



Shopping For an Oriental Rug
Does Not Have To Be Challenging -

How to Have
an Exceptional

ORIENTAL RUG SHOPPING EXPERIENCE

RugKnots Provides Unique and Valuable Solutions

RUGKNOTS
handcrafted heirlooms

www.rugknots.com

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About RugKnots

Shopping for an Oriental rug can be a stressful task for homeowners, renters, and designers who are intimidated by high prices and seemingly endless options. The industry is overflowing with scattered and confusing information, as well as with prices that can seem opaque and unreasonable -- and poor customer service often makes an Oriental rug shopping experience even more challenging.

However, reliable retailers with quality customer care and affordable prices do exist, and are a well-coming resource for first-time as well as experienced Oriental rug shoppers. RugKnots prides itself on providing an excellent Oriental rug shopping experience -- read below to see how our company provides satisfaction and solutions for all of our clients.

Who We Serve

RugKnots welcomes clients of all types -- so whether you're a homeowner, renter, or designer, you'll find a decor solution among our vast collection of high-quality, hand-knotted Oriental rugs. Our collection of styles features high-value vintage pieces as well as more affordable styles (like our modern Patchwork set) to fit your personality and budget.

Although our clients vary in lifestyle and budget, they all share common characteristics: a passion for good style and an appreciation for quality. Homeowners and renters come to RugKnots because they're looking to furnish their floors with long-term solutions that retain their style and charm for years to come; designers come to RugKnots because they want to provide their clients with affordable, high-quality, and one-of-a-kind items that are built to last.



Industry Issues Facing Oriental Rug Shoppers

Embarking on an Oriental rug shopping spree can be quite intimidating -- multiple options and conflicting advice is abound in the industry, and prices can range from extremely cheap to highly expensive. Navigating your experience in terms of style, price, and store selection can leave you feeling:

- **Overwhelmed** with options
- **Confused** about different rug styles and features
- **Frustrated** with opaque and seemingly unreasonable prices
- **Alone** in your search to find a high-quality yet affordable product
- **Uneasy** about purchasing a rug online without detailed photos and information
- **Impatient** when it comes to producing and delivering a custom Oriental rug

The good news? Some retailers offer quality customer service, transparent pricing, and easily navigable collections of high-quality Oriental rugs -- and if you can find one of these retailers, you'll have an effortless and satisfactory shopping experience.

How to Have a Satisfactory Oriental Rug Shopping Experience. The most important decision you'll make when shopping for an Oriental rug is choosing which store to buy from. Because Oriental rugs are high-value, one-of-a-kind items, you'll want to be sure you're purchasing from a reliable and trusted source. A quality Oriental rug retailer should have the following qualities:

1. Able to provide detailed feature information about each rug (such as knot count, production source, material, and size)
2. Offers quality customer service
3. Prices each rug fairly and transparently
4. Offers generous return policies and product warranties
5. Has years of experience in the industry
6. Is able to produce and deliver custom rugs quickly and efficiently



Solutions We Offer

The RugKnots team offers step-by-step solutions to help educate shoppers and help them make an informed and confident Oriental rug purchase. Below, you'll find how RugKnots addresses many common style-related, price-related, quality-related, and customer care-related problems facing consumers and designers in the Oriental rug industry.

Client Satisfaction Story: RugKnots recently worked with an interior designer based out of California. Although the designer originally contacted RugKnots in search of a traditional Oriental rug, after she viewed the complete collection of RugKnots's online product gallery and spoke with a RugKnots team member about different rug styles, she discovered our signature collection of single-dye washed antique rugs. She didn't know that this type of rug even existed before, and was happy to offer her client a unique and rare rug!



Extremely High-Quality Products that are Made with Precision. RugKnots relies on a highly experienced team of rug craftsmen to produce each one-of-a-kind product. Our studio in Pakistan sources the finest materials (such as all-natural vegetable dyes and luxurious New Zealand wool) to create long-lasting, high-quality Oriental rugs. Each knot in every RugKnots rug was crafted by hand in a signature style (such as Peshawar, Chobi, or Hunza), giving our rugs both character and quality. Our rugs contain sturdy backing, du-

enced hands and with the best materials.

