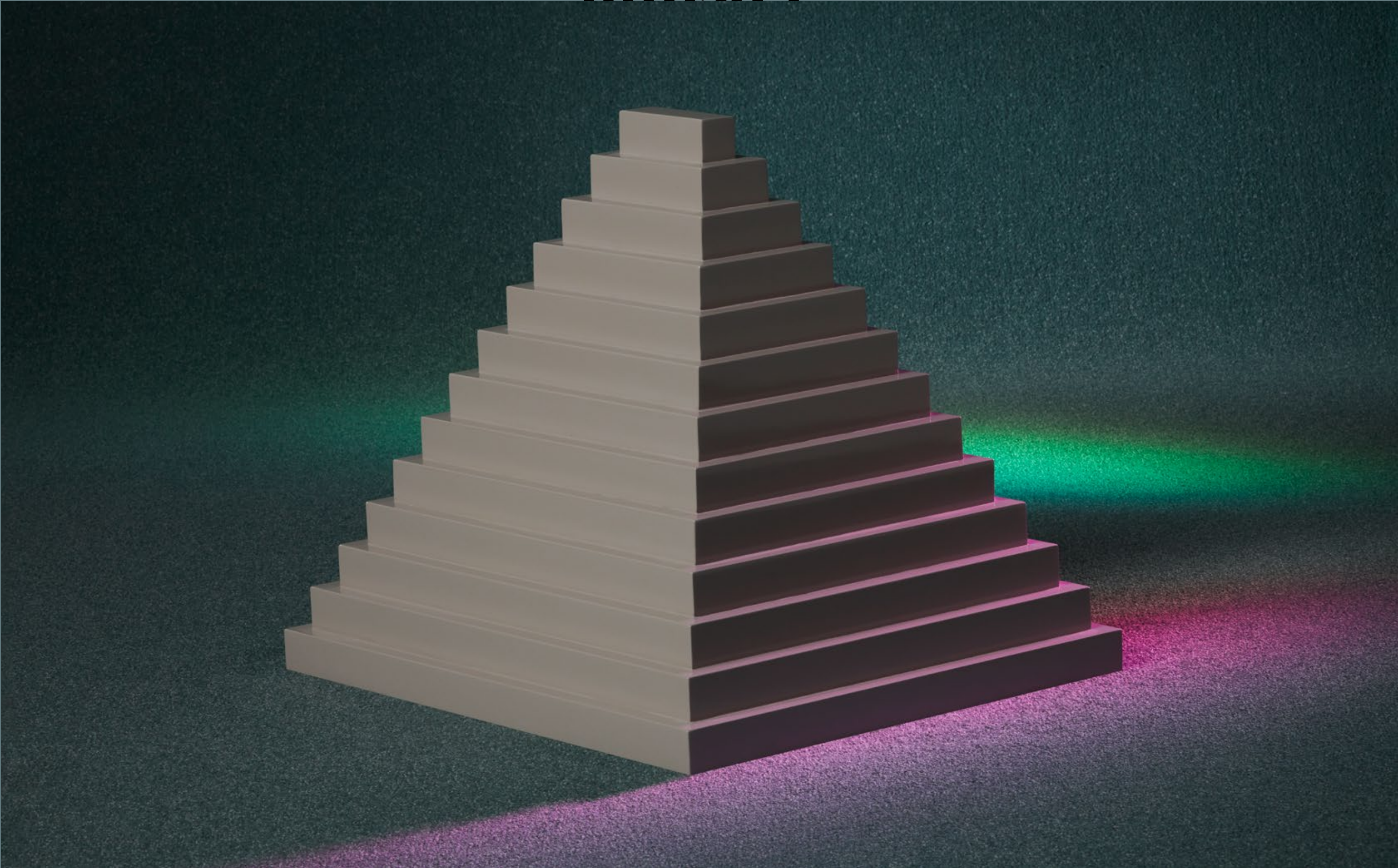


West minster



Quarterly 1/4

February 2020

west
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Design is not just what we do, it's also how we're able to make people feel.

