DW ORIGIN

carpets and rugs

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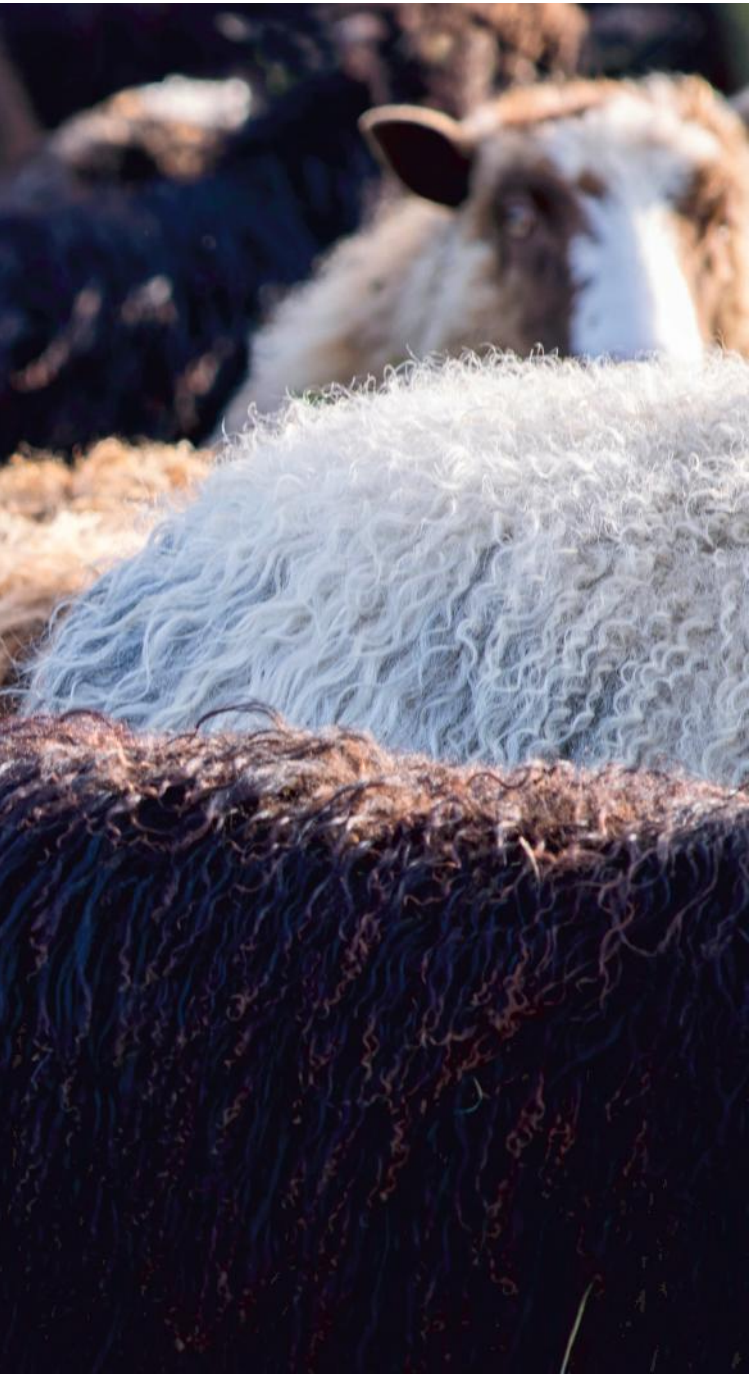
Carpets & Rugs



DW Inspiration

NATURAL UNDYED WOOL

...delivering
the difference.

ORIGIN

In this ORIGIN Story, we present carpets and rugs crafted from undyed wool, embracing the natural colour variations found in the fibre itself. These subtle, inherent tones have inspired a refined palette of heathered yarns, resulting in wool-blend carpets manufactured without the use of dyes.

By focusing on innovation and responsible production, guided by our Cradle to Cradle Certified® approach, we continuously evaluate the materials we use. Eliminating dyes marks an important step in this work. While the colour range is defined by nature, it offers a unique depth and authenticity, resulting in elegant and distinctive carpet designs.

We are proud to present the ORIGIN Story, shaped by the dedication and creativity of our design team.

Lone Ditmer, CEO

BACK TO THE ORIGIN

Dansk Wilton has a tradition of creating custom designed carpets supporting a great interior design experience in the hospitality industry.

