



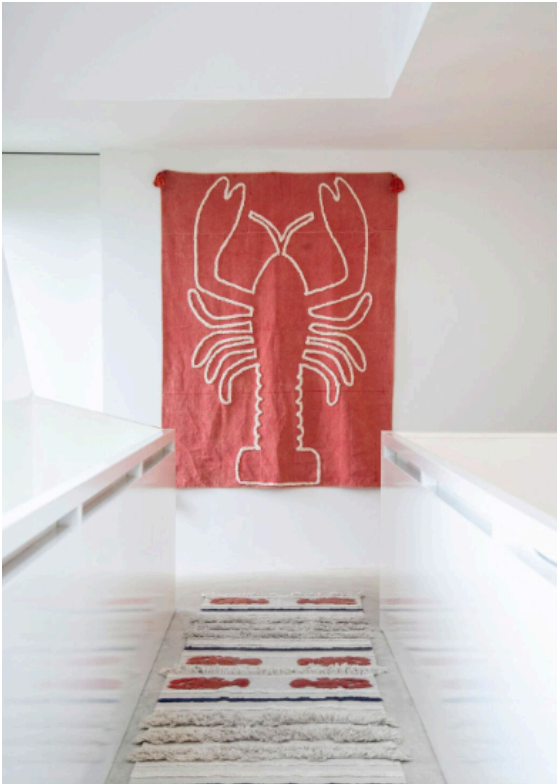
## **PRESS KIT**

June 2019

Lorena Canals  
*When rugs start to make sense*  
[www.lorenacanal.com](http://www.lorenacanal.com)



## BRAND PROFILE



The leader in the machine washable rug market since the 1990s, Lorena Canals is dedicated to creating a safe and functional environment with her eco-friendly, handmade rugs and accessories. All are made with natural cotton and dyes, to ensure durability after washing, comfort and safety for children.

Lorena Canals' designs allow for a stylish & modern, yet practical decor.

**Practical, safe and 100% original!**



During the last 10 years, the brand has evolved to become one of the most well-known brands for washable rugs on the textile decoration scene, being so practical and affordable. Made of natural cotton and wool, its flagship product, the machine-washable rug, can be washed at home, in a conventional washing machine, without the need for dry cleaning. What is its competitive edge? The way it so easily and conveniently gets rid of dust mites, making them safe, practical and essential for anyone, particularly children, with allergies.

### Find Yours

Comfort, practicality, quality and design are all merged to make an infinite variety of models of washable and wool rugs, which combine different textures, sizes and patterns to adapt to every style of home decor. Ideal for decorating any home with a Nordic or hippy aesthetic, or any apartment decorated in a modernist, industrial or alternative style.

### From rugs to wall hangings

In keeping with current trends, Lorena's creative vision has spread to the wall hangings and tapestries have become the stars of the show. So it's rugs, tapestries and wall hangings that are decorating the walls this season!



## COMPANY STRUCTURE

Leader in the washable rug market, the brand already has 2,500 customers and commercialize more than 230.000 rugs annually. The company started it's international expansion seven years ago after internalizing its sales team and forming a large network of global distributors. It has continued to open new markets each year and as a result customers can buy their products in over 60 countries such as France, Germany, the United States, Brazil, Switzerland, China, Chile and Greece, amongst many others.

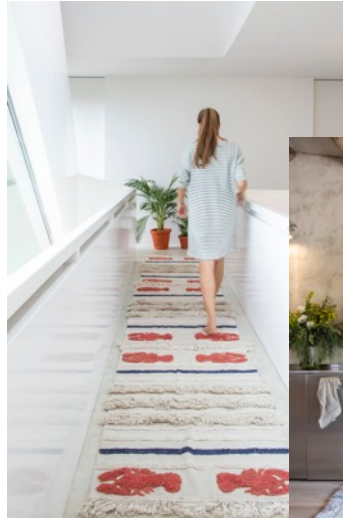
### Sales Channels:

- Stores
- Distributors
- E-Commerce

<b>Number of markets</b>	<b>60</b>
Points of sale	2.500
Cimmercialize rugs	230.000
Internal production centers	2
Logistic centers	3 (Asia, USA, Spain)
Offices	2 (Barcelona & New York)
Employees	56
Craftsmen	187 (India)
Awards	5
International Tradeshow	25

*The perfect fit for a family home and modern lifestyle*

## Two product lines: Kids y Home



## Product categories

Washable rugs . Washable cushions . Wool rugs . Wall Decor . Baskets and blankets . Garlands. Door Hangers.



