



Nuri

Hand-knotted by artisans in Varanasi, India using the traditional Persian knot, the Nuri rug features an irregular block pattern with soft, organic lines. Crafted from 100% New Zealand wool, its plush shag-style pile and high-low finish create a sculptural surface, echoing the imperfect geometry

Product Details

Pile Composition 100% New Zealand wool

Manufacture Details Hand knotted

Country of Manufacture India

Pile Height Approximately 40mm

Sizes Available 200 x 300cm, 250 x 350cm, 300 x 400cm,
Custom Size & Custom Round Size

Care Rug Underlay recommended especially on terrazzo and polished concrete / polished floors. See also Jordan rug maintenance guide for details

Available Colours



Khaki



Oat

Care Instructions

Spot Cleaning

Any liquid spills should be treated immediately. Place a clean cloth or unprinted paper towel directly onto the spill to absorb as much liquid as possible, then gently dab the area with a clean, damp cloth. Avoid rubbing or circular motions, which may damage the pile or spread the stain. Once clean, blot thoroughly with a dry towel to remove excess moisture. For soil or dirt, allow it to dry fully before vacuuming. If stains remain visible, seek assistance from a professional rug cleaning specialist.

Professional Cleaning

Over time, your rug will benefit from professional cleaning to restore and refresh the fibres. Any persistent or larger stains should also be attended to by a professional. Do not dry clean or steam clean your rug, as this can damage the fibres. As each Jordan rug is unique and made from different fibres, we recommend choosing a professional rug cleaner who specialises in handmade rugs. For further guidance, please contact Jordan for a recommended specialist.

Shedding & Lose Fibres

All rugs will shed and release loose fibres, particularly within the first 1–6 months of use. Shedding will gradually lessen over time, though rugs in high-traffic areas may continue to show a small amount of shedding. With this rug's high pile weave (40mm), shedding may be more noticeable in the early months. Simply vacuum as required to remove loose fibres, and if you notice any loose threads or ends, do not pull them - carefully trim with fabric scissors instead. A barrel vacuum is recommended for high pile rugs as it provides strong suction without pulling or damaging the fibres.

Care & Maintenance

The placement and ongoing care of your rug will directly impact its longevity and appearance. Avoid prolonged exposure to direct sunlight, as this can lead to uneven fading over time. Vacuum regularly to prevent dust and dirt from settling deep within the pile, using a suction-only setting rather than a rotating brush or beater bar, which may damage longer fibres. High pile rugs can compress under heavy furniture; consider rotating furniture or using coasters to reduce impressions. Rotating your rug occasionally will also help distribute wear more evenly.