Today's travellers increasingly seek original and authentic experiences. When travelling, we look for destinations and hotel stays that offer something genuine and distinctive, while remaining mindful of the impact we create. We value memorable guest experiences and are drawn to hotels that make conscious, well-considered choices.

This also extends to interior design. In the luxury segment, we favour honest, authentic materials that contribute to a cohesive and meaningful hotel environment. Materials that are exactly what they appear to be and express their natural character. Wood, stone, wickerwork, wool. Materials that bring warmth, tactility and a sense of place to guest spaces.

At Dansk Wilton, we focus on innovation and responsible production, developing carpet solutions that support reflected hotel experiences and long-term value.

For our ORIGIN carpet solutions, we have been on a quest back to our origin – our core material, the wool.

Different breeds of sheep have different colours. By sourcing the natural undyed wool from black, brown, grey, golden and white sheep we have created a palette of beautiful yarns, all created by mixing the raw wool in different colours and from different sheep breeds.

The colour is mixed before the spinning process. It is a very meticulous process, done by hand, to ensure the right nuance.

A characteristic of the undyed wool is the natural colour variations which gives the yarn a beautiful heathered look, much like tweed. By avoiding dyeing the wool, we let the material show its unique original character.

ORIGIN - wool carpets with absolutely no dye.

full scope CERTIFIED cradle to cradle bronze version 4.0
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full scope CERTIFIED cradle to cradle silver version 4.0
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DUNE
DANSK WILTON
SLATE
ORIGIN
BIRCH
DANSK WILTON
ORIGIN
DANSK WILTON
ORIGIN
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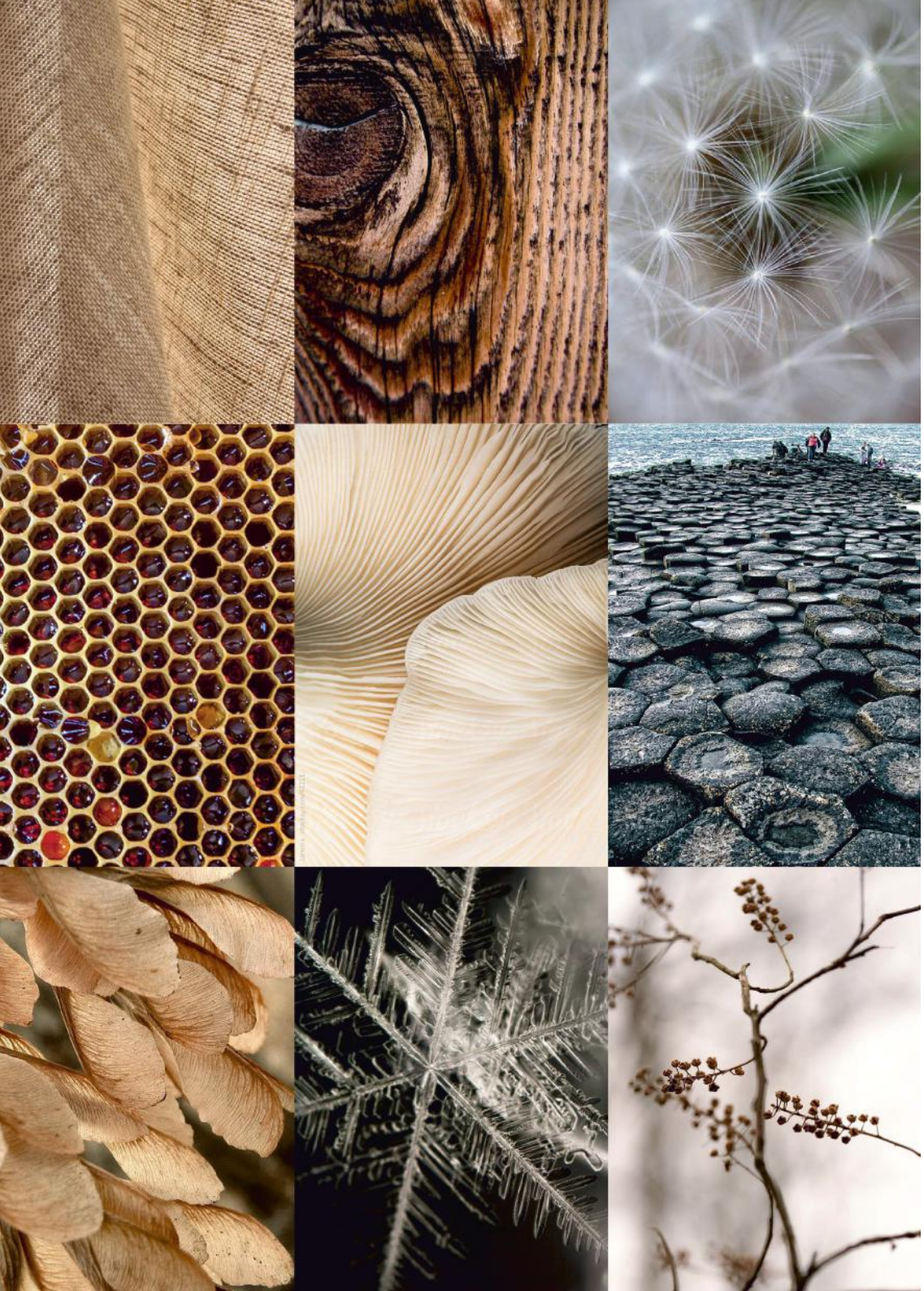
ORIGIN
COAL
DANSK WILTON
ORIGIN

