



Mofazi
carpets and floor covering

COMPANY Profile

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A stylized illustration of four people arranged in a circle. At the top is a man with glasses and a bow tie. To the right is a woman with red curly hair. At the bottom is a man with glasses. To the left is a woman with a yellow hard hat. A large white circle is overlaid on the center of the illustration.

About US

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Chances are you have a lot of questions about carpet - everything from color and style to stain resistance and warranties. The fact is, there really is a difference in carpet brands, and choosing one you'll be satisfied with for years starts with having all the information.

ABOUT US



FASHION

MOFAZI carpet leads the industry in the fiber innovations that result in new carpet fashions. Half of all new carpet styles introduced each year come from MOFAZI carpet.

MOFAZI carpet with nylon fiber is even softer and richer than wool, for luxury and fashion with durability.



PERFORMANCE


MOFAZI carpet is made exclusively of 6,6, nylon fiber, the strongest and most resilient carpet fiber available.

MOFAZI carpet with nylon 6,6 fiber stands up to household traffic and looks better longer than any other type of carpet.

Our durable stain and soil protection withstands years of traffic and professional cleanings and never has to be reapplied.



ABOUT US



Built-in static protection to eliminate static shock for the life of the carpet was invented by the providers of MOFAZI carpet and is found in all carpets carrying the MOFAZI name.



Our strategy

Our Strategy

we are maintaining the consistency of our strategic direction which has been to focus exclusively on:

Who we are

Our stores, the brand and our people

What we sell

An unrivalled choice of floorcoverings

How we sell

Making the process easy with unbeatable value

Where we sell

Multi-channel convenience and improving the quality of the store portfolio



This proven strategy is supported by clear, uncomplicated principles that are applied consistently throughout the business, specifically:



We're **honest**
and **straightforward**

We **care** about our **customers**
and **colleagues**

We make things **easy**

Our Business Model

Our customers

The journey starts by understanding our customers' needs

We meet those needs every step of the way

We achieve this by delivering on our strategy

Confidence in dealing with a retailer who provides an enjoyable shopping experience, has a good reputation and in whom they can trust

We are honest and straightforward and we care about customers and colleagues

Who we are: We are working hard to transform our brand, culture, values and corporate identity

Offers a great range of floorcoverings to choose from within their budget

We provide inspirational ranges, across the spectrum of product categories, that meet customers' needs

What we sell: We are broadening our total floorcovering range to meet customer demand

Understand the value and quality of service they expect

We offer compelling value and easy payment methods alongside services that make selecting and installing new flooring an easy, pain-free process

How we sell: We are embedding product training, customer service standards, interest free credit and a host of other initiatives

Recognise that convenience and accessibility play a role

We operate national networks of stores, in each of the countries we trade, supported by country-specific transactional websites

Where we sell: We are repositioning our stores estate, allowing customers to access our products in a contemporary and welcoming retail environment



Value creation

Customers We transform our customers' homes with high quality, inspirational products and great value

Colleagues :We provide a rewarding work environment which is fair, open, and provides opportunities to develop

Shareholders: We are re-building the business to deliver long-term growth for the benefit of our shareholders

Suppliers: We work collaboratively to bring great products to market



About Carpet

What's Your Carpet Type?

FIND PERFORMANCE LEVELS THAT FIT YOUR HOME ACTIVITIES



Stain Resistant

Don't stress over spills. Fiber-washed, Scotchgard™-protected polyester resists stains to keep your carpet looking like new. Starts Clean, Stays Clean
GREAT FOR

Quiet or social spaces with moderate to low traffic, like bedrooms, offices, and TV rooms.

