

PURE LANA

COLLECTION



KOWARY
1864

AXPROCONCEPT



AXPROCONCEPT

palette PURELANA



AxPro Concept proudly presents the new collection **PURELANA**.
This brochure presents design inspirations based on natural wool colours.

The **PURELANA palette** contains 8 hues: pearl, fog, dust, paper, ivory, sand, taupe, umbra.

Natural colors are perfect choice for designs inspired by twill or plain weave, delicate, cloud-like melanges, patterns inspired by organic structures - rocks, soil, plants.

The purity of wool works very well will classical patterns, like oriental, vintage weaves but also ever-green hounds-tooth or plain check and tartans.

We invite you to check out designs in this brochure but also encourage to work with us on individual pattern development.





The world needs to be more aware of products and their origin, to protect our planet for future generations.

In AxPro Concept we believe that being sustainable is a process but a well-designed product is a great starting point!

We introduce our 100% undyed wool Axminster carpet, with jute backing.* We are using natural, low emissive fibers that don't require fertilizers and pesticides to produce as well as innovative designs to get 100% biodegradable product.*

Wool is a renewable fibre and therefore is a resource that is naturally replenished. Wool in its pure form is 100% biodegradable and will degrade without causing harm to the Earth or the environment. Carpets made of natural wool can be produced with lower levels of energy than manmade fibres, which helps to keep carbon dioxide emissions lower.

Eco-friendly components used in our Axminster range offer the benefit of being low maintenance, elegant and universal for any scheme. We invite you to discover a timeless beauty of high-quality natural materials.

*Concept in development

PURELANA palette consist of eight natural, undyed shades of wool that are distinctive to various origins of sheep.

We use carefully selected **types of wools** to achieve the very best blend for design, durability and purpose combined with the softness and texture of the fiber.



