

212 THE PURE CONCEPT®

for

nilaya

furnishing by  asianpaints

CONCEPT
ESSENTIALS III

CONCEPT ESSENTIALS III



THOMAS

Creating a strong high-quality fabric to be used for curtains, cushions and upholstery was the main focus of this 2021 collection, Concept Essentials III Thomas. With a yarn construction of 100% linen sourced from India and multiple processes giving this plain its unique look and touch, this fabric is perfect for adding a raw and natural aesthetic within the home. A waterfall of colours ranging from soft whites and naturals, dusted pinks, earthy greens, saffron yellows, bold plums and deep blues allow you to coordinate with other Pure Concept collections.

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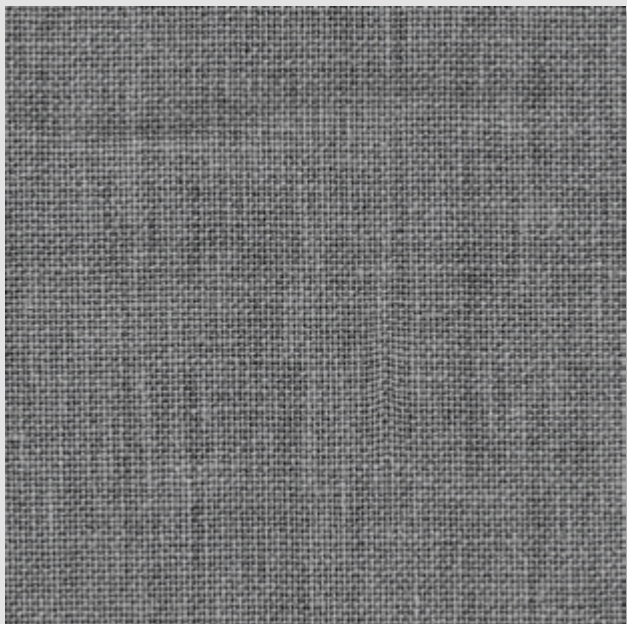
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Technical Specifications

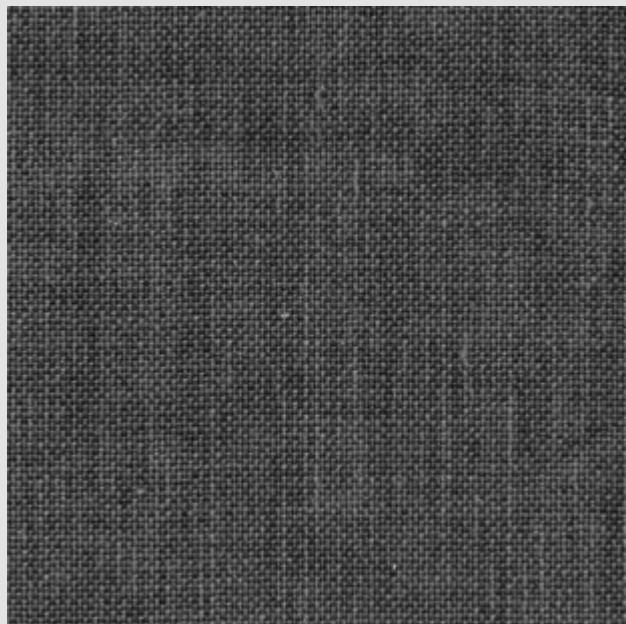


CONCEPT ESSENTIALS III

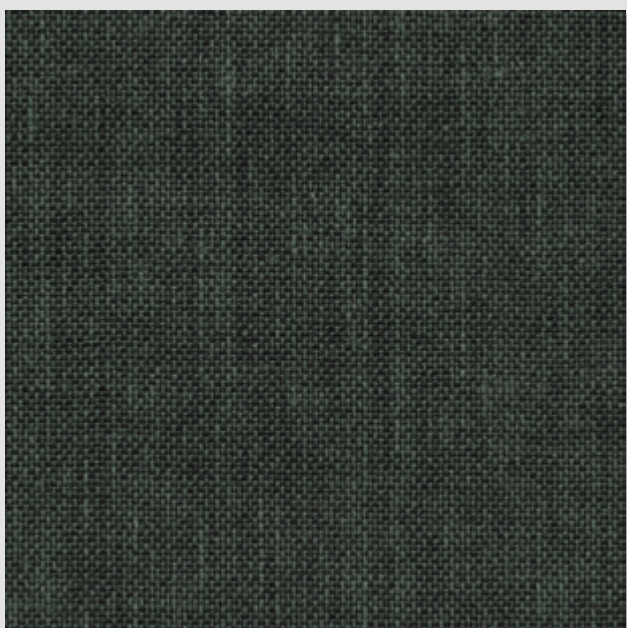
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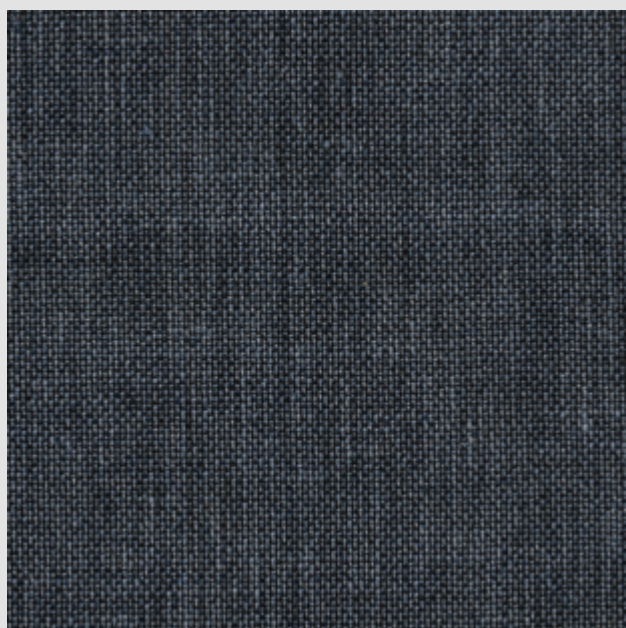
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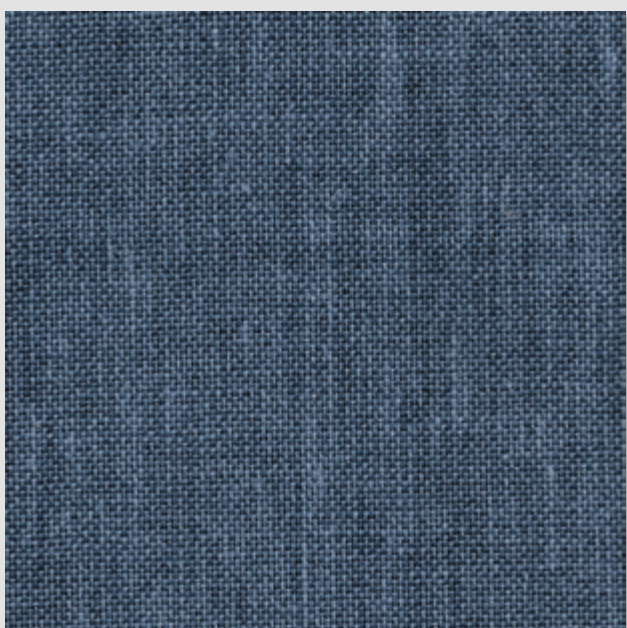
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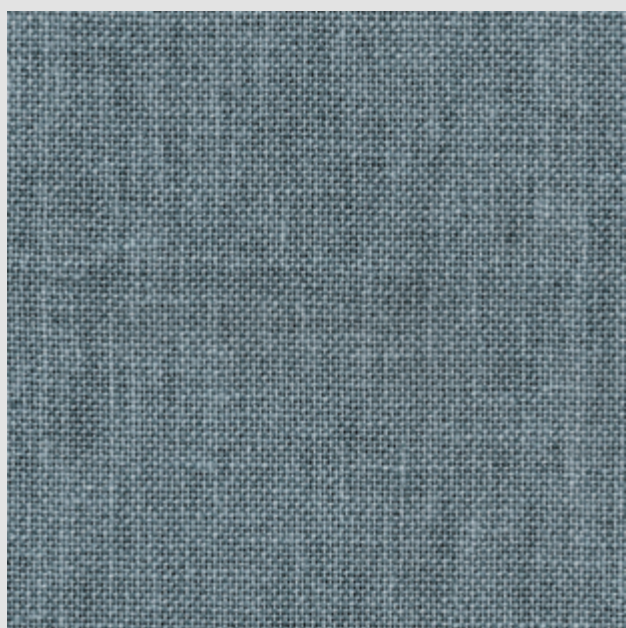
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AUMINA ASURE - 1086

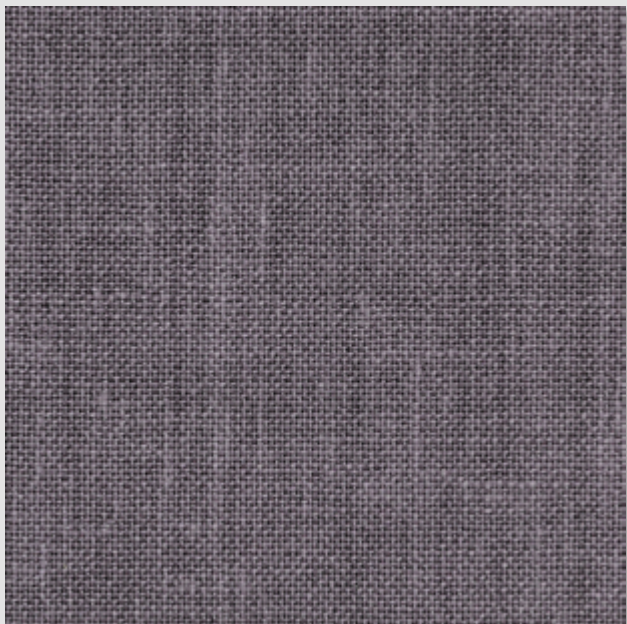


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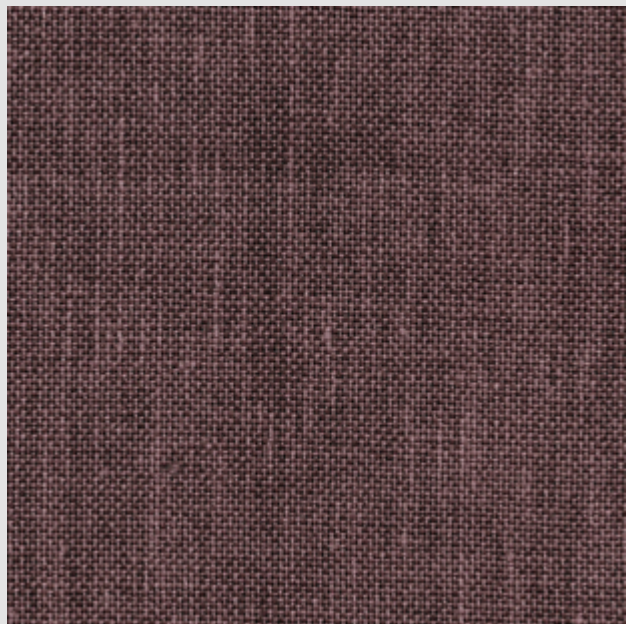


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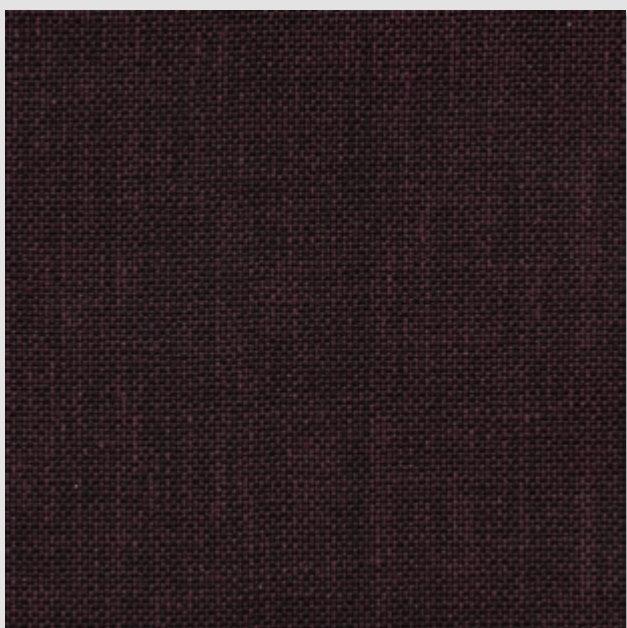
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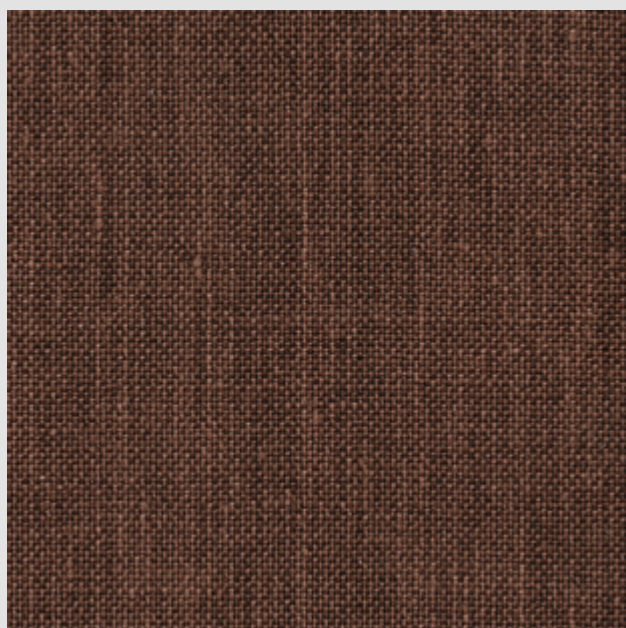
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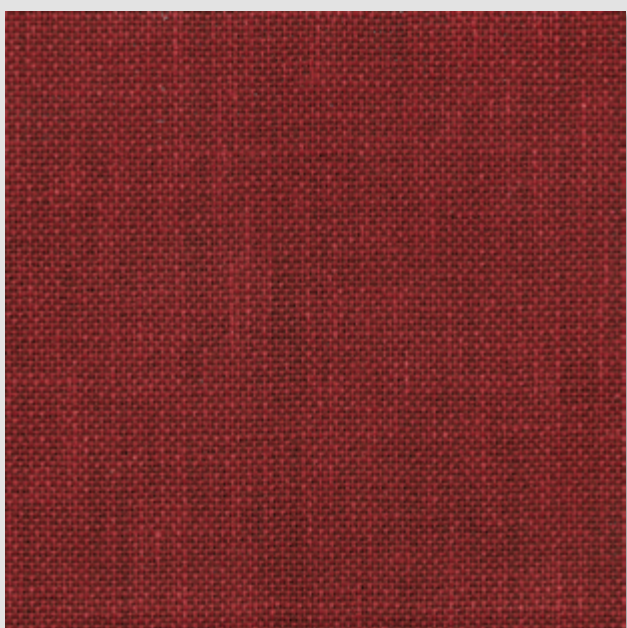
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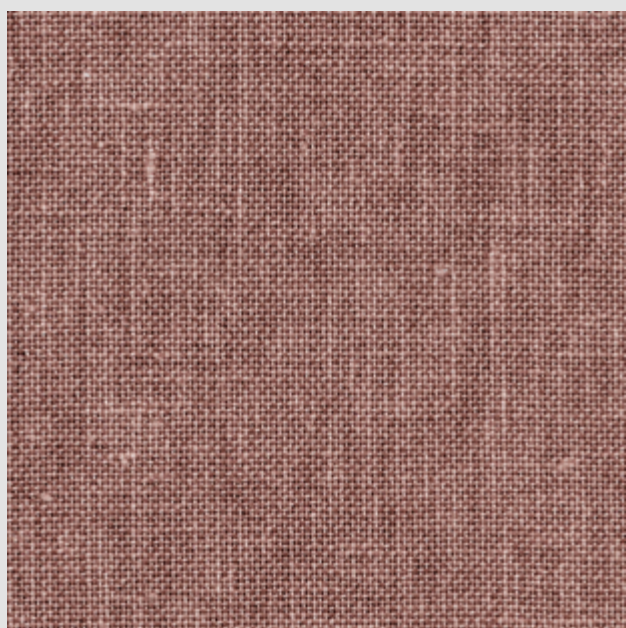
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AUMINA BADARI - 1105



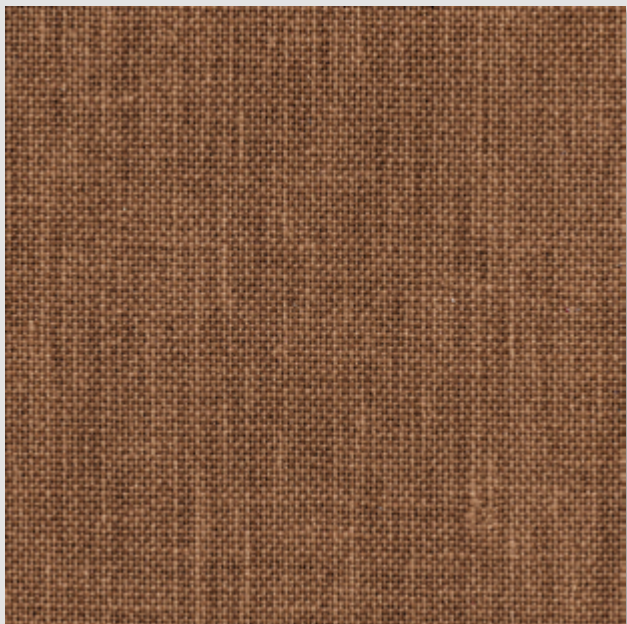
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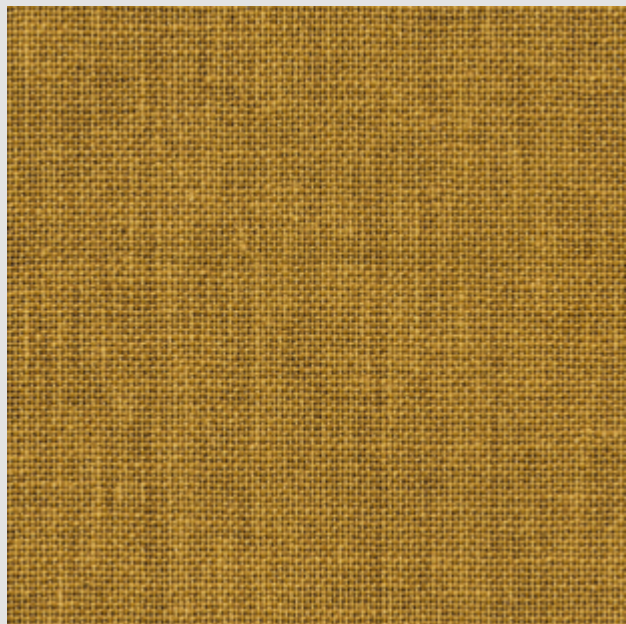


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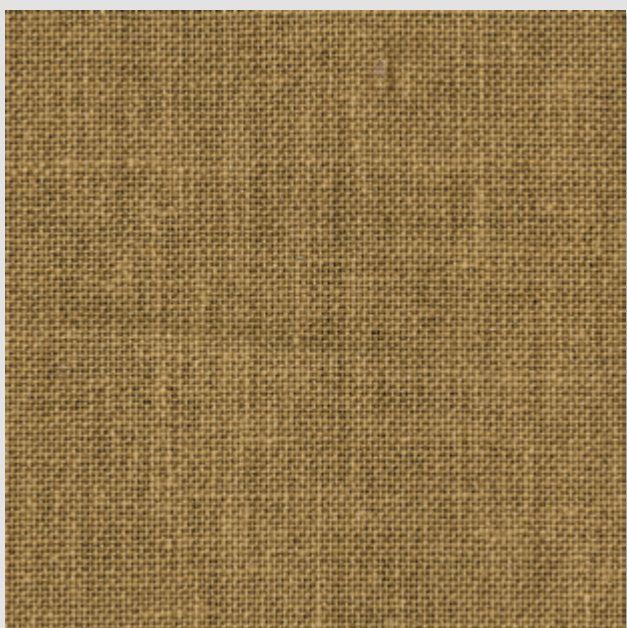
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AUMINA SAHACARA - 1102



