

B.

The Carpet Comeback.

It's time you considered adding the character, comfort, convenience and cost-effectiveness of carpet to your home.



Belgotex™

B.

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01. Why Choose Carpet?

Top Tech

Our yarn technology is stainproof & colour fast, giving you all the traditional warmth and comfort of carpeting without the practical worries of stains and maintenance.

A Soft Touch

Touch-me-texture and homely nostalgia are the biggest benefits that make carpets the smart choice. Beautiful to look at, the sense of softness, luxury, and intimacy they bring to a room will make you want to kick your shoes off at every opportunity.

Choice and Versatility

Personalize your living space using carpet as either a neutral foundation or a bold focal point. Belgotex's latest luxurious collections have something for everyone, and available in the colour, texture, and pattern of your choice.

Nothing to Sneeze At

A third of us suffer from allergies with runny noses, sneezing, red, itchy and watery eyes signalling the changing of each season. Carpet can improve the air quality, preventing the release of dust and allergens from circulating in our homes.

Easy Care

Because all Belgotex carpets are manufactured from our hi-tech yarn technology, they are easy to clean and resistant to household spills and stains. They are also colourfast and will not fade or discolour.

Safety First

Whether the first steps of a child, those of an ailing adult or even a pet taking a corner too fast, non-slip carpeting provides better traction and can cushion faulty footsteps, minimizing injuries when falls occur.

Better Insulating Properties

Carpets are warm in winter and cool in summer, offering 10% better thermal insulation than other floorcoverings. They also help to reduce noise and improve sound quality with wall-to-wall carpeting working as a barrier and reducing sound vibration.

Great Value

Advances in fibre technology provide an attractive alternative that performs better than more expensive, perishable natural materials. Offering a variety of ranges to suit any budget, all Belgotex carpets carry guarantees and warranties up to 20 years, if installed on our Green Underlay, and if properly installed and maintained.

02.

Our Superior Stainproof Fibres

Stainproof Miracle Fibre

- A highly advanced polypropylene fibre unique to Belgotex.
- Colour-fast, stain-resistant and anti-allergenic.
- Resistant to rot, mould and mildew.
- Retains its attractive appearance and won't fuzz or shed.
- Also available in Stainproof Eco Fibre (PP with recycled content - colour determined).

Stainproof Eco Miracle Fibre

- A highly advanced polypropylene fibre unique to Belgotex.
- Colour-fast, stain-resistant and anti-allergenic.
- Resistant to rot, mould and mildew.
- Retains its attractive appearance and won't fuzz or shed.

Stainproof SDN/SDX

- Belgotex's superior proprietary Solution Dyed Nylon for Xtreme conditions.
- The pigment is locked permanently into the fibre at a deep molecular level, as opposed to conventional surface dyeing.
- Exceptional clarity and colour-fastness to sunlight, resistant to bleach and other harsh cleaning chemicals.
- Advanced design ensure superior resistance to wear, stains and soiling – even in high-traffic areas.
- Also available in Eco SDX (SDN with recycled content - colour determined).

Stainproof Eco SDN/SDX

- A highly advanced solution dyed nylon fibre unique to Belgotex.
- Colour-fast, stain-resistant and anti-allergenic.
- Resistant to rot, mould and mildew.
- Retains its attractive appearance and won't fuzz or shed.



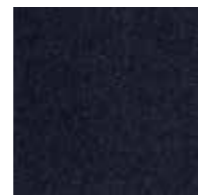
Residential Carpet: Color Rib



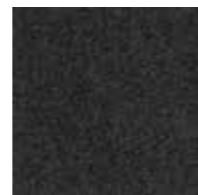
Product Colourways.



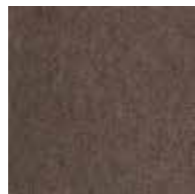
Bleach



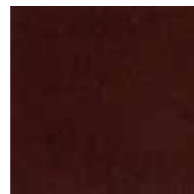
Blue Bottle



Ebony



Field Mouse



Fiesta



Lime



Sable

03. Our Products

Color Rib.

The uniqueness of Color Rib is in the innovative fibre engineering combined with the superior production process, making this Belgotex product a timeless investment for the discerning homeowner.

Specifications

Use Classification:	Heavy Residential
Construction:	Structured Needle-punch
Yarn Type:	Stainproof Miracle Fibre
Thickness:	± 4mm
Standard Width:	4.20m
VOC Tested:	Passed



03.

Our Products

Conqueror.