UNDYED
TACTILE
NATURAL
ORIGIN
RAW
MATERIAL



COLOURS INSPIRED BY NATURE

For our ORIGIN colour palette we have sourced wool from sheep in different colours. White, Grey, Brown, Black.

We have created a range of different wool blends, creating nuances from near white to almost black. We selected 6 of the blended tones inspired by natural materials and textures. These 6 colours now form the base of our ORIGIN Story.

COAL

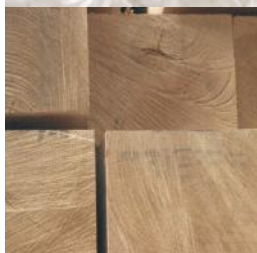
SLATE

DUNE

BIRCH

LAMB

OAK



...design

passion.

FROM WOOL TO CARPET – WITH ABSOLUTELY NO DYES

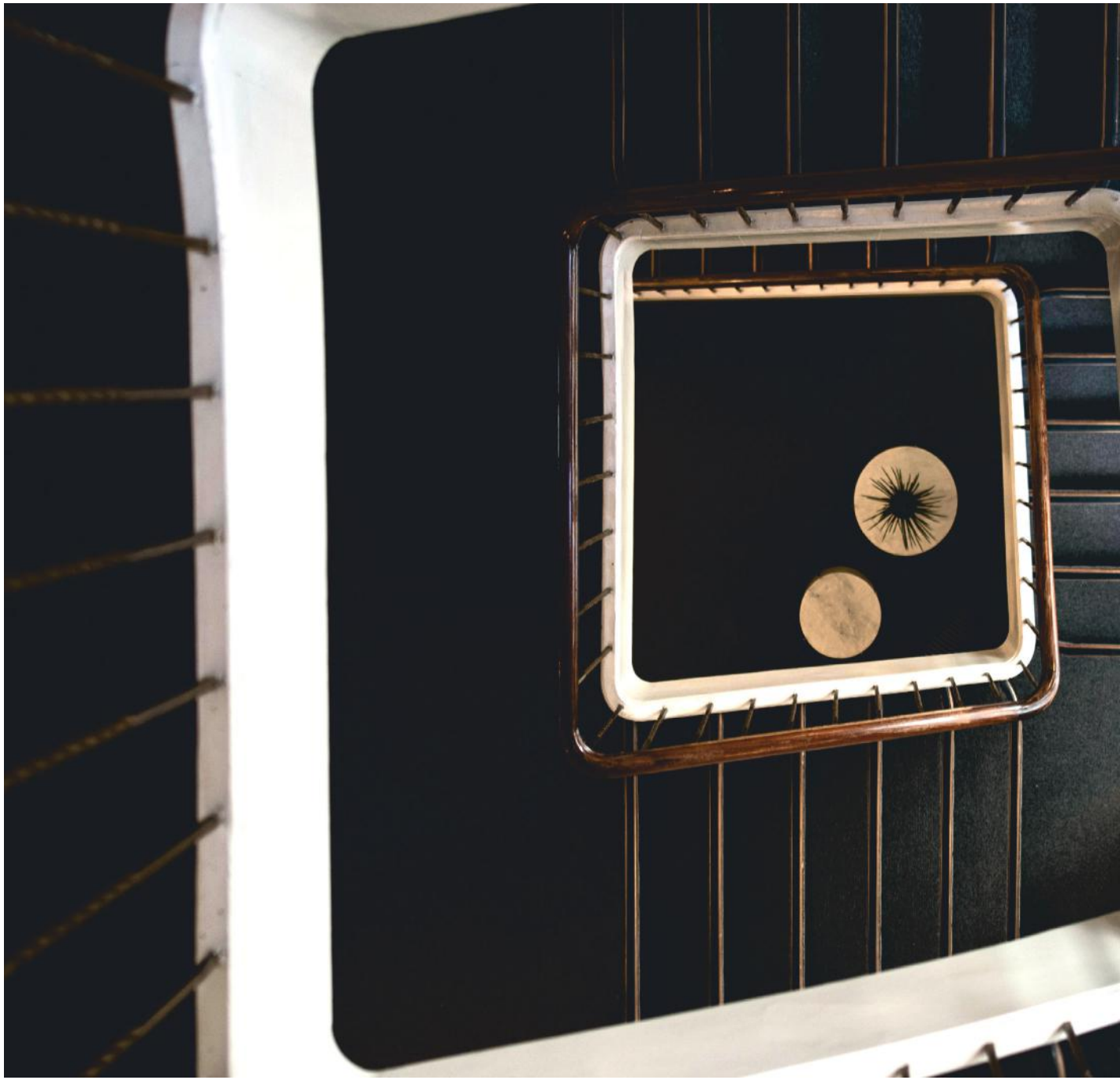
The natural texture and colour variation in wool has inspired us to use undyed wool for our ORIGIN story.