1. AXMINSTER CARPET

design: 6729/310

2. CURTAINS

Madras 10

3. SHEER

Etamina 717 C.VZS

4. WALLPAPER

AxPro Contract Wall 2882

AxPro Contract Wall 3090

5. FURNITURE VENEER

Dark Oak 9102

6. WOODEN PARQUET

Vintage Oak 1970

7. CERAMIC TILES

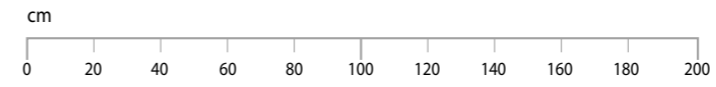
Monolith: Rust Stain LAP

Maciej Zieliński: Duke Stone POL





palette PURELANA



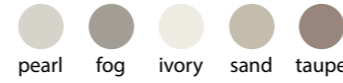
AXPRCONCEPT



DESERT
storm



6679/310 • repeat: 200 x 314 cm



6680/310 • repeat: 400 x 400 cm

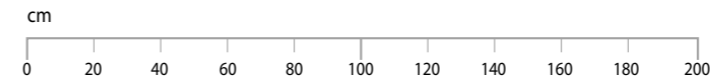


6678/001 • repeat: 400 x 400 cm





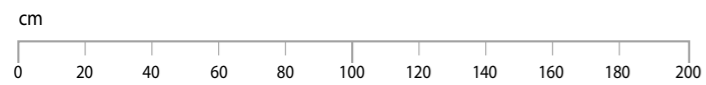
palette PURELANA



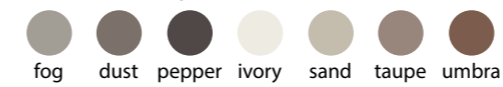
AXPROCONCEPT



CONCISE
poem



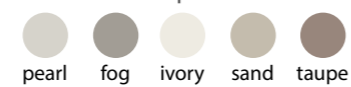
6681/310 • repeat: 400 x 546 cm



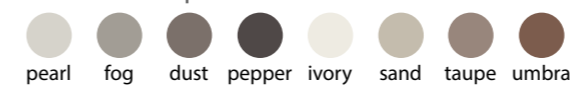
6682/017 • repeat: 400 x 400 cm



6683/310 • repeat: 400 x 400 cm



6684/310 • repeat: 400 x 400 cm