This carpet is an excellent choice when selecting a practical, hard-wearing carpet for the home. Manufactured from Stainproof Miracle Fibre (Polypropylene), Conqueror is available in a range of attractive colours.

Specifications

Use Classification:	Heavy Residential
Construction:	Tufted Loop Pile
Yarn Type:	Stainproof Miracle Fibre
Thickness:	± 5.7mm
Standard Width:	4m
VOC Tested:	Passed

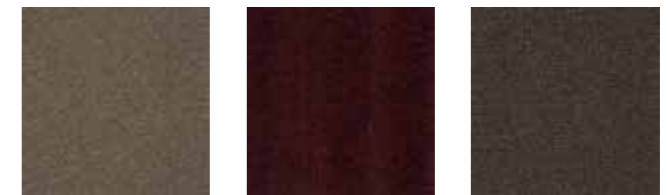
						
If installed on our Green Underlay	(Sold Separately)	Suitable for Staircases	Eco-Friendly	Underfloor Heating	Heavy Residential	From Local & Imported Goods
						
Broadloom	15 Year Limited Wear Warranty	5 Year Belgotex Guarantee	ANTI-ALLERGENIC	REUSE RECYCLE	COLOURFAST BLEACH RESISTANT MF	FUSION BAC
						
SABS ISO 14001	SABS ISO 45001	SABS ISO 9001	greenstar 6	GREEN BUILDING COUNCIL	GREEN BUILDING COUNCIL	GREEN BUILDING COUNCIL



Residential Carpet Brochure - August 2021

Residential Carpet: Conqueror

Product Colourways.



Assegai

Bow

Castle

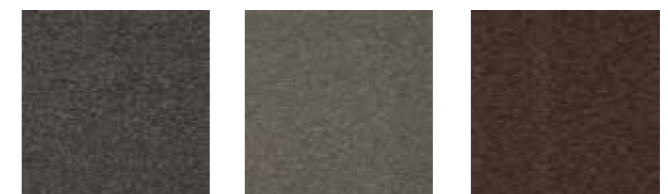


Guard

Moat

Shield

Spear



Sword

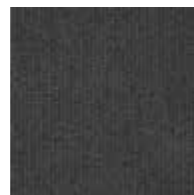
Target

Turret

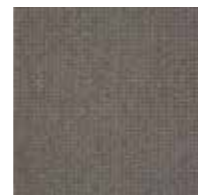


Residential Carpet: Co-Exist

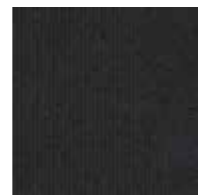
Product Colourways.



Balanced Being



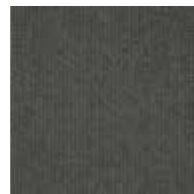
Blend Easy



Duality



One Accord



Peace Together



Seamless Speckle



Ultra Harmony

03. Our Products

Co-Exist.

Hard-wearing and practical, Belgotex's textured loop pile carpet allows for different décor trends, mismatched furniture, and items you have curated over time to live together in harmony.

Specifications

Use Classification:	Heavy Residential
Construction:	Textured Hi-Low Loop Pile
Yarn Type:	Stainproof Miracle Fibre
Thickness:	± 7.5mm
Standard Width:	4m
VOC Tested:	Passed



If installed on our Green Underlay



(Sold Separately)



Suitable for Staircases



Eco-Friendly



Underfloor Heating



Heavy Residential



From Local & Imported Goods



Broadloom



15 Year Limited Wear Warranty



5 Year Belgotex Guarantee



ANTI-ALLERGENIC



REUSE
REDUCE
RECYCLE



COLOURFAST
BLEACH RESISTANT
MF

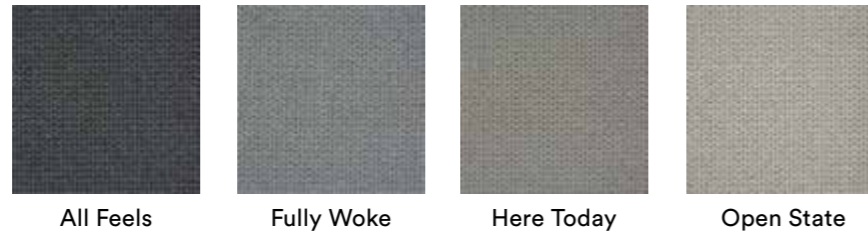


FUSION
BAC





Product Colourways.



Residential Carpet: Conscious

03. Our Products

Conscious.