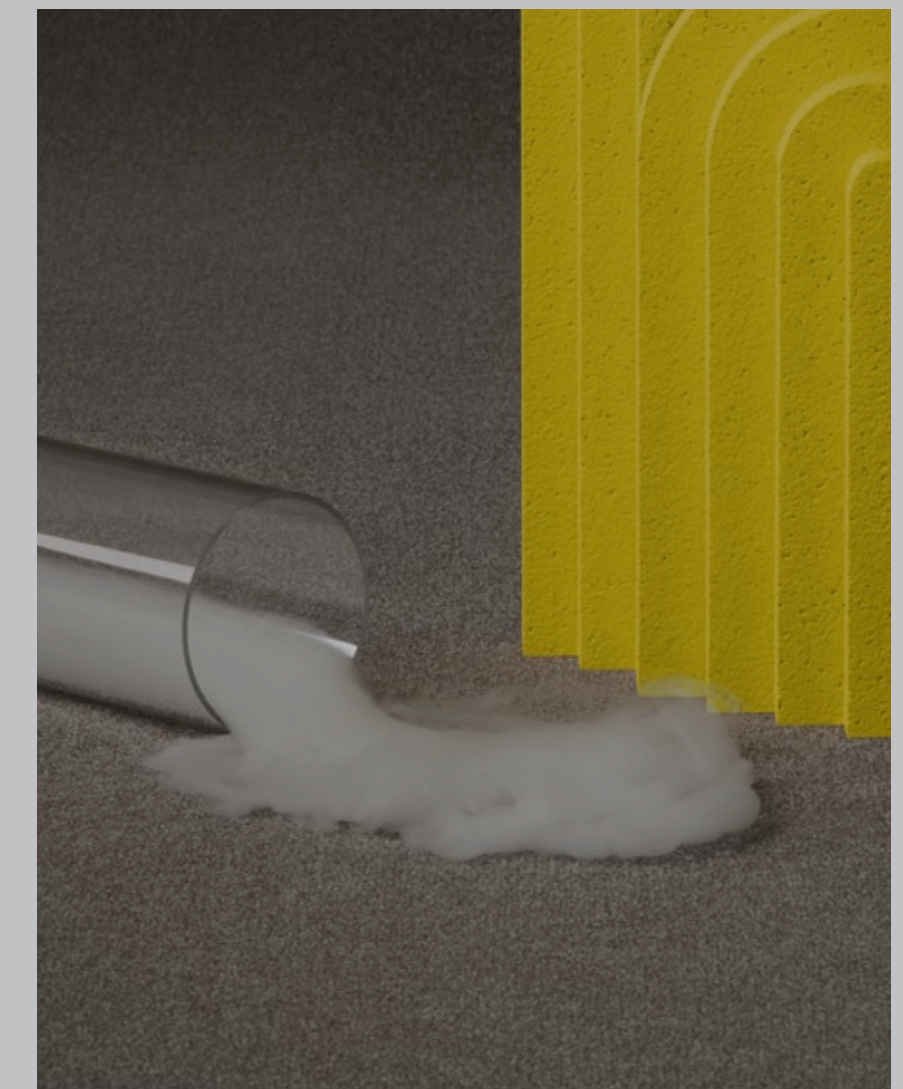
Targeting emotions with a floorscape devoted to a heightened sense of being, we've revived a much-loved commercial broadloom carpet range inspired by colour, empathy, emotional intelligence and environments/spaces of the future.

If the Industrial Revolution required muscle and our current Information Age rewards mental capacity, then the future is feelings.

Cognisant of this, Westminster's heightened product experience evokes an emotional reaction that considers people by putting them at the heart of the range.

Exploiting our experiential cues allows us to best present the new range of mood-altering colours. For those seeking a tough, technically superior carpet that's available in either base or bold colour – feeling is believing.

B.





Brave New World.

Westminster – The Haptic Range, offers a spectrum of colour, that along with SDX fibres, makes it ideal for hospitality, corporate and other demanding commercial applications.