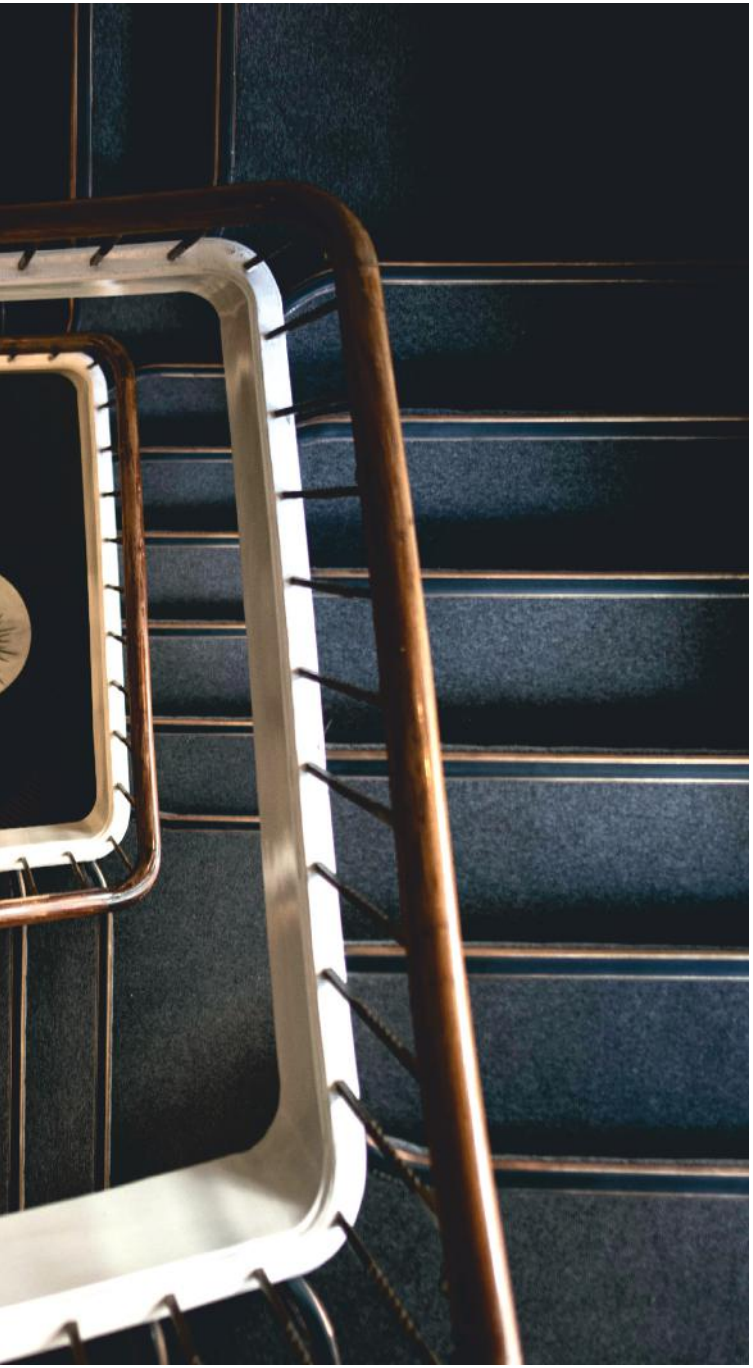
The result is a beautiful range of designs – all made with undyed wool and some with the luxurious addition of twist yarns as an interesting design element.