Responding to the desire for a richly tactile foundation on which to build a calming space, Belgotex introduces a range that evokes a sense of relaxation and respite from the noise of daily life.

Specifications

Use Classification:	Heavy Residential
Construction:	Textured Hi-Low Loop Pile
Yarn Type:	Stainproof Miracle Fibre
Thickness:	± 9mm
Standard Width:	4m
VOC Tested:	Passed



03.

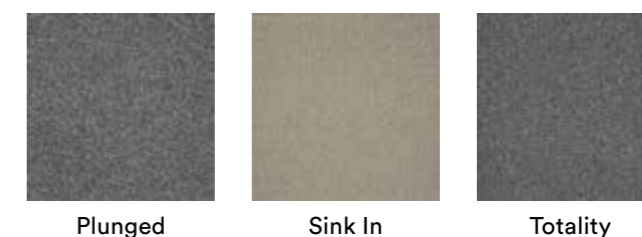
Our Products

Immerse.

Experience the joys of living courtesy the neutral, natural colour tones of a low-level loop pile carpet imbued with a berber look. The rich character offers the impression of a hand-woven finish. Feeling is believing.

Specifications

Use Classification:	Heavy Residential
Construction:	Tufted Loop Pile
Yarn Type:	Stainproof Miracle Fibre
Thickness:	± 10mm
Standard Width:	4m
VOC Tested:	Passed

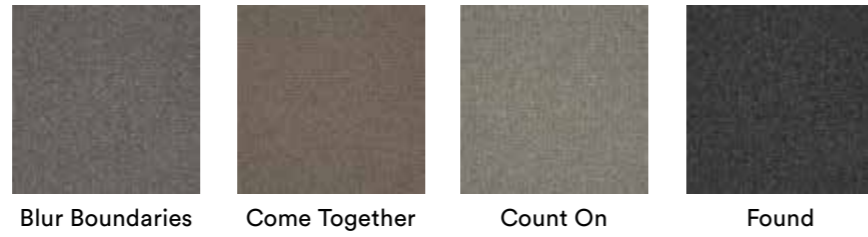


Product Colourways.



Residential Carpet: Immerse

Product Colourways.



Residential Carpet: Inclusive

03. Our Products

Inclusive.

Best suited to the parts of your home you spend the most time in, this range is available in beautiful neutral colourways that won't omit any part of your distinct style and will add another layer to the texture of your life.

Specifications

Use Classification:	Heavy Residential
Construction:	Tufted Loop Pile
Yarn Type:	Stainproof Miracle Fibre
Thickness:	± 6.5mm
Standard Width:	4m
VOC Tested:	Passed

If installed on our Green Underlay	(Sold Separately)					

03.

Our Products

Influence.

With the power to shape any room and ensure favourable compliments from guests, this crush-resistant loop pile carpet boasts hard-wearing good looks and trending colourways.

Specifications

Use Classification:	Heavy Residential
Construction:	Tufted Loop Pile
Yarn Type:	Stainproof Miracle Fibre
Thickness:	± 6.5mm
Standard Width:	4m
VOC Tested:	Passed



If installed on our Green Underlay



(Sold Separately)



