

### Carpets

Project: Keele University, Staffordshire



“ Genus complements the surrounding interior by providing a stylish floor scheme which helps to create a welcoming and relaxing ‘home from home’ environment for students and visitors. ”

Karen Burman  
Floorcoverings Product Manager

Keele University is firmly established as one of the country's top academic venues. In August 2010, Keele completed a two million pound refurbishment to its Holly Cross residential building.

Genus carpet from Gradus in colour Rich Red has been installed throughout the residential building creating a fresh and contemporary environment for students, visitors and staff. The carpet has been installed in tile format (500mm x 500mm) in the bedrooms for ease of replacement and in broadloom format (4m wide) in the corridor and communal areas.

Genus carpet is produced with Marquésa yarn which is inherently resistant to staining and fading. The fibre is extremely easy to clean and maintain and does not require any harmful topical treatments which makes it ideal for university environments. The unique cleaning benefits of Marquésa help to reduce maintenance costs and improve the lifecycle performance of the carpet.

#### Product Specified:

- Product: Genus (colourway – Rich Red)
- Construction: Tufted Cut Pile
- Fibre: 100 percent Marquésa SD
- Warranty: 15 year wear



**Genus**  
BRE Global (BREEAM):  
‘A+’ Commercial Office (tile and broadloom)  
‘A+’ Education (tile and broadloom)  
‘A+’ Healthcare (tile, broadloom and PVC impervious)