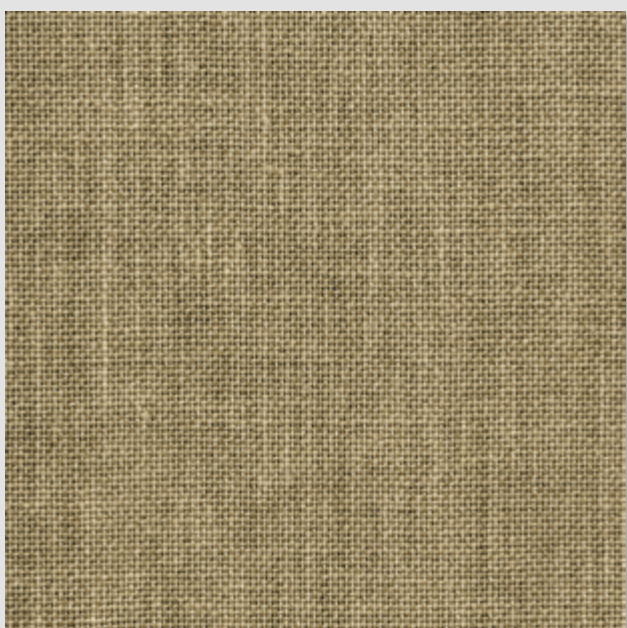
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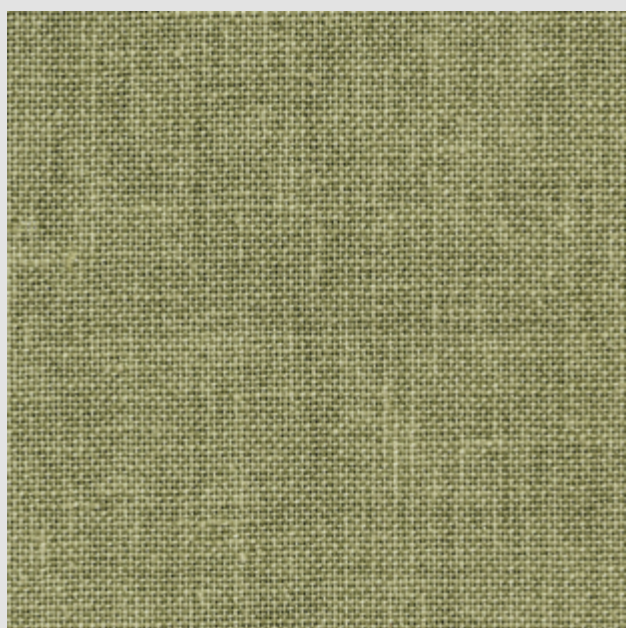
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AUMINA KATA - 1101

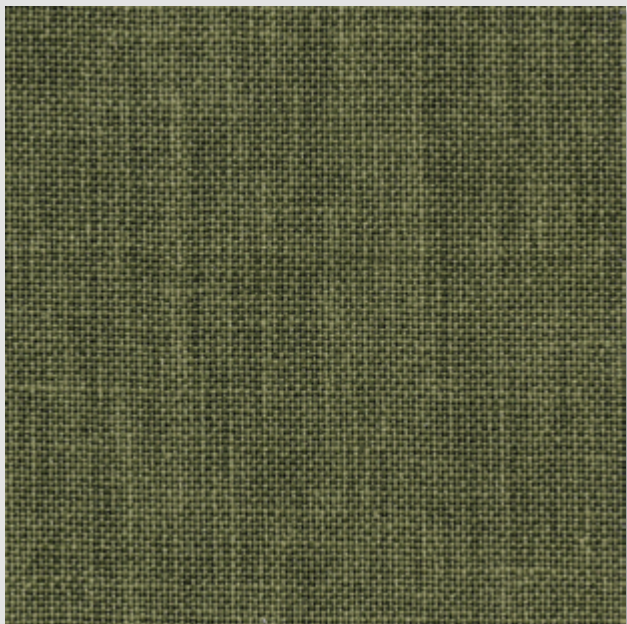


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CONCEPT ESSENTIALS III

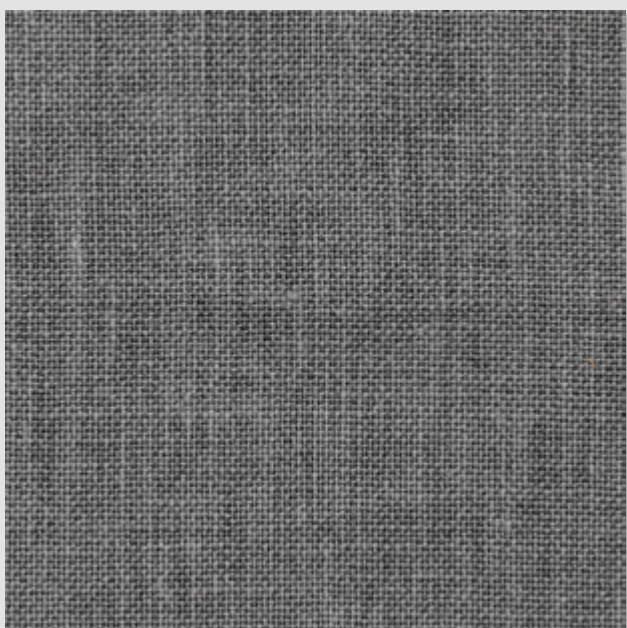
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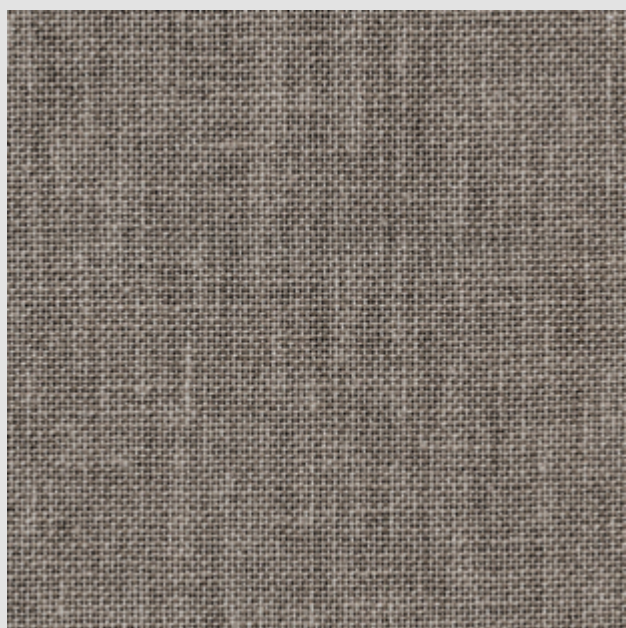
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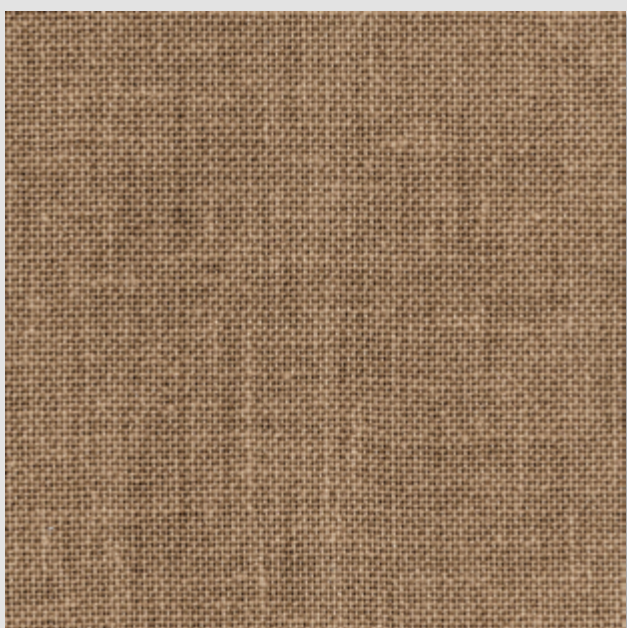
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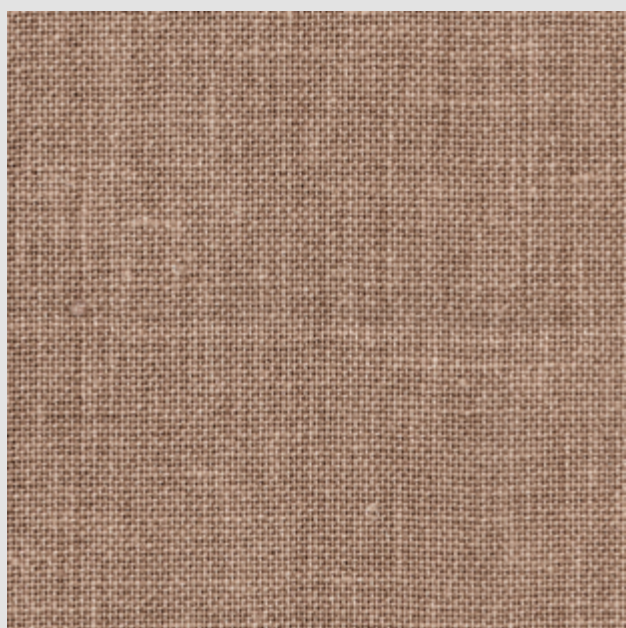
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AUMINA VACANA - 1103



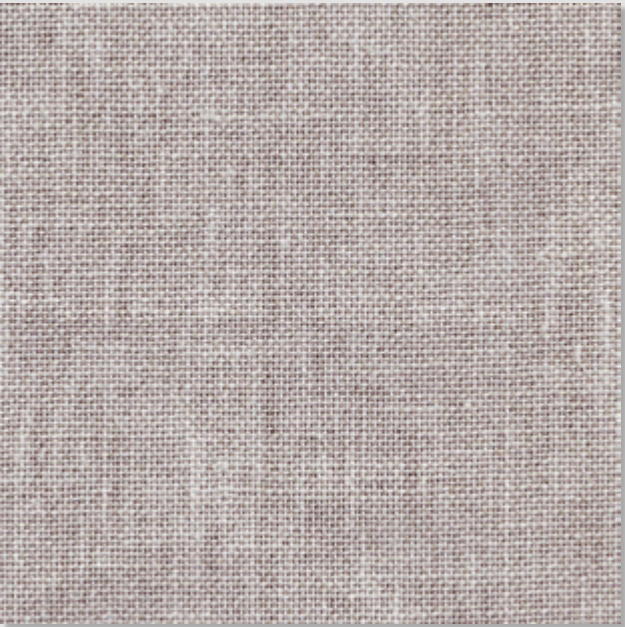
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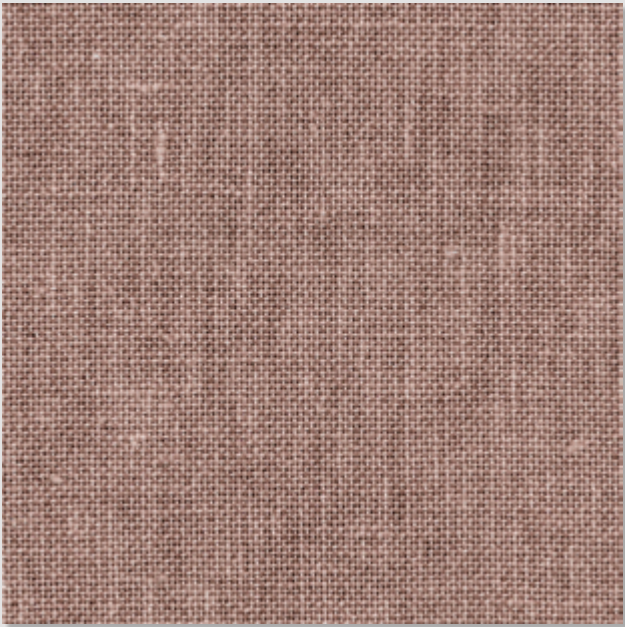


CONCEPT ESSENTIALS III

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AUMINA NALINI - 1092



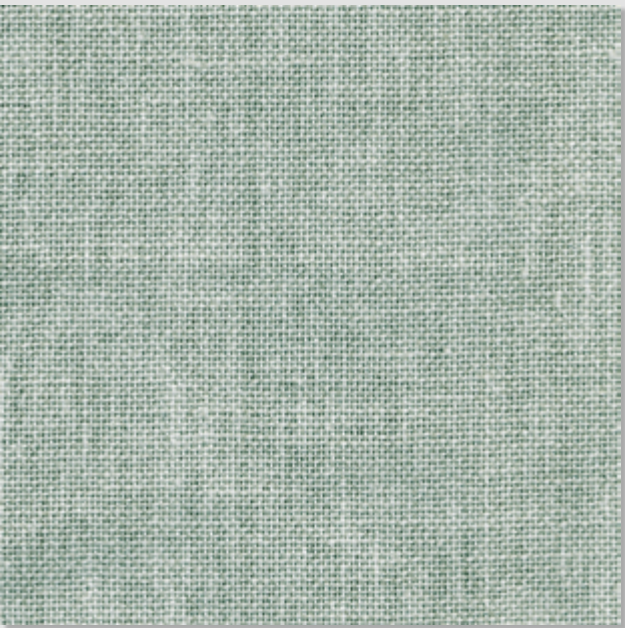
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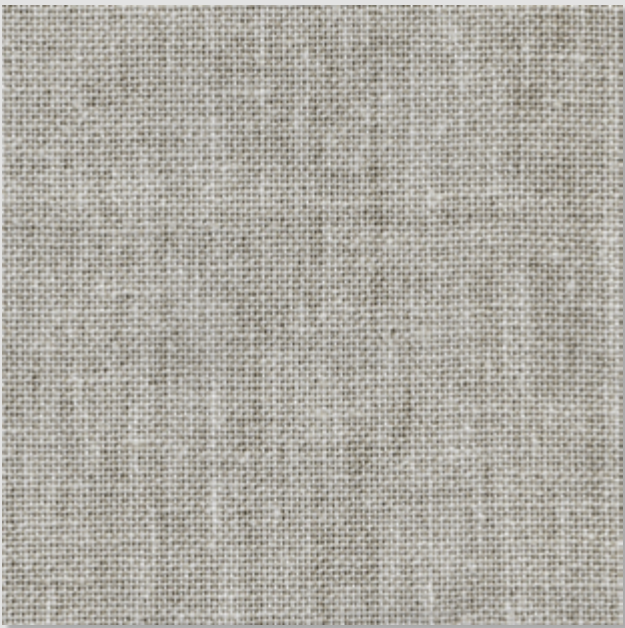
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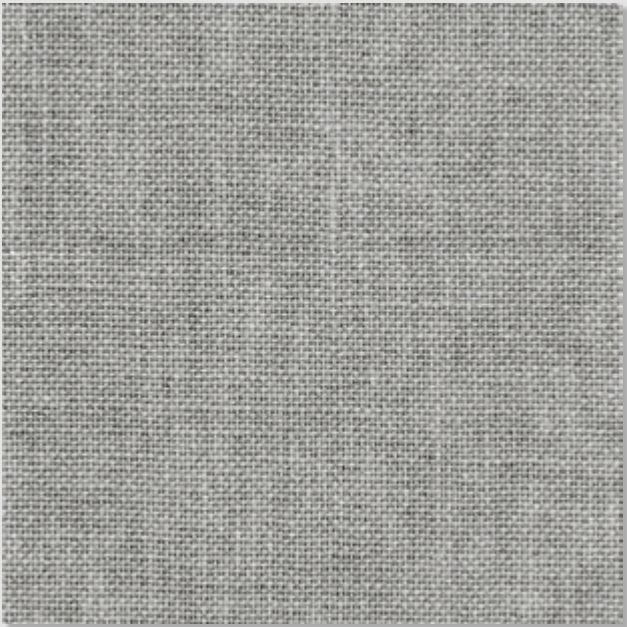
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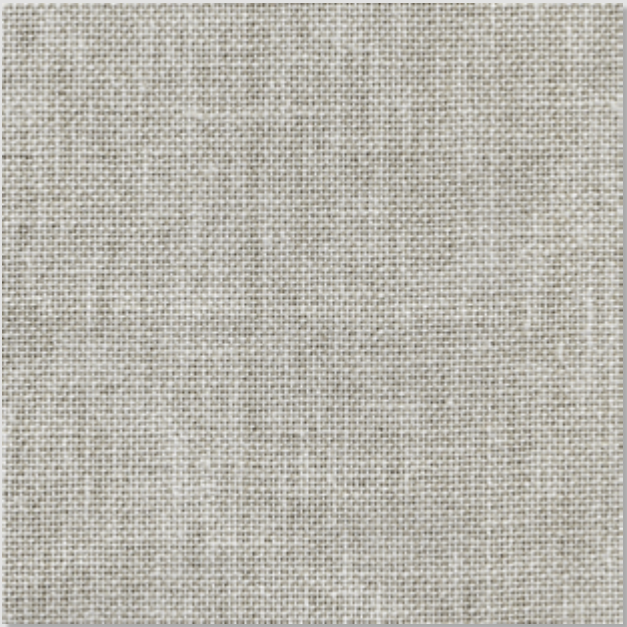
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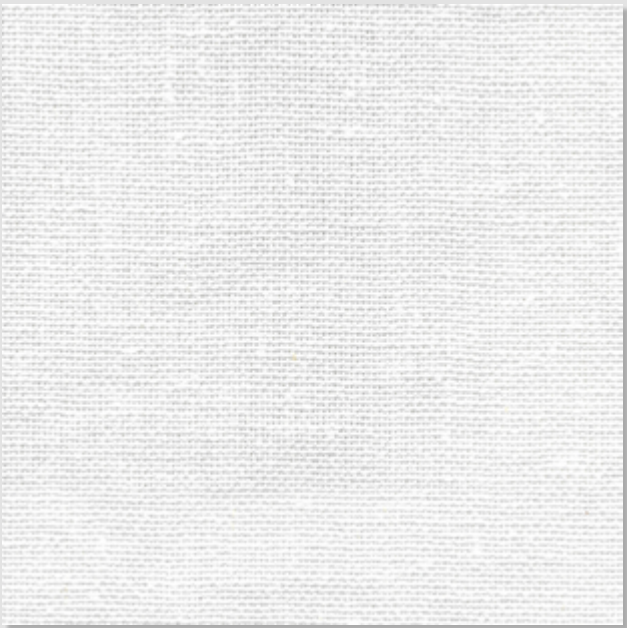
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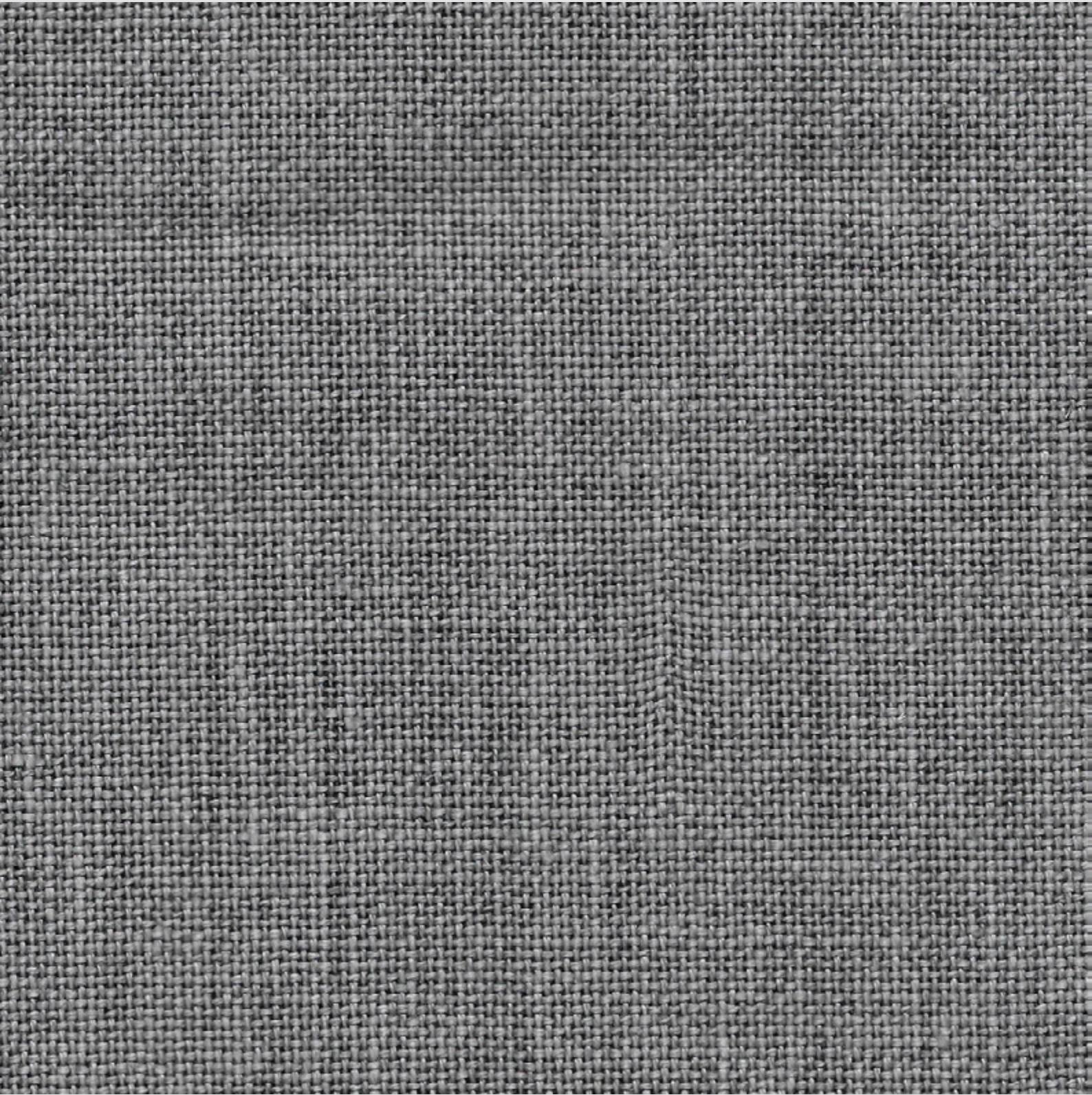
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AUMINA ZUCIN - 1095