Suitable for Staircases



Eco-Friendly



Underfloor Heating



Heavy Residential



From Local & Imported Goods



Broadloom



15 Year Limited Wear Warranty



5 Year Belgotex Guarantee



Anti-Allergenic



Reuse Reduce Recycle



Colourfast Bleach Resistant



Fusion BAC



Daily Impact



Fan Fix



Gather Round



Max Lust



Mirror That



Picture This

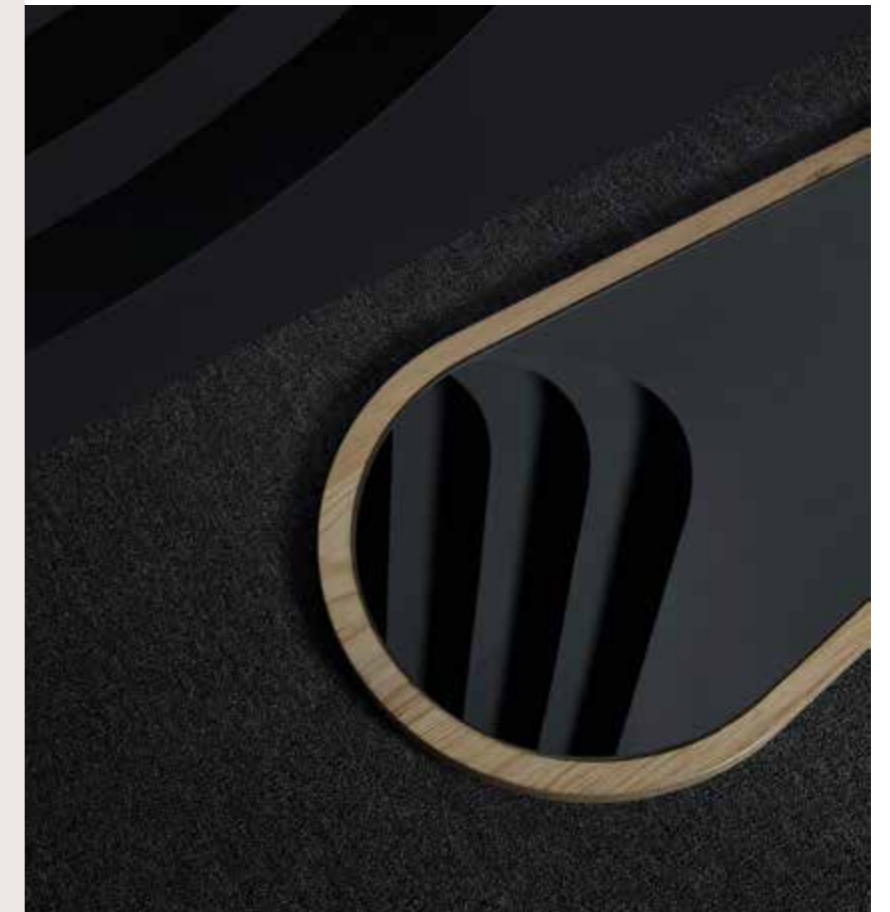


Pulse Rate



Tribe Fuel

Product Colourways.



Residential Carpet: Influence

Residential Carpet: Mantra



Product Colourways.



03. Our Products

Mantra.

A simplified cut pile design, Mantra is available in three grades, ranging in pile height, to bring calm to your life and a sense of clarity to your spaces.

Specifications

Use Classification:	Heavy Residential
Construction:	Tufted Cut Pile
Yarn Type:	Stainproof Miracle Fibre
Thickness:	M101: ± 8mm M201: ± 9.5mm M301: ± 13mm
Standard Width:	4m
VOC Tested:	Passed



03.

Our Products

Mindful.

Conscious of the fibres that bind our lives and aware of how these are often woven into our past, Belgotex has created a range of multi-level loop pile carpets for harmonious living.

Specifications

Use Classification:	Heavy Residential
Construction:	Textured Hi-Low Loop Pile
Yarn Type:	Stainproof Miracle Fibre
Thickness:	± 9mm
Standard Width:	4m
VOC Tested:	Passed



Product Colourways.



Accept Be Still Clarity



Focus Impart Observe Tune In



Residential Carpet: Royal Twist

Product Colourways.



Alloy



Calcite



Canvas Tan



Carbon



Dukes Cape



Earl Grey



Grey Monarch



Jette



Lady Blush



Pistachio



Silver Crown



Viscount Pearl

03. Our Products

Royal Twist.

Offers a stately blend of sophistication, luxury, and outstanding performance. Available in a selection of subtle neutral shades, the dense pile of Royal Twist offers superior comfort.

Specifications

Use Classification:	Heavy Residential
Construction:	Tufted Cut Pile
Yarn Type:	Stainproof SDN
Thickness:	± 15.5mm
Standard Width:	4m
VOC Tested:	Passed



If installed on our Green Underlay



(Sold Separately)



Suitable for Staircases



Eco-Friendly



Underfloor Heating



Heavy Residential



From Local & Imported Goods



03.

