

№1

NOVELTIES
IN FLOORING

December 2018 | by  balta

OPEN
WEEK
EDITION

URBAN GLAMOUR FLOORING

Discover Uptown

DELIGHT
Celebrating the
mixed metallic trend

Ritzy
FUNKY LIVING

Content

WHAT'S NEW?

About the brands

Renowned as a professional, customer-focused producer of textile floor coverings, **Balta** encloses a range of brands excelling in the manufacture of carpets & tiles for residential and commercial spaces.

Residential Flooring



ITC stands for high-quality residential wall-to-wall carpet made from polyamide IMPREL and PTT triexta AMAIZE.



balta carpets is known for its expertise in tufted and woven wall-to-wall carpet.



LCT First offers a wide range of multi-functional carpet tiles for residential use.

Commercial Flooring



arc edition offers an extensive range of commercial wall-to-wall carpets. The brand offers both ready-to-go collections on stock or custom-made designs created on demand.



modulyss makes high-quality carpet tiles and always aims to inspire, across the world but with a sustainable approach.



LCT Pro produces carpet tiles for the international commercial market.



RITZY:
FUNKY FLOORING



DELIGHT:
BRILLIANT DESIGNS
FOR DAZZLING
SPACES

MADE WITH
ECONYL
100% REGENERATED YARN

RESIDENTIAL

ITC

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COMMERCIAL

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OPEN
WEEK
EDITION

WELCOME

... to the International Open Week by Balta. An annual event where you, our valued customer, can step onto the Balta red carpet and get familiar with our new releases.

Novelties' first edition showcases an in-depth view of everything Balta, its different parts and the way they add value to one another.

Browse through our latest collections such as Uptown or Ritzy. Discover what we added into existing ranges. Or learn about our innovative and green mindset, of which the Delight collection is a prime example. But most of all, be inspired.

HAVE A
GREAT READ!

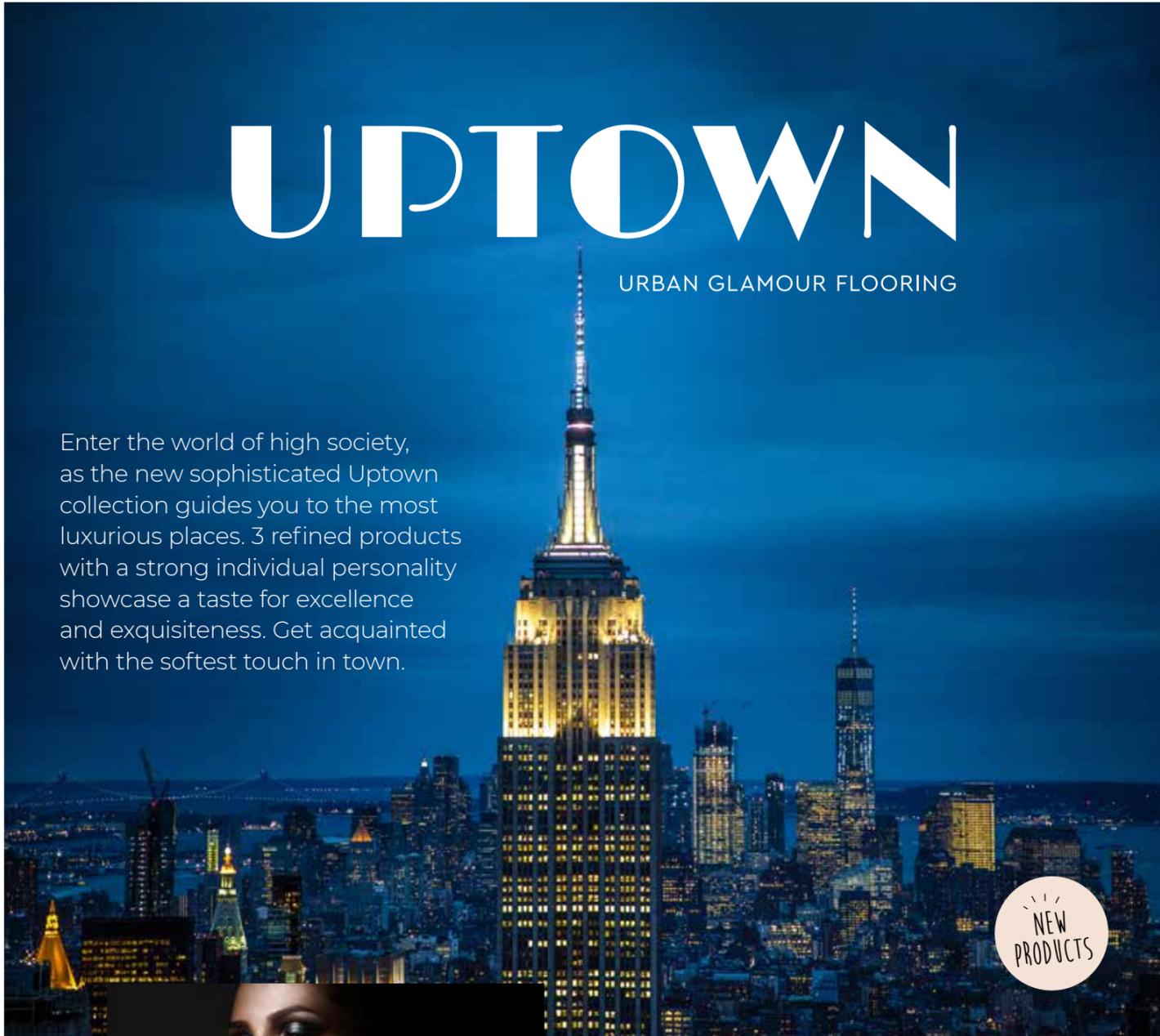
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UPTOWN

URBAN GLAMOUR FLOORING

Enter the world of high society, as the new sophisticated Uptown collection guides you to the most luxurious places. 3 refined products with a strong individual personality showcase a taste for excellence and exquisiteness. Get acquainted with the softest touch in town.