Affordable Prices. RugKnots is able to provide extremely affordable prices for our products, because we source each rug directly from our own factory. We don't believe in overpricing our products or misleading consumers just to make a sale. Each rug style is priced simply, according to its knot count, style, and size -- making it easy for you to compare products and make an informed decision about a purchase.



nable fibers, and long-lasting color dyes to ensure that they'll be able to endure daily wear for years to come.

Why high-quality, expertly hand-knotted products matter:

If you're looking to invest in a high-quality Oriental rug, you'll want to make sure that it is, of course, high in quality. Although some retailers market low-quality "hand-tufted" and machine-made rugs, RugKnots only sells high-quality, completely hand-knotted products. We're passionate about providing customers with rugs made by experi-

retailers don't (or can't) provide product specifications on characteristics like knot count, material, quality count, rug age, dye type, and more, RugKnots is able to provide clients with the full "story" behind each rug's creation and characteristics.

Why product and style information matters: A rug's quality (and thus, price) is influenced by a number of features -- and is largely determined by the rug's material, production source country, size, style, and knot count. By providing clients with this information, rug retailers are able to display the rug's true quality, thus allowing the cus-

Why affordable prices matter:

No matter what your budget is, you want to make sure you're getting a good price for whichever Oriental rug you buy. The transparent and fair pricing system at RugKnots ensures that you'll know exactly what you're paying for when you decide to purchase one of our rugs.

Specific Product and Style Information.

Unlike many retailers who source their products from various production factories across the globe, RugKnots sources and produces its rugs at a single family-owned studio in Pakistan. Because of our intimate relationship with our producers, we're able to offer extensive feature details of each and every rug in our collection. Whereas many

tomers to see whether the rug is fairly priced or not. When a retailer chooses not to provide (or even worse, isn't able to provide) information on an Oriental rug's features (especially style type, size, and knot count), it could imply that the rug is not priced fairly.

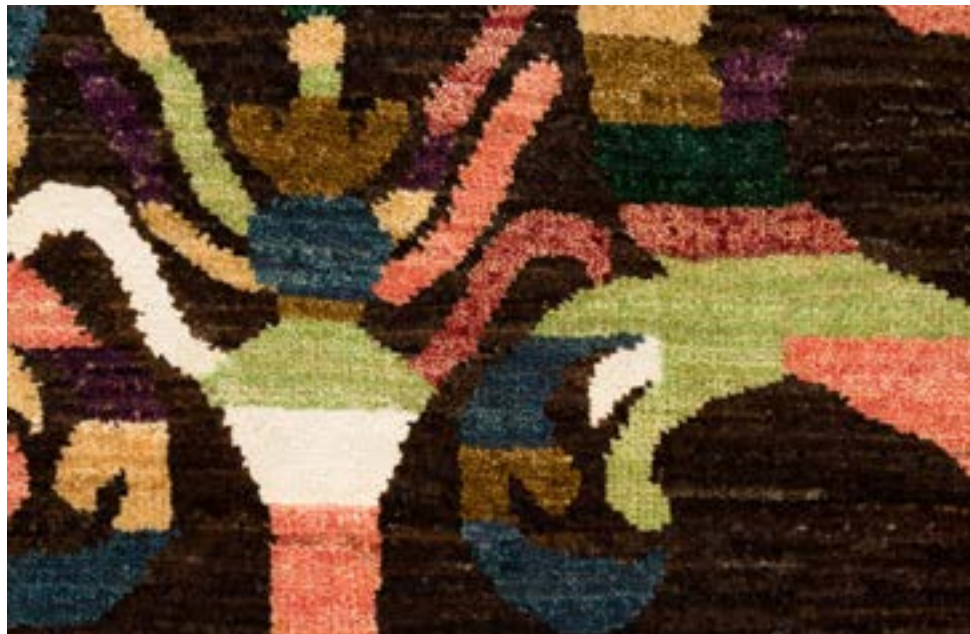
An Easy Online Shopping Platform. The RugKnots online store grants shoppers access to a huge selection of Oriental rugs, which are categorized by features like color, style, size, and more. Many retailers don't offer e-commerce solutions for their clients; and for those that do, product collections are often disorganized or out of date. RugKnots's vast library of products include complete product specifications and high-resolution photos that give clients a "real-life" feel for each rug. Our online ordering system is quick, easy, and transparent for customers' online needs -- and international shipping options make our store an e-commerce solution globally!