The colour scale is naturally limited, but the possibilities are numerous and the result is very elegant and beautiful carpet and rug designs.

In many ways you can say that by eliminating the dye and enhancing the texture of the natural wool, the carpet has become even more exclusive.

Dansk Wilton Design Team





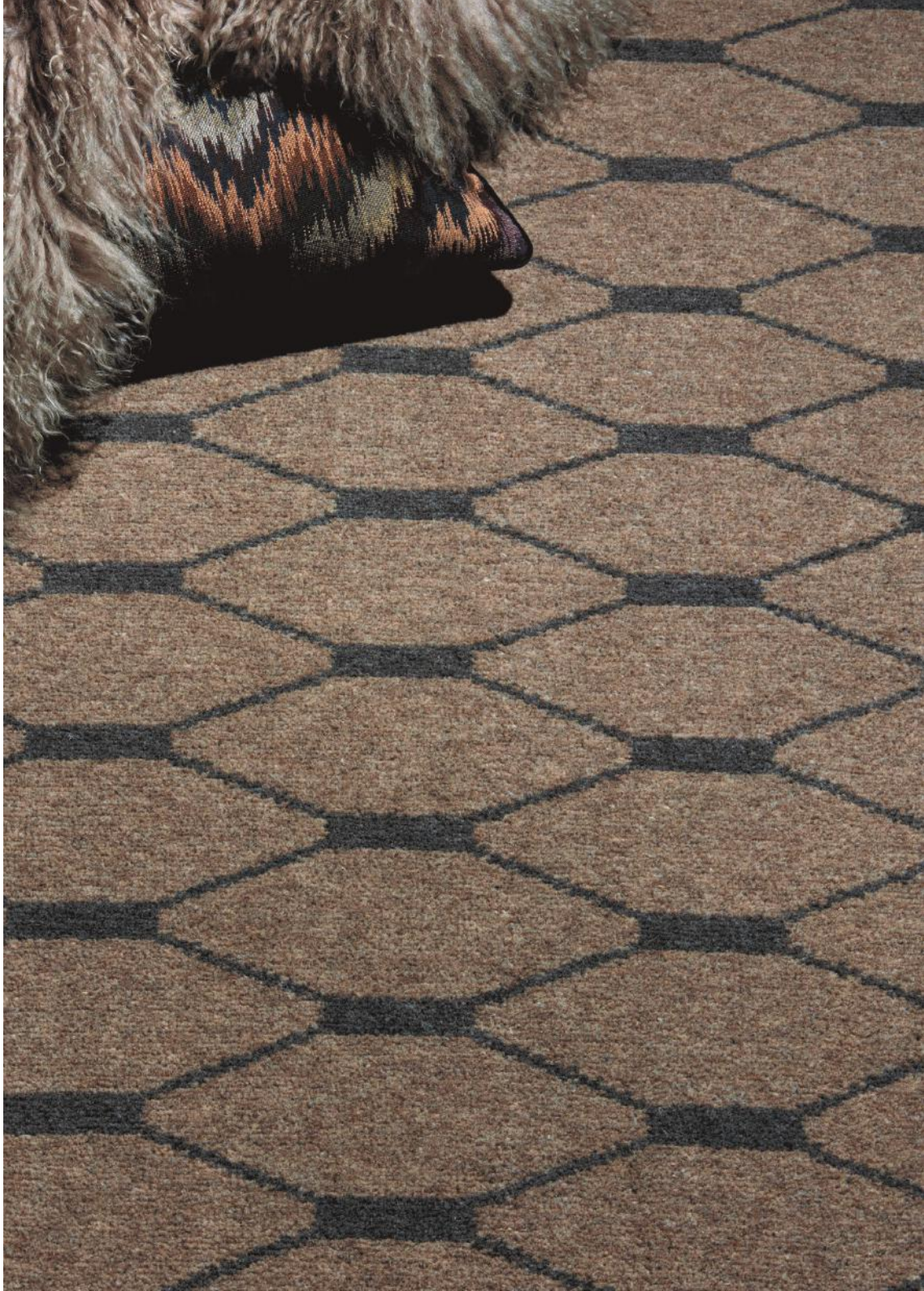
AREA RUGS

Both our Axminster and Colortec ranges can be transformed into beautiful area rugs. All individual area rugs can be cut in special shapes and can be delivered with a selection of edge finishes to suit different look and feel.

CARPETS AND RUGS WITH A TWIST

Combine Colortec ORIGIN with our TWIST yarn to create a dynamic interplay between nuanced colour gradients and rich textural expression.

This adds depth and contrast to the carpet design, enabling more distinctive patterns and a refined tactile appearance.



MIX

WE LOVE CARPETS!

HOW MAY WE SUPPORT YOU?

We would love to learn more about your project and translate your ideas into a custom design, shaped around your vision, space, and requirements complete with dedicated samples.

Whether you define spaces with rugs or transform them with wall-to-wall carpets, every solution is developed **WITH YOU. FOR YOU.**

WHY CHOOSE ORIGIN FOR YOUR NEXT HOSPITALITY PROJECT?

The flooring is one of the most important interior design elements both in terms of the look, feel, sound and indoor air climate in the room.

Wool brings a naturally refined and beautiful aesthetic, reflecting both quality and a considered sense of design. Furthermore, ORIGIN is a durable carpet and rug solution that offers you all the benefits a wool fibre guarantees:

- Wool is a natural fibre and a rapidly renewable resource

  Yet, no one has been able to reproduce the properties of wool synthetically

- Wool has the ability to absorb and release moisture, supporting a healthier and more comfortable indoor environment

- Wool is naturally fire resistant, no fire retardants are added to our carpets

- Wool has a unique spiral crimp built into the fibre.

  This means that a wool carpet will retain its look for longer because it has natural bounce-back abilities

WHY CHOOSE CRADLE TO CRADLE CERTIFIED® CARPET ?

Choosing Cradle to Cradle Certified® interior design products offer you documented, third-party verified assurance of material quality and production practices.