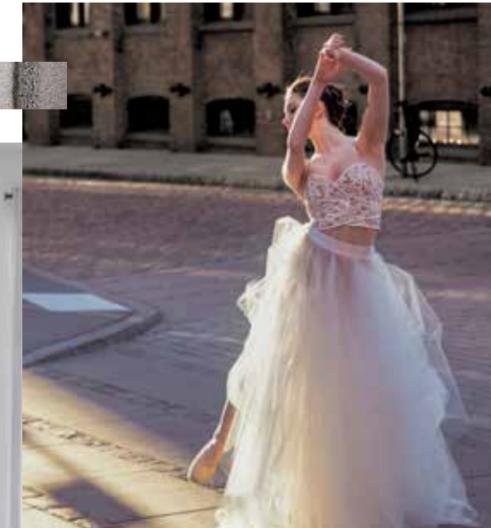
NEW PRODUCTS



coming soon...

Obscure

Filled with intrigue, Obscure comprises much more than what you can pick up in the blink of an eye. Each time it holds new elements of elegance and captures your attention.



pastels and gold, a perfect match



Bravoure

The purity of pastels, the gracefulness of gold ... The perfect example that classics can lead to a dashing result, with the realisation of Bravoure.

Clamour

Subtle, yet with just the right pinch of chic. Clamour's presence will make an impact that does not falter.



→ ALL PRODUCTS OF THE UPTOWN COLLECTION ARE MADE OF 100% PA IMPREL® FINESSE



WILD LUXURY

-STYLED BY NATURE-

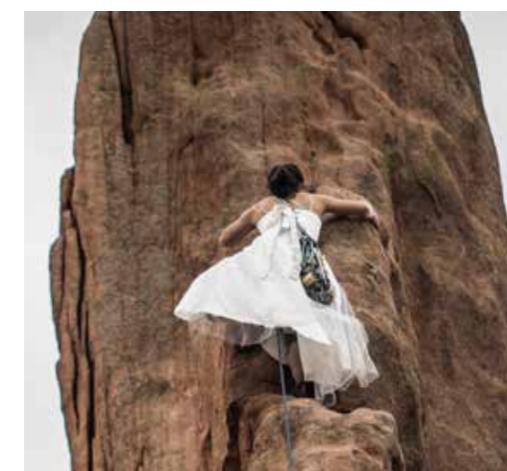
Untamed Softness

Luxuriant Shine

Refined Texture

Pure Quality Yarn

Fierce Durability



NEW PRODUCT



Escape to the wilds and bring nature indoors with WILD LUXURY. Featuring four luxurious and indulgent carpet styles in a palette of timeless hues, the collection invites you in and rewards you with exquisite softness.

EARTHY PRIVILEGE

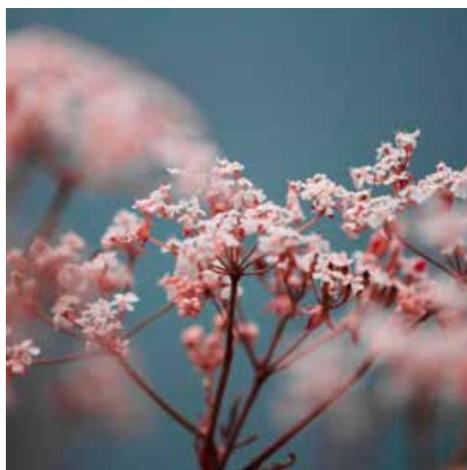
Embrace the natural touch of Earthy Privilege. This design harmoniously blends a sublime look with elegant colours. Exceptional thanks to its refined structure and high-quality yarn, Earthy Privilege creates a sense of warmth anywhere in your home.

CONSTRUCTION 9/64" Loop pile
PILE MATERIAL 100% PA Imprel OPAL
PILE WEIGHT Ca. 1.210 g/m²



ETERNITY

SOFTNESS TO LAST



Primrose

Primrose charms not only with a beautiful presence, but with a supersmooth touch that breathes relaxation into your interior. Its timeless colour palette creates sophisticated looks that compliment any type of style or design.

CONSTRUCTION 1/10" Saxony
PILE MATERIAL 100% PA Imprel® Finesse Solution Dyed
PILE WEIGHT Ca. 1.430 g/m²



“Beautifully soft to the touch with long-lasting quality features”



Play with a timeless colour palette to create sophisticated floor zones.

→ Imprel® Finesse Solution Dyed



Lily

Defined by a graceful construction and impressive quality, Lily wows with magnificent flooring in refined colours. Made to resist stains as well as sunlight, homeowners can enjoy the unmistakable splendour for years to come.