Lorena Canals washable rugs currently include a wide variety of home and kids designs.

## THE COLLECTIONS



Lobster

## Tribute to Cotton







English Gardens



## Pyjama Party





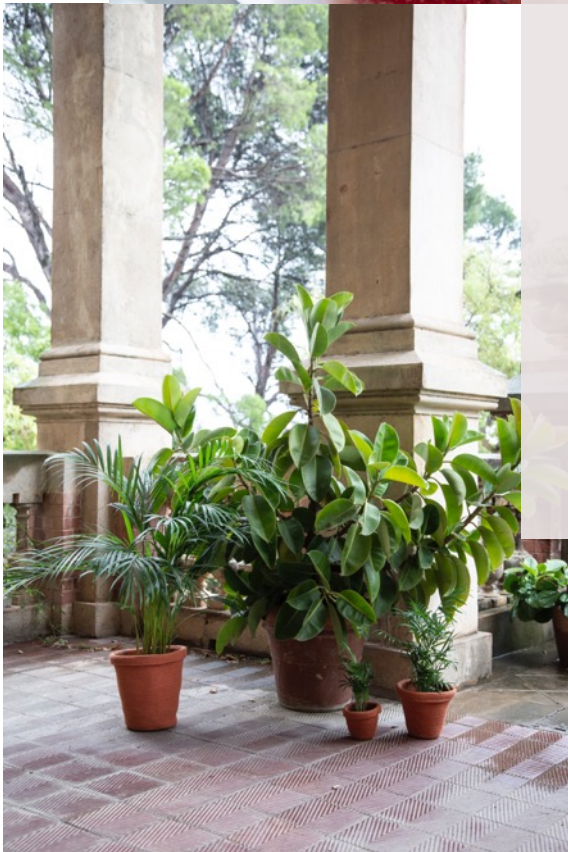
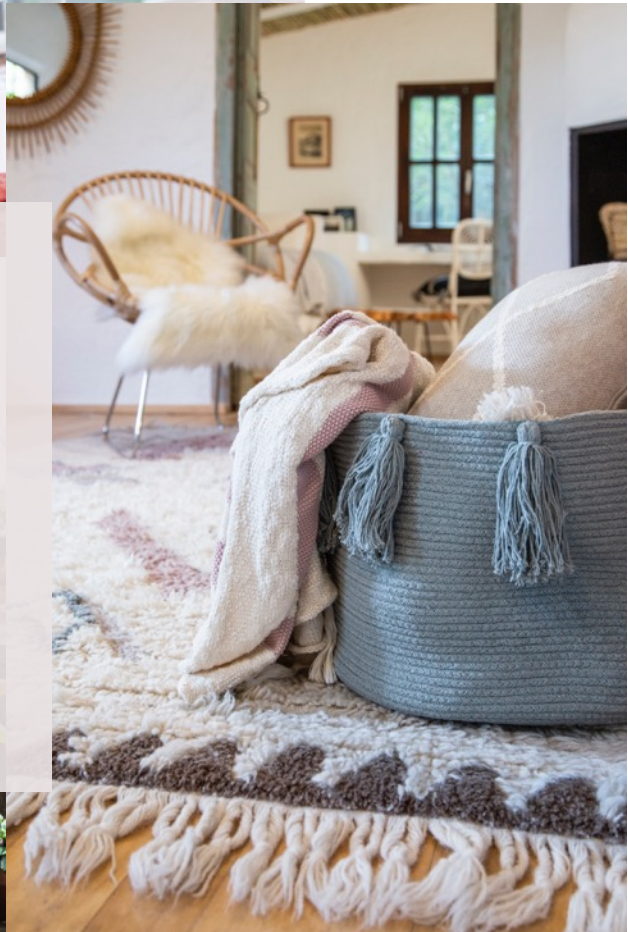