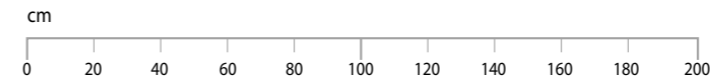


6685/302 • repeat: 200 x 200 cm





palette PURELANA



AXPROCONCEPT



SOFT
flece



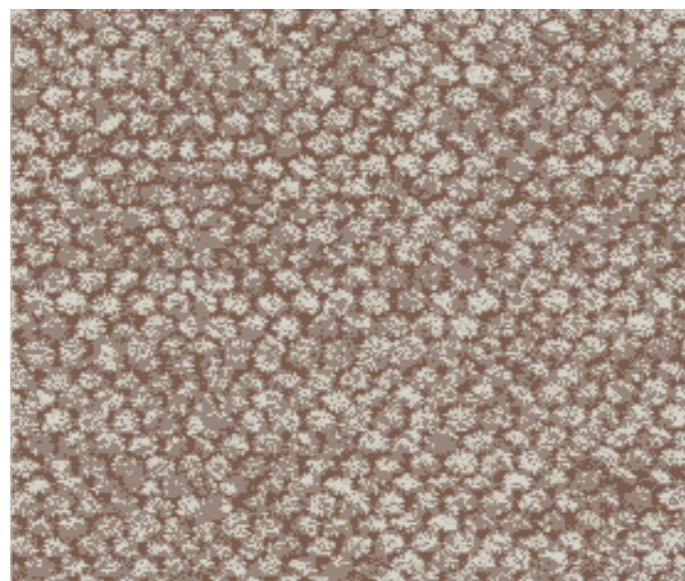
6686/301 • repeat: 400 x 400 cm



6687/016 • repeat: 300 x 365 cm



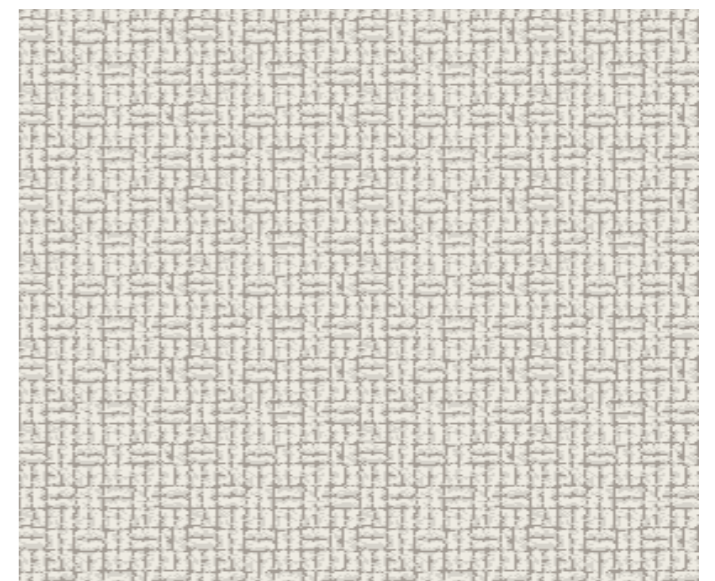
6688/301 • repeat: 200 x 200 cm



6689/301 • repeat: 200 x 200 cm



6690/016 • repeat: 25 x 25 cm

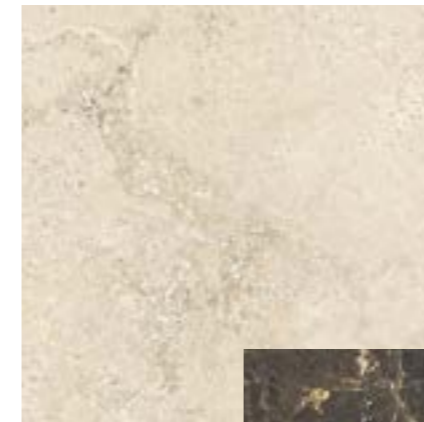


6691/017 • repeat: 50 x 25 cm



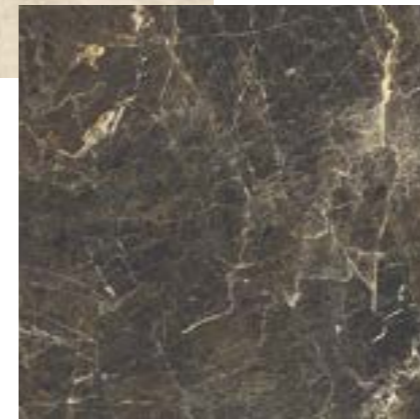


GRAND
arches



1. CERAMIC
TILES

MONOLITH
MASSA



2. RECEPTION
DESK

MACIEJ ZIEN
DUKE STONE



3. WALLPAPER

NATURE CONNECTION
H154LA2039



6731/310 • 550 x 950 cm

pearl fog dust ivory sand taupe umbra



palette PURELANA



AXPROCONCEPT



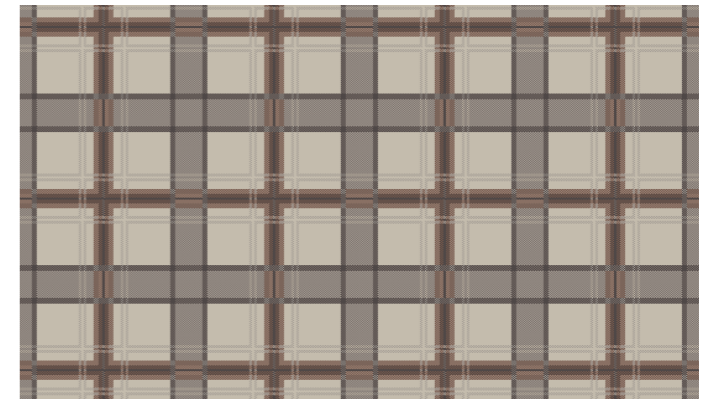
SCOTCH
coffee



6694/005 • repeat: 200 x 420 cm



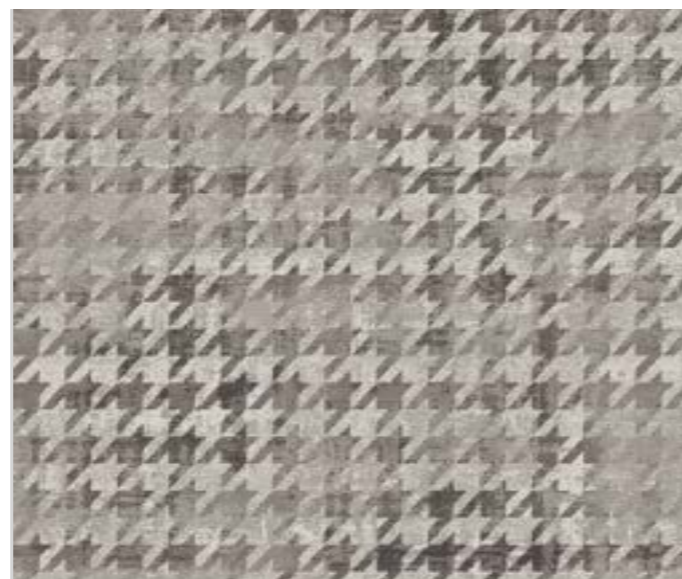
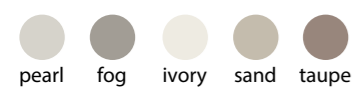
6696/310 • repeat: 100 x 100 cm