CONSTRUCTION 1/10" Saxony
PILE MATERIAL 100% PA Imprel® Finesse Solution Dyed
PILE WEIGHT Ca. 935 g/m²

SOFT Origins

FABULOUS
FLOORING

What defines a soft touch? ITC got to the core of that question and found the answer. Along came the creation of Soft Origins: lighter than a feather's touch, gentler than a whispering spring breeze and more cushy than a pair of baby cheeks these collections grant the softest touch you've ever experienced.

Cashmere Velvet

FINE YARNS,
TENDER FEEL

Cashmere Velvet is the embodiment of cosiness. A soft touch translated into 8 soft tones.

CONSTRUCTION 1/8" Saxony
PILE MATERIAL 100% Solution dyed micro polyester
PILE WEIGHT Ca. 1.650 g/m²

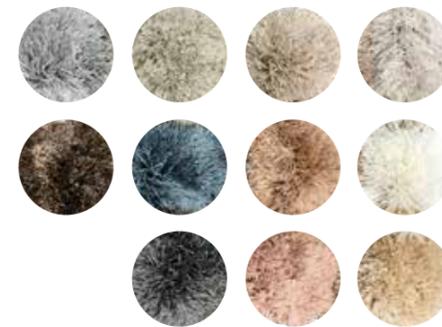


NEW
PRODUCT

Silky Lush

This carpet collection is connected by name to one of the softest fibres known to date. And rightfully so, as these luxurious fabrics breathe an abundance of comfort.

CONSTRUCTION 1/8" Saxony
PILE MATERIAL 100% PES
PILE WEIGHT Ca. 1.540 g/m²



STAY TUNED
FOR MORE
SOFT ORIGINS.

RITZY

funky living

Fresh design, young style and quality yarn for best comfort – the new carpet collection ‘Ritzy funky living’ has it all.

Ritzy floors embrace contemporary interiors and bring warmth into modern homes, especially into spaces that people are emotionally connected with. Pops of colour are turning up too, with Ritzy’s styles manufactured in a wide range of trendy hues. Ritzy floors are all made of quality polyamide yarn IMPREL® resisting wear and tear. Discover this collection presenting carpets made for funky living.



COMING SOON...

Curlic



Hugmie

DIGITALLY PRINTED



Infinity Collection

The Infinity Collection fittingly features an infinite amount of wonderful designs divided into 5 themes. Following the trends, these themes will be expanded and developed along the line for a collection in constant motion. Discover Botanicals, Surfaces, Moods, Rich traces and Sundance.



NEW PRODUCTS

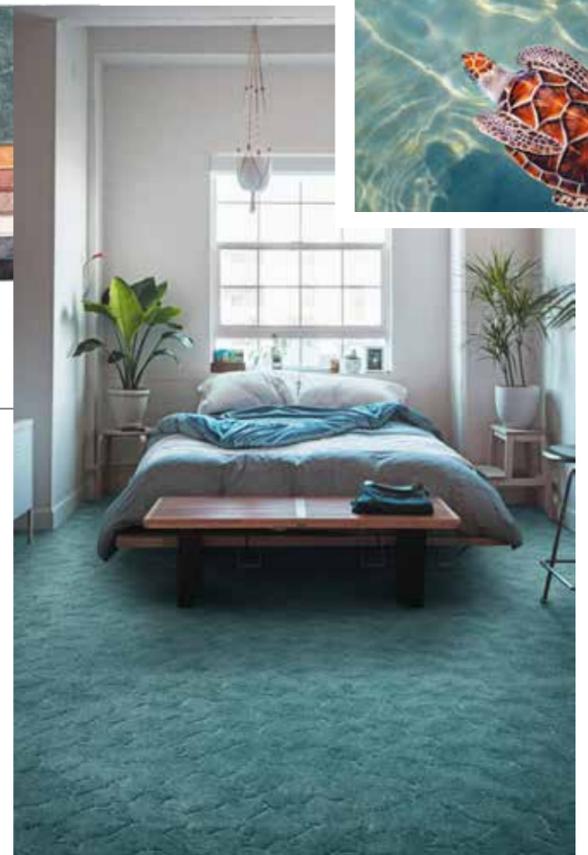


Follie

Follie adds style, comfort and colour into homes with clean lines and a modern layout. Its shiny, supersoft surface comes in many plain tones, some of them giving you the choice to showcase a floor in a bold hue, such as hip purple.

Hawai

Aquamarine tones and an extra soft surface to sink in, this floor will remind you of sea, sky & beach. Hawai features a 3D structure with a fluid pattern evoking images of waves and clouds. A perfect feel-good floor.



Groovy

Colourful with a striking, trendy pattern, Groovy can be used to relieve the sea of grey and white in new homes. Its modern appeal creates a spectacular floor space in harmony with different interior decoration styles.



→ RITZY FUNKY LIVING PRODUCTS ARE MADE FROM 100% PA IMPREL®

SATINO®

Soft and luxurious with a silk-like look. The innovative IMPREL® fibres give Satino® Carpets exquisite comfort and a cosy feel perfect for today's luxurious and style savvy homes.



Frivola 36



Lumina 92



Satino Romeo 84



Satino Romantica 93



Satino Royale 95

Immerse yourself in absolute softness

MADE FROM 100% PA IMPREL® OPAL

MADE FROM 100% PA IMPREL® FINESSE

-  EXCEPTIONALLY SOFT TO THE TOUCH
-  SILK-LIKE SHIMMER
-  FINEST CONSTRUCTION
-  EXCELLENT WEAR PERFORMANCE
-  BEST RESILIENCE

For all information www.satinocarpets.com

A NEW PRIDE

The Leonis® collection of supersoft carpets has been expanded with the launch of three luxurious new styles



AMARANTE

With a sumptuous and inviting silken sheen, Amarante is a luxurious style, resplendent in a palette of 12 timeless elegant hues.