MADE WITH
Polyester Fiber



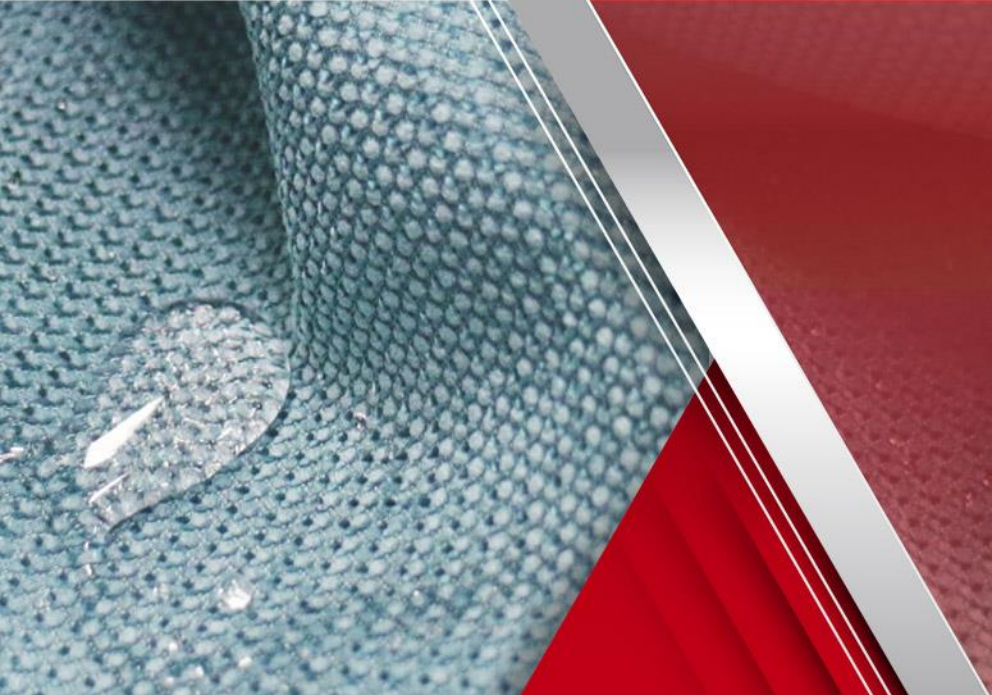
If you want the cleanest, most sustainable carpet for your home, opt for Ever Strand. This premium PET polyester fiber is thoroughly purified for the cleanest strand and easy to keep clean with advanced soil and stain protection. And, with up to 100% recycled content, it's the world's most sustainable carpet. We make Ever Strand using Continuum, the ultimate innovation in PET carpet. This patented process takes premium PET from the highest-grade polymer, strengthens the fiber, and removes dirt-attracting residue with a multi-step purification system. You get unbeatable performance, premium bulk, and a carpet that resists the dirt, grime, and residue that create a dingy appearance over time.



With Easy Clean stain and soil protection, an added layer of defense against stains and soil, it's easy to keep your carpet as clean as the day you bought it.

Did you know that we use recycled plastic bottles to make Ever Strand? Those plastic bottles actually create a stronger yarn than other PET. So you get a durable, long-lasting carpet that contributes to a cleaner planet: made with up to 100% recycled content.

With a robust selection of textures and colors featuring exceptional color clarity and fade resistance at an affordable price, you're sure to find one that fits your style... and your budget.



All Ever Strand warranties include lifetime stain resistance and 10-year coverage for abrasive wear, texture retention, soil resistance, and manufacturing defects.





Wear Resistant

Pets and kids are no match for resilient nylon. It resists crushing and matting, and is performance tested to stand up to the heaviest traffic.

GREAT FOR

Areas that see a lot of action, like living rooms, hallways, stairs, and playrooms.

MADE WITH

Nylon Fiber

Long-Lasting Beauty



This has been trusted for over 30 years and time-tested in over 14million homes. This highly resilient fiber is known for its strength, excellent stain and fade resistance, and appearance retention. And with nearly endless color and style options, you're sure to find the design you like in a carpet that lasts. This carpets are made with the highest quality nylon available for a refined, soft fiber. Every carpet is performance tested for durability, colorfastness, and stain and soil resistance. All our products are protected with Scotchgard™ Protector Advanced Repel Technology, the most trusted name in stain and soil protection for over 50 years



In addition to lifetime anti-static coverage, MOFAZI warranties include stain and soil protection, texture retention, and abrasive wear coverage.





Main Types of Carpet

Loop Pile Options



Berber

Berber is the most common type of loop pile option you can choose. This means that the fibers are bent into a series of loops. This establishes a durable carpet that resists stains although it does not have as much cushioning as other choices.

In a Berber carpet, the loops are short in length although a slight bit of variance is welcome. This is a dense choice that offers a smooth tone. It is also something that will not come apart all that quickly. You should still ensure that you don't add anything sharp into the carpet so it will not tear up and wear out quickly.



Level Loop

A level loop design uses short loops where everything is carefully measured to where the loops are of the same length. This is a little stiffer but it is perfectly appropriate for areas where large amounts of traffic can come into play. The loops are made to be as symmetricals possible so you will have a clearly organized setup for the carpet without being too complicated or rough.



Multi-Level Loop

With a multi-level loop design, the tops of the looks will be varied by height. This offers a more appealing design that offers a series of visual flourishes. This is different from a patterned carpet in that all the threads are made into loops instead of just with cuts. This creates a design where the variance in the textures on the carpet can gradually change over time. The details on your carpet will not be as noticeable as you might think but they can make a real difference when aiming to make your space look its best.