Why easy online shopping platforms matter: If you're looking to browse a large selection of Oriental rugs, but don't have time to travel to different brick-and-mortar stores (and/or don't have time to browse outdated or confusing websites), an easily navigable e-commerce Oriental rug gallery provides a large and convenient supply of options -- right at your fingertips.

Professional Guidance and Personalized Product Previews. The RugKnots Ask a Designer service allows customers to work directly with a professional designer to find the perfect Oriental rug for their specific space. Through the Ask a Designer platform, a client can submit photos of his/her room with notes about what style and type of rug they're looking for. A professional designer will reply with computer-generated preview images of three RugKnots rugs displayed in the client's space, helping inspire and guide the client to the

perfect style solution. The Ask a Designer service is completely free of charge; and if you end up ordering one of the recommended rugs, you'll even receive a discount on your purchase.

Why professional guidance and product previews matter: You want to feel 100% confident in your purchase when you buy an Oriental rug -- so, having the guidance of a professional designer behind you can help you make the best choice for your style and budget. Furthermore, a preview image of your future space's design allows you to visualize your redecorated room, thus making you even more sure about your selection.



Transparent and Affordable Pricing. Because, as mentioned above, RugKnots sources all of our products directly from a family-owned Oriental rug studio in Pakistan, we're able to offer extremely affordable prices for our products. All rugs are priced on a simple per-square foot style basis, meaning it's easy to compare our products against each other and against competitors' products in a fair manner. Unlike some Oriental rug retailers, RugKnots never claims to be "going out of business" just to make a sale; and of course, we don't rely on child labor or unfair wage systems in order to offer low prices.



We keep our products priced affordably thanks to efficient production, few overhead costs, and a lack of “middlemen” between the production and retail level.

Why transparent and affordable pricing matters: As a buyer, you’ll want to make sure you’re paying the best price for your Oriental rug -- and not being taken advantage of by the retailer. Ensuring that your rug was produced and priced fairly, and accurately ensures you’re getting a good deal on the Oriental rug.

Industry-Leading Turnaround Time for Custom Rugs. RugKnots provides custom size and custom design solutions for our clients, which basically means that “anything is possible” when it comes to what we can offer. If you (or your client) are in love with a certain design, but need it in a different size for a particular space, we’re happy to have the product custom-produced for you. Similarly, if you’re inspired by an existing product but looking to change one or two features of the rug (removing a border or changing a color, for example), our design team can assist you. At RugKnots, we pride ourselves on our ability to design, produce, and deliver custom Oriental rugs faster than other companies in the industry. Whereas many Oriental rug retailers take nine to twelve months to produce a custom order, RugKnots can typically turn around a custom-sized rug in four to

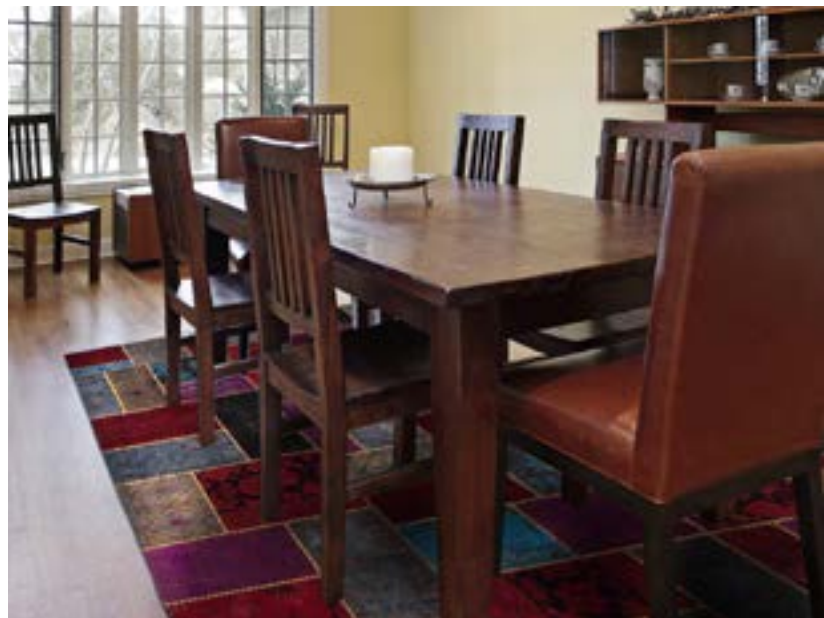
six months (depending on size and features).