2.420G/M² PILE WEIGHT | 4+5 m WIDTH | 20 YEAR STAIN WARRANTY

ALL LEONIS CARPETS COME WITH THESE BENEFITS



SOFT

Supersoft LEONIS® yarn for lasting softness and a graceful silken sheen



CARING

Bleach cleanable StainSafe® fibre for worry-free living



STRONG

Enduring two-ply yarn for lasting performance in busy family homes



PURE ELEGANCE

With a delightful tonal heather effect, Pure Elegance brings an elegant, classic feel in natural and grey shades perfect for modern living.

2.420G/M² PILE WEIGHT | 4+5 m WIDTH | 20 YEAR STAIN WARRANTY

PURE DELIGHT

Sharing the same delightful tonal heather effect, Pure Delight brings an elegant feel in natural and grey shades perfect for modern living.

1.650G/M² PILE WEIGHT | 4+5 m WIDTH | 15 YEAR STAIN WARRANTY

LEONISCARPET.COM

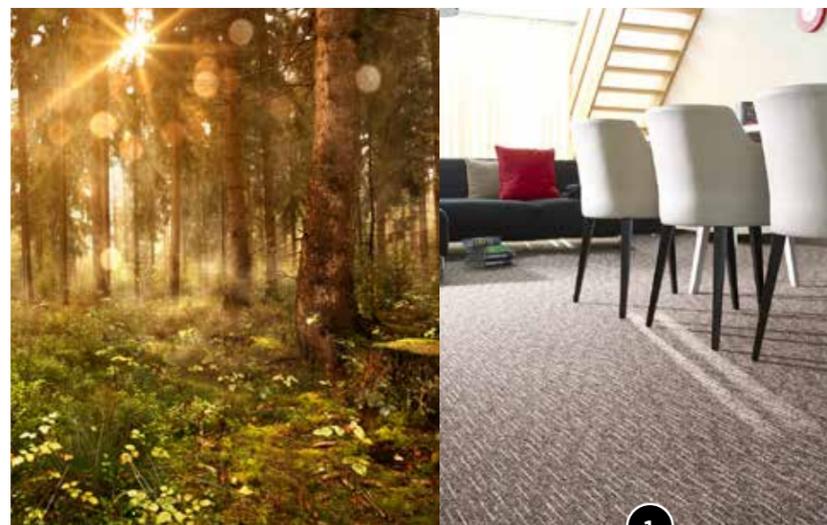
Woodlands Collection

Introducing a collection of natural look StainSafe® carpets inspired by the great forests of Europe.

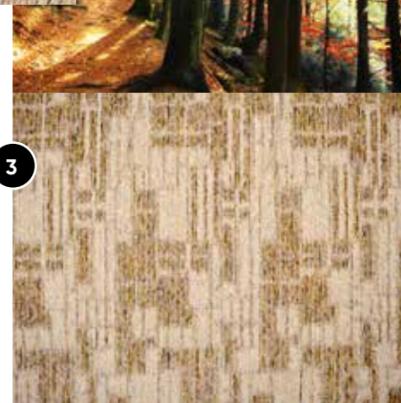
With a chunky loop pile that echoes the look of natural woven fibres, Woodlands has all the benefits of modern StainSafe® carpet. Stain-resistant, bleach cleanable and resilient, Woodlands is practical as well as beautiful.

Woodlands benefits from Ultratex® Quick+ comfort felt backing for easier installation and a softer underfoot feel. Crafted in a fine 1/10th gauge for precise pattern definition, a versatile 1.600g/m² pile weight is great for use throughout the home. In four and five-metre widths, this StainSafe® range comes with a 10-year stain warranty.

Everyday performance in beautiful organic textures



Four new patterns reflecting the myriad of natural textures.



1. StainSafe® Woodlands
2. Belluno
3. Taiga
4. Ordesa
5. Sarek



NATURE FLATWEAVE AT YOUR FINGERTIPS

A new website explores the creativity of the Nature flatweave carpet collection.

The Nature flatweave carpet collection features beautiful flatweave textures suitable for outdoor or indoor use. Made with StainSafe® the collection brings the woven look of natural carpets without the fussy maintenance.

Now through a new website, you can explore the creative possibilities of woven styles from Balta by browsing

stock collections, or discover a range of inspirational A la Carte designs.

Search by colour, pattern or collection to see an incredible array of styles, or use them as inspiration for your very own custom flatweave carpet. A la Carte carpets can be ordered from just 680 m². With a gallery of lifestyle images, as well as specialist fitting

DISCOVER ALL THIS AT NATURECARPET.COM

- STOCK COLLECTIONS
- BE INSPIRED BY A LA CARTE
- FILTER A LA CARTE DESIGNS
- VIEW NATURE CARPETS IN HOMES
- FITTING GUIDELINES
- CARING FOR NATURE CARPETS
- DOWNLOAD TECHNICAL INFORMATION

instructions required for these styles, the website is the first point of call for anything related to practical flatweave carpets.