Woolable  
by Lorena Canals

















## PHILOSOPHY: UNIQUE PIECES OF ART



The life of a rug by Lorena Canals enjoys an incredible journey, arising from the creativity of a design in Lorena's Cotton Lab showroom in Barcelona. The material is collected in the cotton fields of northern India and Lorena's vision starts to take shape in the hands of the expert craftsman, whose creative freedom and fluidity results in each piece being unique. Every detail is hand stitched, knotted and tied by local Indian seamstresses, whose attention to detail is highlighted in every piece. Each model hides amongst its threads a delicate and precise craftsmanship that can be seen, touched and, above all, felt.

All products are entirely hand-crafted and made with natural materials and dyes to ensure safety, practicality and durability.

*'Each piece is unique, no two are alike'*



**Lorena Canals** manages the entire creation process of each product, which allows it to offer high-quality products and create new collections with original designs.

Its differentiation lies in the control of the quality of its products, minimum delivery times and competitive prices.

### Responsible Brand: responsible product

The company's values include respect for the environment and sustainable manufacturing, which is why it does not use chemical products or pollutants. Also, in controlling the manufacturing process, it can also ensure fair-trade practices.

### Sakûla Project: their education, our commitment

In 2008, the brand started the Sakûla project; a school in northern India for children of all ages. €0.50 from every Lorena Canals product sold goes towards this project, so the purchase of any product not only creates work for local craftsman in India, but also contributes to many children's education. For Lorena, this type of initiative gives much more meaning to her business.

*'I am passionate about India and the education project.'*

## THE DESIGNER



'This adventure began over 25 years ago. Like all beginnings, I had to dedicate many hours and huge amounts of effort but I always felt supported by my family and friends. I still remember when we were shipping from the garage at home!

Today I can proudly say that I have the support of a great team of professionals who enable our rugs to be discovered all over the world; something I always dreamed of.'

**Lorena Canals**, designer

### ¿Cómo definirías tu universo?

*“¡Artístico! Diseñar las nuevas colecciones, reunirme con el equipo y disfrutar de mi familia que tengo la suerte de que trabajen conmigo. El mar, los paisajes de la Costa Brava, la decoración”.*



### ... y tu estado de ánimo del día?

*“¡Positiva!”*

Emprendedora de vocación, Barcelonesa y con mentalidad empresarial, Lorena Canals siempre supo que la clave del éxito era entrar en el negocio internacional. Sin fronteras. En 1992 realizó sus primeras alfombras que más tarde llevarían su nombre.

Conocida como precursora de las alfombras infantiles lavables, Lorena Canals amplía actualmente su catálogo con alfombras *home* y accesorio textil para llegar a todos los hogares del mundo. En junio de 2019 presenta la primera colección de alfombras lavables de lana.



### **How would you define your universe?**

'Artistic! Designing the new collections, meeting with the team and spending time with my family, who I am lucky to work with. The sea, the landscapes of the Costa Brava and the world of decoration are my muses.'



Naturally enterprising, Barcelona native Lorena always knew that the key to success was to play on the international stage, without limits. In 1992, she made the first rug which would bear her name.

Known as a pioneer of washable children's rugs, Lorena Canals is now expanding her portfolio with home rugs and textile accessories to reach every household in the the world.

### **Why washable rugs?**

'I was a young mother who saw a way to help other mothers around the world. We do so much as it is, I wanted to find a way to make our lives a little easier. '



¿A rug that can be washed in washing machine at home? Yes please!



#washablerugs • #lorenacanalrugs • #lorenacanalshomedecor • #woolable

[www.lorenacanal.com](http://www.lorenacanal.com)