Why turnaround time for custom rugs matters: Obviously, when you purchase a product, you want it delivered as soon as possible. RugKnots’s efficient custom Oriental rug services allow clients to move forward with their decorating efforts as soon as possible.

Customer Support -- Before, During, and After Purchase. At RugKnots, we put client satisfaction at the forefront of our business -- meaning we’re here for any questions or concerns you have before, during, or after a purchase. Customer support is available over phone, email, and online chat platforms. Furthermore, our online blog and collection of eBooks provide potential and current customers with an endless supply of educational resources on how to best shop and care for an Oriental rug. With our expert help to guide you, you’ll be able to make an informed and confident Oriental rug purchase -- and remain educated and confident about your decision for years to come.

Why ongoing customer support matters: Purchasing an Oriental rug is a big decision -- and caring for an Oriental rug is important, too. By providing ongoing customer care, RugKnots is a resource you can count on with Oriental rug questions and design needs anytime.

Client Satisfaction Story: RugKnots recently worked with a new client who was purchasing one of our signature, high-quality patchwork rugs for the first time. The RugKnots team explained every feature and quality of the rug over the phone and through email, providing him an accurate preview of the product he was interested in ordering. When the rug was delivered to the client's home, he was so impressed by the rug's look and quality – especially given its affordable price – that he called RugKnots immediately to order a second patchwork rug to display in his office.



A “Do Good” Approach. RugKnots is a socially responsible and charitable company that gives 2% of our proceeds to children's education in socially and economically challenged areas of the world. These contributions provide children with an exceptional English medium education and creating help create equality and employment opportunities that would be otherwise unavailable. We feel, as a company, that it's our corporate responsibility to give back to the community. You can read more about our work [**here**](#).

Why doing good matters: RugKnots's charitable works can help you feel even more confident in us as a company and more confident that your purchase is helping make a positive impact in needy communities.



How Our Rugs are Made

RugKnots's collection of Oriental rugs consists of products that are entirely hand-knotted, original, and high in quality. Our family-owned rug production studio is staffed with experienced rug artisans who have skilled hands, an eye for detail, and artistic insight that allows them to craft high-quality and stylish rugs.

Read below to learn about distinguishing features of RugKnots products.

Produced in Pakistan, a world leader in Oriental rug production. Pakistan is one of the world's longest standing and highly respected rug-producing countries, falling in line with other Oriental rug production giants like India and Iran. Pakistan is known specifically for its extremely thorough and efficient washing methods, its high-quality rug production, its affordable prices, and its signature Bokhara style rugs.

Many nearby rug-producing countries (such as Iran, Afghanistan, and India) will actually produce an Oriental rug in their country, and then send it to Pakistan to have it finished and washed. Pakistan's superior rug-washing methods leave rugs full of sheen, deep in color, and plush in texture. Pakistan has recently developed new washing techniques that render specific rug finishes (such as natural, herbal, semi-herbal, antique, and golden) which are in demand by niche markets.



Supported by a firm backing. Our rugs are backed with hand-knotted durable cotton fibers. During the rug-making process, craftsman tightly weave the rug's cotton backing around a loom, forming a strong yet flexible foundation for the rug. Some of our rugs feature additional backing materials to increase the strength and solidify the finished look of the final product.

Made with high-quality wool. All of our rugs are made with pure wool, sourced from New Zealand (considered the world's leading wool producer) as well as from quality wool production areas in Pakistan. These high-quality wools are considered more plush in texture, less cloudy in appearance (high sheen), and longer lasting in terms of durability. Some of our rugs feature wool and silk blends for added luxury -- these unique items are made with New Zealand wool and high-end bamboo silk.

Completely hand knotted. Even our most modern rug styles are produced in the most traditional and trusted method: by hand. Unlike many companies that have shifted toward inexpensive machine production (which is often confusingly labeled "hand-tufted"), RugKnots honors the intricacy and uniqueness of hand-knotted rugs by relying solely on manual labor to design and knot each Oriental rug in our collection.

