



# Bouclé

## Handwoven Jute Runner with Natural Latex Backing

The Bouclé Gold Handwoven Jute Runner is crafted from 100% natural jute, featuring a chunky bouclé weave that brings organic texture, warmth, and timeless style to hallways and interior spaces. Handwoven in India and finished with a natural latex backing for added stability and durability, its rich golden tones highlight the natural beauty of jute while creating a warm and inviting foundation for a variety of interiors.

### Available colours



Charcoal  
AJR106-C



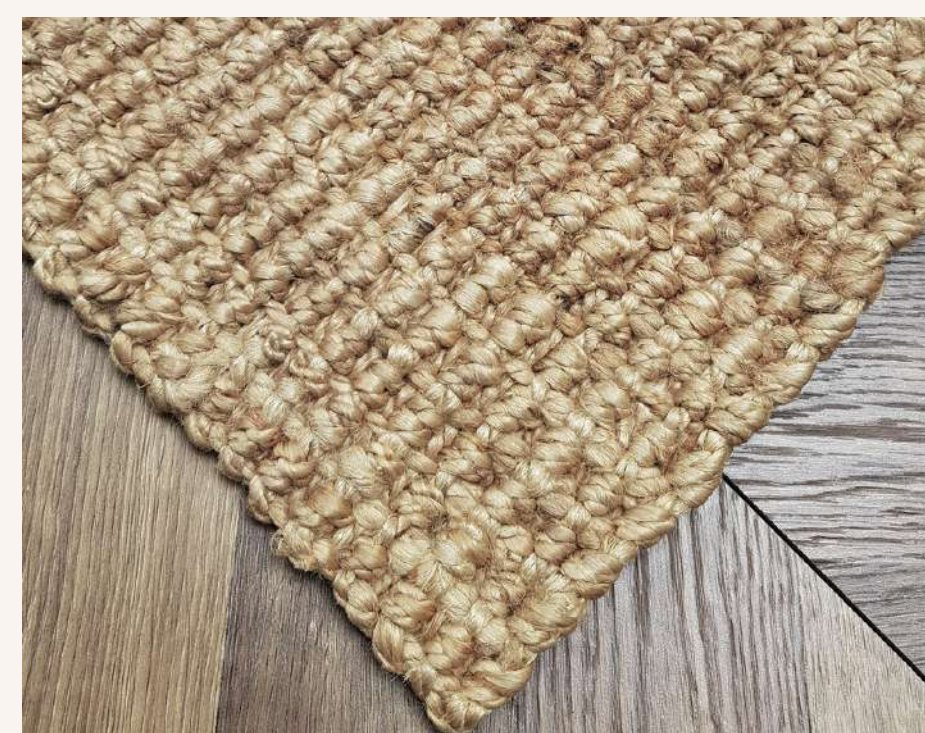
Flax  
AJR106-FX



Gold  
AJR106-G



Silver  
AJR106-S



### Available Sizes

- 80x150
- 80x300
- 80x400
- 80x500

For custom sizes, contact your consultant for more information.

#### Colour & Texture Variations

Please note that colours may vary slightly across screens and devices due to individual display settings, lighting conditions, and monitor calibration. As each rug is handcrafted using natural fibres, subtle variations in colour, texture, and finish may occur, enhancing the unique character of every piece.

### Specifications

Fibre: Jute  
Composition: 100% Natural Jute  
Technique: Handwoven  
Backing: Natural Latex Backed  
Height: Approx. 20mm  
Origin: India

### Suitability

Best placed in:

- Living Areas
- Hallways and Corridors
- Home Offices
- Medium Traffic Spaces
- Entryways and Foyers

### Care and Maintenance

- Vacuum regularly using suction only.
- Blot spills immediately with a clean, dry cloth.
- Keep dry at all times and avoid excessive moisture.
- Rotate periodically for even wear.
- Use a rug pad for added protection and stability.
- Professional dry cleaning is recommended for deep cleaning.

#### Natural Fibre Characteristics

As a natural fibre, jute may experience some shedding, sprouting, and loose ends, especially when new. This is a normal characteristic of handcrafted jute rugs. Do not pull loose fibres, as this may damage the weave; simply trim them with sharp scissors or gently tuck them back into the rug.

## A Proud Partner of GoodWeave

GOODWEAVE is a global nonprofit organization working to end illegal child labour and offer educational opportunities for children in India, Nepal and Afghanistan.

As a proud partner of GOODWEAVE, East India Rug Company adheres to the highest ethical standards for rug production and vows to be 100% child labour free.



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