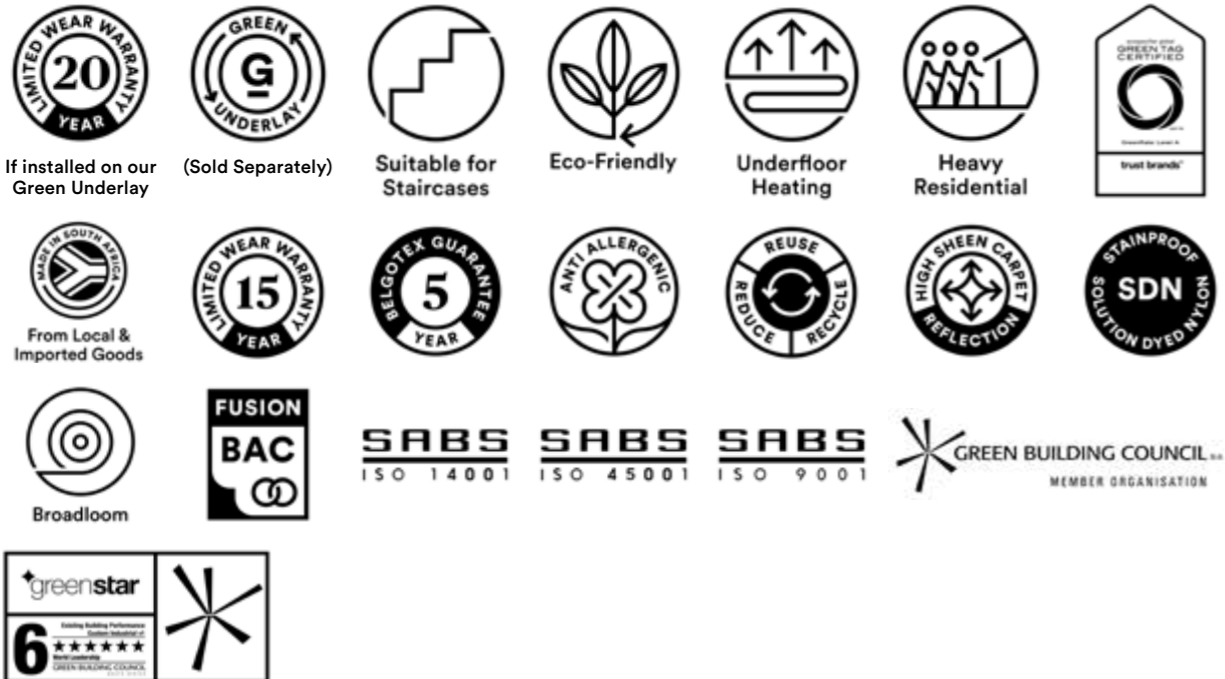
Our Products

Softology.

Our Softology carpets are made using a higher count of finer filaments, like a feather, to deliver its plush properties.

Specifications

Use Classification:	Heavy Residential
Construction:	Tufted Cut Pile
Yarn Type:	Stainproof SDN
Thickness:	S101: ± 9.5mm S201: ± 11mm S301: ± 13.5mm
Standard Width:	4m
VOC Tested:	Passed



Product Colourways.



S101 - Abyss S101 - Ash S101 - Brunia



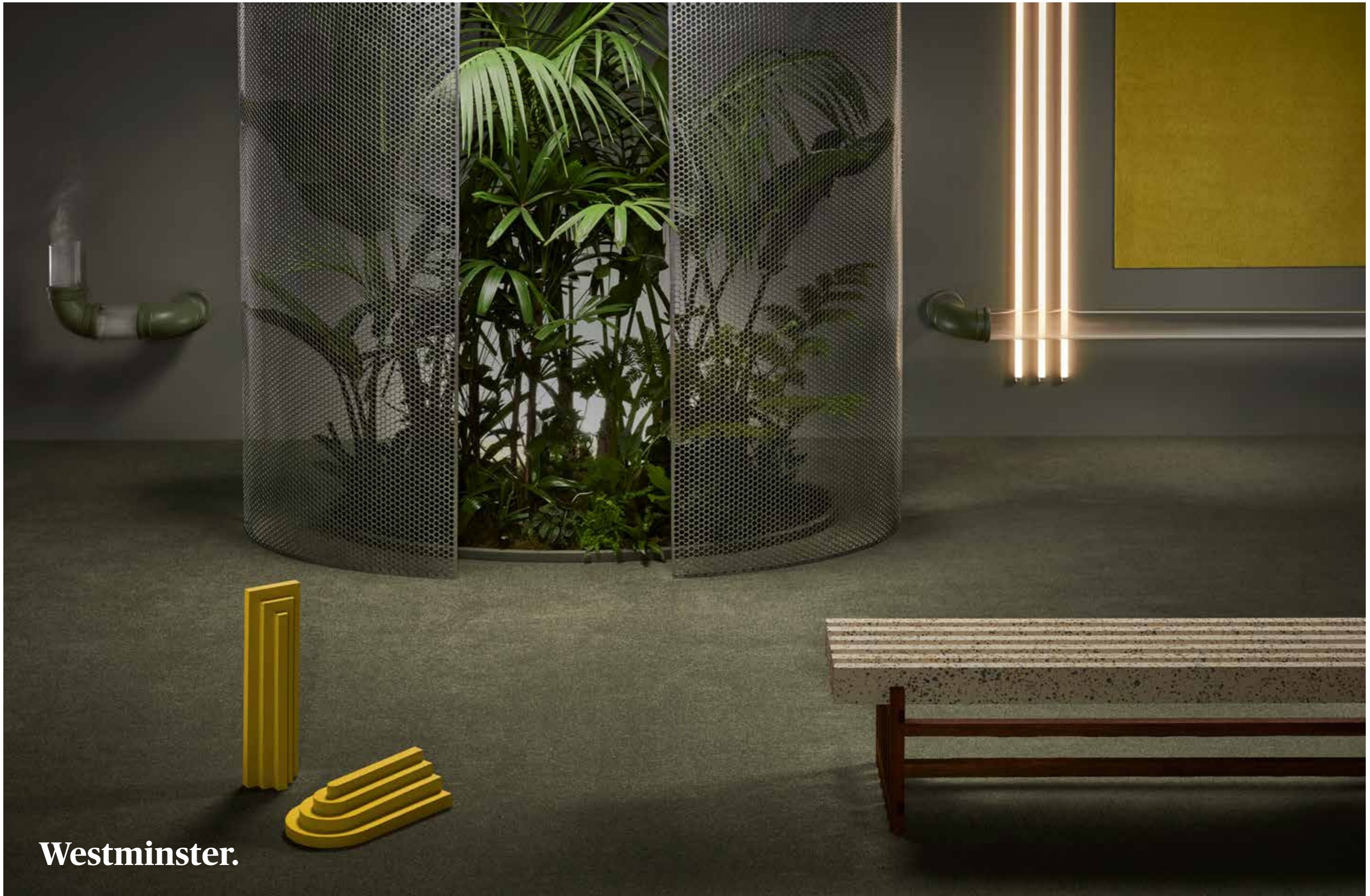
S101 - Dahlia S101 - Downy S101 - Fawn S101 - Kush S101 - Lynx



