

PRESS RELEASE
OCTOBER 4th, 2022

LORENA CANALS

Lorena Canals **Renews its Brand Identity and Website**

The textile firm restyles its logo and corporate identity and improves the user experience on its entirely renovated online store.

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**HI-RES
IMAGES**





ABOUT LORENA CANALS

MUCH MORE THAN A RUG

Creator of the first washable rug in the world more than 20 years ago and a family-run business, *Lorena Canals* makes natural cotton and wool rugs with matching textile accessories for home decor, designed in Barcelona and handmade in India.

Natural raw materials, non-toxic dyes, fairtrade and sustainable manufacturing are the staple values of the brand, delivering eco-friendly, artisan-made, top-quality products that also give back to its own charity project Sakûla.

Lorena Canals is considered a trendsetter in contemporary decor, offering practical textiles with a perfectly coordinated style. This makes it the ideal choice for modern family homes worldwide, being distributed in over 80 countries to date.

www.lorenacanal.com

Barcelona, 4 October 2022.—The firm that revolutionized the market more than 20 years ago with the **washable rug concept** is presented today with a more up-to-date, modern, and refreshed brand image.

"We continue to be sustainable, to give back, and to innovate, just as when I created the firm in my home garage, where I designed the first washable rugs in the world. After all these years, the brand has evolved, so we decided it was time to renew our image to align it more with our values"—explains Lorena Canals, designer and owner of the family-run textile business that bears her name.





The new logo hints at the **washable concept** with a subtle graphic motif of a double circle on the "O" that depicts a washing machine drum. The renovated visuals also anticipate the brand's continuous quest for **innovation** both in its rug designs and in the introduction of **new product lines** to expand its catalog, such as various accessories and its recent range of **eco-friendly textile toys**.



WWW.LORENACANALS.COM

Its **new website** is now more intuitive and **user-friendly**, looking to improve the shopping experience. Like its former B2C version, it offers all the necessary product information but now also introduces **value-added content** on decor tips and ideas using the brand's rugs and accessories.

It continues to have dedicated websites for the USA, France, and Spain, plus an international site that delivers to more than **80 countries** worldwide. This year, it has also implemented its own **affiliate program** to get other e-commerce partners and publishers onboard to increase the brand's outreach.

Lorena Canals continues to expand through its two core product segments—*Home* & *Kids*—that attract a diversified audience.

"We started making washable rugs for children more than 20 years ago. Over time, our company grew, and we expanded our catalog with the Woolable range of high-quality washable wool rugs, responding to the needs of professionals such as many interior designers wanting to decorate large living rooms"—Lorena Canals explains.

KIDS



HOME





This focus on expanding its product ranges and stepping further in adding value to its textile products is what the brand's new motto, **"Much More Than a Rug"**, signifies. ***"Not just decorative, our rugs are also practical, natural, innovative, solidary, sustainable, recycled, durable... and most of all, washable! What more can you ask from a rug?"***—says Lorena Canals.

THE FIRST WASHABLE RUG IN THE WORLD

The spotless rug.—*Lorena Canals* is the creator behind the washable rug concept. From the beginning of designing rugs in 1998 in her garage till today it is present in more than 80 countries around the world. An entrepreneur at heart, she founded her own artisan factory in India and today has offices in Barcelona, New Delhi, and New York.

Nowadays, **all our rugs can be easily washed at home**, thanks to the quality of their natural fibers. They're ideal for everyday use, for homes with children and pets, as they allow you to easily remove any stain just by putting them in the washing machine.



+20 YEARS CARING FOR THE PLANET



MACHINE
WASHABLE



SUSTAINABLE
PRODUCT



HAND-
CRAFTED



NATURAL
FIBERS



SOLIDARITY
COMPANY

We embrace the **slow movement** in the world of decoration because we care about offering truly **sustainable coziness**.

We are committed to **handcrafting** products with high-quality **natural fibers** to ensure maximum **durability**, and at the same time promote **conscious consumerism**. If you own one of our signature rugs, you'll know it is a **one-of-a-kind piece**, because it is handcrafted by Indian artisans down to the last detail and not as a result of mass production.

CERTIFICATE OF AUTHENTICITY

Rugs with a signature.—Each of our rugs carries the **signature of Lorena Canals hand-embroidered** at the back, accompanied by **a certificate of authenticity that warrants its origin, commitment to people, and to the planet.**

All our pieces, besides being handmade, are colored using non-toxic dyes, zero waste, save water, and fulfill a social mission through our Sakûla Project, dedicated to educating the children of the factory's craftswomen.



UNIQUE WORKS OF ART

If you own one of our signature rugs for the home, you'll know it is a **one-of-a-kind piece**. Because it is handcrafted by Indian artisans and not as a result of mass production.

With a factory of our own, Lorena designs and produces everything that crosses her imagination. That is how iconic kids' rugs with original shapes such as a cookie, a Monstera leaf, or a cloud came into being. But also true works of art such as the Sheep of the World collection, with 20% top-quality New Zealand wool.

Always advocating for **fairtrade practices**, our factory in India employs more than 170 artisans.

Each one of our rugs is full of details. We often combine different textures creating a play of sensations and reliefs that are perceived not only to the touch but also to the eye, achieving spectacular decorative results.

REVOLUTIONIZING THE MARKET SINCE 1998

One of the main objectives of our company is to innovate every day, in all our areas. That is why we invest in researching new techniques, new designs, new artisanal processes, or new ways of manufacturing in a sustainable way. Thus, **we shake the industry** not only with our washable or recycled rugs.

We also innovate with reversible rugs, or rugs for children with interactive games that encourage learning, or all-in-one rugs with a sewn-on pillow. Rugs with incredible textures achieved thanks to our factory in India and our creative teams—always focused on innovating, innovating, and innovating. And we continue to research to create more original, more sustainable, and more supportive rugs and accessories.





THE WOOLABLE® REVOLUTION

Stylish, with incredible textures, quality and innovative designs, our **patent-registered WOOLABLE®** range has shaken up the rug industry and made us first in the world to offer washable wool rugs.

Our wool rugs, handmade with natural fibers, offer excellent textures and give the perfect touch of style to any space. Soft and very pleasant to the touch—discover the true pleasure of walking barefoot.

RUGCYCLED®: THE GREENEST RUG

Rugs are an essential piece in decoration—they provide coziness, protection, and definition to a space. At Lorena Canals, we believe in being able to offer much more than a beautiful, cozy, and quality rug. We believe in a **sustainable and eco-friendly rug**.

That is why we have created our **RugCycled®** product line, the first to give a second life to the cotton leftovers from our productions. Because when we use waste as raw material, we not only **reduce the impact** on natural resources, but we also **save on energy and water**. NO to waste. YES to saving!





SOLIDARY RUGS

The one thing about our rugs is that they stand for solidarity. Touched by seeing children whose future gets imposed by their family's economic circumstances, designer *Lorena Canals* decided to offer her social support granting them access to education. And so the *Sakûla Project* came to be, a nursery in the north of India so that children on the street can **receive food and education**.

There are currently **120 children** attending the school and counting. Their teachers are in direct contact with us to suggest continuous improvements—from new textbooks to new backpacks or renovations to the school.



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CANALS

HR Images: <https://bit.ly/LCBrandImage>

Press Contact: communication@lorenacanal.com

Social Media: [@lorenacanalrugs](#) [#lorenacanal](#)

Online Store: www.lorenacanal.com