VISIT NATURECARPET.COM TODAY

PRO NATURE



BETULA 6335 68

Root your home in nature. Create spaces that help to refocus the mind and re-energise the spirit, turning them into rewarding and positive places.

In PRO NATURE you will discover elegant flat-woven wall-to-wall carpet inspired by the natural and fibrous texture of real bark. Welcoming and with a structure that creates more quiet spaces, these floors support our well-being, with a balance that makes them the perfect match for all interior settings.

Choose to bring nature into your home.

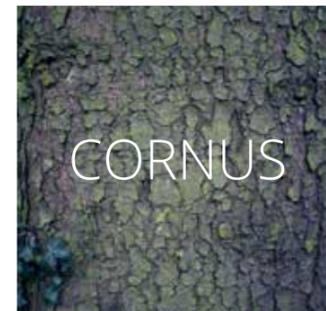
↻
FLAT-WOVEN,
INSPIRED BY
REAL BARK



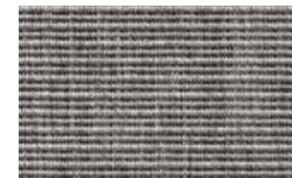
BETULA



CORNUS 6339 95



CORNUS



CONSTRUCTION Flat woven
PILE MATERIAL 100% PP Solution Dyed
PILE WEIGHT Ca. 1.100 g/m²
CLASSIFICATION class 33



ROBINIA



ROBINIA 6300 98

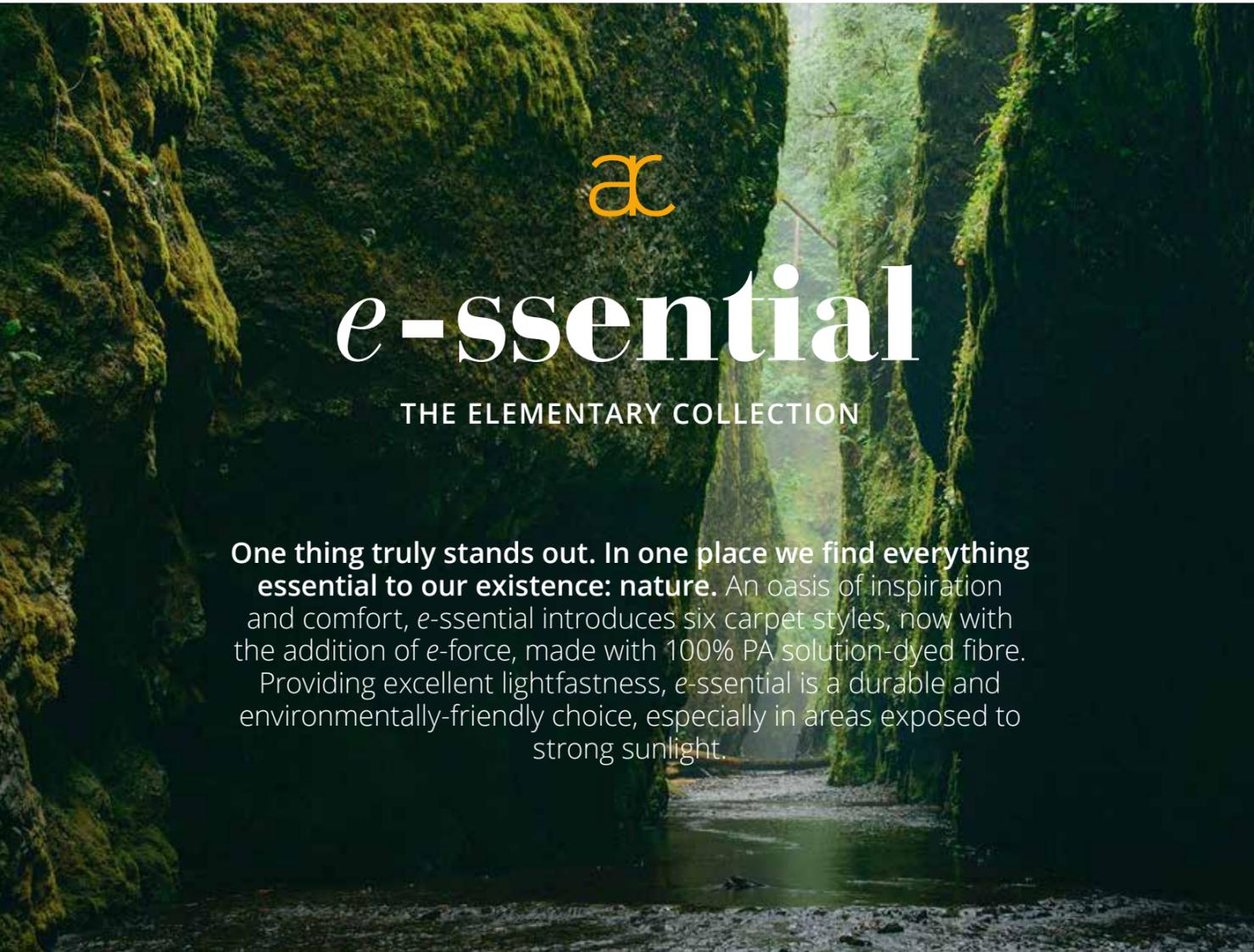


SALIX 6302 80



SALIX

→ BETULA, CORNUS, ROBINIA
& SALIX ARE EACH AVAILABLE
IN 6 COLOURS



arc
e-ssential

THE ELEMENTARY COLLECTION

One thing truly stands out. In one place we find everything essential to our existence: nature. An oasis of inspiration and comfort, e-ssential introduces six carpet styles, now with the addition of e-force, made with 100% PA solution-dyed fibre. Providing excellent lightfastness, e-ssential is a durable and environmentally-friendly choice, especially in areas exposed to strong sunlight.