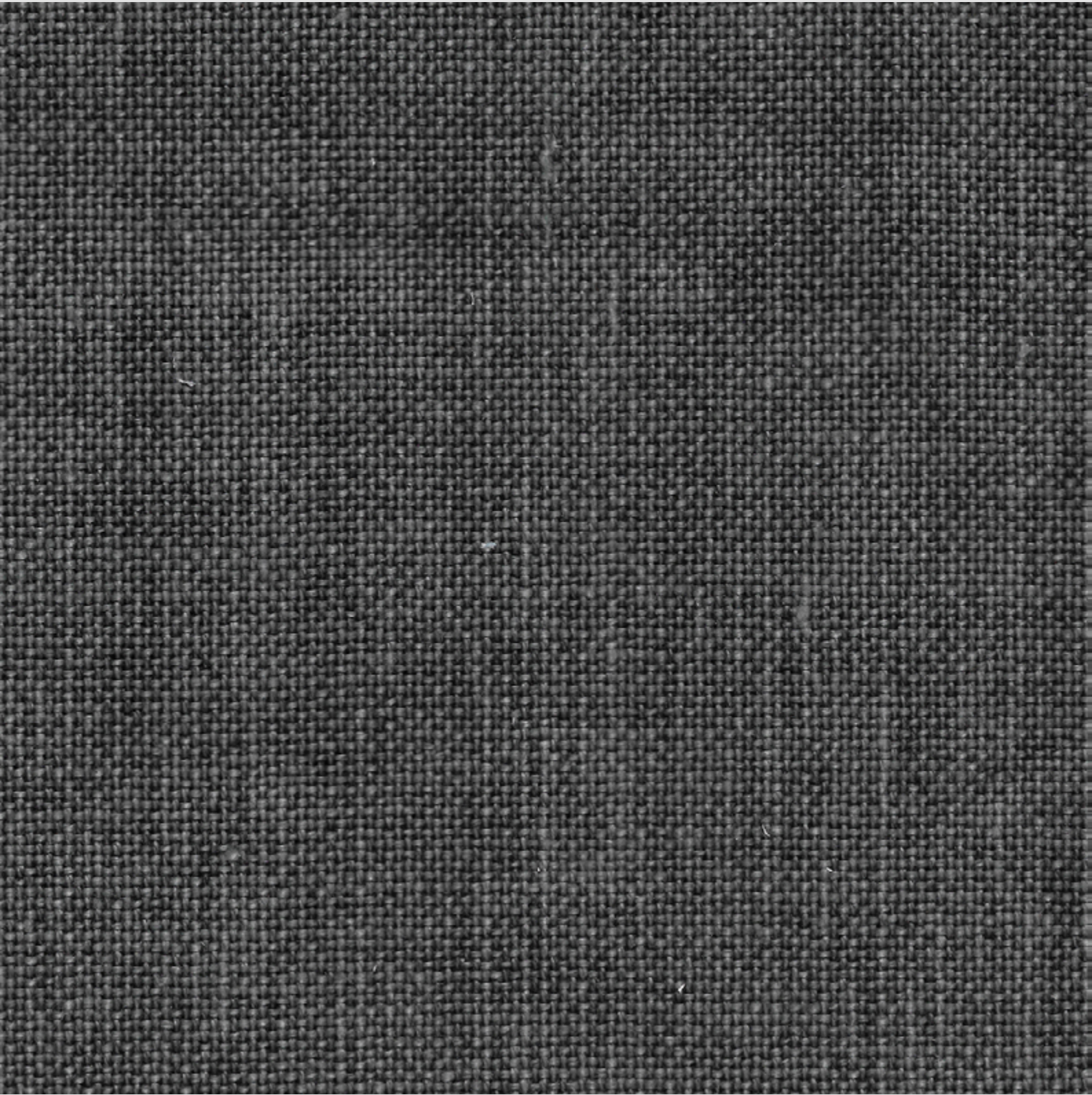


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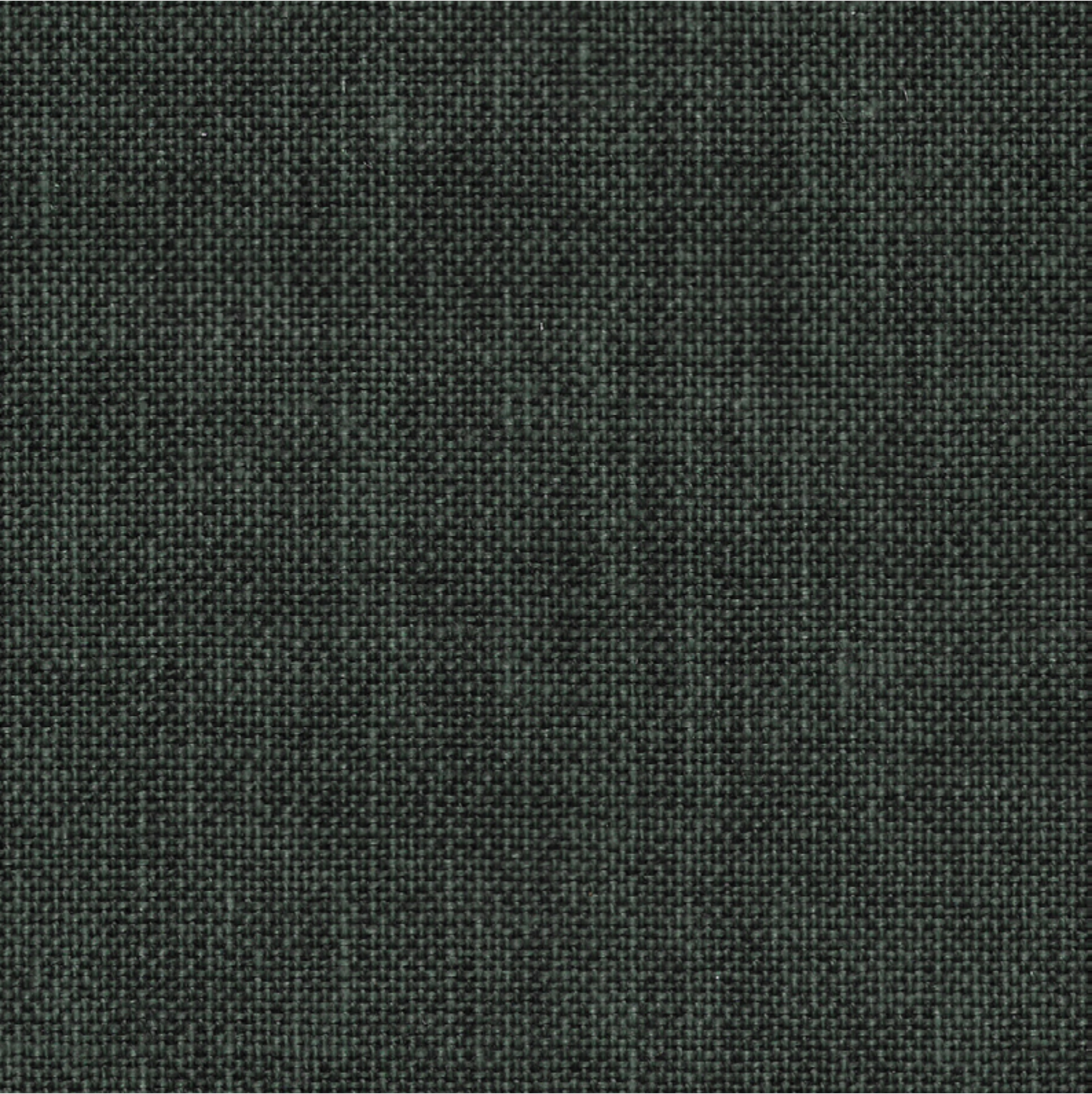


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NO	: 1084
DESIGN NAME	: AUMINA
SHADE NAME	: TUSARA
WIDTH	: 139
V. REPEAT	: N/A
H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III

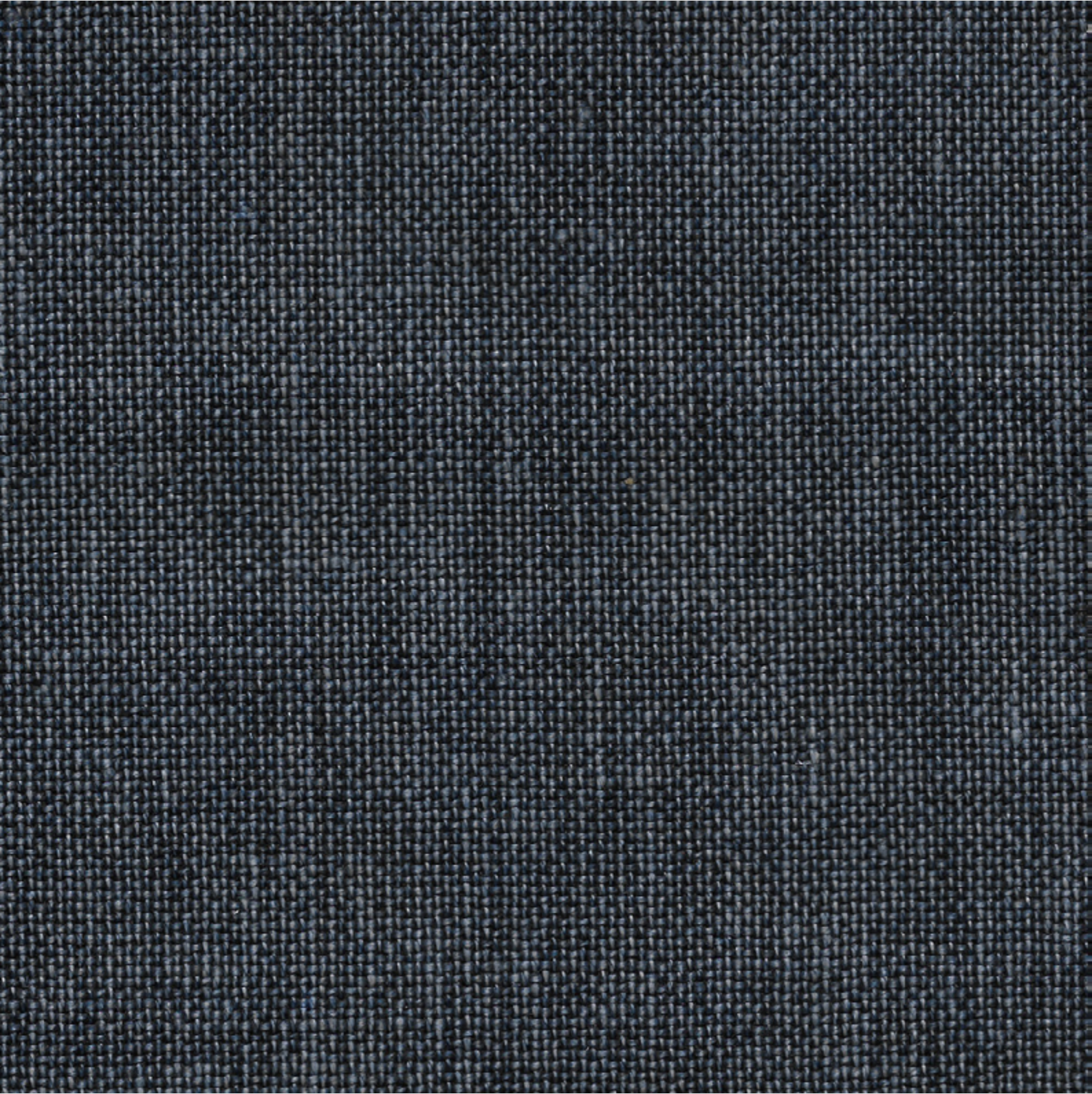


COLLECTION	: CONCEPT ESSENTIALS-III
NO	: 1045
DESIGN NAME	: AUMINA
SHADE NAME	: KADHI
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V. REPEAT	: N/A
H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

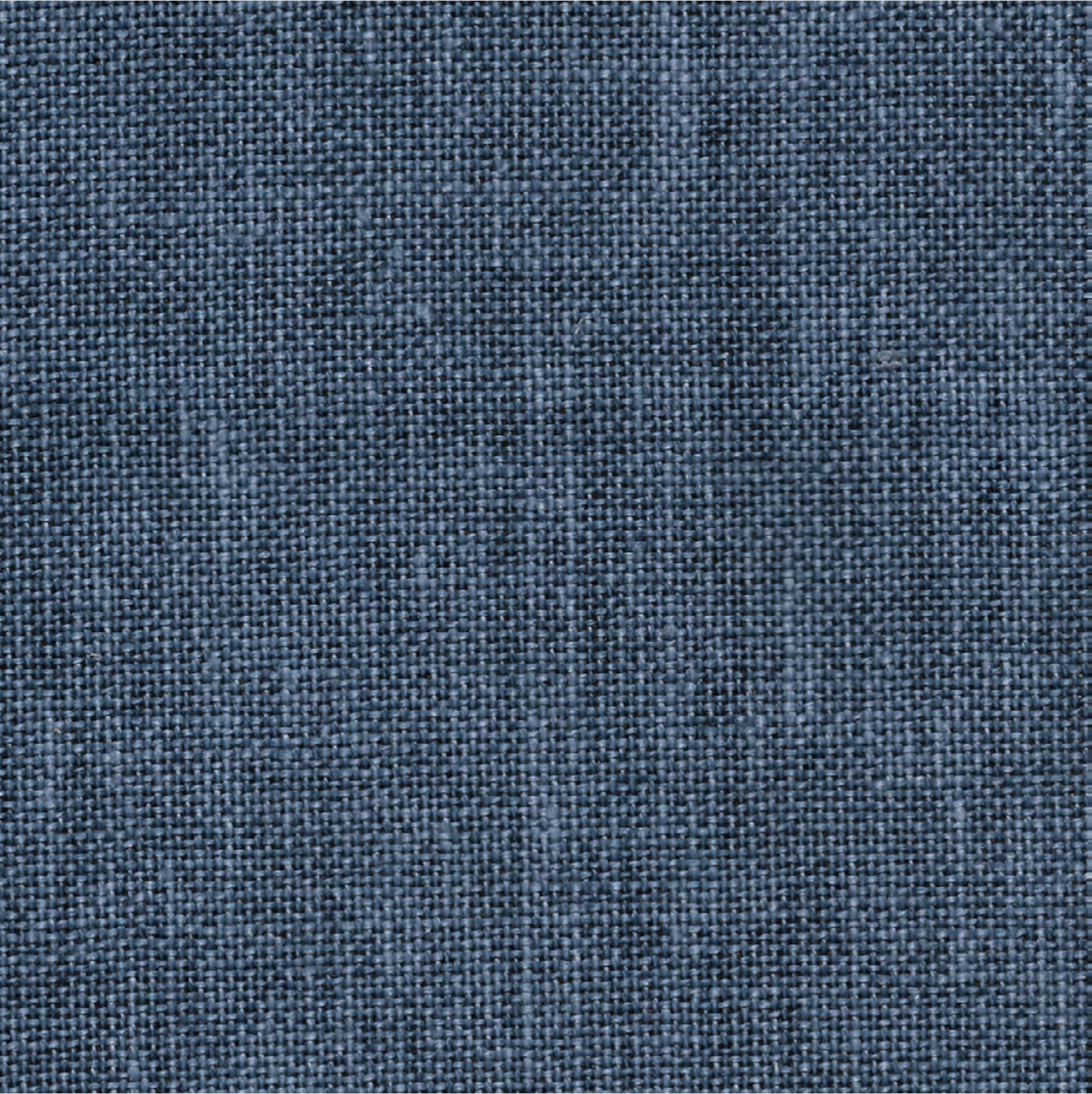


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DESIGN NAME	: AUMINA
SHADE NAME	: VANAM
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V. REPEAT	: N/A
H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III