S101 - Mink S101 - Plume S101 - Puff S101 - Regis S101 - Sauve



S101 - Swoon S101 - Willow S101 - Zephyr



Westminster.

Product Colourways.

Brights.



Dwell



Empath



Flutter



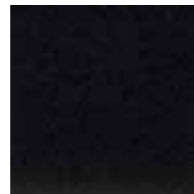
Glint



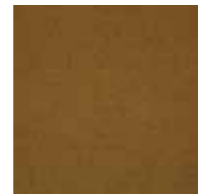
Nero



Perma

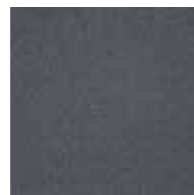


Tact



Vitamin

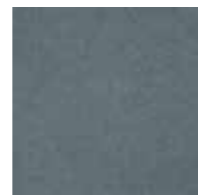
Neutrals.



Bionic



Data



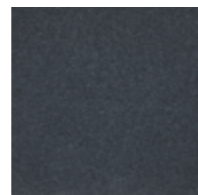
Deft



Echo



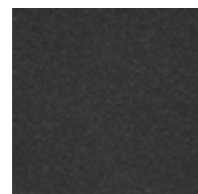
Gesture



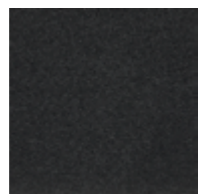
Kinect



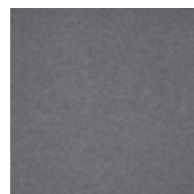
Modal



Palpate



Sensor



Soma



Synth



Tingle

Residential Carpet: Westminster

03.

Our Products

Westminster.

Cognisant of others and exploring varying points of view, our heightened product experience evokes an emotional reaction, putting people at the heart of the range. Fusing premium looks with luxurious softness, Westminster is a range that understands exactly where you're coming from.

Specifications

Use Classification:	Heavy Commercial
Construction:	Tufted Cut Pile
Yarn Type:	Stainproof SDX
Thickness:	± 10mm
Standard Width:	4m
VOC Tested:	Passed



If installed on our Green Underlay



(Sold Separately)



Suitable for Staircases



Eco-Friendly



Underfloor Heating



Heavy Commercial



From Local & Imported Goods



5 Year Belgotex Guarantee



ANTI-ALLERGENIC



REUSE RECYCLE



SDX BLEACH RESISTANT



SDX ECO BLEACH RESISTANT



Broadloom



FUSION BAC



SABS ISO 14001



SABS ISO 45001



SABS ISO 9001



GREEN BUILDING COUNCIL MEMBER ORGANISATION



04.