NEW PRODUCT

e-force

A deep and inviting cut pile carpet in a two-tone effect, e-force brings classic style to commercial spaces. With a broad range of colours that resist stains and won't fade in sunlight, e-force is a high-performance quality that's perfect for setting a rich and inviting mood in heavy-wear locations. Bring long-lasting luxury with the endurance of e-force.

CONSTRUCTION 1/10" Frisé
PILE MATERIAL 100% PA Solution Dyed
PILE WEIGHT 1.270 g/m²
CLASSIFICATION class 33



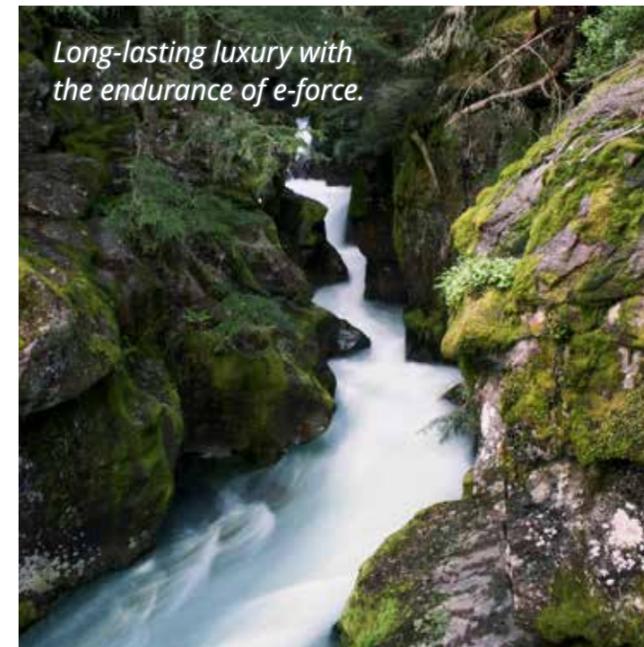
BROAD RANGE OF 12 COLOURS

e-force 96



A COMFORTING CHOICE

e-major, e-grid, e-rock, e-weave and e-touch feature impressive stain-resistance and are easy to maintain. Easy to clean, strong and comfortable, this carpet collection is an elementary choice for commercial spaces.



Long-lasting luxury with the endurance of e-force.

e-weave

Nature keeps on meeting modernity in e-weave, as the collection welcomes 2 new minimalist blue tones displaying elegance that never goes out of style.

WE ADDED 2 NEW COLOURS



DELIGHT COLLECTION

Brilliant designs for dazzling spaces.

Delight is a three-strong collection of extraordinary wall-to-wall carpets to lift hospitality, leisure and commercial interiors with shimmering effects and subtle metallics. Celebrating the mixed metallic trend, **Blaze^{w2w}**, **Gleam^{w2w}** and **Spark^{w2w}** radiate through interiors with unexpected turns and tricks of light, tantalising at every glance.

NEW
PRODUCTS



METALLIC
GLAZE ↷



The sophisticated flicker of **Spark^{w2w}** delivers a metallic glaze that subtly reflects and glimmers throughout an interior. This loop pile carpet is sure to light up hospitality and leisure spaces with a radiating colour palette.

CONSTRUCTION 1/10" loop
PILE MATERIAL 100% PA 6
PILE WEIGHT Ca. 690 g/m²



DIGITAL
EXISTENCE ↷

MADE WITH
ECONYL®
100% REGENERATED YARN



CONSTRUCTION Minituft 5/64" loop
PILE MATERIAL 100% ECONYL® yarn
PILE WEIGHT Ca. 640 g/m²

Blaze^{w2w} offers a cool look that embodies an industrial and minimal design with an ultra-clean gloss effect. The minituft pile helps to reinforce a pixel perfect texture and is available in nine shades, giving a sleek feel wherever it's used.



LUXE
TOUCH ↷



For spaces looking for glamour at any time of day or night, **Gleam^{w2w}** blends dull and glossy yarns in a cut-pile frisé carpet to create a chic and mysterious mood. A rich, shiny finish and luscious colour palette, makes Gleam the perfect carpet for luxury spaces.

CONSTRUCTION 1/10" cut pile frisé
PILE MATERIAL ECONYL® yarn + PA 6
PILE WEIGHT Ca. 1.300 g/m²

MADE WITH
ECONYL®
100% REGENERATED YARN



FROM FISHING NETS TO CARPET...

Did you know we've used the 100% regenerated ECONYL® nylon yarn to design both **Blaze^{w2w}** and **Gleam^{w2w}**, part of the Delight collection?

This is a first for arc edition and a premium example of how we explore the possible synergies within the Balta Group. Already since 2011, sister company modulyss took up a pioneer role by using the ECONYL® yarn in all of its eco-collections. Joining modulyss and designing high-performing wall-to-wall carpets with sustainability in mind hence was an easy choice for arc edition.