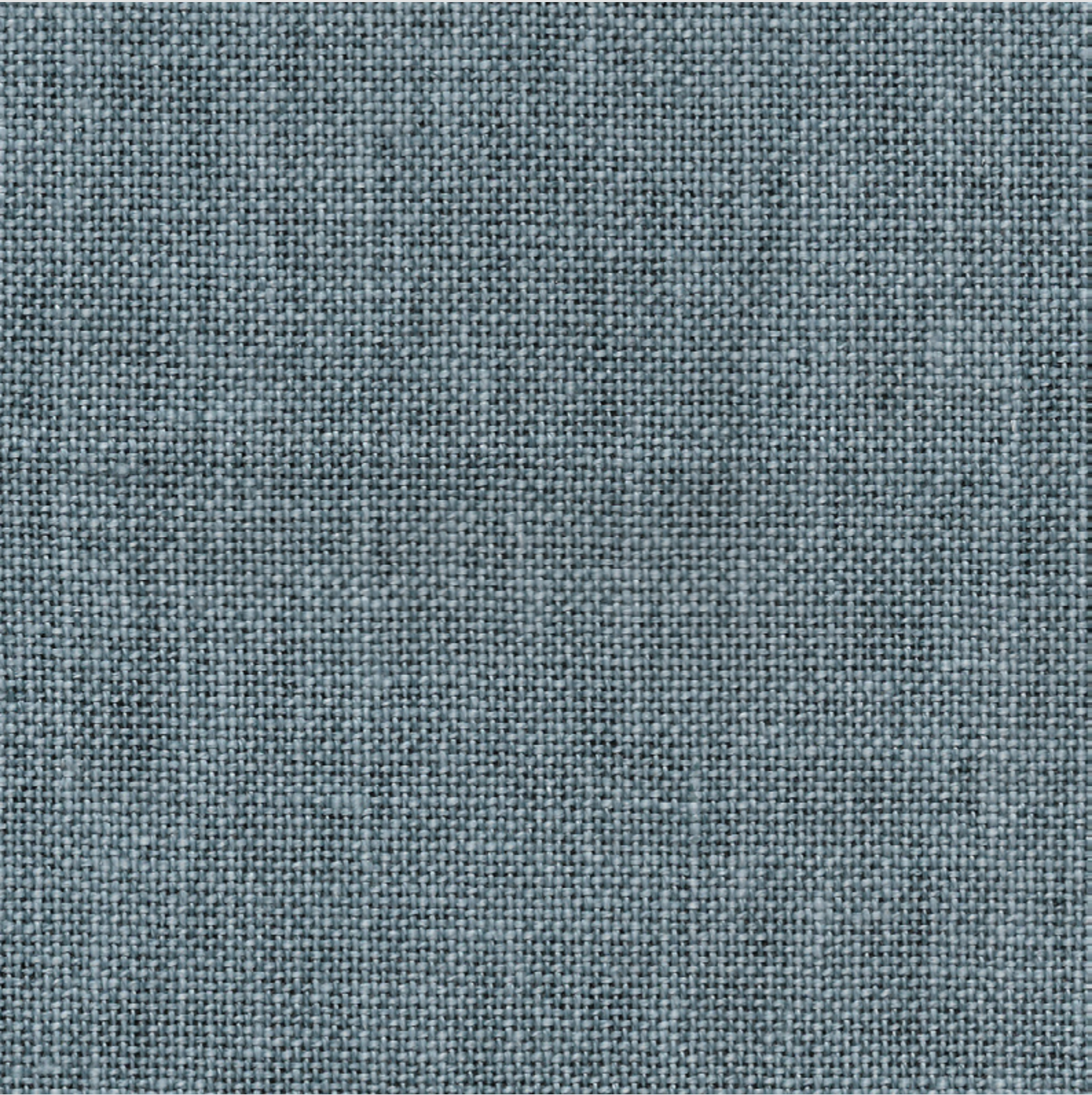


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DESIGN NAME	: AUMINA
SHADE NAME	: AJRAK
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H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY



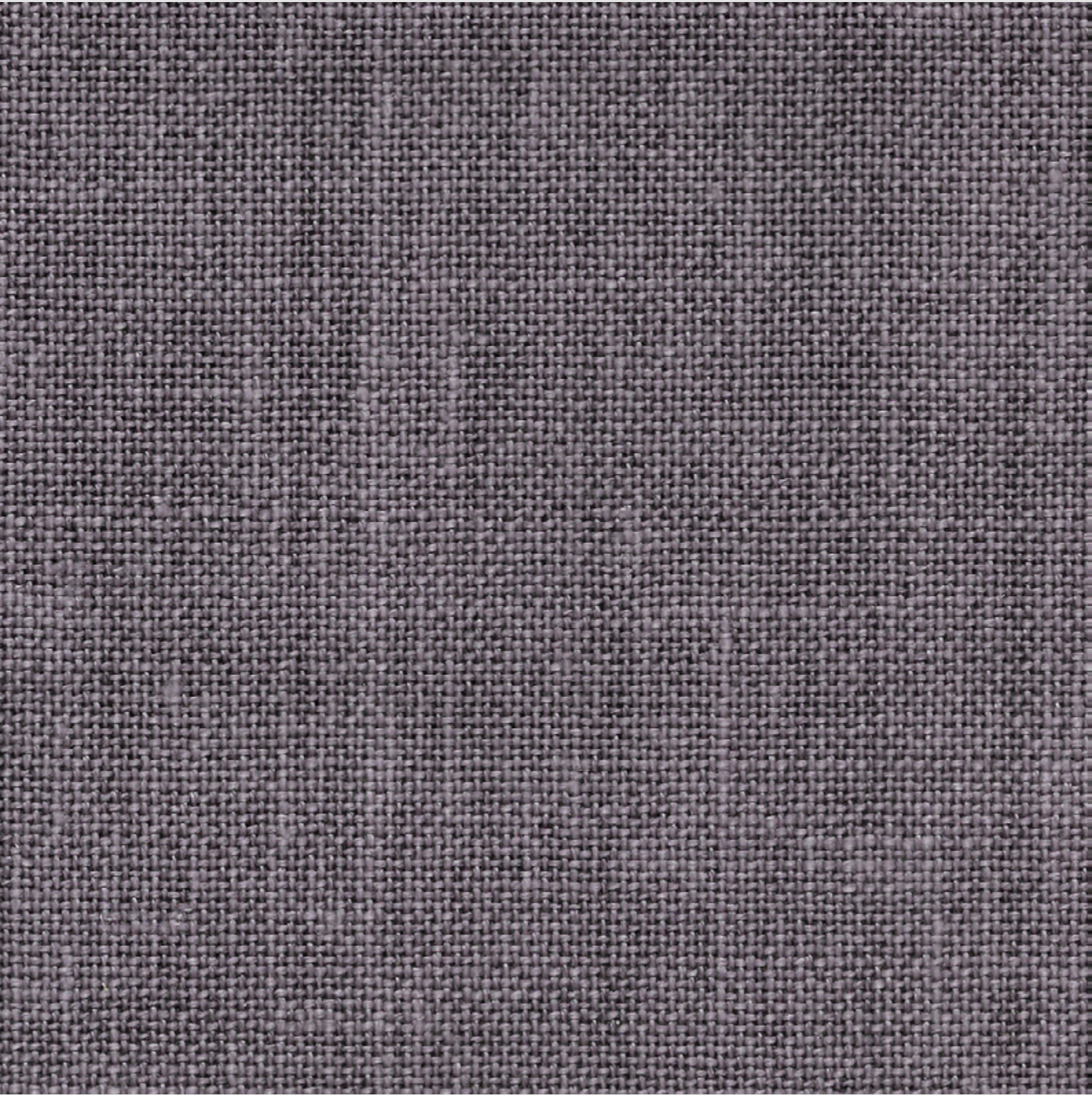
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SHADE NAME	: ASURE
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H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III

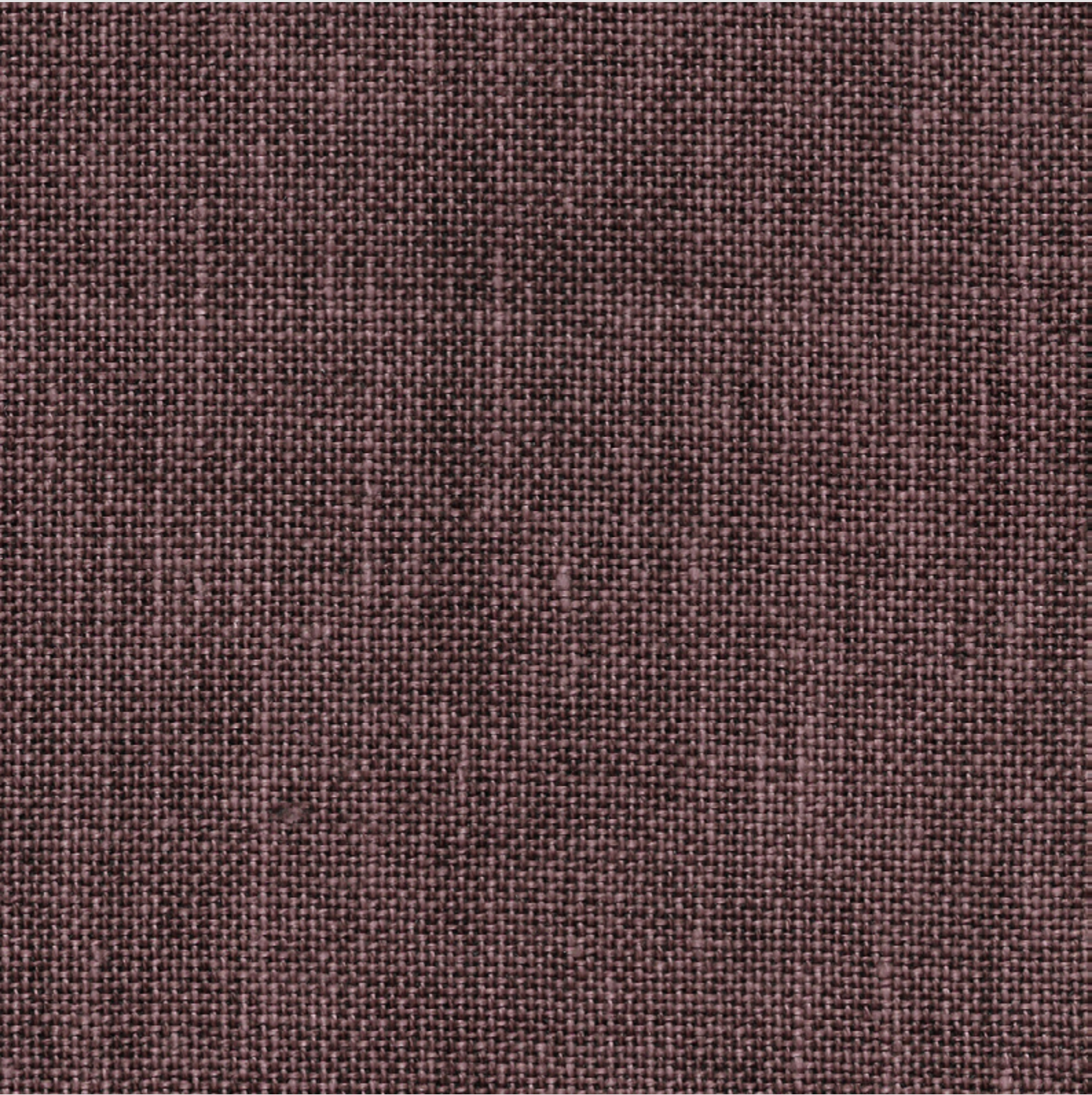


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DESIGN NAME	: AUMINA
SHADE NAME	: SARIT
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H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III

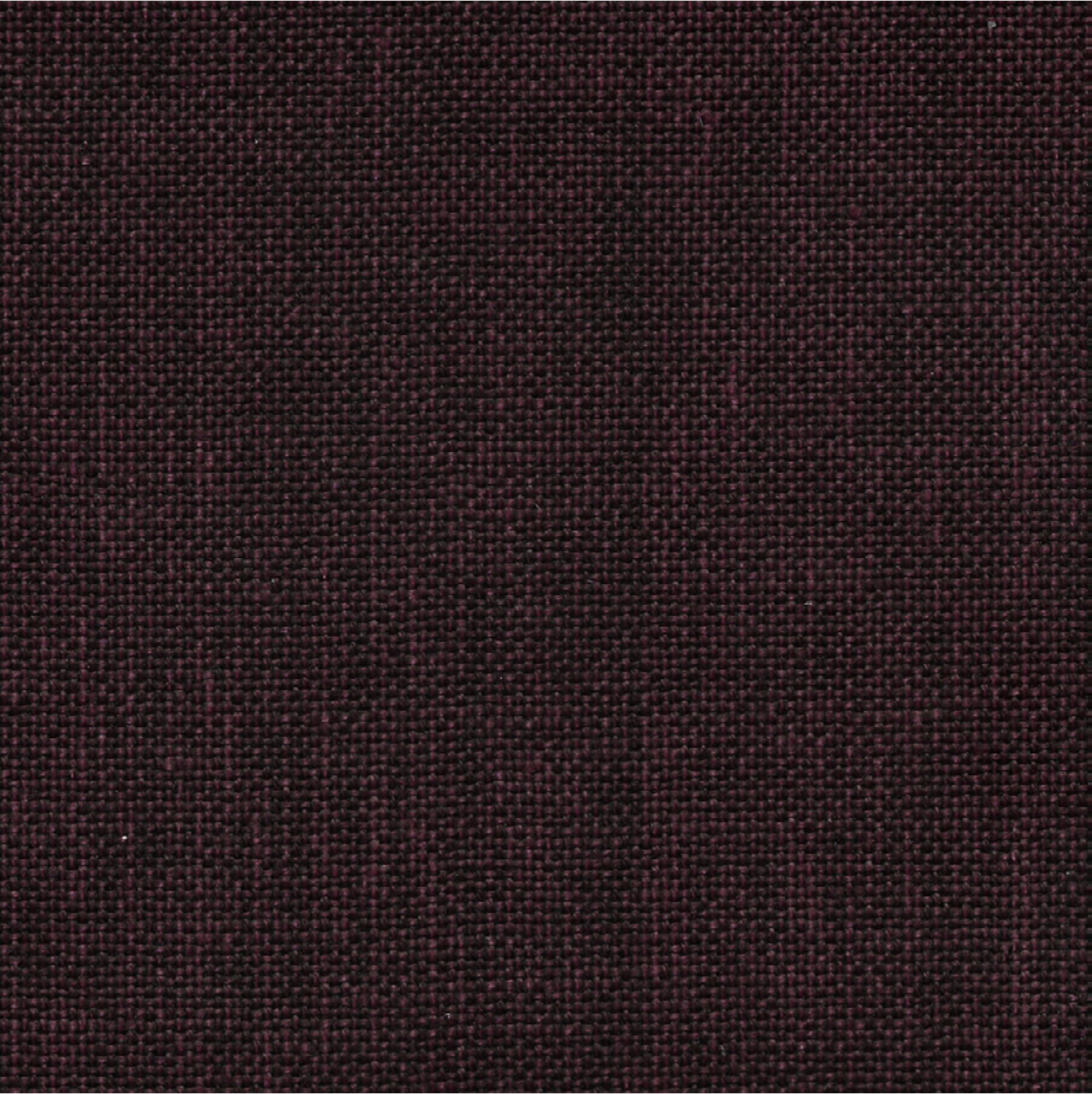


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NO	: 1089
DESIGN NAME	: AUMINA
SHADE NAME	: SYRINGA
WIDTH	: 139
V. REPEAT	: N/A
H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
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CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY



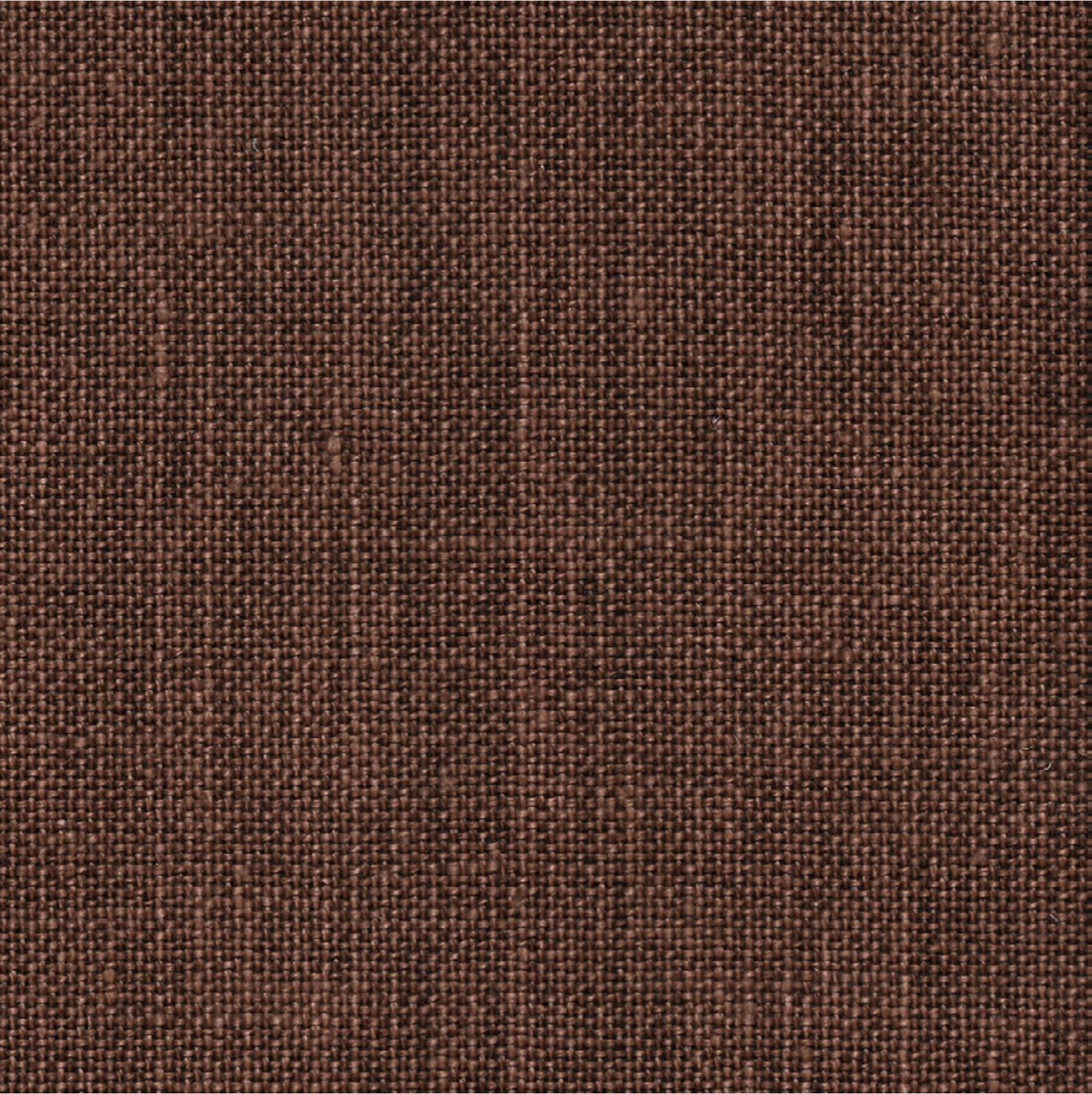
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NO	: 1091
DESIGN NAME	: AUMINA
SHADE NAME	: VIDALA
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H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III