Caring For Your Carpet

Is That A Stain? Before trying to remove any marks from your carpet it's important to determine whether it's a stain or soiling.

Staining

Staining is when something discolours the carpet fibres with its pigment, like a red wine spill. Before attempting to remove it, first determine what's caused the stain and then follow the correct procedure from the chart in this booklet.

Note that these methods only apply to carpets made from Stainproof Eco Miracle Fibre, Stainproof SDN, Stainproof SDX and Stainproof Eco SDX.

Soiling

Soiling is caused by dirt, dust, ash, and any other particles that may settle on a carpet. These particles can cause friction at the base of the carpet and weaken the fibres, causing loss of pile height and density as well as a dull appearance.

Regular cleaning is the best way to keep your carpet looking great.

Stain Removal Tips





























Before attempting the stain-removal methods listed below, ensure that your carpet is a genuine Belgotex product as some of these methods may damage carpets that are not made from Stainproof Miracle Fibre, Stainproof Eco Fibre, Stainproof SDX or Stainproof Eco SDX.

Look out for these logos – if your carpet doesn't have them – it's not stainproof!



04.

Caring For
Your Carpet

Stain	Method	Stain	Method
Betadine		Machine Oil	
Blood		Mercurochrome	
Butter		Milk	
Chocolate		Mud	
Coffee		Mustard	
Cooking Oil		Peanut Butter	
Curry Paste		Rust	
Egg		Salad Dressing	
Food Colouring		Shoe Polish	
Gravy		Spaghetti Sauce	
Grease		Tea	
Jam		Tomato Sauce	
Juices and Cooldrinks		Vinegar	
Marker Pen		Wine	



Bleach Method

- Mix a solution of equal parts bleach and water in a spray bottle.
- Use household bleach containing no additives.
- Perfumed bleach may be used.
- Remove as much of the stain as possible by blotting or scraping up.
- Spray the solution directly onto the carpet.
- Do not soak.
- Blot the surface of the carpet, working from the outside of the stain to the centre. Repeat until the stain disappears.
- Spray with water and blot until the bleach has been removed.
- To absorb any remaining moisture, use folded paper towels weighted with a heavy non-staining object.
- When completely dry, vacuum to restore the pile texture.



Acetone Method

- Remove as much of the stain as possible by blotting or scraping up.
- Apply a small amount of pure acetone to a cloth and work in gently.
- Do not soak.
- Blot the surface of the carpet, working from the outside of the stain to the centre. Repeat until the stain disappears.
- To absorb any remaining moisture, use folded paper towels weighted down with a heavy non-staining object.
- When completely dry, vacuum to restore the pile texture.

Stain removal tip: Wicking is when after being cleaned a stain travels from the base of the carpet to the tip, reappearing. If this problem persists, contact a professional carpet cleaner.

04.

Caring For Your Carpet

Remember

- Clean according to how much soiling a carpet is subjected to.
- Off-the-shelf carpet shampoos can leave a sticky detergent residue that causes rapid soil build-up. Use with caution and always make sure to thoroughly rinse with water.
- Pile pressure marks from furniture, fading from exposure to direct sunlight and soiling are not manufacturing defects.

Vacuum Regularly

- Thorough weekly vacuuming removes dirt particles that dull your carpet's appearance and damage its fibres.
- Ensure your vacuum cleaner is in good working order and remember to regularly change dust bags and filters.
- Heavy traffic areas such as stairs and corridors should be vacuumed daily.

Deal With Stains As Soon As You Can

- The faster you act, the more successful the results.
- Identify the stain and refer to our stain removal chart before you start.
- Then, remove as much of the foreign material as possible carefully scraping off thick or sticky material with a spoon, vacuuming up crusty pieces if dry, or blotting with a paper towel if wet.

Hire A Professional

- If your carpet appears dirty even after vacuuming, it's time to hire a professional.
- If in doubt, consult a professional cleaner for the best method of cleaning.
- To extend the life of your carpets you should get them professionally cleaned once a year.

Prevent Soiling & Pile Damage

- Place doormats at all entrances.
- Clean or change your doormat regularly.
- Use carpet protectors under heavy furniture and castors.
- Rearrange your furniture every few months to change the wear patterns.

Stain Removal Tip: For stains older than a month, apply a diluted solution of dishwashing liquid with a cloth, leave for two minutes and then remove the solution with water. Once completed you may continue with the relevant stain removal procedure.

Add Years To Your Carpet's Life.



