

Homespice Décor's Ultra Durable Indoor-Outdoor Rug Sales Continue to Grow Annually and Remain a Favorite of Interior Decorators and Consumers

March 31, 2015 – Tucker, GA - April through May is the peak sales season for Homespice Décor's line of Ultra Durable indoor-outdoor braided rugs. This is also a peak period of custom-size orders for these water-proof, stain-proof rugs. Early on, the line became popular with interior designers and decorators. Orders for custom-sizes up to 20x30' still remain steady each year. Sales of standard size ovals and rectangles continue to grow annually. The typical retail customer will start with 2 to 4 of these rugs for their homes and frequently buy more later on.



The Beauty of the Rug is the first draw across all décor styles

While Homespice is widely known for its country and primitive braided rugs and accessories, the Ultra Durable line is one of their top selling lines and crosses all décor styles.

"We have seen retailers or decorators place orders for as many of as 11 of these rugs for one customer," says Junior Gupta, CEO and Chief Designer at

Homespice Décor, "And these are not customers who woke up one day and decided they needed a braided rug for their home. Most customers come across the rug and love the patterns and the thick, soft feel of them. Then they are surprised they can be used outside and are water-proof, stain-proof...even bleach-proof. Once they hear they can just hose off for cleaning, they are sold – regardless of whether or not their home décor is one typically associated with braided rugs."

Customer loyalty to Ultra Durable brand remains high

Homespice finds its customers and retailers who own and live with these rugs are their best advertisement. The satisfaction rate and number of customer referrals for Ultra Durable grow each year. While some of these rugs never see the great outdoors and provide stylish and durable use inside the home, other customers put them to practical outdoor and commercial use.

Ultra Durable meets tough usage requirements and garners repeat sales

Recently, the owner of a restaurant with an outdoor dining area, open spring, summer and fall, replaced the Ultra Durable rugs she had purchased 6 years earlier. She said, "They stay out on the dining patio under the tables all year-long. During the months we serve on the patio, we hose them off each night. During the winter, snow piles up on them. But they always look great and they wear like iron. After six years, we are replacing them with another Ultra Durable pattern just to update the colors on the patio."

"We see that the braided construction is perfect for this kind of rug," says Gupta. "It's a very durable rug for all seasons, but the most compliments we receive are on the colors and patterns themselves. They end up in almost any décor style. The customers don't think of them as braided rugs. They are just beautiful, hard-working rugs that enhance their décor, indoors or out, and make life easier for them. No wonder people are so loyal to them."





New Ultra Durable rug lines and patterns recently introduced

Homespice has recently added new construction types to the Ultra Durable line including the [Shaker Collection](#) of flat-woven indoor-outdoor rugs inspired by traditional Colonial weaves. The Shaker rugs were recently featured on the cover of Smart Retailer Magazine.

The fresh and new hand-shaped and hand-pieced braided [Botanica](#) and [Medallion Collections](#) were introduced this year. Using a complex new purpose-made braiding technique, these rugs are inspired by nature and geometrical shapes.



Two new braided patterns have joined the original Ultra Durable braided line. Both the new [Juniper](#) and [Azure](#) patterns incorporate the popular color schemes of blue and grey and have received great response as summer approaches.

Samples, swatches and hi-res photos are available for editorial use.

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About Homespice Décor

Their family-owned U.S. company was founded in 1998 by Junior Gupta and originally known as J Quilts. They manufactured and dealt primarily in handcrafted quilts in country motifs from their factories in India with a small selection of matching braided rugs. In 2004, they dropped the quilt line, expanded to manufacturing handcrafted braided rug and accessories under their Homespice Décor line name. They also manufacture and sell museum-quality hand-hooked and hand-appliqued Penny primitive rugs and accessories. All Homespice products are also available at retail at Homespice.com