6697/310 • repeat: 50 x 50 cm



6692/005 • repeat: 198 x 198 cm



6693/301 • repeat: 198 x 198 cm



6695/300 • repeat: 200 x 200 cm

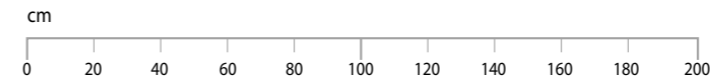


6698/301 • repeat: 200 x 200 cm





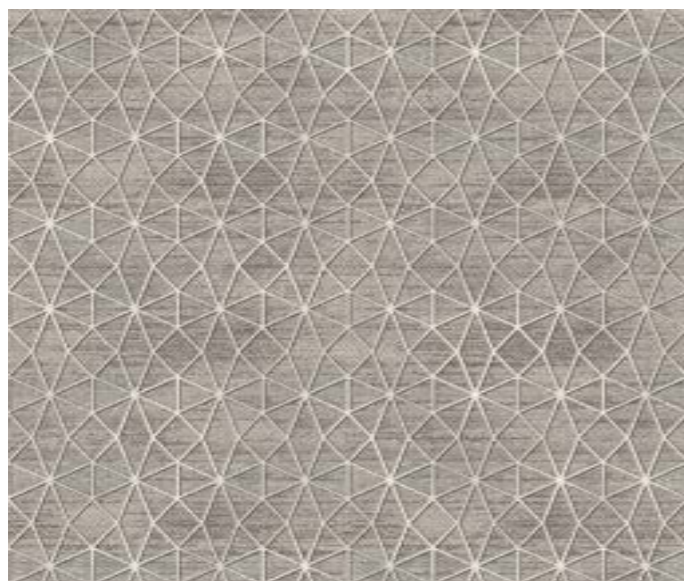
palette PURELANA



AXPROCONCEPT



CRISTAL
glow



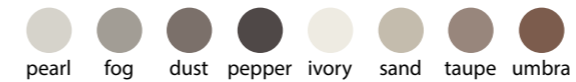
6699/310 • repeat: 400 x 400 cm



6700/310 • repeat: 200 x 223 cm



6701/309 • 275 x 400 cm





palette PURELANA



AXPROCONCEPT



TIMELESS classic



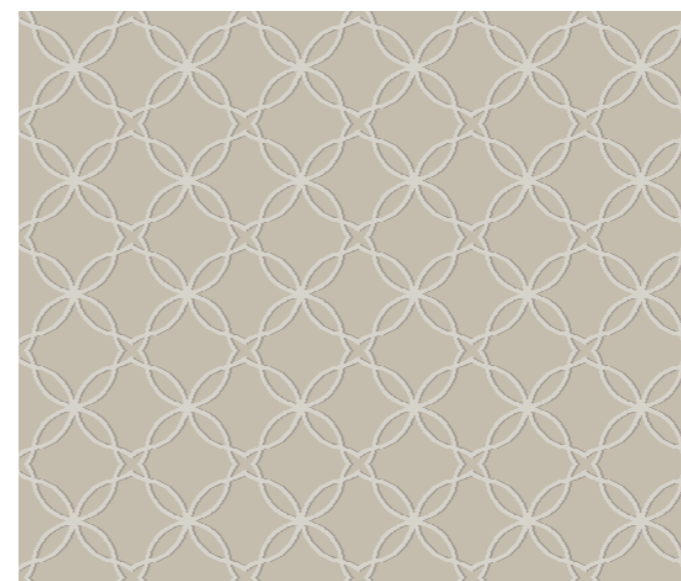
6703/005 • repeat: 100 x 102 cm



6702/301 • repeat: 800 x 800 cm



6704/310 • repeat: 100 x 100 cm



6677/004 • repeat: 33,4 x 33,4 cm



6705/301 • repeat: 200 x 200 cm



1. AXMINSTER CARPET

design: 6732/003

2. CURTAINS

Blackout Honey 2020

3. UPHOLSTERY

EB 6781/707/C5

4. ARMCHAIR

Nola Sard 24378

5. HEADBOARD

Barbaa Toffee 013

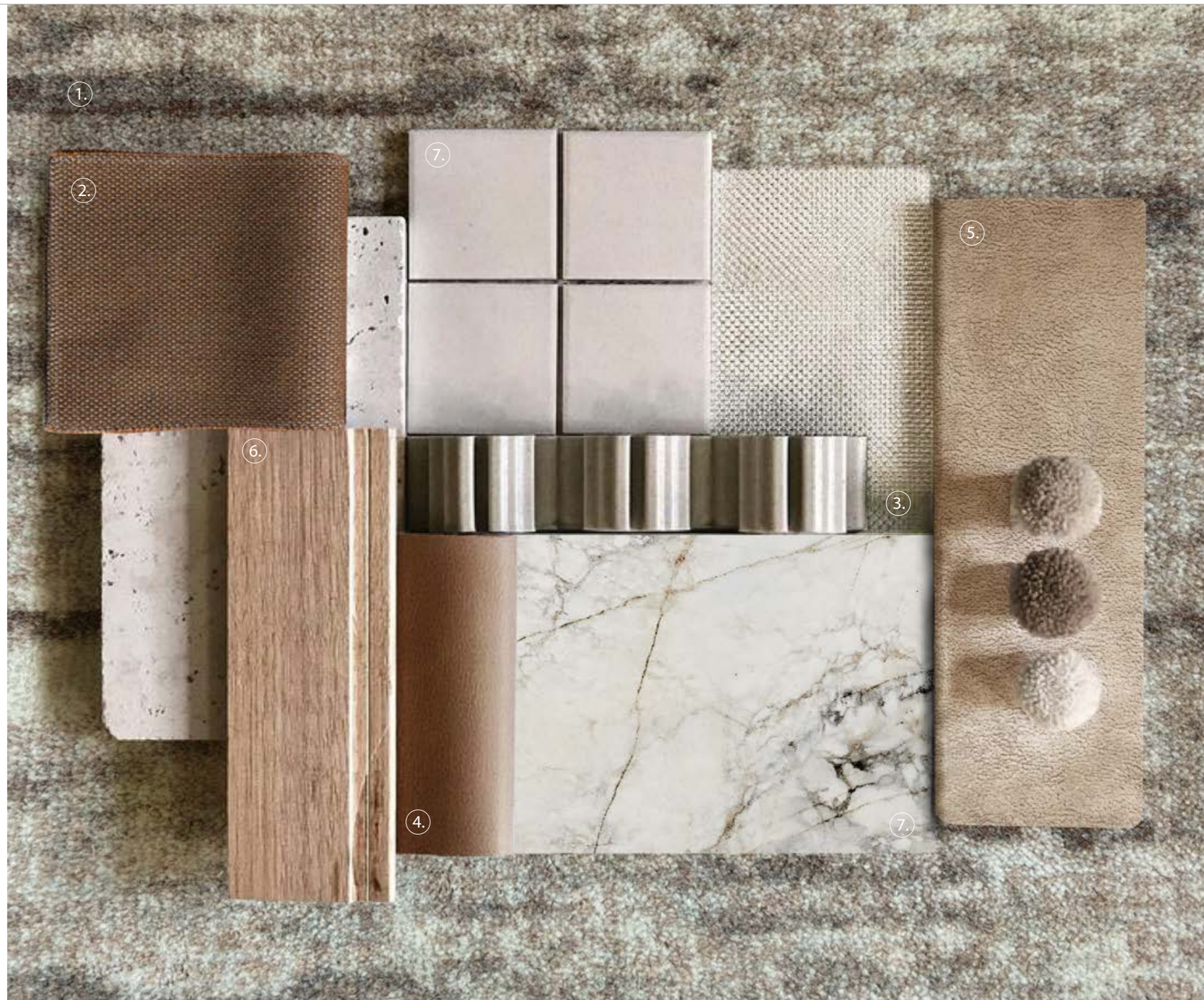
6. WOODEN PARQUET

Vintage Oak 1970

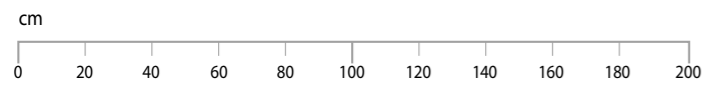
7. CERAMIC TILES

Maciej Zień: Balance Stone