05. Asthma & Flooring FAQ's

Do carpets cause Asthma?

This is a misconception. Importantly, not all people suffer from asthma and many asthma cases are hereditary. There are different types of asthma, with about 40% being non-allergic in nature. These include exercise-induced asthma and occupational asthma, where symptoms are triggered by the workplace environment (eg, wood or flour mills). Allergic asthma occurs when allergens in the environment trigger an attack. For people suffering from allergic asthma, understanding, and regulating one's environment where possible is very important, and carpets can in fact play a positive role in this process.

Should I choose carpet or vinyl flooring if someone in my home suffers from allergic asthma?

The choice depends on your particular needs and wants. If you suffer from allergic asthma, you should identify your asthma triggers and aim to control contributing allergens in your home. These are often found in everyday items like a soft toy, pillow, curtain, or even pet blankets. When it comes to flooring, allergens which rest on the floor surface include pollen, dust mites, mould spores, and pet dander (hair, skin or feathers).

With carpets, certain allergens are removed from the air as they fall onto carpet fibres and become trapped among them until vacuumed. Regular vacuum cleaning avoids allergen build-up and effectively removes them from the space. With smooth surfaced floors (such as vinyl tiles and cushioned vinyl) allergens fall to the floor, but get lifted off the surface easily with movement. Whilst not necessarily requiring vacuuming, hard floors with higher traffic ideally require regular cleaning for asthma sufferers. In summary, the right floor for your home needs to align with your lifestyle and preferences.

Are certain carpets more effective for the control of asthma triggers?

Yes. There are carpets that make it easier to manage your asthma triggers based on their structure, material, and installation.

The Johnson Memorial Group suggests that short pile carpets or loops with tightly woven strands are better than tall, shag-type carpets. Solution Dyed Nylon (used in our carpets) is a preferred material because it resists dirt and reduces asthma triggers like mould and mildew. If you are sensitive to VOCs, make sure you choose an appropriate carpet underlay (such as our Green underlay) and low VOC glue during installation.

05.

Asthma & Flooring FAQ's

What role do VOCs play for asthma sufferers?

For some people, odours and Volatile Organic Compounds found in buildings could trigger an allergic asthma attack. VOCs can be present within flooring materials, but by contrast carpets can filter VOCs like formaldehyde or chloroform out of the air, trapping them between fibres until they are vacuumed away. Belgotex carpets are tested against GBCSA/GBCA Green Star & CRI Green Label Plus criteria and have met all critical VOC level requirements set. Belgotex luxury vinyl tiles are tested and pass Floorscore SCS-FS-03336 for VOCs, to ensure your safety during and after installation. An appropriate floor surface can help you regulate VOC exposure.

Do Doctors agree about the best floors for Asthma sufferers?

No. While The South African Thoracic Society recommends avoiding carpets, at the start of 2021 the National Heart, Lung and Blood Institute in the USA reversed their 2013 decision recommending the removal of carpet in treating allergy and asthma patients. While scientific and medical research is not conclusive, international studies conducted over the past 40 years have led flooring specialists to suggest that properly and regularly vacuumed carpet is indeed suitable for people with asthma or allergies.

What is the best way to clean floors to manage asthma triggers?

If possible, clean floors when the asthma sufferer is not in the room.

Carpets

Routine vacuuming boosts carpet performance and asthma control, by removing invisible particles trapped in a carpet that trigger an attack and deep-seated dry soils that can damage fibres. A commercial upright vacuum with a clean HEPA filter, CRI Seal of Approval or Green Label most effectively removes triggers and dirt during routine cleaning. Aim to have your carpet professionally cleaned every year.

Vinyl

Some allergens such as dust mites and mould spores increase in damp and dusty spaces and are very easily spread into the air through normal movement on hard surfaces. Apart from maintaining appropriate indoor climate control and humidity levels to manage asthma triggers, wipe down vinyl floors regularly, preferably using a damp-mop with clean water and a non-abrasive floor cleaner.

Our suggested cleaning schedules are:

Very high traffic:	2x per day
High traffic:	1x per day
Medium traffic:	3x a week
Low traffic:	1x per week





06. Our Big Green Factory



Belgotex was awarded 6 Stars in South Africa's first custom Green Star SA – Existing Building Performance (EBP) rating from the Green Building Council of South Africa (GBCSA).

This certification recognises "World Leadership" at our Pietermaritzburg-based factory for sustainability practices in all aspects of our plant and carpet manufacturing operations.



Belgotex™

Belgotex South Africa

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belgotex.co.za