Main Types of Carpet

Cut Pile



Saxony

The Saxony style is a cut pile option where the fiber ends are cut as evenly as possible. In a Saxony arrangement, the fibers are packed tightly together. This creates a smoother appearance. The fibers are about half an inch high as well. This is also known as a plush carpet for how soft and luxurious it feels. The individual fibers can tear up quickly if you add something sharp so you must be careful when figuring out how well this can work.



Textured

The textured style is another cut pile choice. The yarn used is twisted and then cut. The carpet is soft while the surface is twisted enough to create a more casual appearance. The twists are tight enough to where it can resist stains and should be easy to clean off. The individual fibers bend a little faster than what a Saxony carpet has but it can add a nice tone when used well.



Frieze

The frieze choice uses short fibers that can curl in many directions. This establishes a sturdy look that can hide footprints although it is not necessarily made with heavy foot traffic in mind as too much traffic can cause excess fatigue in the area. It has an informal style and is often referred to as a shag pile carpet. It is an attractive option that exudes a sense of luxury but you should be careful with handling items around it as you could have a rather tough time with trying to clean out anything you spill in there.



Pattern

A pattern arrangement uses a mix of cut and looped yarn spots. The specific areas where the yarn is looped versus where it is cut can be planned out before the carpet is made. This is designed to establish a specific pattern and is often made with decorative intentions in mind. You can use any kind of great pattern whether it entails a symmetrical design or a series of floral accents all around. Whatever you choose should be checked properly.



Carpet Materials

The next distinguishing component to carpet is the material. When someone is wondering the different types of berber carpet, for example, those different types are based on the different carpet materials used in the pile.

Below is a list of the different types of carpet materials.



Nylon

Nylon is a very popular carpet material for how it is strong, can resist soil, and stay in its same shape for years. It is popular but it can produce static electricity if you are abrasive on it.

Olefin



Olefin

Olefin is a polypropylene compound that was originally used in outdoor situations for how well it can resist moisture. Today, it is used in indoor situations because it offers a wool-like texture and is very strong. This can look great but it will have to be dyed to make it look strong. Also, excess exposure to the sun's rays could hurt the appearance of the carpet.



Polyester

A prominent synthetic material, polyester can resist stains. It resists moisture and is easy to clean off. It could clump up into piles if you don't maintain it well enough.



Acrylic

Acrylic is made with a wool-like body that resists static and most stains. It is not likely to fade as much as other options.

The background features a complex geometric design. On the left, there is a textured, brownish-grey area resembling wool or a similar material. To the right, there is a red textured area. A large, stylized arrow shape, composed of several overlapping red and white layers, points from the center towards the right. The bottom right corner is a solid dark blue. The overall design is modern and professional.

Wool

You can always use real wool for your carpet if desired. Wool is appealing for how it features a series of carefully woven fibers that resist dirt. It can resist stains quite well. However, it is also more expensive due to how sturdy and durable the surface is.



Triexta

Triexta is a synthetic choice that has become popular in many homes with pets and kids. This is thanks to how the fibers are strong and not as likely to tear apart as others. It is a powerful option but it can also cost quite a good deal of money due to how powerful it is.



Carpet Quality Indicators



Pile Fiber Density

Quality carpet is indicated by the density of the fibers used for the pile. The denser the pile, the higher quality it is. When you can feel the backing material when running your hand over the upside of the carpet, that's a lesser quality. When you don't feel the backing, or the backing sensation is slight, that's a better quality carpet.



Pile Fiber Weight

The heavier the carpet per square foot, the better quality it is. Heavier carpet indicates more fibers per square foot.

Quality Control Material

Quality Material

The most expensive and best carpet material is wool. It's soft, durable, natural and eco-friendly. That said, it may not be the most practical since other materials are better for being stain resistant and in some cases more durable (but not as plush).



Padding

In addition to your carpet pile, you also need a quality padding material. It is a soft material that is flexible and designed to go in between the subfloor and the base of the carpet where the fibers are attached.

The padding is used underneath the carpet pile and will cover up the floor. It insulates an area from the cold and creates a soft surface. You should always test out the padding used on your carpet before choosing it so you can get an idea of how it feels under your feet.



Baseboard

A baseboard material is a trim that is attached to the ends of your carpet. The baseboard will use a series of nails and wood pieces that link the carpet to the edges of the walls. This is to create a better overall appearance where the carpet is smoothed out and carefully arranged. This is a brilliant part of working with carpet that adds to the nice appearance of a surface. Still, you have to ensure that the baseboard links to the carpet after everything is measured and stretched out. Think of this as an anchor for the entire carpeted surface.



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