

Jaipur Rugs x Pantone

Connecting the Local and Global Design Community Through the Power of FHI Paper Traveler



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Jaipur Rugs' Challenge: Bringing New and Fresh Cotton-Based Colors to Wool

Jaipur Rugs turns the age-old art form of handmade carpets into vibrant home design showpieces. After starting with just two looms in 1978, the company is now the largest network of artisans in India, with 7,000 looms and customers in over 60 countries. But all of those rugs are made from wool, which makes selecting colors incredibly difficult when most swatches are made for cotton. The colors their designers see will look different on

their rugs, which not only hinders the creative process, but also leads to production delays and inconsistencies.

Pantone's Solution: Innovative Connections Between Rural Craftsmanship and a Global Brand

The FHI Paper Traveler was developed for product designers in all specialties, and its color chips have a special coating that matches the color coating wool receives in the production process. As a result, the colors in the finished product look like the colors Jaipur Rugs' designers fell in love with.

Even better, the rugs look perfect the first time, which is a giant time-saving improvement compared to the multiple rounds of coating it used to take to get them just right. The Paper Traveler's common color language empowers Jaipur Rugs' designers to visualize new rugs with accuracy and confidence, from initial ideation to detailed customization.

The Results

- Instead of taking design inspiration from only nature, Jaipur Rugs now relies on the **2,600+ colors** in the Paper Traveler — a much broader spectrum of choices — to create endless fresh ideas.
- **The entire Jaipur Rugs team uses the Paper Traveler**, including artisans who hand knot intricate rugs and designers who work closely with clients in showrooms to create custom finished products.
- Thanks to the Paper Traveler, **Jaipur Rugs' artisan network can communicate better and seamlessly grow**. This is a strong benefit for a company that is passionate about creating careers for its 40,000+ rural artisans, 80% of which are women.

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“When the human senses work together, it creates energy that is unstoppable.”

- Bugali Weaver, Designer

About Jaipur Rugs

Jaipur Rugs is an Indian company that combines the pursuit of profit with the spreading of kindness, with the aim of benefiting all the people sitting around its rugs; customers, artisans, local communities, employees, suppliers, buyers and partners. Founded in 1978 by NK Chaudhary, Jaipur Rugs revolutionized the carpet industry by creating an entirely new business model – working directly with artisans and empowering them and their



communities with a sustainable livelihood.

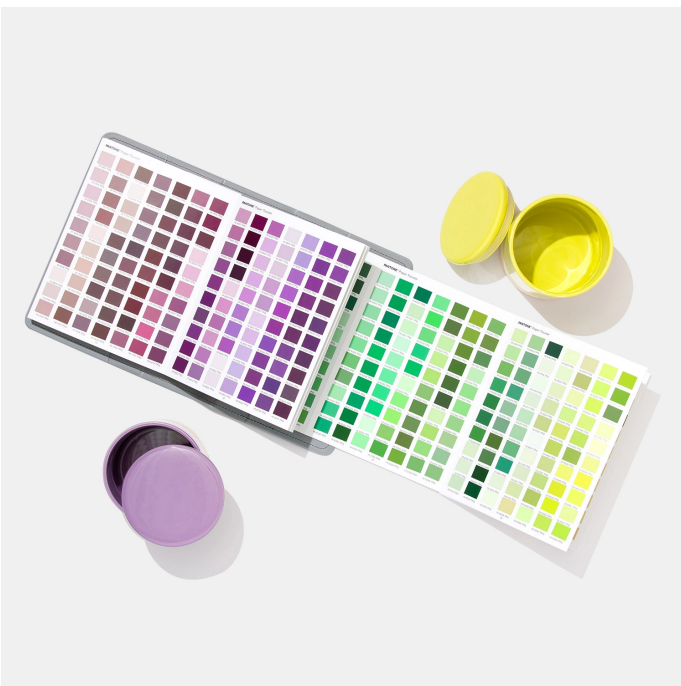


About the Pantone FHI Paper Traveler

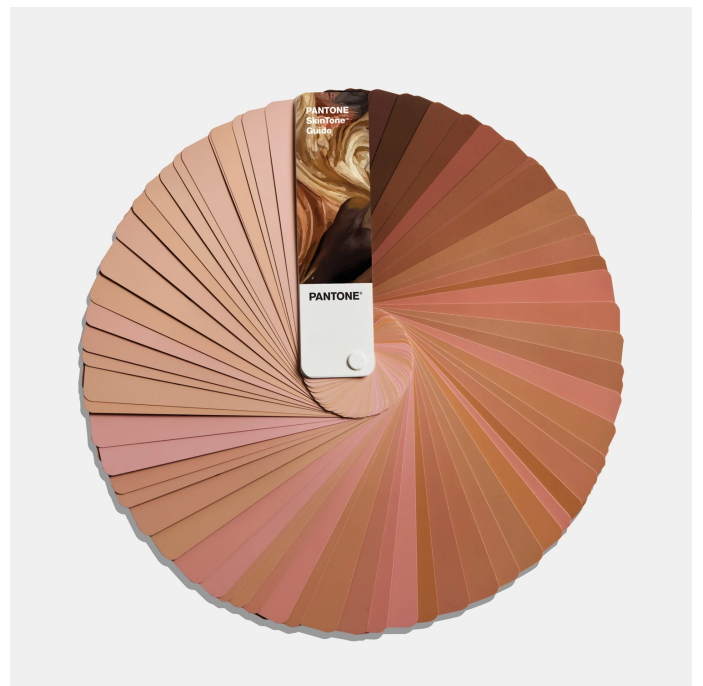
The Pantone FHI Paper Traveler is a convenient booklet that offers portable access to all of the 2,625 Fashion, Home + Interiors Colors, which makes it easy and efficient to create color palettes. It's perfect for design inspiration on the go!

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