A floorcovering designed for challenging high-traffic environments, this hard-working and durable range is stainproof, fade-proof, anti-allergenic and boasts plush properties that marry premium looks with luxurious softness.

| | | |
|-------|-------------------------------|--------|
| Synth | Glint | Empath |
| Dwell | Gesture Flutter Vitamin | Echo |

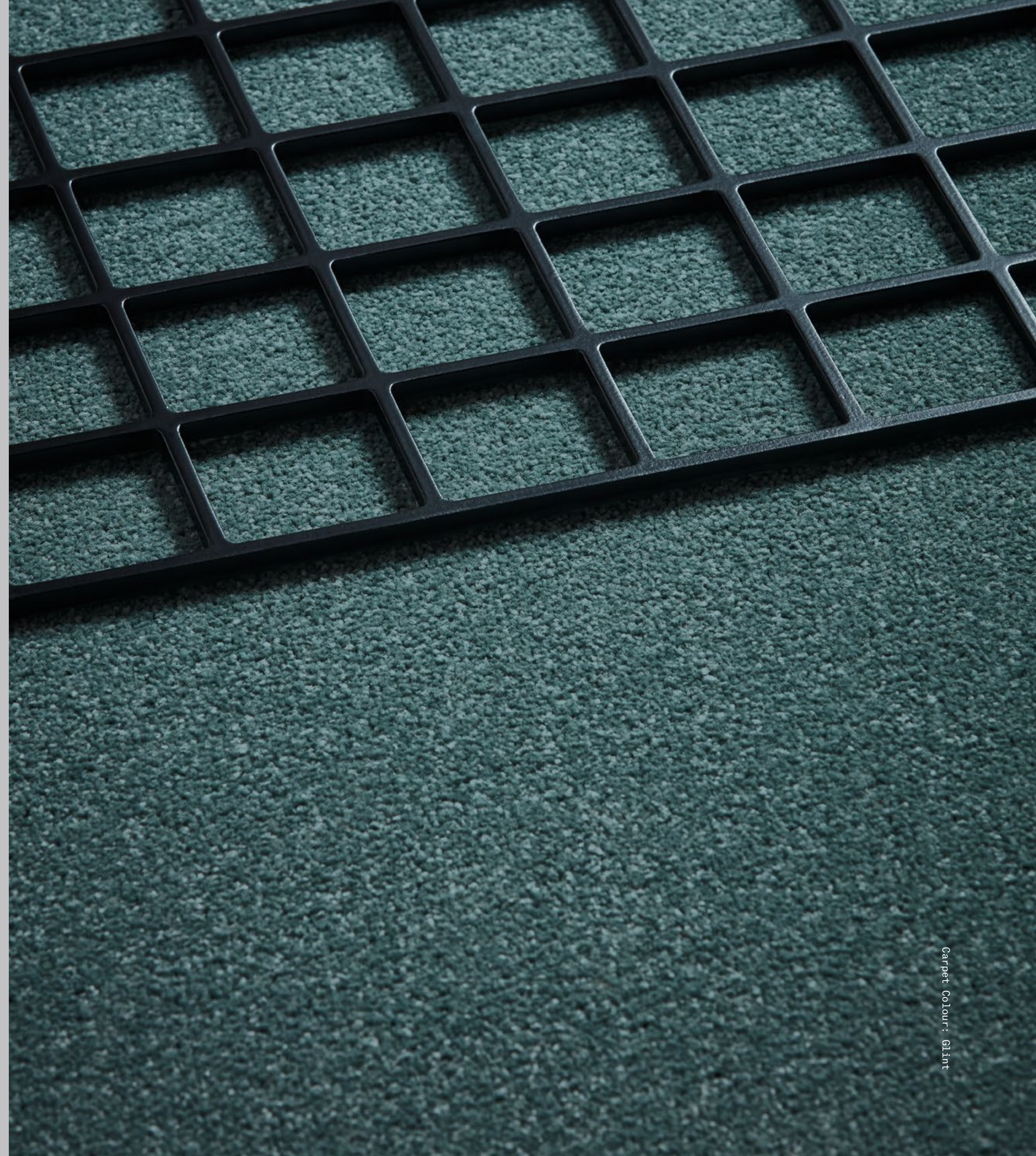
What Is
SDX?