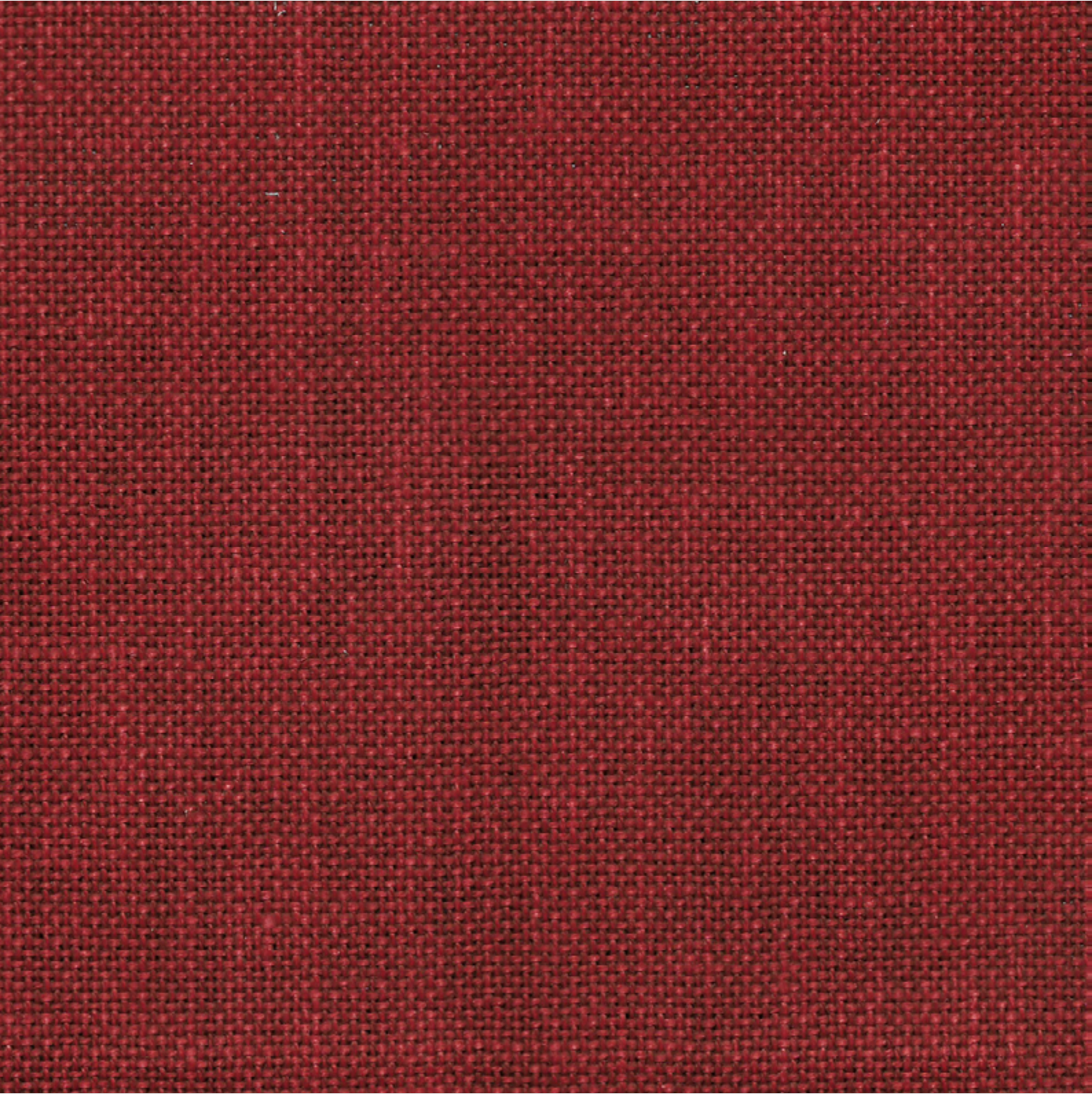


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DESIGN NAME	: AUMINA
SHADE NAME	: JHINTI
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GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III

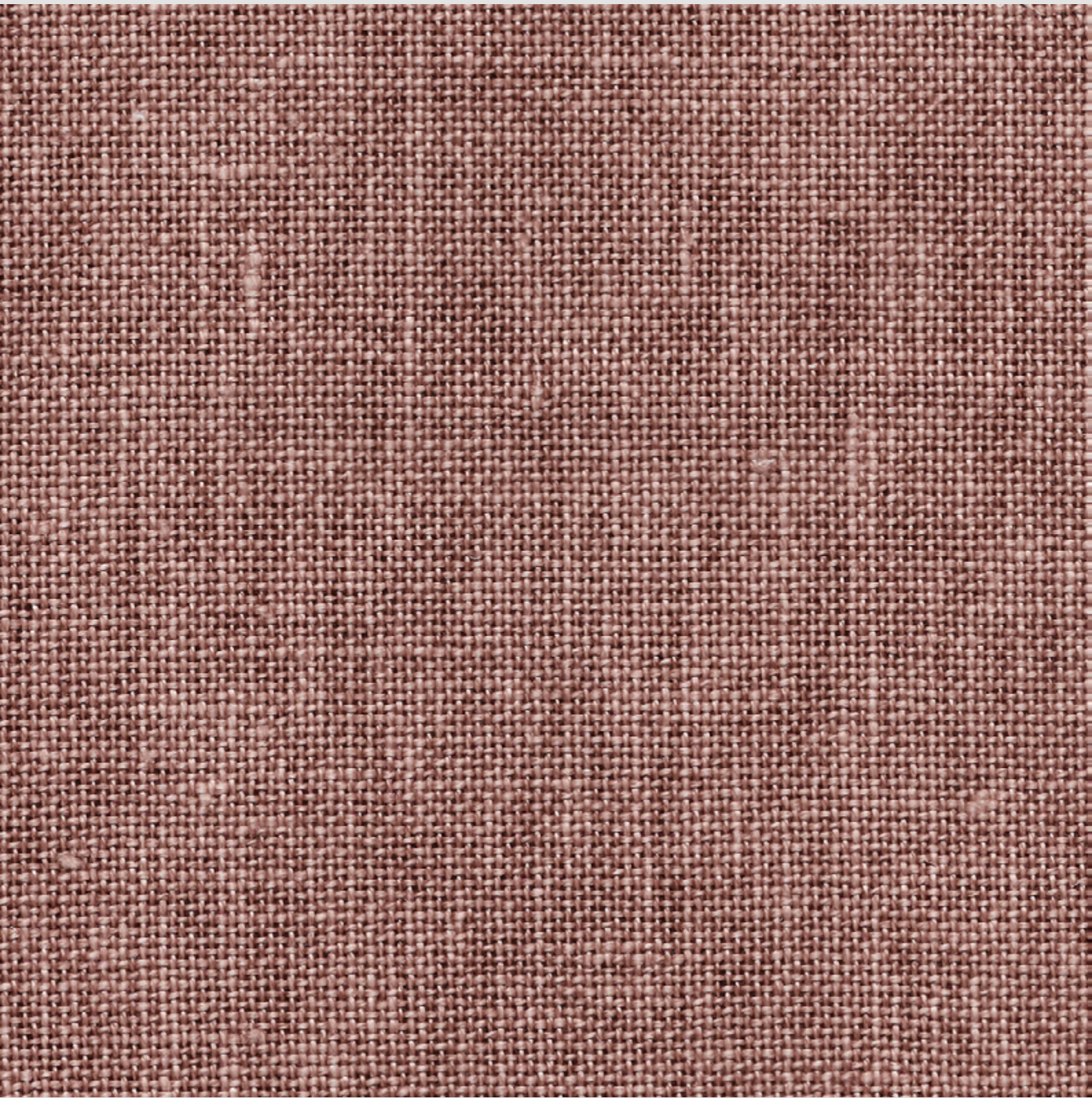


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SHADE NAME	: PUNICA
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H. REPEAT	: N/A
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MARTINDALE	: 15000
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CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY



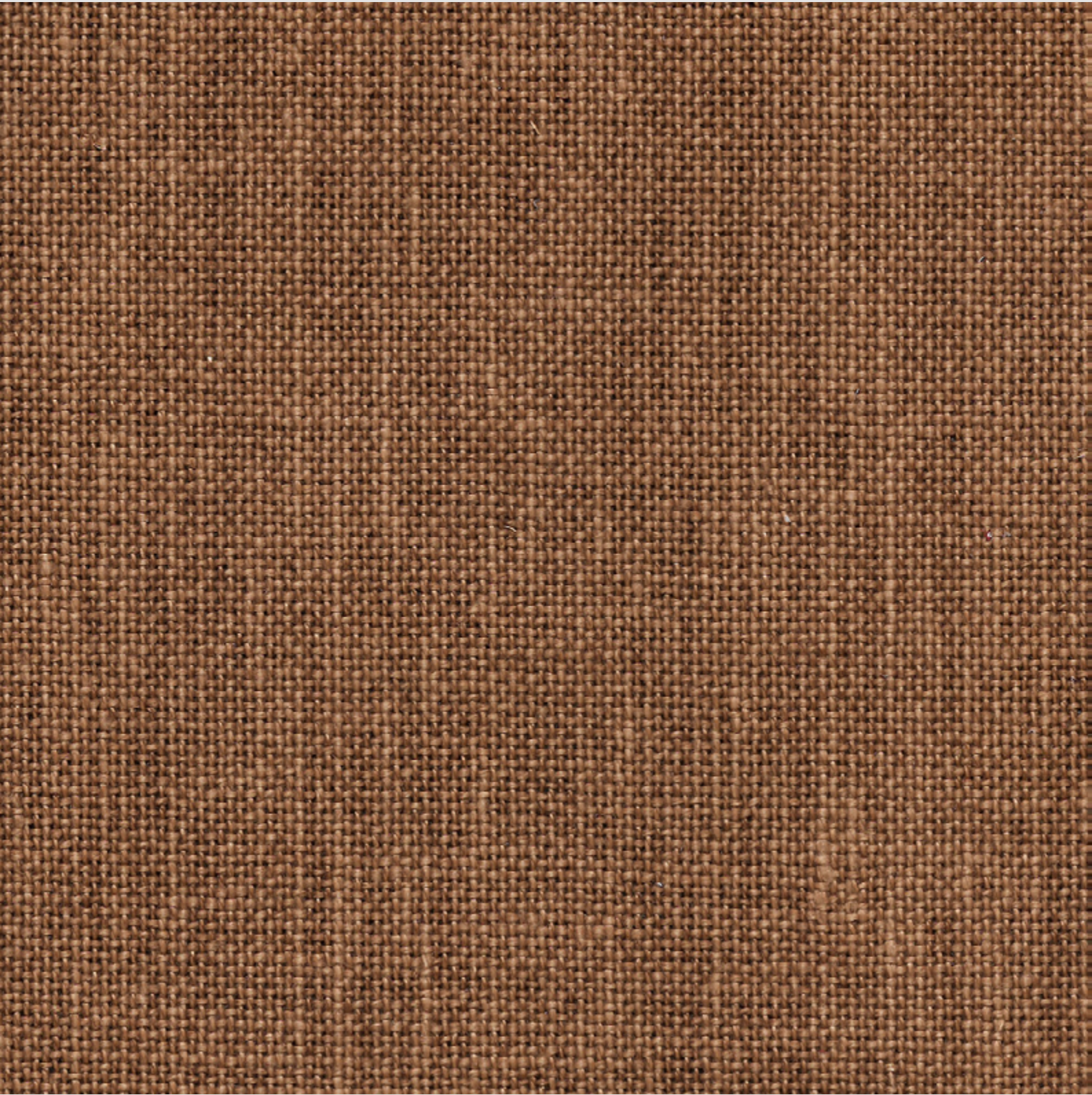
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SHADE NAME	: BADARI
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H. REPEAT	: N/A
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GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III



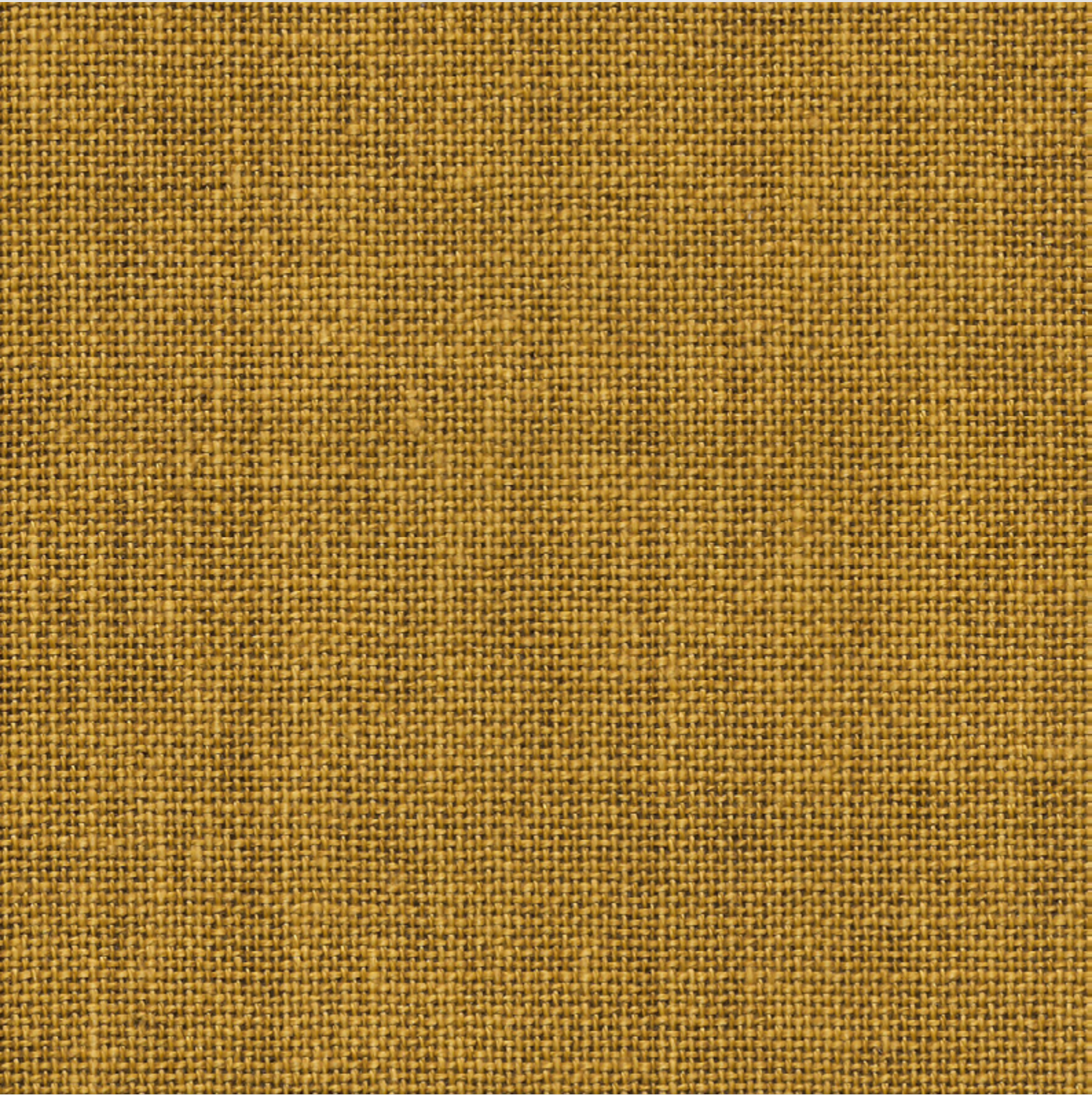
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H. REPEAT	: N/A
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GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III

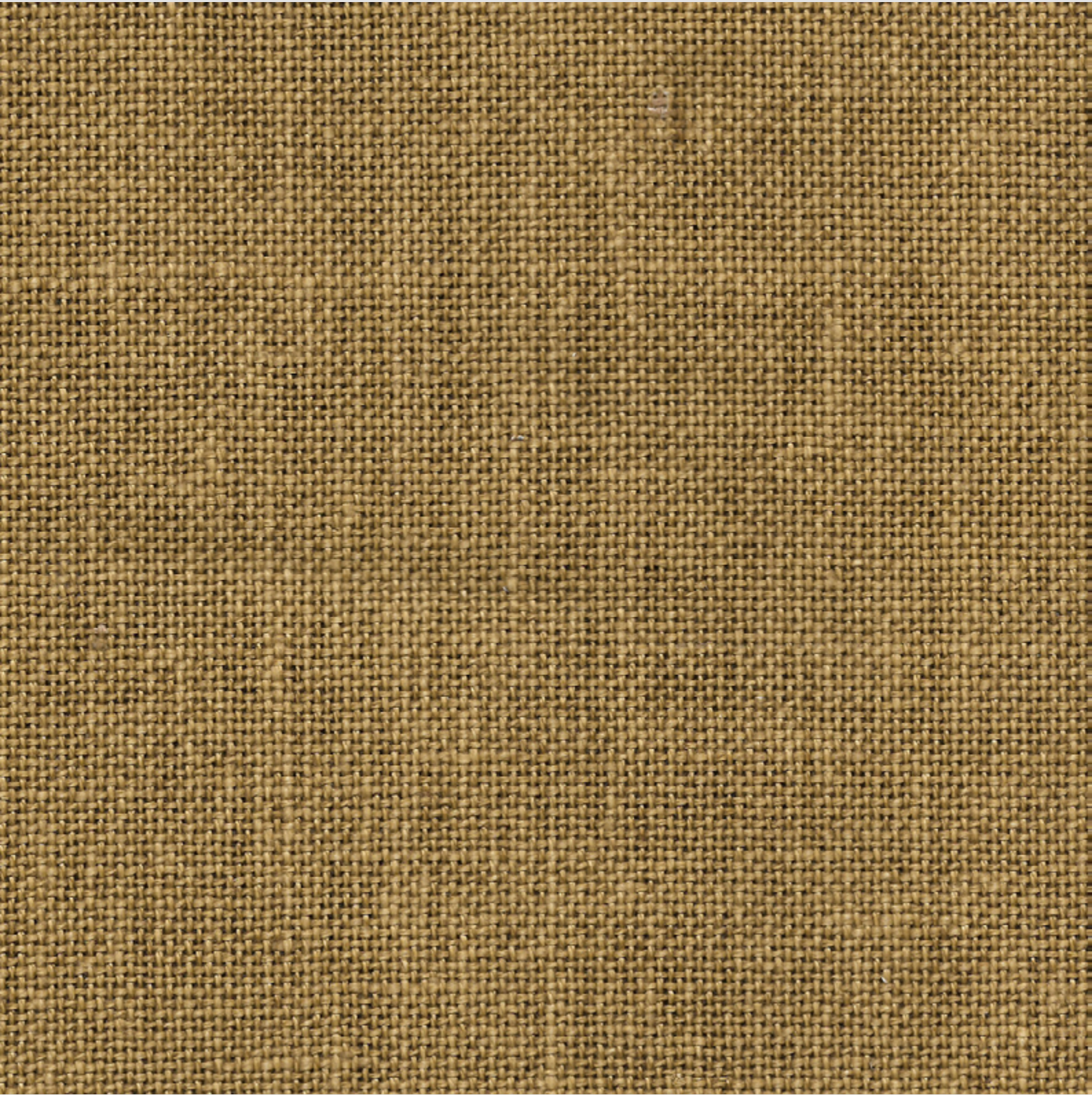


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SHADE NAME	: JAMBA
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H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III

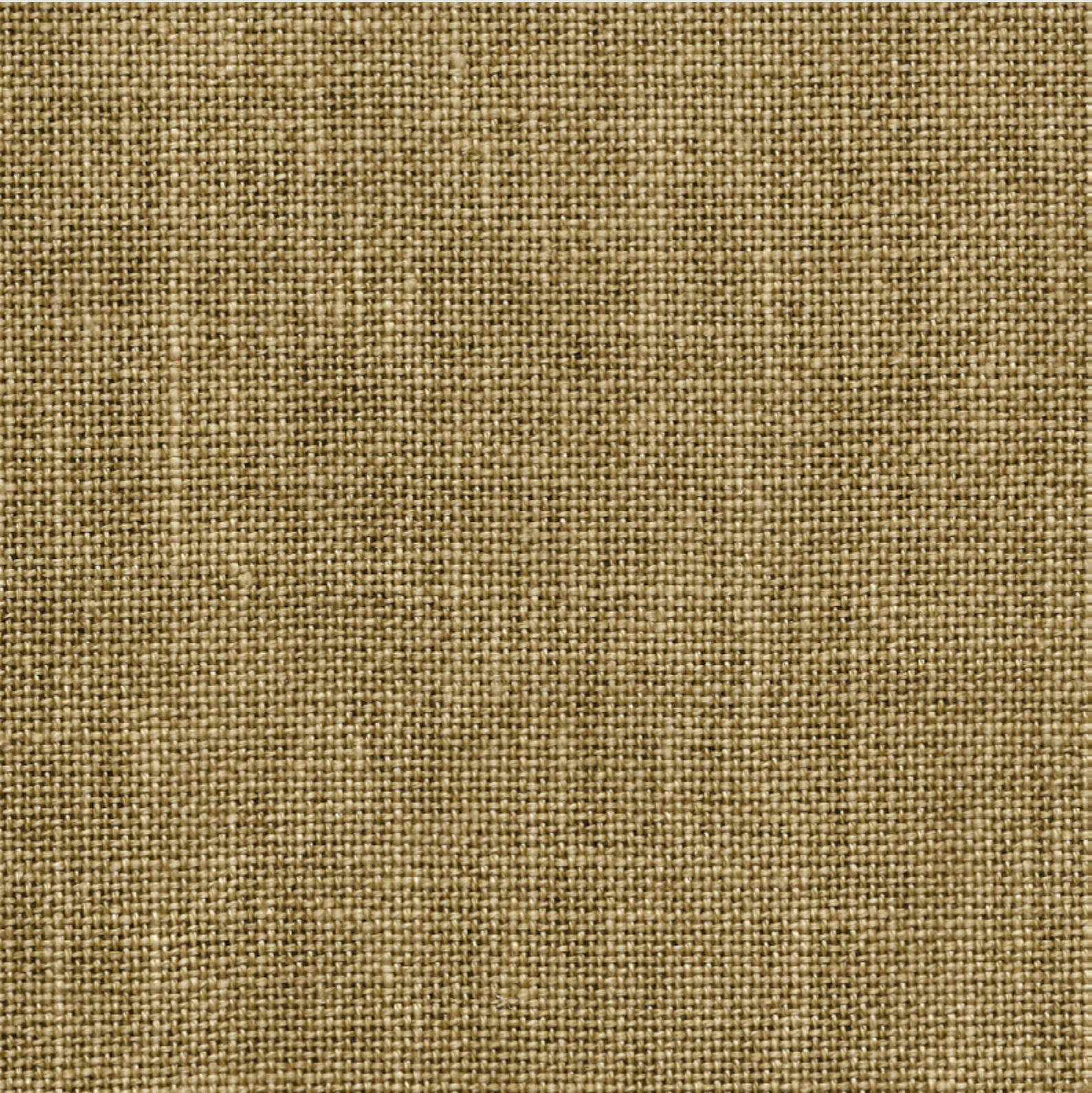


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SHADE NAME	: SAHACARA
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H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY



