

## PMB DESIGNS / MAUDE DÉCOR - QUESTIONS AND ANSWERS

### **Why have you changed your company's name?**

Companies are like people, they grow and develop in different directions. Over time our vision grew beyond canvas rugs and we decided we wanted to offer more options for our clients. We also came to feel that the name PMB Designs didn't speak directly to realm that we address, that of interior decoration. Maude Décor is easier to remember, it speaks to what we do, it addresses those interested in decorating and it tells, in an indirect way, the essence of our design sensibility, that being contemporary and modern.

### **What does Maude Décor offer that PMB Designs didn't?**

In addition to the hand-painted canvas rugs offered by PMB Designs, Maude Décor has added hand-made wool rugs and archival prints on paper or canvas to the collection. We also offer design services for custom projects, this has included such things as murals, custom furniture and cabinetry, glass screens and headboards.

### **You have always focused on 'art' for the floor, now you are making prints of your designs available, why the move to the wall?**

Tapestries have been hung as wall features for centuries and when we display our rugs we often hang them on the wall. People have always asked if they could hang their rugs on the wall and we have encouraged our clients to use our rugs in whichever manner they preferred. Thus making our designs available as prints seemed like a logical step.

### **You have gained a reputation for your canvas rugs, why introduce wool versions of the same designs?**

We would like to think we are offering our clients the best of all worlds. Offering our designs in both materials allows our clients more options. Wool rugs are allowing us to explore different materials and a world of textures and sculptural relief.

### **What makes your rugs, canvas or wool, different from your competitors?**

Canvas- Our canvas rugs have both a distinctive approach to design and materials that is clearly different than both their contemporaries and predecessors. While many floorcloths you see veer to a folk art or craft style, ours have a very clean, bold, modern aesthetic and our designs are simple yet classic. The second thing that makes our canvas rugs different is our choice in materials and attention to detail. We use a heavy weight cotton canvas that lies and moulds to the floor; it doesn't bunch up and move around like a piece of flimsy fabric. Diligence is reflected in the meticulous quality of the craftsmanship of our rugs from the painting, design, finishing and the packaging.

Wool- Our wool rugs are explorations in texture and color. They are all hand-made by expert craftsmen using the best materials available. They are also

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made to order so we can customize all elements of the design process, colour, size, textures and pattern. We can combine wool with silk and flax to create subtle highlights. In essence they are unique sculptural reliefs that add dimension and interest to your floor.

### **What is a canvas rug?**

Hand-painted canvas rugs are our signature, they are the foundation on which we've built our company. Canvas rugs, also known as floorcloths, have a rich tradition that is many centuries old. There are pieces of canvas that are hand painted with a design, sealed and then hemmed, creating a durable floor covering that looks and wears similar to linoleum or painted leather.

### **Where can I use a canvas rug?**

Canvas rugs can be used in almost any type of environment with a hard floor – not carpet. Many people have chosen residential applications for them. Yet they function equally well in lobbies of corporate offices, restaurants, hotels, salons and showrooms.

### **Why would I choose a canvas rug over a traditional woven or pile rug?**

People choose canvas rugs over traditional woven and pile rugs for their durability and versatility. Canvas rugs are water, stain and fade resistant, easy to clean and wipe spills from. They're an ideal solution for those who suffer from dust allergies and those with pets. Their low profile makes perfect solutions for doors with low clearance and wheelchair users. They can also be custom designed to incorporate colour and design details from an existing decor and they can be constructed in almost any size and shape.

### **Some of your rugs come in really unique shapes and sizes. I've never seen that before. Can you tell me what that's about?**

When it comes to decorating people are used to thinking inside the box, for example, rooms, houses and furniture are often standardized in design. But in contemporary design and particularly open concept living the boundaries are changing. Now you can change the flow and feeling of a room with a shaped rug and you can guide people through a space in a very different way.

### **They seem a bit bright for my décor. Are they available in other colours?**

That's the beauty of having a custom made rug: it can be specifically designed to incorporate colour and design details from your existing décor. Depending on the colour scheme chosen the designs have the ability to work well with many different types of décor, though they naturally lend themselves to modern classic and contemporary inspired interiors.

### **How long does it take to make a canvas rug? Or a wool rug?**

Canvas- The length of time needed to make a rug is determined by the size of it and the nature of its design. Once a design and colour scheme have been chosen a rug generally takes a minimum of two to four weeks to make.

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Wool- Our wool rugs go through a different process. After design, colour, size and texture are decided it is submitted to the mill for a quote. A 12” square sample is made and sent to the client for approval, this can take from 4-8 weeks. Once the strike off is approved the rug is made and can take 12-16 weeks. Hand-made rugs take time but the wait is worth it.

### **How do you look after a canvas rug?**

Canvas rugs should be treated in a similar way to hardwood floors or linoleum. Everyday spills can be wiped up with mild soap and water, while tougher stains can be removed with a mild abrasive cleaner. Canvas rugs can be vacuumed regularly without any fear of damage; for a more thorough cleaning you can scrub your rug with a soft bristle brush and a combination of white vinegar and warm water. Follow this by applying a thick coat of paste wax and polish with a soft rag to maintain colour and durability.

### **How long do they last for, and do they fade?**

Canvas - With proper care and maintenance canvas rugs have been known to last for decades and their colour remains steadfast and strong. Floorcloths from the colonial era still grace many museums and historical homes through out much of the eastern US.

Wool – With regular care and maintenance wool rugs last many years. Their lifespan is largely dependent on the amount of traffic it withstands. You can never over vacuum. However, prolonged exposure to direct sunlight will cause colours to fade. We recommend that you rotate your rug periodically and have it cleaned professionally to help maintain its color and luster.

### **Where are your rugs made? Where is your studio?**

Canvas - The canvas rugs are made in our studio in Vancouver, British Columbia, Canada.

Wool - Our wool rugs are made overseas, currently we work with a reputable mill in China.

### **Where can someone buy your rugs? Where are they available to purchase?**

You can view our full collection of rugs at [www.maudedecor.com](http://www.maudedecor.com) and order by emailing [info@maudedecor.com](mailto:info@maudedecor.com) or by calling the studio at 604-879-7775. You can also check our growing list of retailers online to see if there is a representative in your area.

### **Where do you see your company going in the future?**

Baun is a visionary, she dreams big. She has already drawn out plans for a large studio and showroom for her canvas production. She dreams of finding the perfect partnership with industry that will allow her to make her rugs, canvas, wool or otherwise available to a larger market. However, she believes first and foremost in the integrity of her product and is unwilling to compromise quality for lower costs. Baun intends to leave a distinctive mark on the floor covering industry before she is done.

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