The high-grade ECONYL® nylon yarn is derived from recovered fishing nets and other waste materials that are regenerated through the ECONYL® Regeneration System by Aquafil, Europe's premier manufacturer of PA 6 carpet fibre. It is a closed-loop process, which allows the transformation of nylon waste, into first grade nylon used for the production of sustainable carpet products and other textiles.

Recovering ghost fishing nets is made possible by Healthy Seas®, a cross-sector initiative created by two NGOs and two businesses, among which Aquafil, that have joined forces to tackle the problem of marine litter.

For more info, visit www.healthyseas.org and www.econyl.com

To be unravelled...

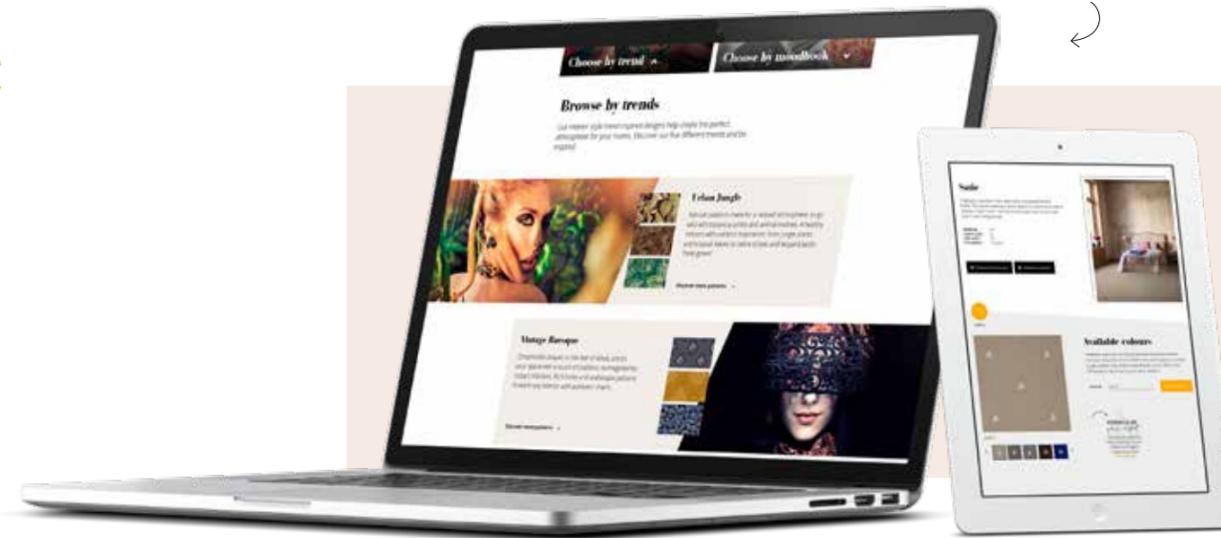
New website

for arc edition

LAUNCH IN 2019

Our new website instinctively guides you through our extensive range of best-quality commercial wall-to-wall carpets. Be inspired and enliven your commercial flooring projects worldwide. Discover arc edition's collections and endless custom made creations.

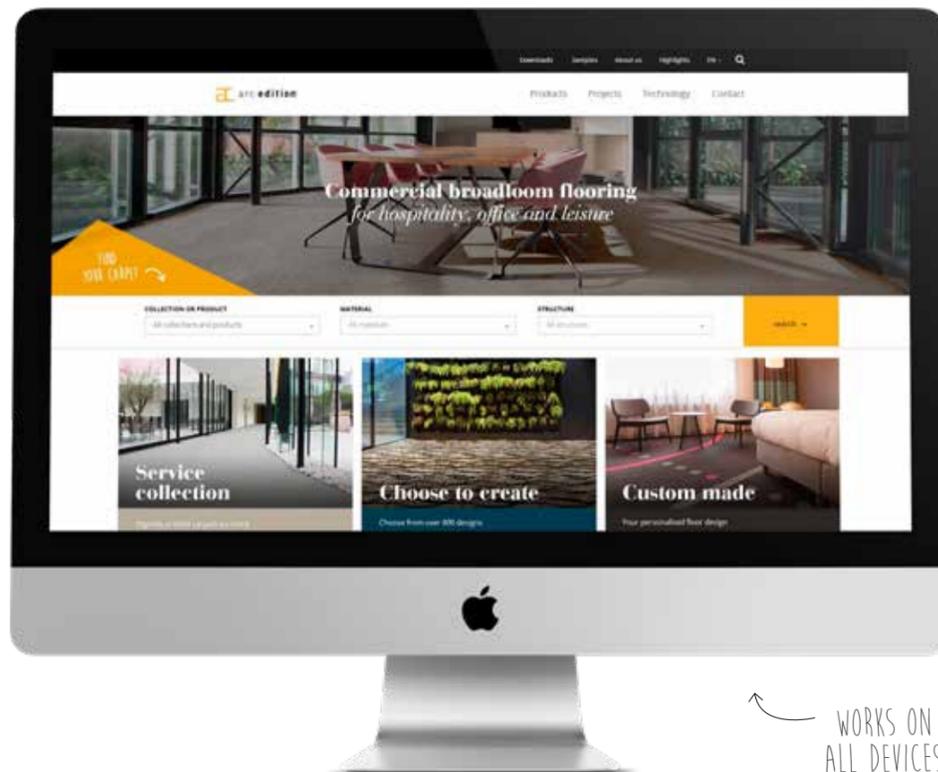
COLLECTIONS ON DISPLAY



CREATE ON SCREEN
Contemporary and classical design, in stock or on demand. You'll surely find inspiration and detailed information in our 'Choose to Create' collection. Or you can simply order from the arc edition Service collection. More in search of that personalised touch? Find out what we can do for you as your custom made floor designer.