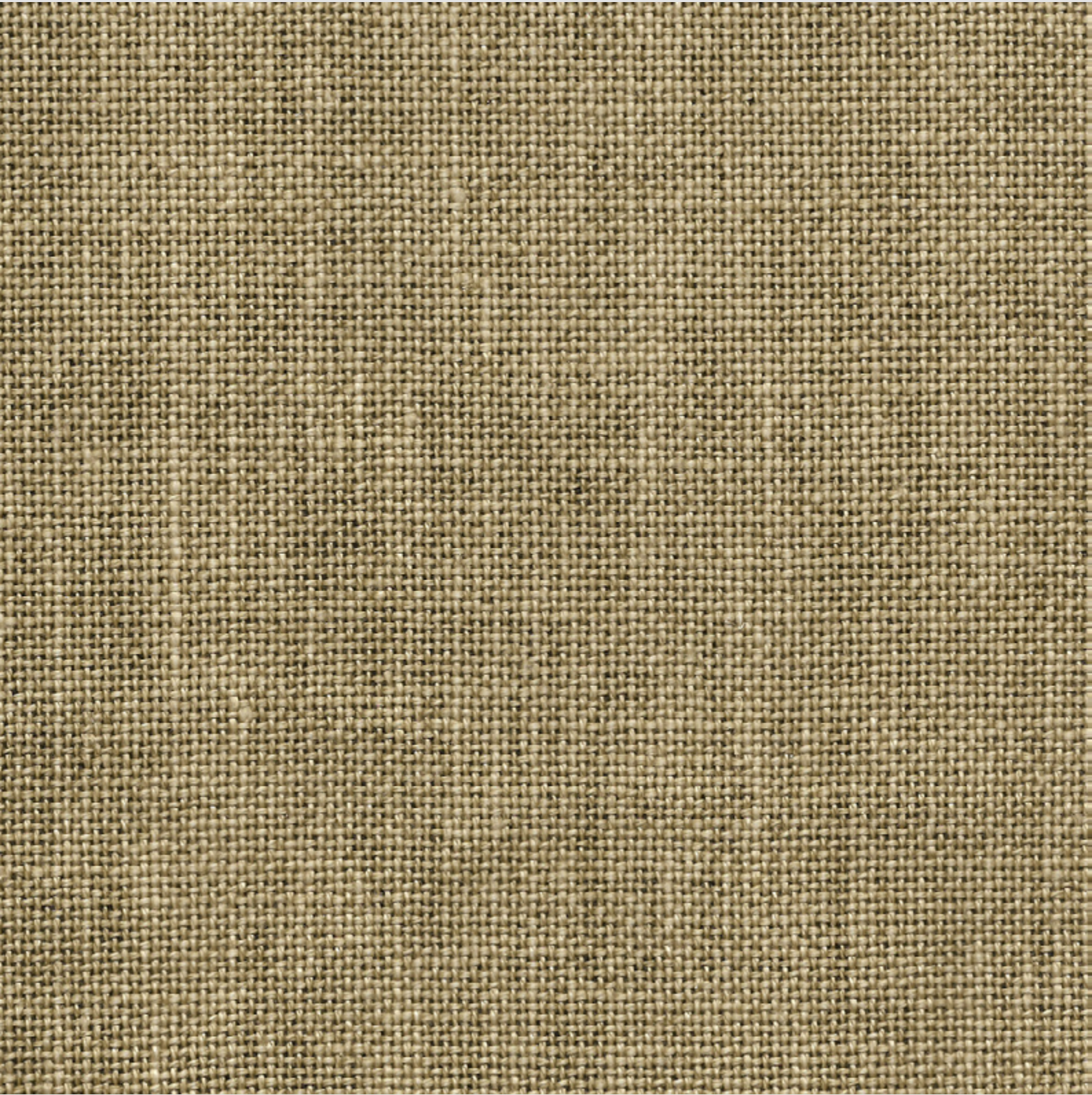
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NO	: 1061
DESIGN NAME	: AUMINA
SHADE NAME	: CURCUMA
WIDTH	: 139
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H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III



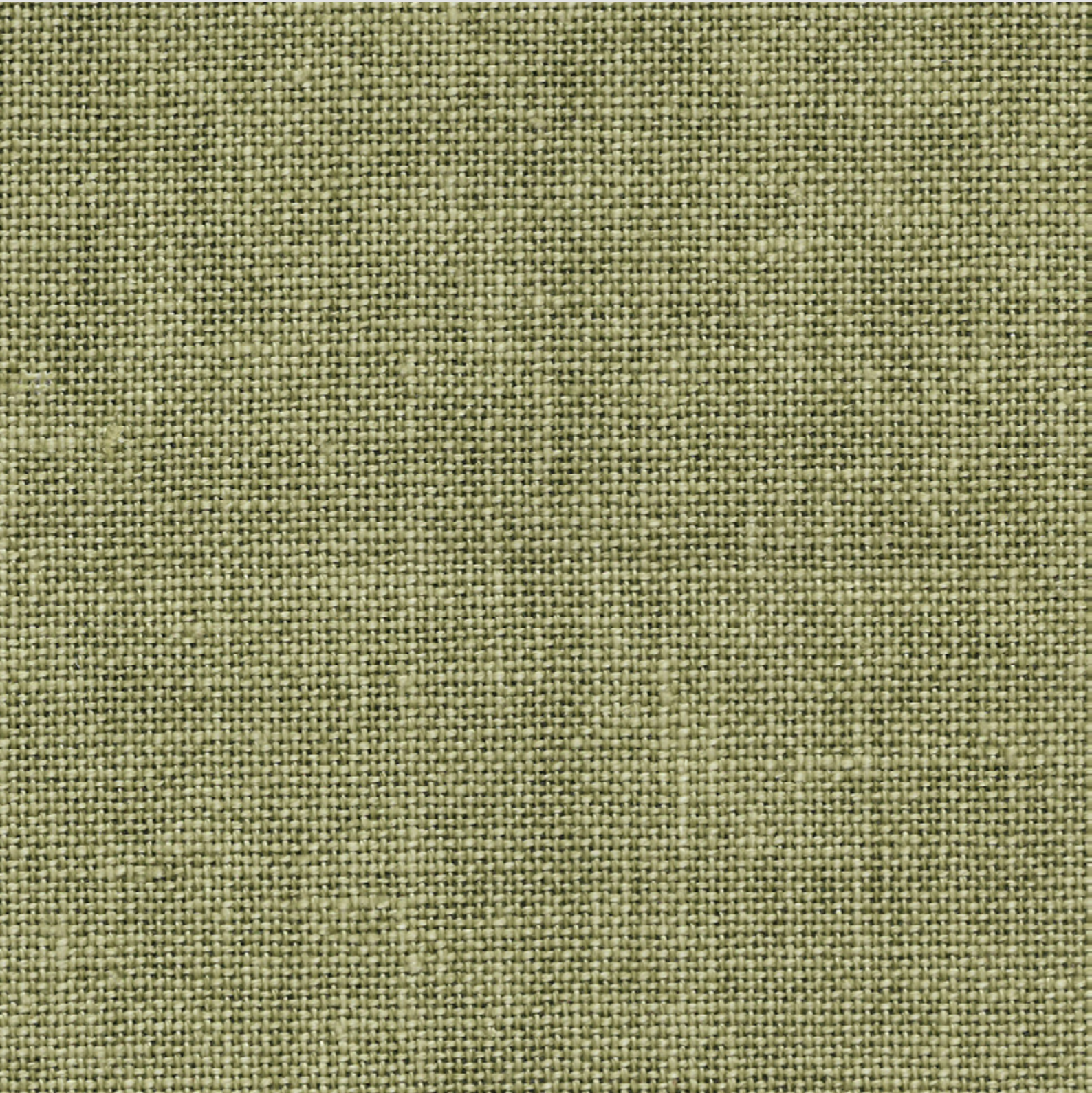
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SHADE NAME	: LOBAN
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H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III



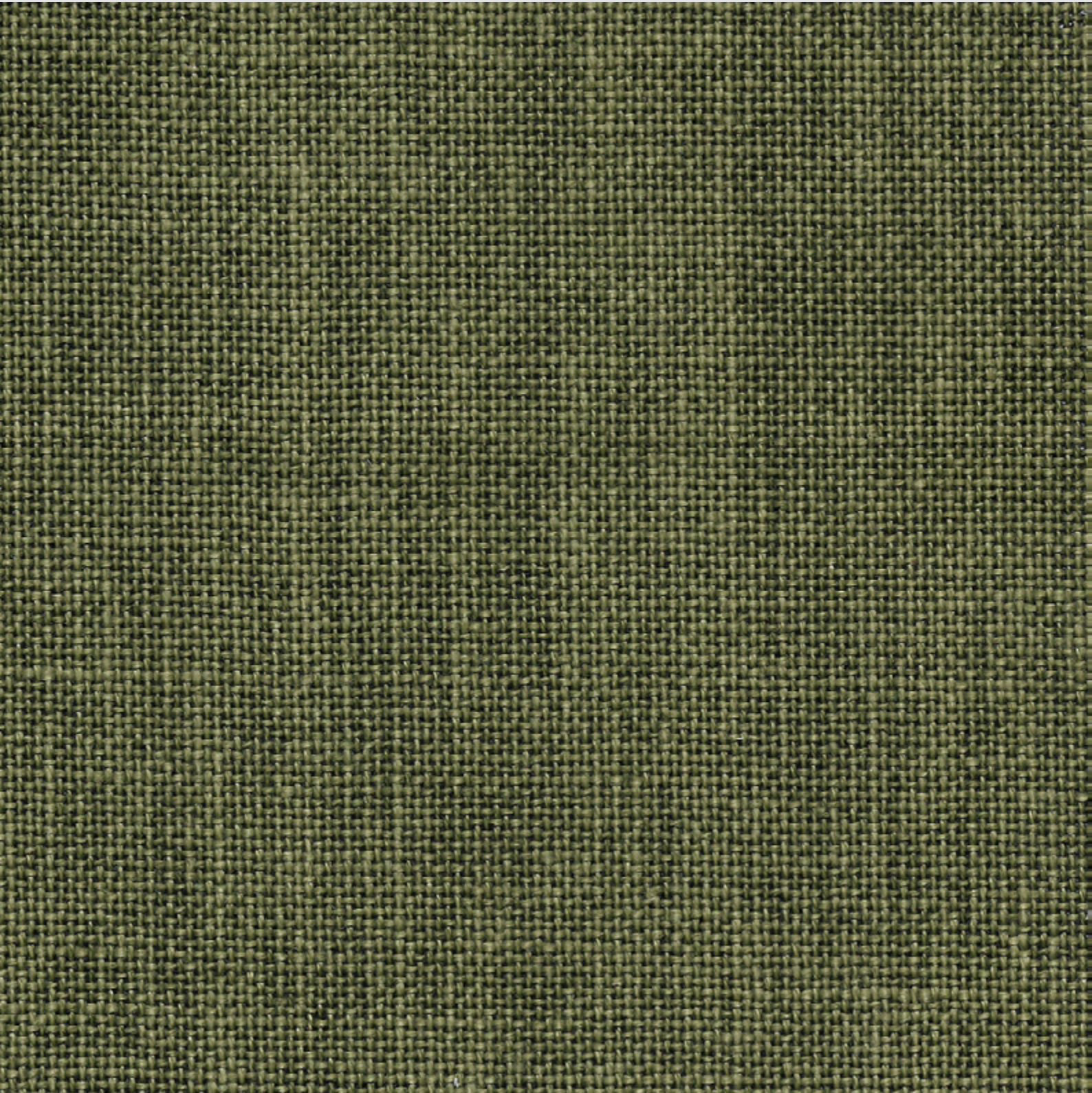
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SHADE NAME	: KATA
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H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III

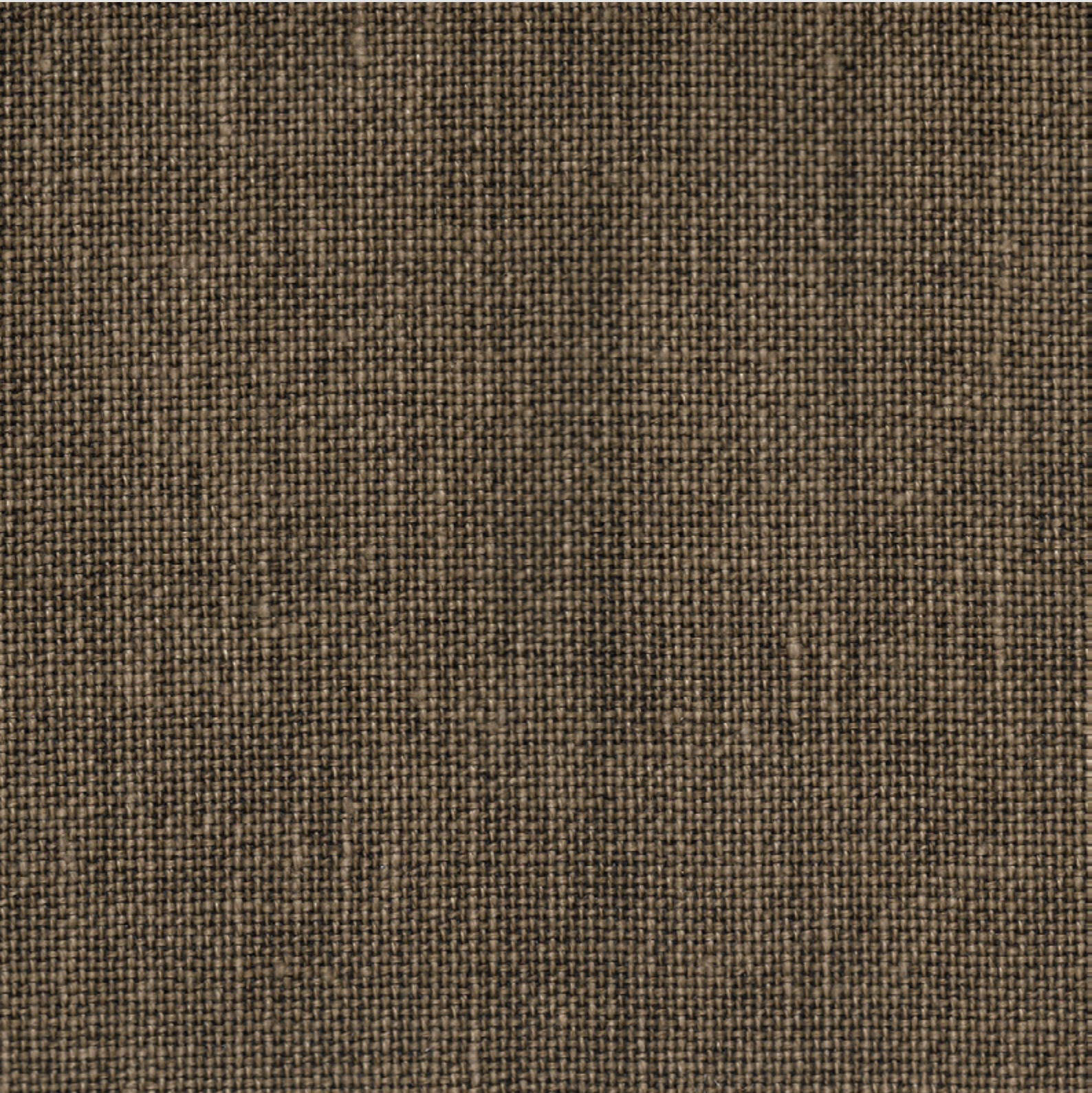


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SHADE NAME	: MATULI
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H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III



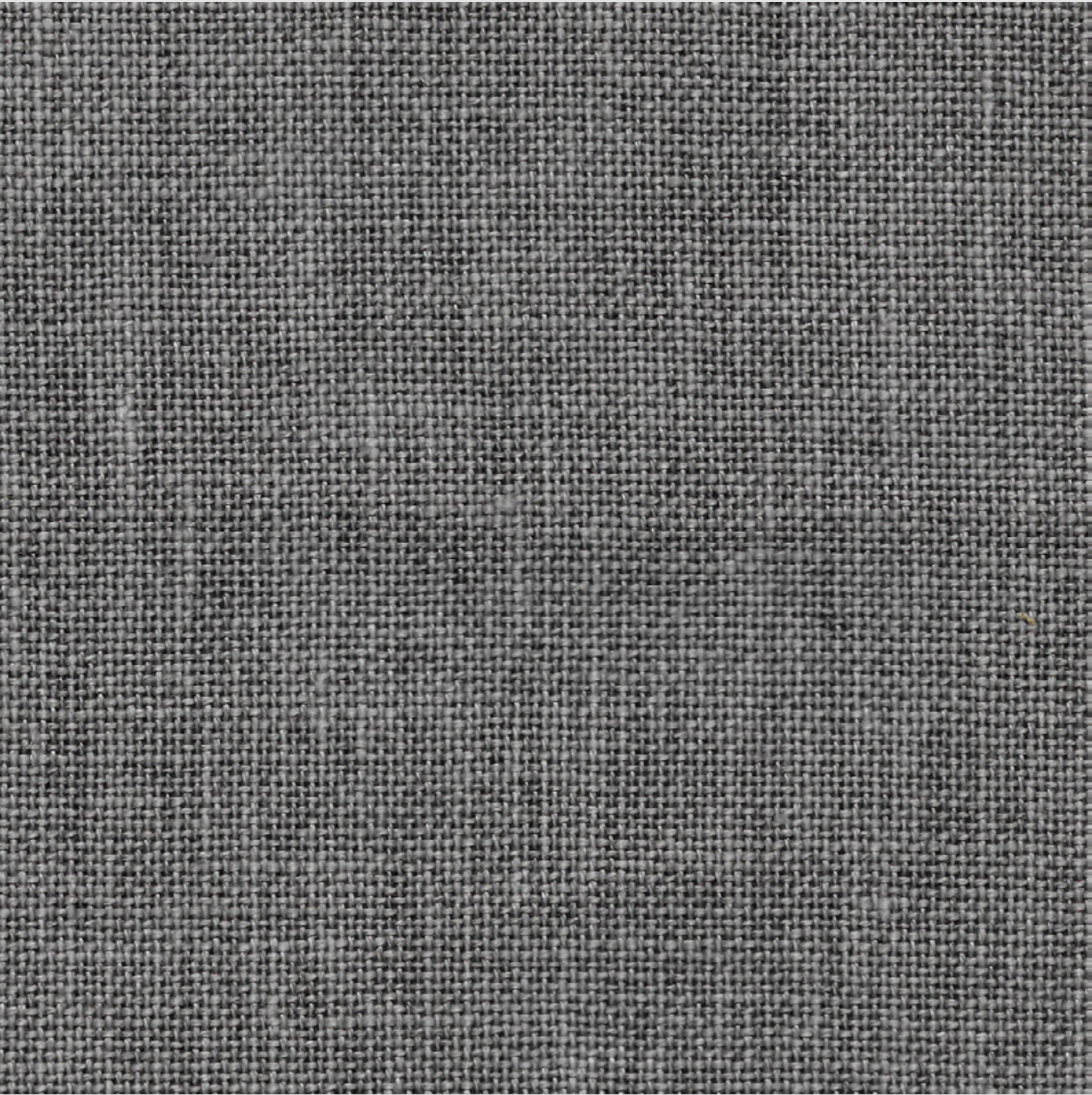
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DESIGN NAME	: AUMINA
SHADE NAME	: TRINA
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V. REPEAT	: N/A
H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY



COLLECTION	: CONCEPT ESSENTIALS-III
NO	: 1108
DESIGN NAME	: AUMINA
SHADE NAME	: MEDINI
WIDTH	: 139
V. REPEAT	: N/A
H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

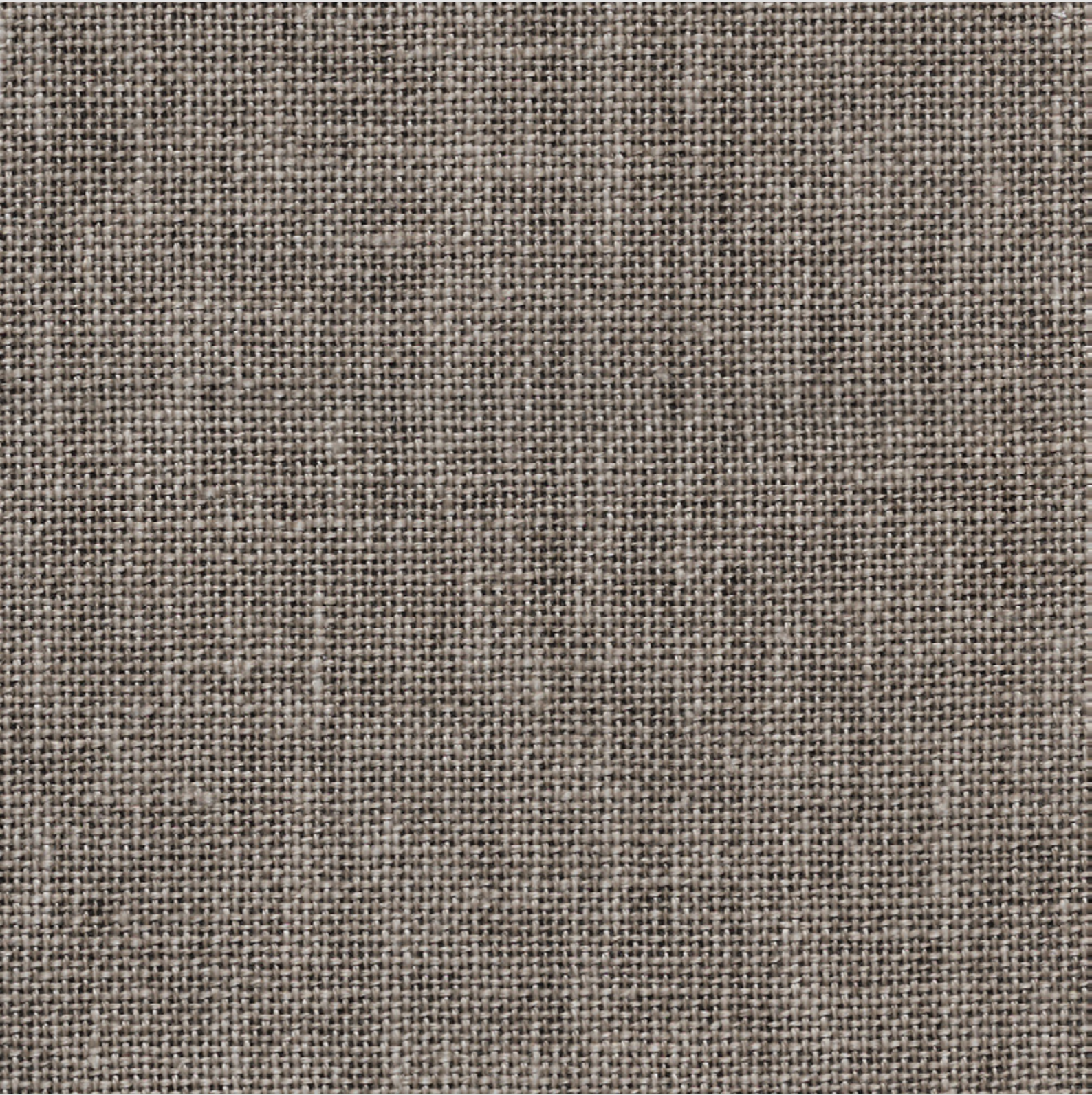


CONCEPT ESSENTIALS III



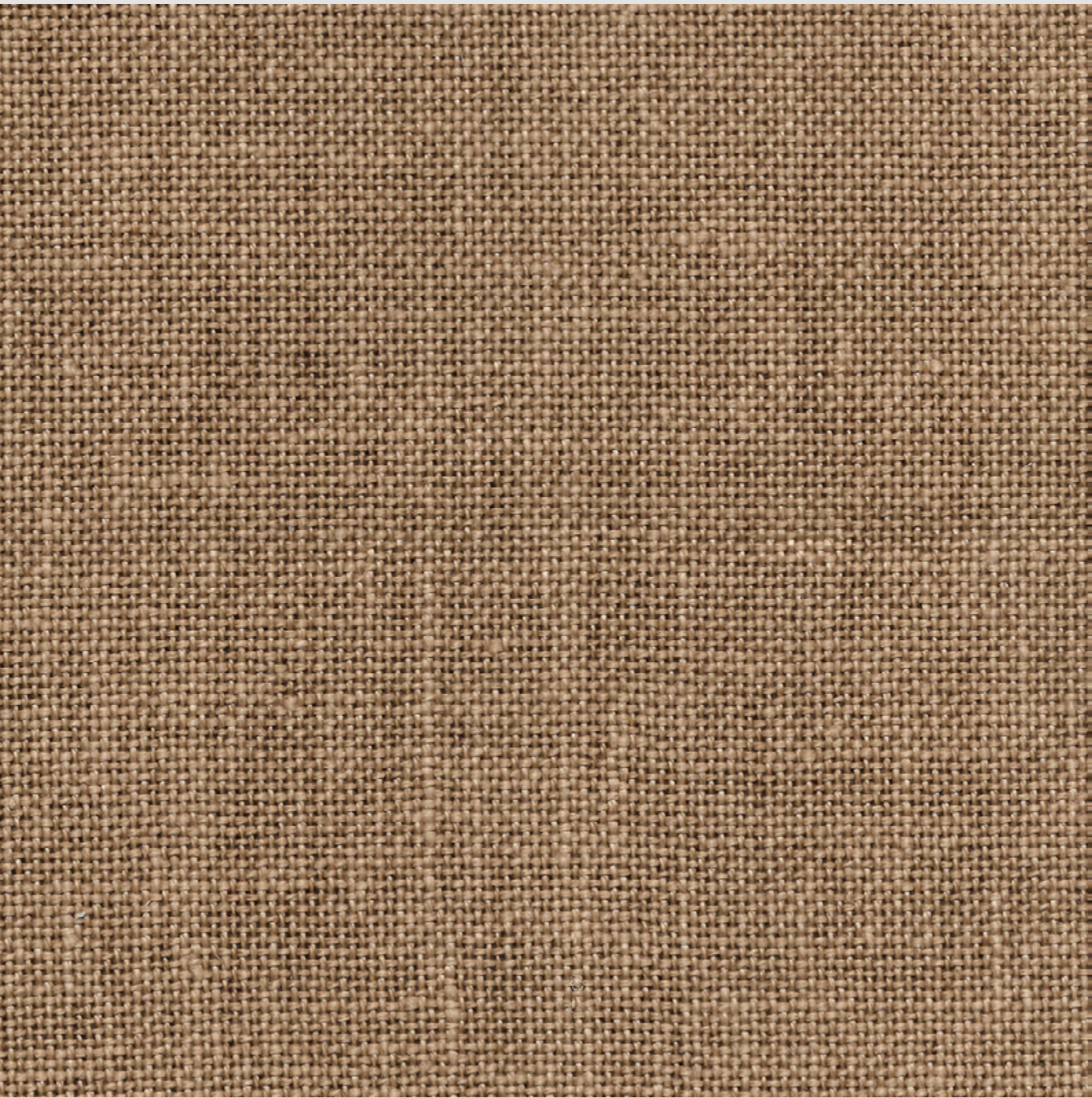
COLLECTION	: CONCEPT ESSENTIALS-III
NO	: 1076
DESIGN NAME	: AUMINA
SHADE NAME	: ZINA
WIDTH	: 139
V. REPEAT	: N/A
H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III



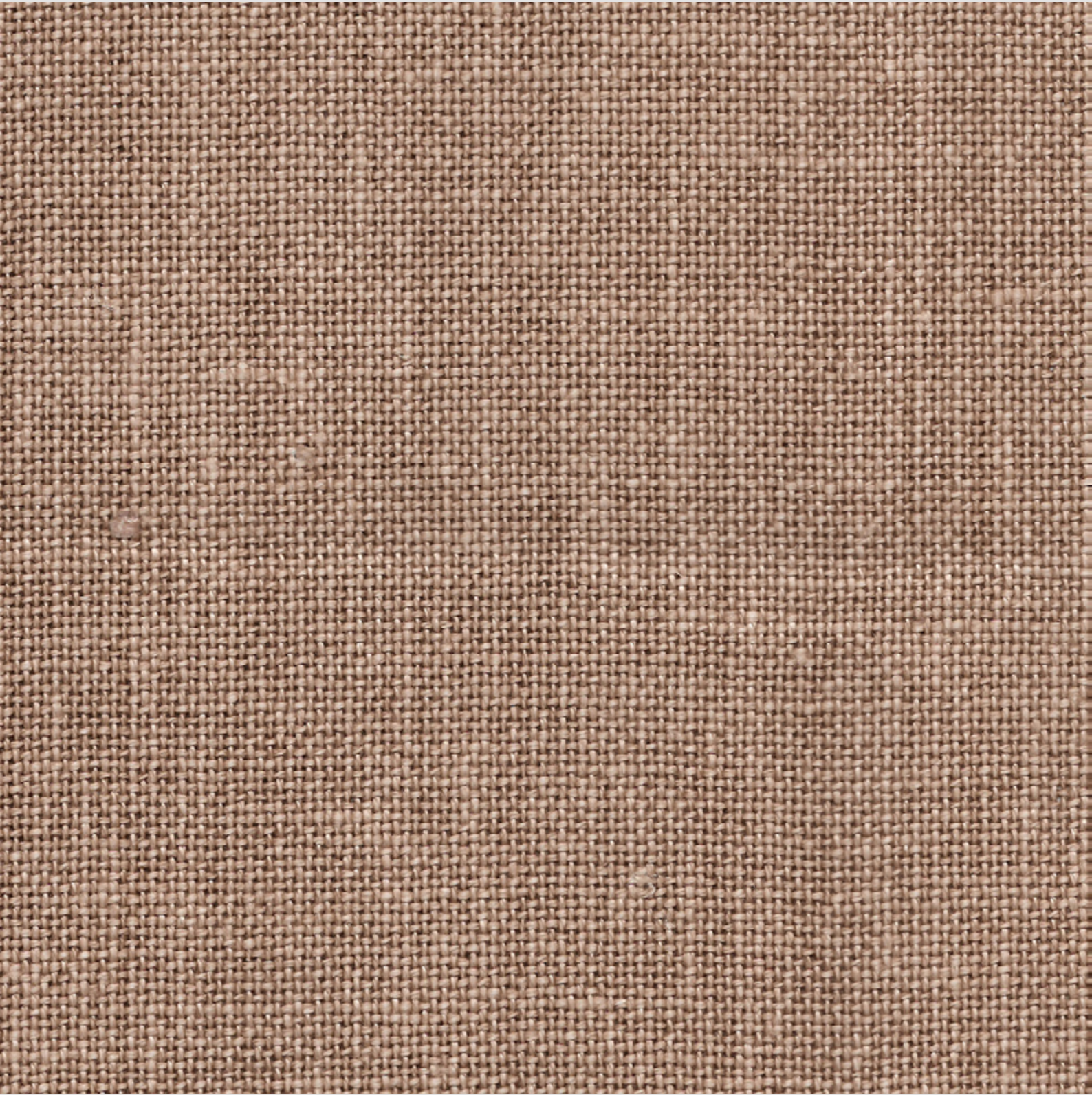
COLLECTION	: CONCEPT ESSENTIALS-III
NO	: 1093
DESIGN NAME	: AUMINA
SHADE NAME	: ILIKA
WIDTH	: 139
V. REPEAT	: N/A
H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III



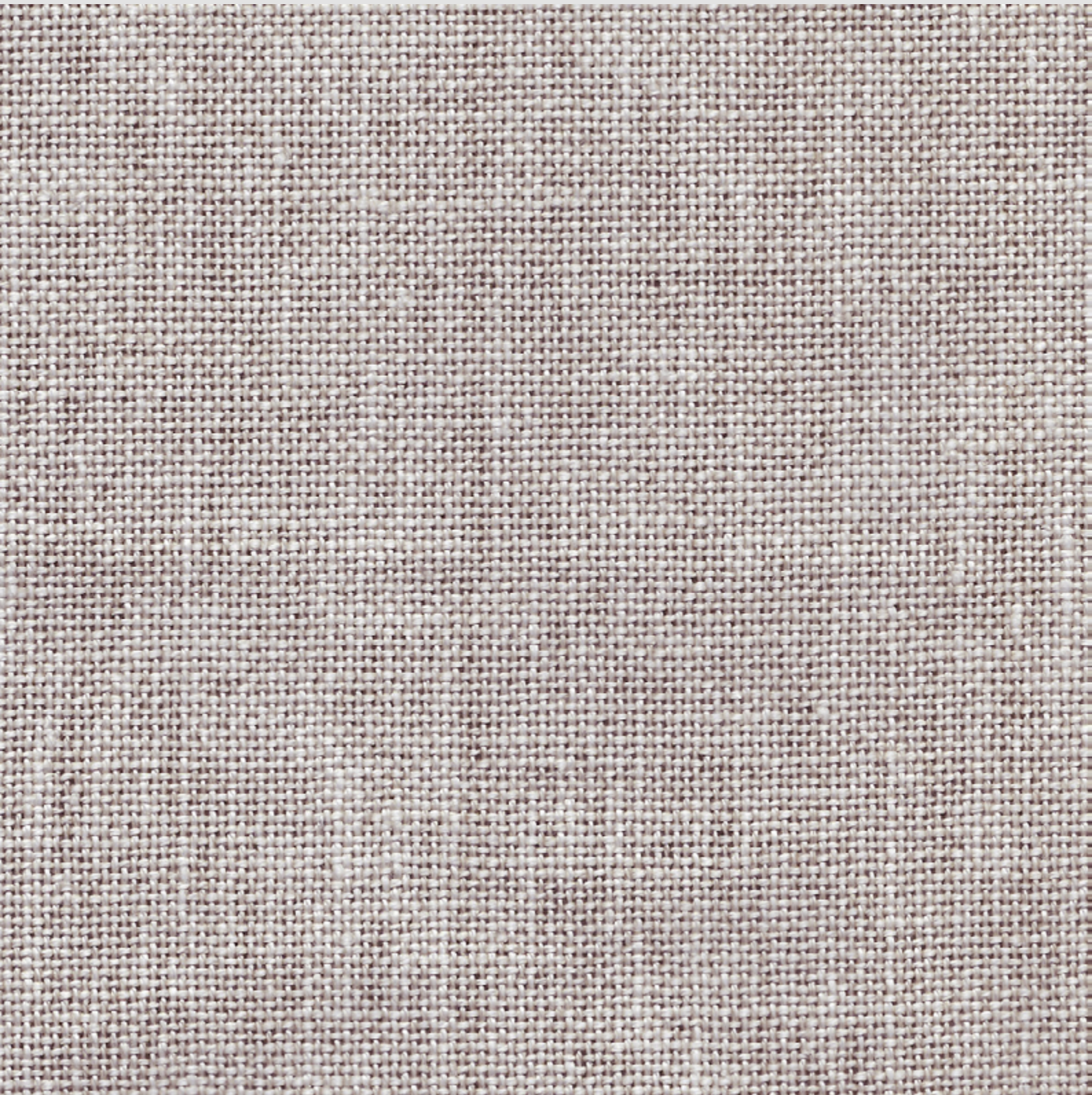
COLLECTION	: CONCEPT ESSENTIALS-III
NO	: 1103
DESIGN NAME	: AUMINA
SHADE NAME	: VACANA
WIDTH	: 139
V. REPEAT	: N/A
H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III



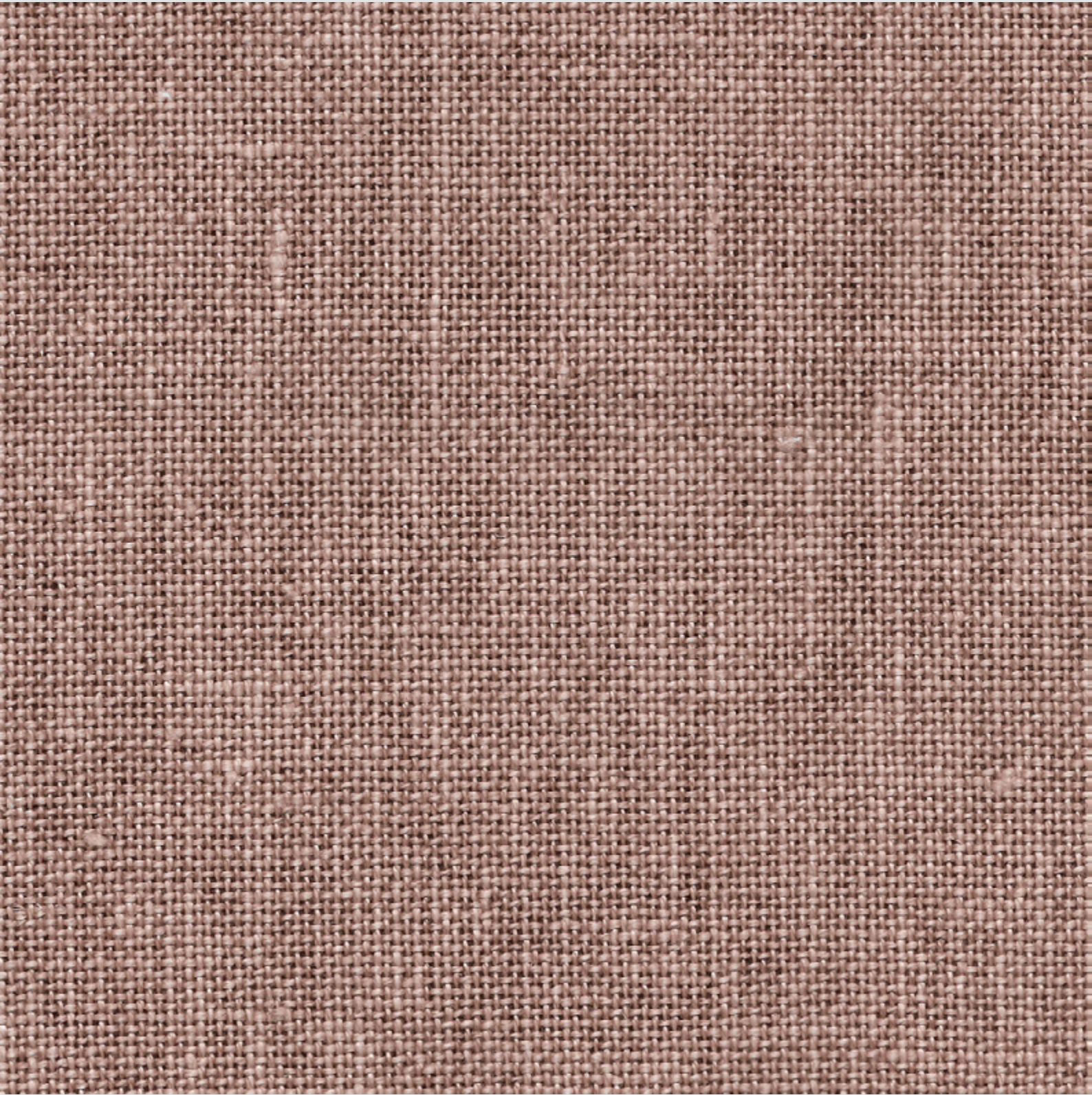
COLLECTION	: CONCEPT ESSENTIALS-III
NO	: 1106
DESIGN NAME	: AUMINA
SHADE NAME	: MAHEYA
WIDTH	: 139
V. REPEAT	: N/A
H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III