SDX is a Solution Dyed Nylon for extreme conditions.

The innovative new-generation nylon fibre offers superior colour-fastness and resistance to stains and soiling.

And with 20 years of proven performance in the most demanding commercial environments, SDX is the synthesis of a superior batch recipe, unique production innovations and world-class manufacturing capabilities. Additional benefits include:

- Better tensile strength and superior colour-fastness to sunlight, bleach and other cleaning chemicals.
- An advanced tri-lobal filament construction retains soil at the carpet surface where it is easier to remove, and absorbs light which assists with the performance of the yarn.
- High-precision manufacturing to the most stringent tolerances and specifications.
- Twist technology takes a single extruded SDX yarn and combines it with another hard twist, then locks it in with saturated steam, which produces the high-quality tip definition, long-term appearance retention and superior soil-hiding properties.
- A sustainable manufacturing process uses a one-step spinning and colouring process that's pollution free, uses no water and produces high yields with low scraps.
- An experienced global design team ensures that our ranges suit all tastes and incorporate the latest colour and interior design trends.
- A 20-year warranty provides peace-of-mind for all stakeholders.



Westminster.



Carpet Colours: Empath and Neuro

Pertaining to the sense of touch, in particular the illusion of substance and force within the virtual world, Westminster's key directives include retro-futurism, hyper-modern forms, integrated lighting, hard contrasts, subtle detail and juxtaposed texture.

Extended Specifications

| | |
|--------------------------|---|
| Use Classification | Heavy Commercial |
| Construction | Cut Pile |
| Product Description | Heavy Commercial SDX Tufted Broadloom |
| Recycled Content | Yarn (Certain Colours) |
| Pile Height | ± 7.5mm |
| Total Thickness | ± 10mm |
| Total Mass | ± 2418g/m ² |
| Standard Width | 4m |
| Machine Gauge | 1/10" |
| Stitches / 10cm | 43 |
| Fire Index | 3 (SANS 10177-IV) Cfl-s1 (EN ISO 9239-1) |
| Colour Fastness to: | |
| i) Light | 7 (ISO 105-B02) |
| ii) Rubbing (wet) | 4-5 (ISO 105-X12) |
| iii) Rubbing (dry) | 4-5 (ISO 105-X12) |
| iv) Water | 4-5 (ISO 105-E01) |
| Electrostatic Propensity | Less than 2.0kV (EN 1307) |
| Static Control | Permanent |
| Acoustic Properties | 42dB (ISO 101 40-3) |
| VOC Tested | Pass |

**Westminster:
Neutrals.**

An expressive palette of colour has been designed to emotionally connect with people.

Our sophisticated palette of neutral hues delivers a sense of calm and comfort and is punctuated by a tight edit of more energetic colour that leads conversations with bold and unexpected statements.

While the materials and finishes focus on delivering residential-inspired softness to commercial environments, at the same time it provides extremely durable wear at home.

