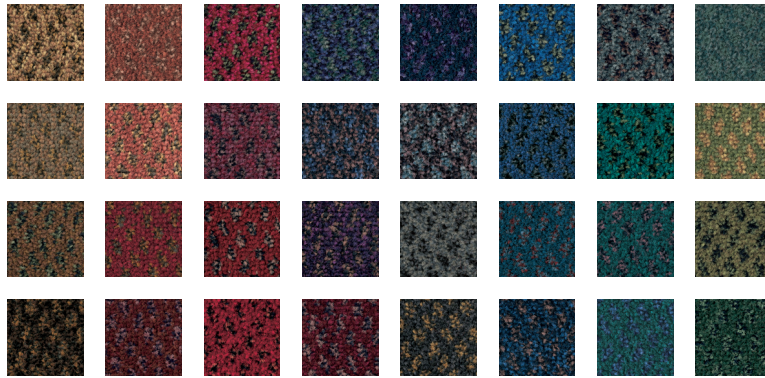


carpets | the premium collection

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**GRADUS**  
contract interior solutions



carpets | the premium collection

# genus

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# confidence



**With over 3 million square metres installed** across a wide range of contract environments, Genus offers exceptional service, confidence and peace of mind.

Offering a 15 year wear warranty, 5 year performance warranty for staining and fading and a choice of colours, Genus is ideal for a wide variety of contract interiors, including commercial, healthcare, education and leisure.

With many installations still in place after 20 years, Genus provides confidence and reassurance that the carpet will continue to look good in years to come.



# performance

## With 20 years proven performance

within many busy environments, Genus offers outstanding long term durability and aesthetics.

Manufactured with Marquesa solution dyed yarn, Genus provides exceptional resistance to staining and fading. Genus also proves to cushion footsteps which reduces foot and leg fatigue in busy environments.

With excellent acoustic qualities Genus helps to reduce noise levels which benefits busy office environments, schools and healthcare interiors.

**Marquésa**<sup>®</sup> SD



# versatility



**Available in tile, broadloom and impervious formats,** Genus offers versatility and flexibility for any application. Performance requirements may change from one area of a building to another. Genus offers a format to suit all applications without compromising on aesthetics.



# sustainability



Genus has been awarded the highest green guide 'A+' rating under the BRE's certified environmental profile scheme.

Genus carpet is the perfect choice for any contract environment.



# cleaning & maintenance



**Spillages** which are typical in contract environments such as tea and coffee in commercial offices and vending areas, children's paint and crayons in school classrooms, red wine, ketchup and curry in dining areas and cosmetics and toiletries in hotel bedrooms are all examples of spillages which cause soiling to any type of floorcovering. Many of these spillages can cause permanent stains in many carpets resulting in the premature replacement of the floorcovering. However, Genus carpet is resistant to these spillages and can be cleaned with ease.



**Extremely easy to clean and maintain,** Genus' Marquesa solution dyed yarn is non absorbent and therefore, keeps dirt and liquids on the surface of the yarn, preventing it from entering the fibre. This reduces cleaning times and makes the cleaning process less strenuous.

## Marquésa<sup>®</sup> SD

For further details refer to the Gradus stain removal guide or view our Genus cleaning demonstration video on the website.

 visit: [www.gradusworld.com](http://www.gradusworld.com)



## case study



### Earls Court, London

Host to many prestigious events, exhibitions and concerts, London's Earls Court welcomes over 3 million visitors a year.

Genus carpet has been installed in the main reception area of Earls Court, creating an attractive yet durable entrance at the busy exhibition venue. Two different colours have been installed to create a coordinating field and border design.

Genus was chosen by Earls Court based on its ability to perform and maintain its appearance in such a busy environment which receives a high level of pedestrian traffic everyday.

*"We're really pleased with Genus in our new reception area. Not only is it in keeping with the venue's modern style, it is also hardwearing enough to cope with the massive influx of visitors we receive each day."*

*Robert Marks  
Head of Projects, Earls Court, London*



## The Firs School, Sale

The Firs Primary School in Sale is a co-educational school administered by Trafford Metropolitan Borough Council.

Genus carpet was installed in the school's nursery and key stage one classrooms. The carpet complements the schools interior and helps to create a fresh and contemporary environment for both staff and pupils. The neutral colour of the carpet forms a clean blank canvas for the schools brightly coloured furniture and fittings.

Genus was chosen by The Firs School because it achieves an A+ BREEM rating for use in schools and for its acoustic qualities which help to reduce noise levels in the classrooms.



## case study




## Macclesfield Library

Since opening in 1994, Macclesfield Library has provided the local community with excellent resources and services.

Genus carpet was originally installed throughout the library in 1994 and maintained a fresh appearance for 15 years despite receiving such a high level of pedestrian traffic. The library staff were so impressed with the durability and performance of the carpet, they decided to use Genus again as part of a refurbishment in 2009.

Genus was chosen by Macclesfield Library having already proved its ability to perform long term in such a busy environment whilst maintaining its appearance.



*"We chose Genus in 1994 and again when we refurbished the library in 2009. We've been extremely impressed by its durability and proven performance, and would highly recommend it for high traffic areas."*

*Janet Judge  
Library Manager, Macclesfield Library*

## Nuffield Chester

Nuffield Health 'The Grosvenor Hospital' has been Chester's leading private hospital since 1975. In 2007 the hospital completed a major refurbishment.

As part of the refurbishment, Genus carpet has been installed in the hospitals' reception area, corridors, consulting rooms and boardroom. Two different colours have been installed in the meeting room to create a design feature on the floor. Both colours work well together and complement the surrounding interior and furnishings helping to create a fresh, clean and welcoming environment for visitors and staff.

Genus was chosen by Nuffield Chester for its ability to be easily cleaned and maintained in a building where hygiene is of paramount importance.



## case study



## Keele University

Keele University is the largest integrated campus university and is firmly established as one of the countries top academic venues. In August 2010, Keele completed a 2 million pound refurbishment to its Holly Cross residential building.

Genus carpet has been installed throughout the building creating a fresh and contemporary environment for students, visitors and staff. The carpet has been installed in tile format in the bedrooms for ease of replacement and in broadloom format in the corridors and communal areas.

Genus was chosen by Keele University for its choice of formats which provided versatility and the opportunity to install the most suitable format for the right area.

find out more about the genus range  
and view our genus cleaning demonstration video



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