Monolith: Industrio Ivory



FOGGY morning



6706/003 • repeat: 200 x 409 cm



6707/310 • repeat: 200 x 200 cm

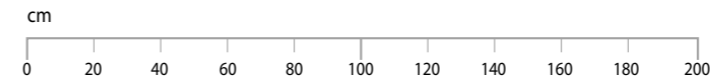


6708/310 • 400 x 450 cm





palette PURELANA



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SOFT lines

6709/004 • repeat: 200 x 300 cm



6721/310 • repeat: 200 x 600 cm



6710/312 • repeat: 17 x 45 cm



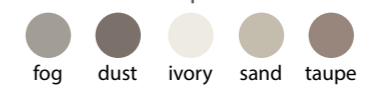
6711/301 • repeat: 100 x 100 cm



6712/309 • repeat: 200 x 200 cm



6713/310 • repeat: 400 x 400 cm





palette PURELANA



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VINTAGE classic



6714/301 • • 443 x 333 cm



6715/310 • • 350 x 250 cm

- pearl
- fog
- dust
- pepper
- ivory
- sand
- taupe
- umbra

FADED
shapes



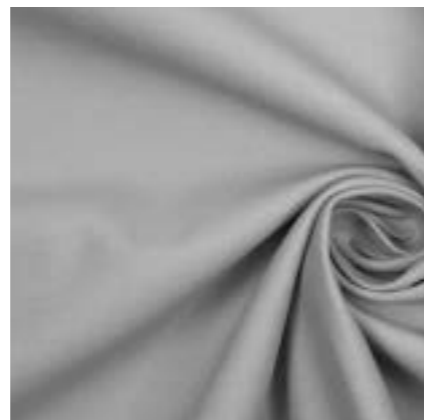
6733/003 • repeat: 400 x 400 cm

● pearl ● fog ● sand



1. LVT TILES

HERRINGBONE
NIK68753 EIR



2. CURTAINS

DIMOUT
7014/798/C5

3. SHEER

FOREVER
COLLECTION
Macaron 01

4. HEADBOARD

TRINITY
Light Beige



5. CUSHIONS

BURLINGTON
TARRAGON
7764



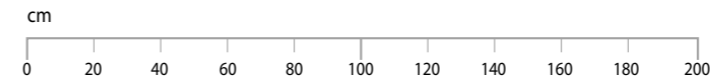