GRAND AND EXPRESSIVE VISUALS MAKE FOR AN INSPIRING DESIGN

EASY TO USE



WORKS ON ALL DEVICES

CLEAR STRUCTURE & NAVIGATION

YOUR PERSONALISED FLOOR DESIGN

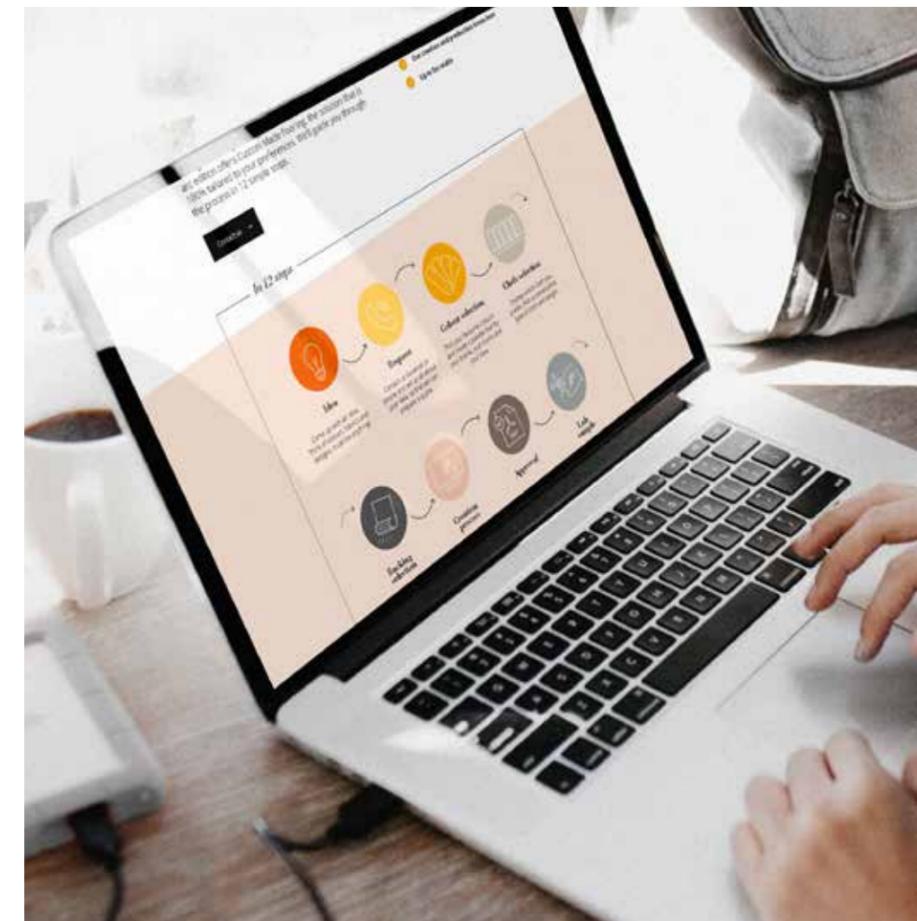
ANOTHER COLOUR combination?
Visit our custom made page for more information

CHOOSE YOUR STYLE AND BE GUIDED STEP BY STEP

VIEW THE trendbook
Be inspired by similar designs or discover new trends in our trendbook!

” Find a unique design that fits your brand personality.

Stay tuned for the launch of the website in 2019.
www.arcedition.com





LCT[®] **FIRST**
Luxury Carpet Tiles

THE FUTURE IS MODULAR

Luxury Carpet Tiles provide textile comfort underfoot and give you the possibility to create the floor pattern that fits your interior.

Discover some featured products of the LCT First collection:

- **Craft**, tufted tiles featuring a woven look
- **Graphite**, a modern concrete look
- **Aristo**, a soft, shiny and comfortable carpet tile



Craft 93



Aristo 630



Craft 93

DISCOVER THE FULL COLLECTIONS IN OUR SAMPLE BOOKS



NEW BRANDING

for LCT Pro carpet tiles

Evolve SQR 39, 98



A REDEFINED LOGO

Whereas LCT First caters to residential flavours, LCT Pro is specially designed for commercial areas. These 50x50 cm carpet tiles boast many advantages: they are extremely easy to install, move and replace and come in many variations, both plain and patterned.



NEW PRODUCTS

An already impressive range gets 2 new siblings: Evolve SQR and E-touch SQR join the LCT Pro family.

NEW CATALOGUE



Did you know ...

Your taste is just a click away. Check out the new digital catalogue.

Register online and get your copy on the **balta mediabank**.

MEET US AT

BAU 14>19
JANUARY 2019

Munich, Germany | Hall A6 Stand 222



MORE EVENTS

Stockholm Furniture Fair | Stockholm, Sweden | February 2019

Domotex Far East | Shanghai, China | March 2019

Office Next | Moscow, Russia | May 2019

The Flooring Show | Harrogate, United Kingdom | September 2019

Balta Carpets & Tiles will have a limited presence for overseas customers at Domotex in Hannover, Germany.

DOMOTEX | Hannover, Germany | 11 - 14 January 2019 | Hall 11 Stand C13