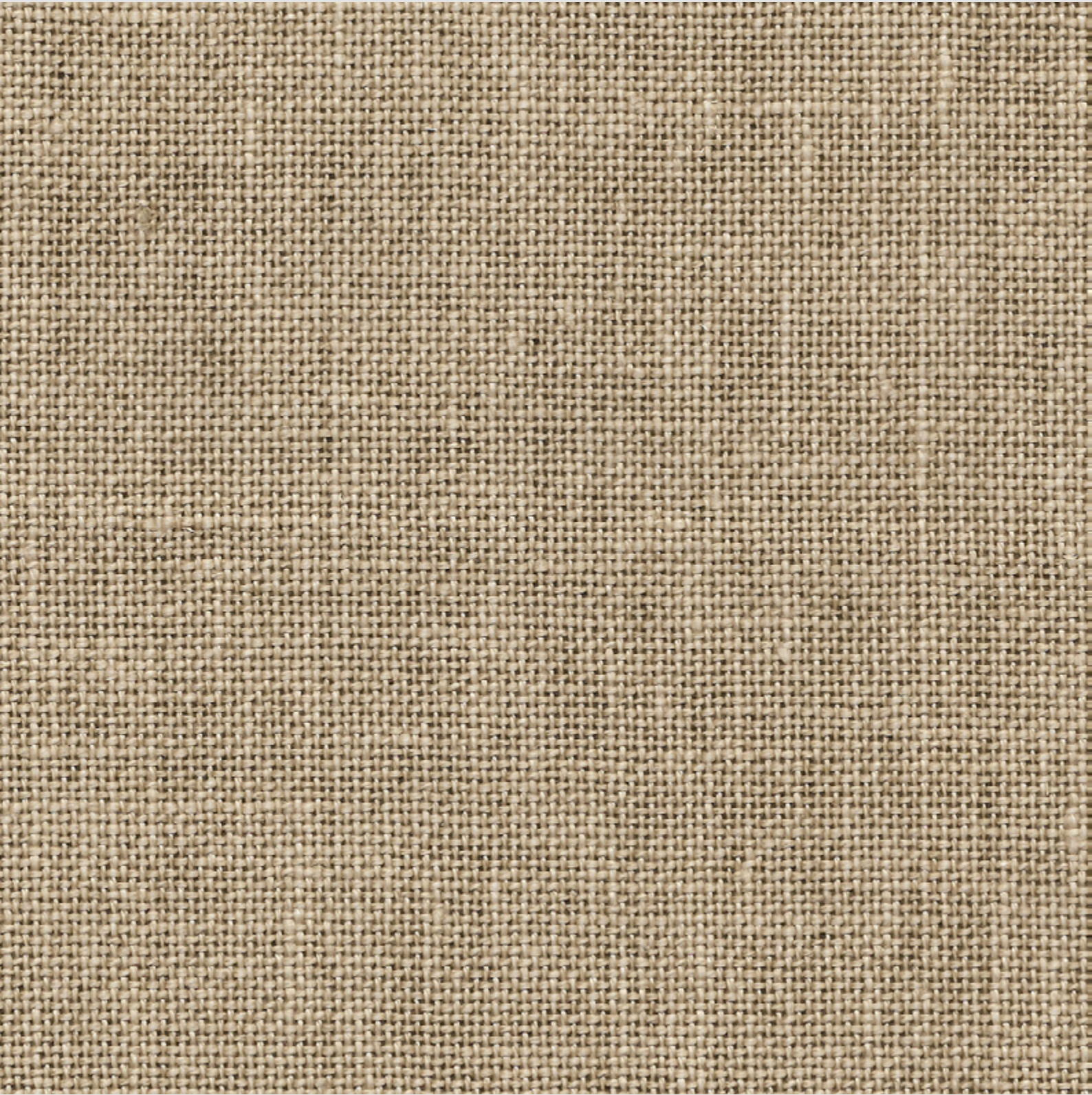
COLLECTION	: CONCEPT ESSENTIALS-III
NO	: 1211
DESIGN NAME	: AUMINA
SHADE NAME	: KARVIR
WIDTH	: 139
V. REPEAT	: N/A
H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III



COLLECTION	: CONCEPT ESSENTIALS-III
NO	: 1092
DESIGN NAME	: AUMINA
SHADE NAME	: NALINI
WIDTH	: 139
V. REPEAT	: N/A
H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III



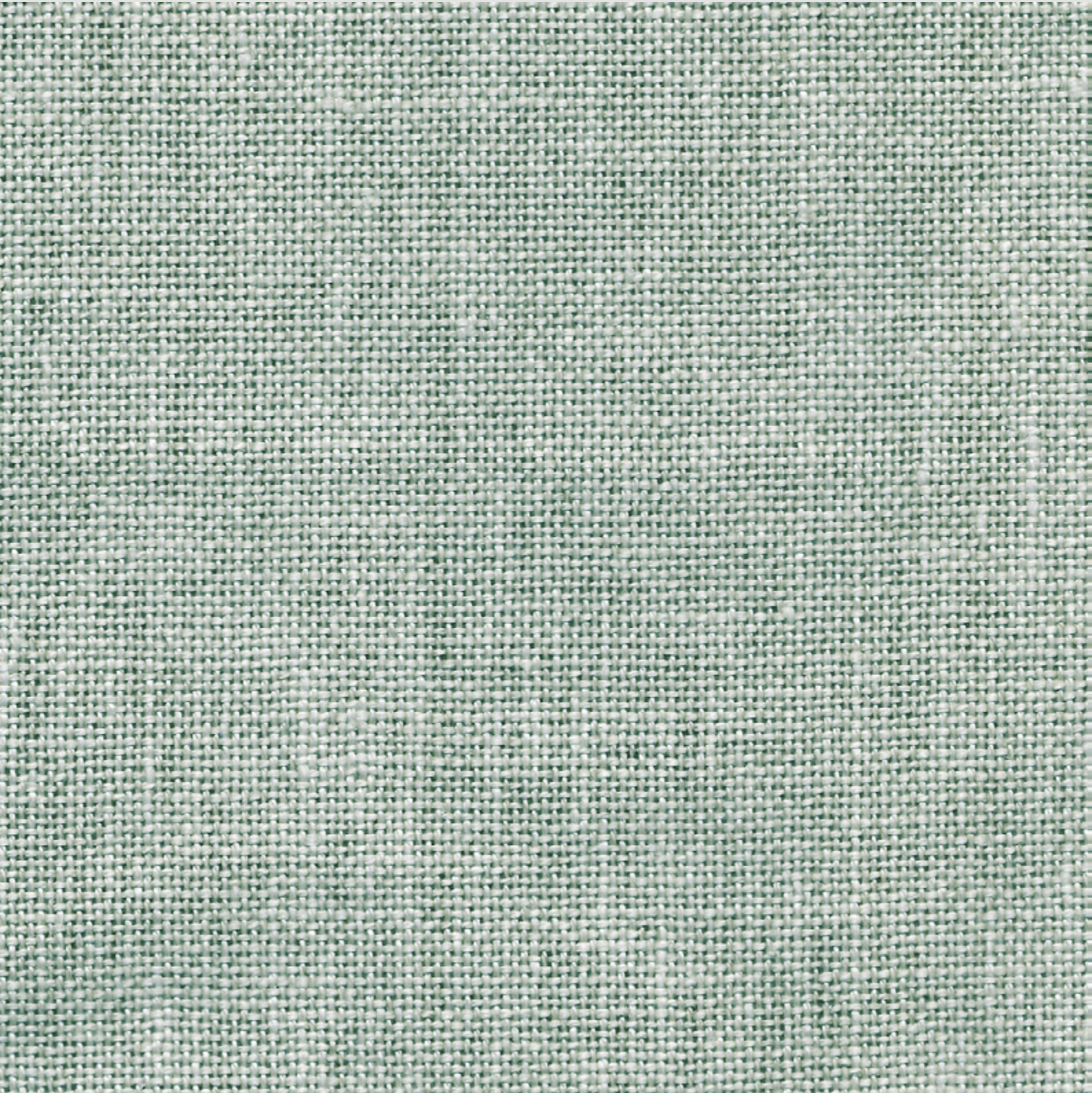
COLLECTION	: CONCEPT ESSENTIALS-III
NO	: 1099
DESIGN NAME	: AUMINA
SHADE NAME	: YAVA
WIDTH	: 139
V. REPEAT	: N/A
H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III



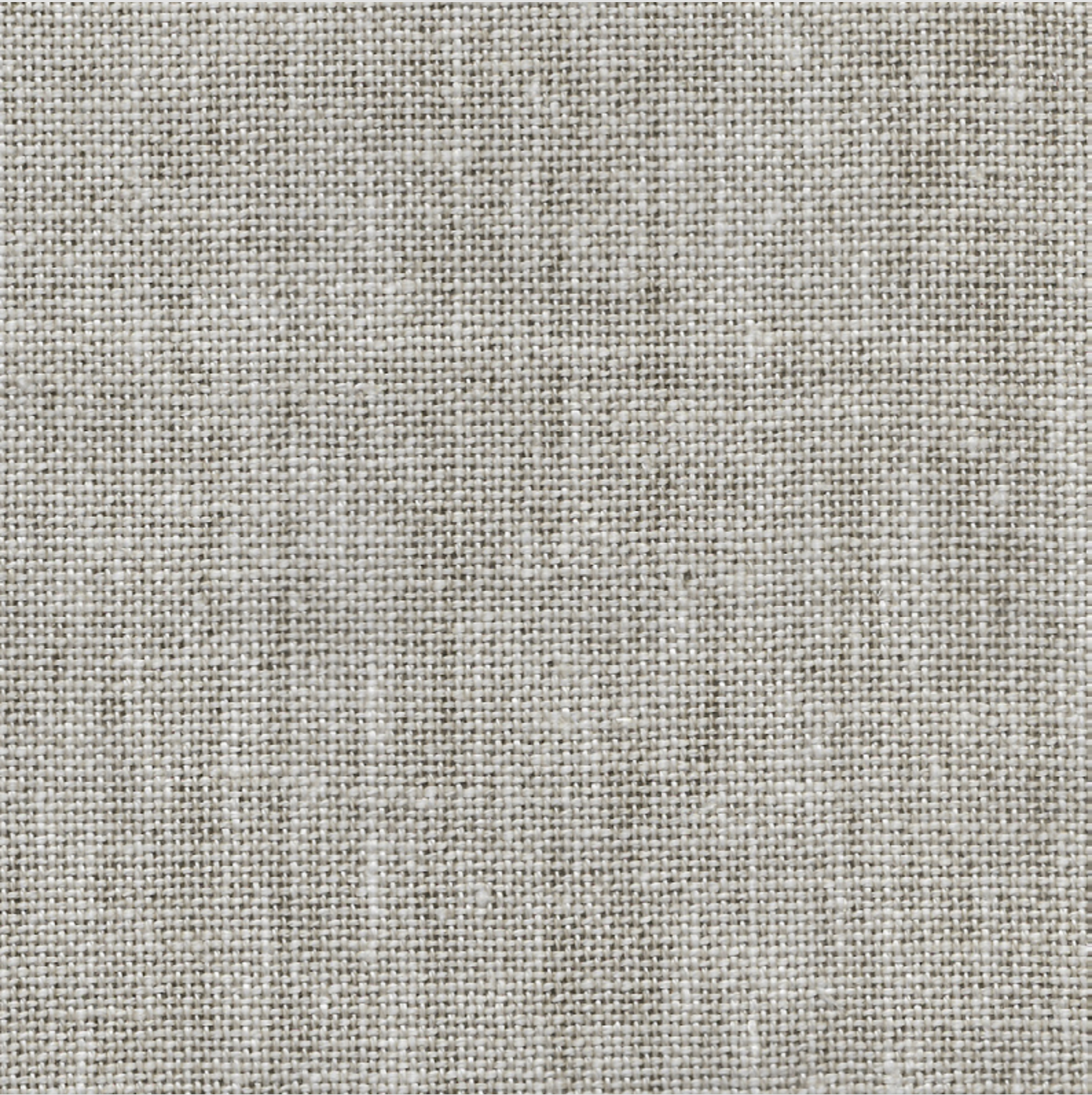
COLLECTION	: CONCEPT ESSENTIALS-III
NO	: 1107
DESIGN NAME	: AUMINA
SHADE NAME	: NESTU
WIDTH	: 139
V. REPEAT	: N/A
H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III



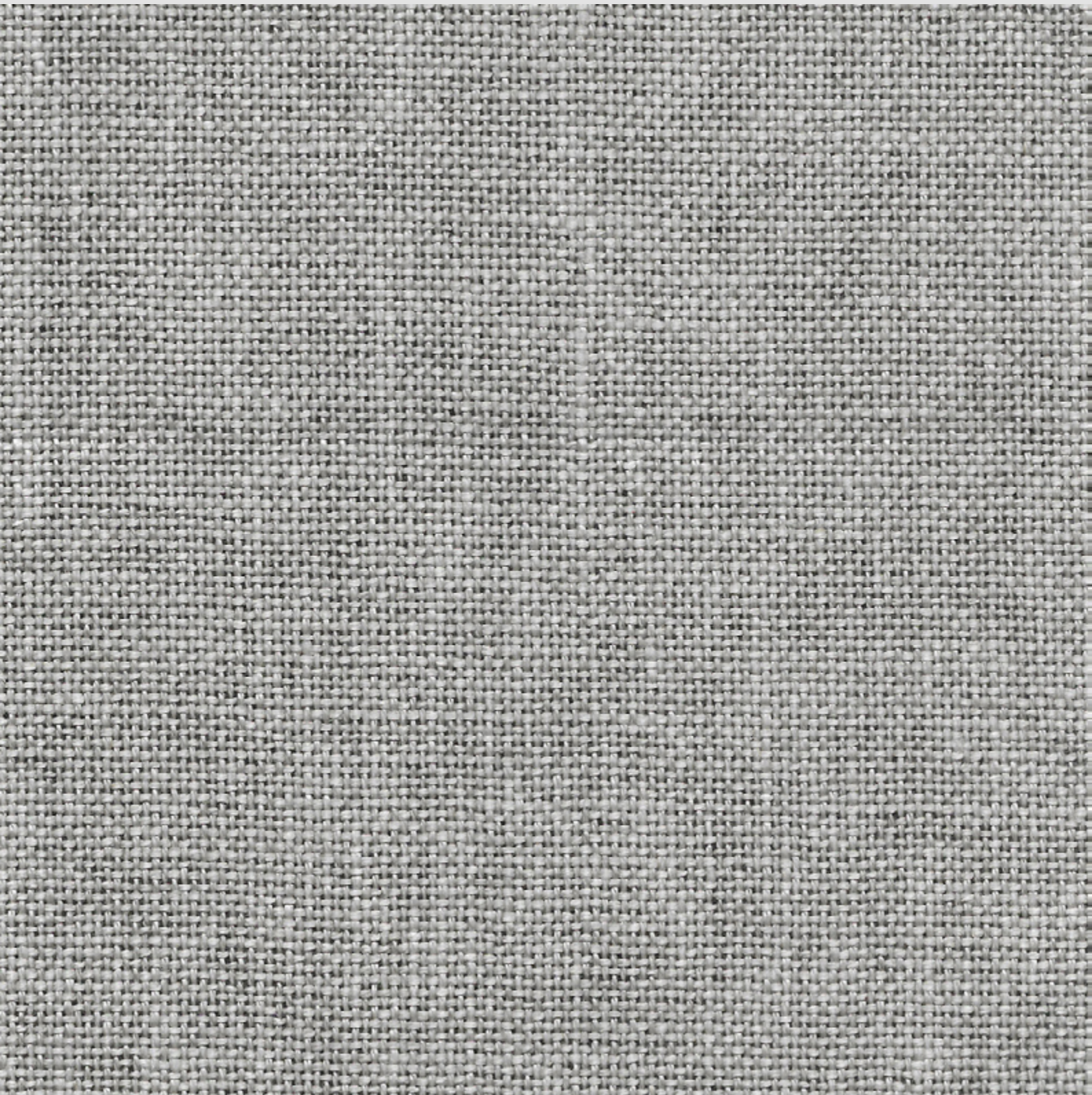
COLLECTION	: CONCEPT ESSENTIALS-III
NO	: 1212
DESIGN NAME	: AUMINA
SHADE NAME	: JALAJ
WIDTH	: 139
V. REPEAT	: N/A
H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III



COLLECTION	: CONCEPT ESSENTIALS-III
NO	: 1100
DESIGN NAME	: AUMINA
SHADE NAME	: MARU
WIDTH	: 139
V. REPEAT	: N/A
H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III



COLLECTION	: CONCEPT ESSENTIALS-III
NO	: 1088
DESIGN NAME	: AUMINA
SHADE NAME	: BIMBA
WIDTH	: 139
V. REPEAT	: N/A
H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III



COLLECTION	: CONCEPT ESSENTIALS-III
NO	: 1094
DESIGN NAME	: AUMINA
SHADE NAME	: KORITA
WIDTH	: 139
V. REPEAT	: N/A
H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

CONCEPT ESSENTIALS III

COLLECTION	: CONCEPT ESSENTIALS-III
NO	: 1095
DESIGN NAME	: AUMINA
SHADE NAME	: ZUCIN
WIDTH	: 139
V. REPEAT	: N/A
H. REPEAT	: N/A
PATTERN MATCH	: PLAIN
COMPOSITION	: 100%LINEN
MARTINDALE	: 15000
GSM	: 428
CARE	: ONLY DRY CLEAN, IRON 2 DOTS, DON'T BLEACH, DON'T TUMBLE, HANG DRY
USAGE	: DRAPERY & BLINDS ,UPHOLSTRY

QUALITY ASSURANCE
FROM



QUALITY : AUMINA

WIDTH : 139

Sr. No.	TEST NAME	VALUE
1	Colour Fastness to Rubbing	Warp / Weft
	Dry	4-5
	Wet	4-5
2	Colour Fastness to Light	Warp / Weft
	Grade	4
3	Seam Slippage / Strength	
	Warp	203.4N*
	Weft	190.3N*
4	Abrasion Resistance - 20000 Rev.	
	Shade Change	@ 2000 rubs : 4
	No. of Rubs for the End Point	No breakdown till 15000 rubs
5	Pilling Resistance (Martindale) 5000 Rubs	
	125 Rubs	4-5
	500 Rubs	4-5
	1000 Rubs	4-5
	2000 Rubs	4
6	Tensile Strength	
	Warp	1277.9 N
	Weft	1086.3 N

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