



Tisca Textil GmbH, Press Release

## **Tisca: When a rug becomes a collector's item, and the pleasure of being able to design it oneself**

**Despite all the possibilities of modern industrial production, handwoven rugs are increasingly popular. They have lost nothing of their attractiveness and thrill their owners as unique items which they have frequently commissioned according to their own personal ideas. In luxury offices and flagship stores, in hotels as well as in private households, these rugs give interior spaces their unique face, characterise the atmosphere of interiors with their functional attributes, and turn rooms into places worth living in.**

For almost 50 years, Tisca Textil GmbH has been one of the top addresses when it comes to handmade rugs made from high-quality wool. Some 96 colours, a variety of yarn thicknesses and 26 possible textures yield a never-ending variety when combined. The sizes and configurations, the combination of the colours and the weaving techniques can be freely chosen. On the basis of its ability to manufacture the complete collection in widths of up to 6 metres and in any length, when it comes the entrance hall to a luxury hotel or the rooms in a palace, for example, Tisca is the only possible provider in the world.

Some of the Tisca rugs are made according to the specialist instructions provided by architects and interior designers, while others are sold by furniture retailers as exclusive unique rugs. In addition to the spectacular and visible examples in the hotels sector, it is above all else private customers who decide on a handwoven rug for their home or commission one according to their own design ideas, which they can then enjoy over the decades to come.

Nothing can give a room a better feeling of wellbeing than a rug which is made from high-quality wool: it regulates the air humidity and temperature, it is pleasant to the touch, and it gives the room character and personality.

### **Made in Transylvania**

The rugs are made in the district of Cisnădie in Transylvania, Romania; an undulating, hilly region which is a historic centre for the manufacturing of textiles. Although much of the old



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industry has now gone, the local people nonetheless remain steeped in the tradition of weaving, and as ever, have the skills and patience that are required for being able to make beautiful rugs by hand.

The 10,000 square metre factory employs some 150 members of staff who weave 250,000 kilograms of wool per year. Cutting-edge knowledge and traditions that have been maintained over the centuries are combined, allowing for the creation of unique rugs with an exceptional variety of textures and designs which are made from different materials.

**Wool: beautiful, strong and good for the interior atmosphere**

Wool is a strong raw material and is easy to clean. It is able to absorb moisture and emit it again, and a wool rug retains dust which can be removed easily with a vacuum cleaner. Attributes which, in our dry and modern interiors, and in an era in which growing numbers of people are suffering from allergies, are increasingly important. When they are woven with a plain weave, wool rugs can be used on both sides and have the exceptional ability to recover their shape time and again.

**In-house yarn production**

Tisca spins almost all of its yarns, of which there are some 1,500, itself. The sheep's wool is dyed with 96 different colours and the yarns are made in different levels of thickness before being further refined. In addition to wool, to a lesser extent, linen, jute, sisal, cotton, mohair and synthetic fibres are also used.

**Weaving techniques and textures**

At Tisca, rugs are manufactured with the use of two different techniques: they are either woven or braided. With the braided rugs, the seamstresses make the twines of yarn into plaits, before joining them in a spiral form working from the centre outwards to create a rug. With the handwoven rugs in Transylvania, the classic plain weave approach is used. This technique allows for two-sided use with both flat-woven rugs and pile rugs.

The most varied collection available from Tisca, the Olibia collection, also consists of woven wool rugs. The collection encompasses 26 different textures. The selection ranges all the way from the classic flat-woven single colours, through to exciting textural landscapes and modern



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designs. A special yarn treatment in the doubling mill and different methods for inserting the yarn in the weft allow for the various surface textures.

### **GOTS, Global Organic Textile Standards**

The “Respect” collection of rugs from Tisca GmbH fulfils the requirements of GOTS, according to which the environmental requirements of the entire production chain and the social criteria with which compliance is required are defined at an exacting level.

### **Social projects in Bogatu Român and Tichindeal, Romania**

Tisca Textile maintains two small workshops near its Cîsnădie factory. In Bogatu Român, around a dozen women make high quality rugs out of the waste yarn which arises during the weaving work in the main plant. The women run the small operation themselves, managing their working times and holiday times themselves and jealously guarding their independence, and they are very proud of their products, which due to their excellent quality and reasonable prices, are very popular.

Another small workshop was opened in Tichindeal in 2014 as part of the “Elijah” social project together with Father Georg Sporschill. In Tichindeal, a small Roma village in the back of beyond, exceptionally high quality white woollen yarns are woven into standard-sized rugs.



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**Tisca Textil GmbH is a manufacturer which has been making handwoven wool rugs for more than 50 years. The individual, custom-made rugs find their customers through a network of some 2,000 specialist retailers throughout Europe, and increasingly in the USA and the Asia region.**

**Tisca Textil GmbH is a subsidiary company of the Tisca Group, the business activities of which have been committed to turning rooms into places that are worth living in thanks to the possibilities offered by textiles since the year 1940.**

**Tisca Textil GmbH is based in Thüringen (Vorarlberg, Austria), while the headquarters of the corporate group are located in Bühler, Appenzell, Switzerland. Further information:  
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