

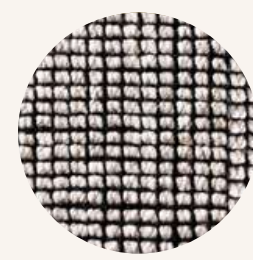


Ellora

Handwoven Jute and Natural Wool Bouclé Runner with Natural Latex Backing

The Ellora Natural Handwoven Jute & Wool Runner is crafted from a premium blend of 40% hand-spun jute and 60% natural wool, featuring a richly textured bouclé weave that brings warmth, softness, and artisanal character to interior spaces. Handwoven in India and finished with a natural latex backing, its natural tones and subtle tonal variation create an organic, timeless aesthetic with exceptional texture and comfort underfoot.

Available colours



Black
AJWR-BK



Natural
AJWR-N



Available Sizes

80x300

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 & Wool
Composition: 40% Hand-Spun Jute / 60% Natural Wool
Technique: Handwoven
Height: Approx. 20mm
Backing: Natural Latex Backing
Origin: India

Suitability

- Best placed in:
- Living Areas
 - Formal Sitting Areas
 - Bedrooms
 - Medium Traffic Spaces
 - Home Offices

Care and Maintenance

- Vacuum regularly using low suction without a rotating brush.
- Shedding of natural fibres may occur initially and will reduce over time.
- Spot clean spills immediately with a clean, dry cloth. Do not rub.
- Professional cleaning is recommended for long-term maintenance.
- Avoid prolonged exposure to direct sunlight.
- Use furniture pads under heavy furniture to help preserve the weave and texture.

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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