Product Colourways - Neutrals





Bionic Cameo



Data Cameo



Deft Cameo



Echo Cameo



Gesture Cameo



Kinect Cameo



Modal Cameo



Palpate Cameo



Sensor Cameo



Soma Cameo



Synth Cameo



Tingle Cameo



Carpet Colours: Gesture, Flutter and Vitamin



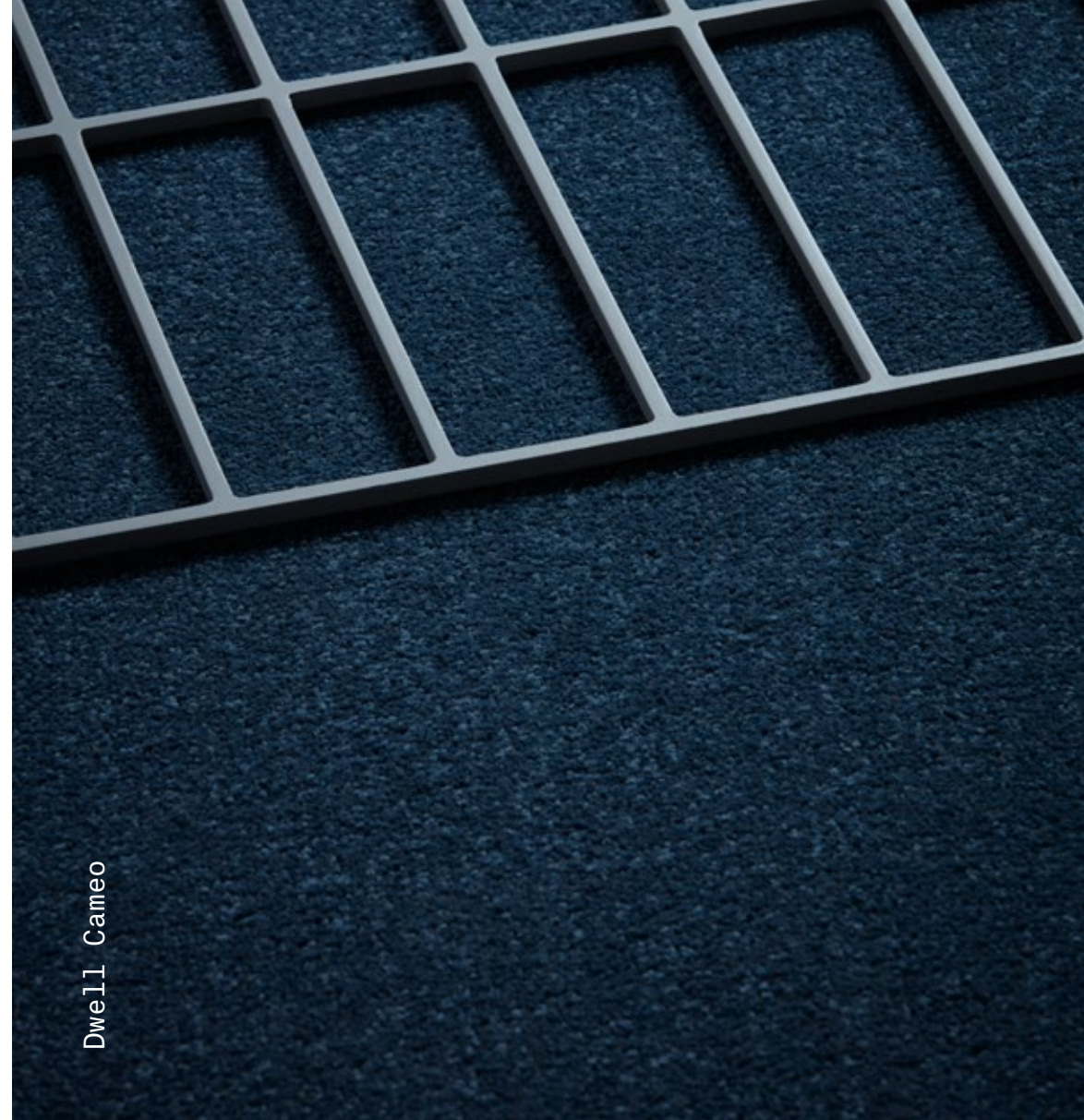
**Westminster:
Brights.**

Westminster is an empathetic collection that uses bold colour to take commercial carpeting to new heights of opulence, elegance and feeling.

Product Colourways - Brights



Serving as a starting point for your décor schemes, the sophisticated and modern range introduces a palette of soft pinks, vivid oranges, acid yellows, electric blues and more.