It supports your ESG reporting with reliable data, aligns with a strategic and responsible procurement approach, and contributes positively to recognised building certifications.

At the same time, it enables you to offer well-considered interior solutions that combine lasting quality, transparency and long-term value for your guests and your business.

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cradle to cradle
bronze version 4.0
C2CCERTIFIED.ORG

full scope
CERTIFIED
cradle to cradle
silver version 4.0
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FACTS ABOUT DW CONTRACT COLORTEC

Colortec is a modern tufting technology. It enables the production of tufted carpets with unlimited design possibilities.

Colortec is produced using the renowned 80/20 wool/nylon blend. For our standard Colortec range, we use pre-dyed yarns, whereas Colortec ORIGIN is based on undyed yarns.

DW Contract Colortec is available with either an integrated textile backing or an integrated felt backing.

BENEFITS OF OUR FELT BACKING

Excellent acoustic performance, high comfort, and easy installation

With our felt backing, acoustics in rooms, corridors, and public spaces can be significantly improved. In addition, the felt backing provides exceptional underfoot comfort.

A further measurable advantage is the ease of installation, helping to save time and reduce costs during the installation process.

FACTS ABOUT DW CONTRACT AXMINSTER

Axminster is the classic luxury woven carpet solution, offering exceptional durability for contract use and unlimited design possibilities.

Our Axminster setup is among the most modern in the world, based on high-speed looms and a fully automated creel system, ensuring high quality at a competitive price level.

All our Colortec and Axminster carpet solutions are Cradle to Cradle Certified® and manufactured in Denmark

YOUR CARPET SPECIALISTS

Since the beginning in 1953, Dansk Wilton has grown to be one of the leading carpet specialists within the international hospitality industry – land- and marine-based.

At Dansk Wilton we believe in people. We believe that they make the real difference between being a manufacturer of carpets and being a creator of innovative carpet solutions.

DANSK WILTON

Højskolevej 3
DK-7400 Herning
Denmark

dw@dansk-wilton.dk
danskwilton.com

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