



Marabella and Zeftron® Design Custom Flooring Solution for Prominent Boston Area University Business School

“ We wanted to blend more useful furniture with a bold look to counter-act the traditional design of the building. Marabella and Zeftron allowed us to quickly create a custom flooring solution to meet not only our design aesthetic but also withstand the high traffic of an atrium environment where students and others would be passing through or occupying the space on a near-constant basis, ”

—shared the University's Designer.



A renowned university's business school in the Boston area recently renovated its atrium with new furniture and flooring. However, the flooring product originally selected did not meet the numerous requirements for such a high-profile and heavy use space. The university sought a customized, soft surface flooring solution that would work in a large portion of the atrium alongside a hard surface product. The envisioned rugs needed to be highly durable and offer a unique design to compliment the overall aesthetic of the atrium and other furnishings.



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Solution

zeftron®

"Marabella is committed to providing the best quality product to meet any flooring requests from our customers. In creating this unique, custom rug, we knew that Zeftron would be the only nylon that would provide both the vibrant color palate and the durability needed for the space," shared Cindy Keasler of Marabella Carpets. "We're proud to deliver a rug fit for this high profile and high traffic area that is essentially bullet proof, stain resistant and brings an amazing creative element to the space."



Challenge

Durability & Maintenance – The school had to account for heavy foot-traffic and constant use by students, staff and visitors, making durability and easy cleanability a must. To meet this requirement, the flooring had to be manufactured in a highly dense construction and pile height. The nylon used in the manufacturing need to be of the highest quality available in order to achieve all of the durability, maintenance and manufacturing requirements.

Size & Pattern – The school felt that a traditional broadloom carpet covering the entire atrium space would not meet their design aesthetic. Instead, they were looking for a unique, completely customized rug option that would cover a large majority of the space, with hard surface areas also part of the design. A customized rug, in a technically calibrated size and pattern, would be the best solution.

Design & Style – To create the energetic, inviting and university-branded look the school desired, the rug would incorporate rich, vibrant colors, an alluring pattern, a connection to the school's brand and an overall design that would make a meaningful statement.

PREMIUM NYLON 6IX FIBER SYSTEMS

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706-532-2984
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A Premier Nylon Supplier

Marabella turned to Zeftron nylon, a premier nylon supplier to commercial carpet manufacturers. With its more than 40 years of marketplace experience, only Zeftron could provide all the durability, maintenance, design and construction capabilities required for the project.

Unmatched Construction

Unlike other yarns, Zeftron brings superior styling and construction flexibility. Its tumble autoclave heat-setting generates a denser product with more bulk, providing the durability and performance necessary for the atrium.

Sizing Adjustments & Customization

To best suit the requirements of the space, it was determined that four identical 20'x20' rugs would be the optimal solution. Yet getting to this size required several steps. Typically, when Marabella creates rugs, they are a 12' broadloom size. For this project, for each custom rug, they created two 12' rugs and then seamed together with two feet removed from each piece to achieve the requisite dimensions.

Broad and Sophisticated Color Palette Offering

Knowing that the right colors would be vital for matching to the design needs of the space, a Zeftron pom set was shared with the school's in-house designer, allowing her to view the entire 125-plus full-spectrum of colors available through Zeftron. Using the pom as her guide, she then curated the custom color combination to be used in the rug. The primary colors chosen were the school's colors of red and green, while secondary and accent colors of black, blue, ecru and yellow were incorporated to balance out the strong hues of the primary colors.

Alluring Pattern

To find the best pattern for the space, Marabella provided the designer with multiple selections from which to choose within its extensive library of pattern styles. After reviewing several patterns, the designer selected one featuring bold geometric shapes and figures. With the custom colors and the right pattern brought together, the result became a "funky" look and blend of invigorating colors that neatly reflects the school's spirit.

Finished Product

With custom adjustments to the pattern color and size of the pieces seamed together, the ideal design, proportion and size for the rug were achieved. The final cut (vs. loop) product was created on a CYP machine, with a face weight of 45 oz. Backing included an action back, followed by a non-skid back, with vinyl edging. Heavy edges that tapered down to the floor were added to prevent the rug from rolling up and causing potential tripping hazards.

Commitment to Customer Satisfaction

Neither Marabella nor Zeftron specialize in rug products. Yet both share an uncommon "customer-first" approach to finding solutions. This mindset – coupled with their exceptional design and manufacturing expertise – made this unique project a major success.