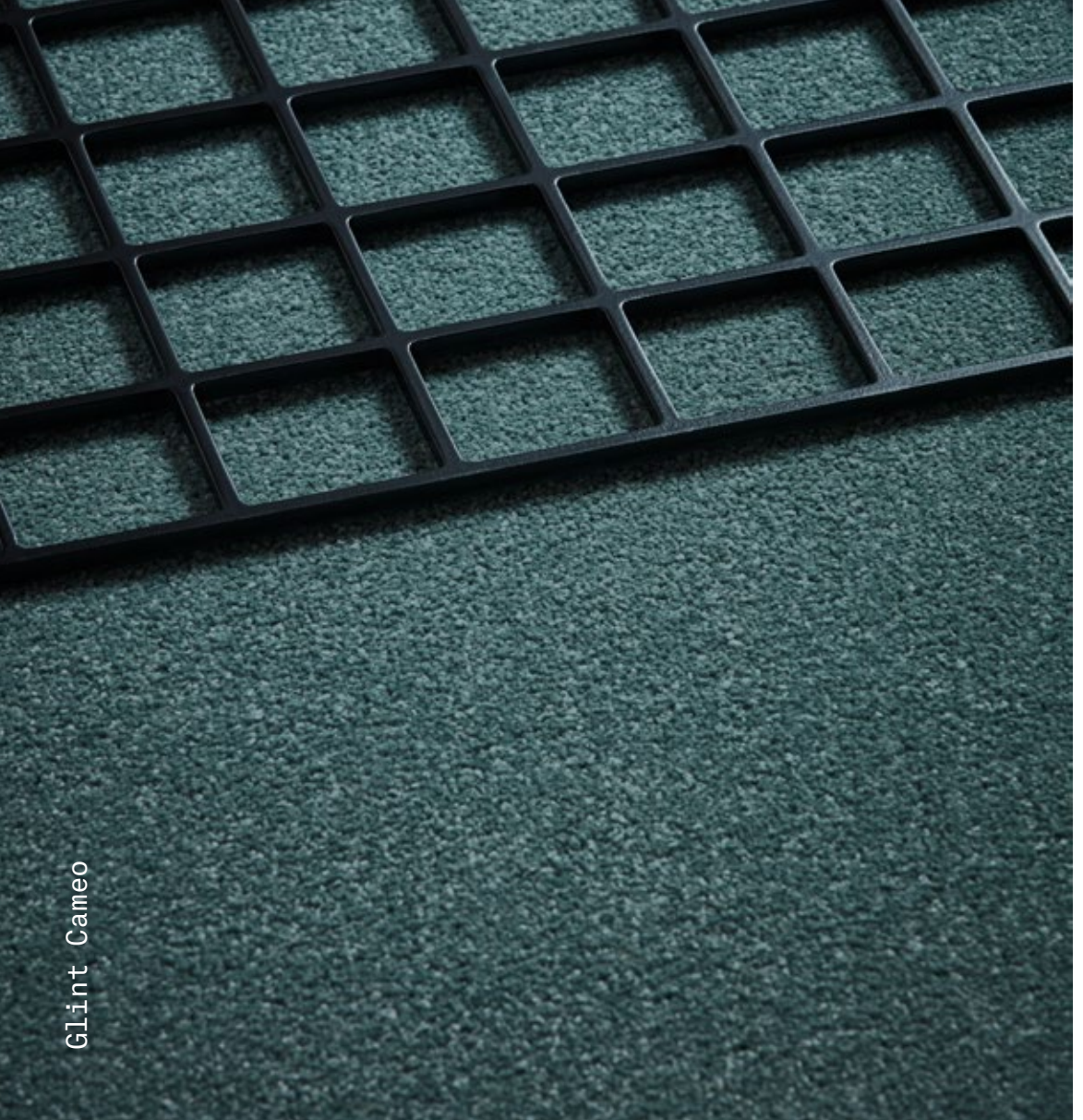
Dwell Cameo



Empath Cameo



Flutter Cameo



Glint Cameo



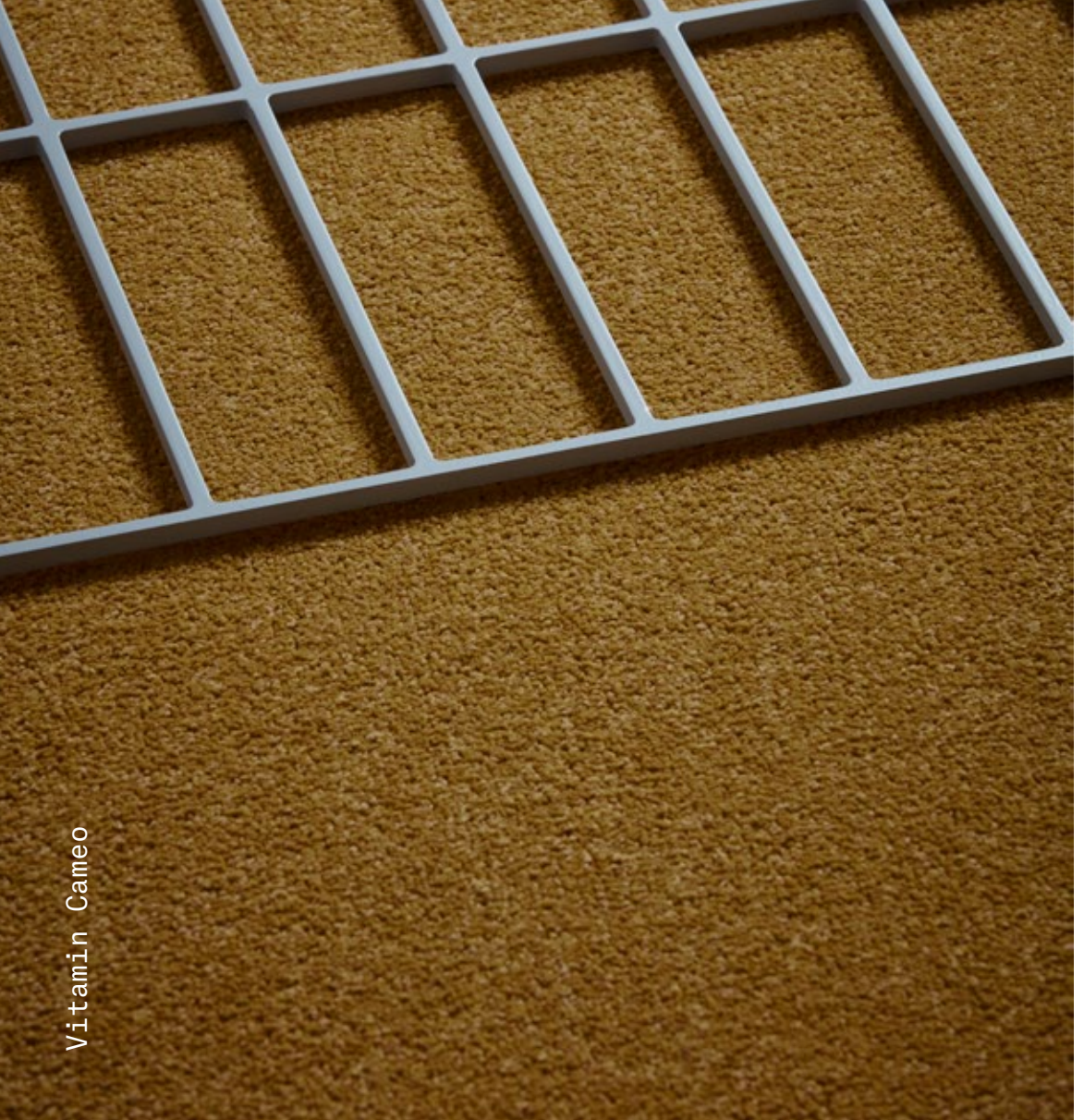
Neuro Cameo



Perma Cameo



Tact Cameo



Vitamin Cameo

D.



Cape Town Design Centre: Showroom B, The Matrix, 8 Bridgeway, Century City.
Johannesburg Showroom: 1 on Jameson Ave, Cnr. Glenhove Rd & Jameson Ave, Ground Floor, Melrose Estate.
Durban Showroom: 31 Solstice Road, Umhlanga Ridge. / belgotex.co.za

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