Our rugs feature Sehna (Turkish) knots and Ghiordes (Persian) style knots, which are classic and long-lasting knot styles. Whereas the Sehna knot has pile threads present between each individual warp strand, the Ghiordes knot has pile threads between each pair of warp strands. As a result, Sehna-knotted rugs are slightly finer in texture than Ghiordes-knotted rugs. Sehna-knotted rugs also typically feature shorter, more upright strands, whereas Ghiordes-knotted rugs feature longer, more flexible strands; this makes Ghiordes-knotted rugs slightly more durable than Sehna-knotted rugs.

A rug artist in our studio weaves about 10,000 knots per day -- each one ever so slightly different in color, placement, design, and shape than the next. This creates a truly one-of-a-kind product that has unique character.

Organically dyed. Our rugs are colored with the finest organic ingredients which produce brilliant, one-of-a-kind color for each Oriental rug. RugKnots craftsmen source and extract dyes from natural



elements in and around Pakistan -- such as green tea, tobacco, lemon, pomegranate, walnuts, oak tree bark, and plant stems. All-natural dyes are considered superior to chemical dyes for many of the same reasons that hand-knotted rugs are considered superior to machine-produced rugs: they impart the rug with more character, more depth, and more variation, ultimately making it a work of art rather than an everyday object.



How We Communicate with Our Clients

As briefly noted in the section above, RugKnots hosts a number of platforms for customer engagement, guidance, and communication -- ensuring that you never feel uncertain or alone during your Oriental rug shopping experience. Browse the following list of customer services we offer, and don't ever hesitate to contact us!

- Live chat support. We have a team of informed, efficient, and friendly customer service agents ready to answer your questions by chat. They're available to chat Monday through Friday, 9 am - 5 pm EST.
- Email support. You can contact RugKnots directly at **info@rugknots.com**. We'll be sure to respond to you within one business day.
- Phone support. Our customer care agents are ready to answer your calls Monday through Friday, 9 am to 5 pm EST, at 240-203-6555 in the United States.
- Detailed product information. Unlike many retailers who don't display unique product features (such as exact sizing, style type, and knot count), RugKnots provides detailed product information up front -- so that you have readily available information to make an informed decision.
- Educational and engaging materials. RugKnots believes in educating our clients so that they can buy with confidence. Our educational **blog posts** and collection of eBooks are available for free.
- Professional designer input. Through our **Ask a Designer** tool, you can receive style guidance from a professional designer. This service is free of charge.

Client Satisfaction Story: Our dedication to open and dedicated customer communication is displayed in our followup calls to clients who have purchased a rug. RugKnots regularly contacts customers who have bought one of our Oriental rugs to make sure that the client is happy with their purchase and has no further questions about the product. To date, not a single RugKnots customer has been unsatisfied with their Oriental rug, and no customers have requested refunds!

Our Goals in Working with Clients

RugKnots strives to ensure that our customers are completely satisfied with their shopping experience, purchase, and continuing communication with us. We prioritize the following goals to make sure each homeowner, renter, or designer that shops with us is happy:

- Answer all questions in a thorough and efficient manner
- Provide custom solutions for specific style/size needs
- Give ongoing support through quality customer service
- Educate clients through our **blog** and eBook collection
- Offer an exclusive collection of high-quality Oriental rugs
- Price each product fairly, affordably, and transparently
- Provide generous return and warranty policies
- Produce and deliver custom Oriental rugs quickly



Next Steps

For more information about our company or our products, feel free to contact us by phone (240-203-6555), email (info@rugknots.com), or live chat. Our **website** displays our complete collection of high-quality, hand-knotted Oriental rugs -- and our **blog** offers educational information to help you make an informed purchase.

When you browse the RugKnots website, you can expect to find detailed information about every hand-knotted rug we offer. Each of our Oriental rugs is hosted on an individual product page, complete with high-resolution photos and in-depth product specifications.

When you contact us by chat, phone, or email, you can expect to speak with an expert RugKnots team member who should be able to answer any questions quickly and efficiently. We don't outsource our customer care services and take pride in providing thorough, friendly, and timely service for our clients. We'd love to speak with you!

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