6. WALLPAPER

AXPRO
CONTRACT WALL
3269





palette PURELANA



AXPROCONCEPT



GARDEN
dream



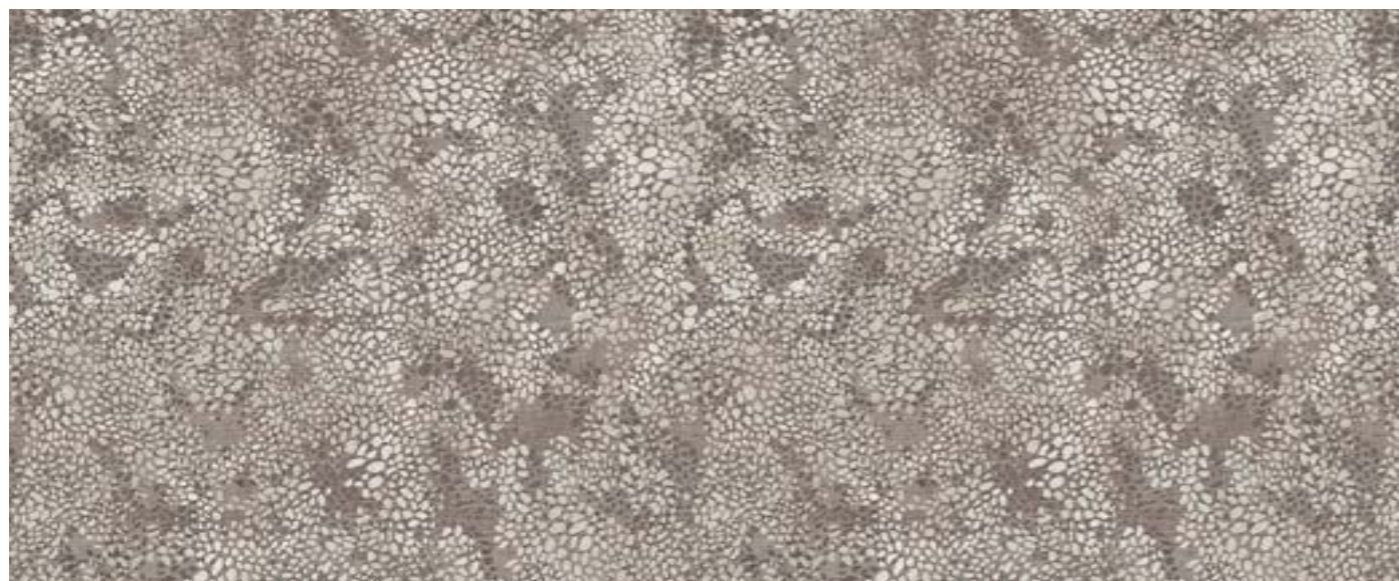
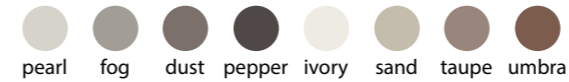
6716/005 • repeat: 200 x 200 cm



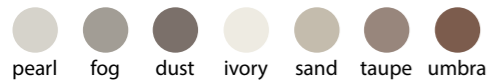
6719/004 • repeat: 200 x 200 cm



6718/309 • repeat: 400 x 400 cm



6720/309 • repeat: 200 x 200 cm



6722/310 • repeat: 200 x 200 cm



6717/310 • repeat: 200 x 100 cm



STONE
story



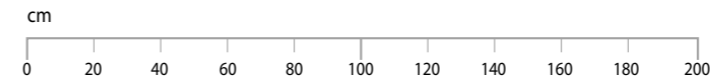
6723/003 • repeat: 400 x 400 cm
 pearl fog ivory sand

6724/005 • repeat: 400 x 400 cm
 pearl fog dust pepper sand taupe umbra

6725/309 • 333 x 443 cm
 pearl fog dust pepper sand taupe umbra



palette PURELANA



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SIMPLY path



6726/310 • 420 x 245 cm



6727/313 • repeat: 400 x 400 cm



6728/003 • repeat: 200 x 286 cm





Sustainability isn't just about coral reefs, rain forests and polar bears. It's about sustaining the industries that comprise this world.

There are numerous technological possibilities that can reduce our impact on the environment.

In carpet production process, it is essential to use natural fibers, like jute and wool, but also to reduce colors in design development to optimize production waste. As a result we limit negative impact of production processes on our environment and minimize manufacturing cost in the same time.

By renovating and improving our manufacturing sites we are continuously increasing our capacity and lowering our carbon footprint.

Our goal is to encourage the industry professionals to share and work together for a common goal. Success of sustainable development in industry depends on education and attitude of all of us - industry leaders and the clients.

Tasks for today



Products from natural raw materials



Optimize waste in production



Shorter supply chain



Change maintenance practises



Give products a second life



Open your mind to new solutions

Tasks for tomorrow



Manufacturers



Architects



Investors



Government institutions



AXPROCONCEPT

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