

VIFLOOR
C A N A D A L T D

OBETTEE
EXPRESS

VIFLOOR

C A N A D A L T D

O B E E T E E

EXPRESS

WHO WE ARE

Obeetee is the largest handmade rug maker in India and one of the oldest hand-woven rug companies in the world. As India's largest manufacturer and exporter of carpets, our vision is to provide high quality products with unparalleled professionalism and by adopting socially accountable business practices and ethical production standards.

Our business is divided in three sectors:



[INFO@VIFLOOR.COM](mailto:info@vifloor.com)

[WWW.VIFLOOR.COM](http://www.vifloor.com)

10 QUEEN ELIZABETH BLVD
UNIT 1, TORONTO, ON M8Z 1L8

TOLL: 1-877-521-9014

VIFLOOR
C A N A D A L T D

IN COLLABORATION WITH:

OBEETEE®



CERTIFICATIONS AND DISTINCTIONS

Obeetee is the largest handmade rug maker in India and one of the oldest hand-woven rug companies in the world. As India's largest manufacturer and exporter Since 2004, Obeetee has been awarded the industry's best social certification: SA Standard 8000, administered by Social Accountability International. Through bi-annual audit by Norwegian auditing/certification organization DNV (Det Norske Veritas), we have met compliance for rigorous standards including:

Zero-tolerance child labor or forced labor, assuring a safe & healthy workplace, freedom of association & right to collective bargaining, no discrimination, humane disciplinary practices in accordance with law, proper working hours, proper remuneration/wages, control of suppliers & sub-contractors and effective implementation & improvement.

FAIR TRADE

Our Fair Trade Certified factory in Uttar Pradesh meets the highest standards of health, safety and fair labor practices. Workers are paid a premium, which they invest in the benefits of their choice.

GOODWEAVE

The GoodWeave label means that no child, forced or bonded labor was used in the making of our products, and that purchases support programs to educate children and ensure fair work for adults.

WOOLMARK

The Woolmark logo indicates Australian wool that's been audited for high levels of quality assurance, from farm to finished product.



AMCA



SUSTAINABILITY

Since our founding 100 years ago, Obeetee has advocated for social and environmental change in the Indian rug industry. Our systems for the prevention of child labor have been lauded by the International Labor Organization and other human rights groups, and we were the first in our industry to install a water effluent treatment plant and energy conservation systems.

Alongside our programs for children's education and women's economic advancement, our work is focused on improving quality of life for workers, their families and our customers. We also focus on environmentally conscious efforts:

WATER TREATMENT

For over 30 years, Obeetee has prevented hazardous wastewater from entering the environment—a persistent concern in India's manufacturing industry. In 2007, we were the first to install an energy-efficient water effluent treatment plant in Uttar Pradesh. Unlike conventional wastewater treatment, which relies primarily on chemicals, Obeetee's plant uses temperature controls, microorganisms, and physio-chemical processes to safely and effectively treat waste. By reusing and recycling our water we have been able to reduce our water consumption by 90%.

CARBON FOOTPRINT REDUCTION

30% of our energy comes from solar panels, reducing carbon emissions by 1.8M lbs, which is equivalent to planting 38,000 trees per year.

Using naturally sourced materials to fuel the factory- such as rice husks for steam generation in our dye plant, we have been able to reduce our carbon footprint significantly.





RESIDENTIAL

Rugs make an immediate difference to your home. They add colour, vitality and texture to your rooms, and provide cushion, comfort and warmth over a concrete, tile or wooden floor. Rugs provide an artistic value to a room's design; they help create cozy conversation nooks, or provide a neutral anchor to a room.

Our team of designers and experts will help you find the perfect Obeetee Express rug for your home based on your needs.



Bonnie J. Steves room design for Holiday House





HOSPITALITY
AND RETAIL

From expert design to express production, we work with boutique brands to create handwoven, tufted and knotted carpets for hotels that feel like home.

Whether it be a Sheraton, The Beekman Cellar, Soho House or a Michael Kors store, every carpet is curated, and carefully crafted to suit our clients needs.



Michael Kors Store on 90 Prince Street, NY



The Beekman Hotel Cellar Lounge, NY



HOSPITALITY
AND RETAIL



The Beekman Hotel Cellar Lounge, NY

HOW TO

With custom design capabilities, Obeetee Express allows you to recolour hundreds of designs available on our website or submit your own designs.

- › 2 week production lead time for strike-offs after rendering approval*
- › 6-8 week production time for orders up to size 15' x 20'
- › 72 Stocked colours in 100% New Zealand wool**

Obeetee Express is suitable for contract work and luxurious enough for the home. Other colours and fibres are possible with customized lead time.

*tufted lead time is 2 weeks, other qualities 3-4 weeks

** 5% colour variation between dye lots



Ordering through Vifloor Canada Ltd. is as easy as one, two, three. Contact us directly at info@vifloor.com or log in to vifloor.obeeteeexpress.com to begin the steps to create your own custom Obeetee rug.

1. Log on to vifloor.obeeteeexpress.com and view hundreds of curated design categories.



2. Choose your design from our library or upload your personal design. Each design can be recoloured using our shade bank and resized to fit your specifications. You can visualize your custom rug by selecting one of the many room settings.



3. Submit!



A member of our Vifloor Team will be in touch to review the details and provide any information about your custom Obeetee Express rug.

FLAMMABILITY CERTIFICATION

Methenamine Pill Test (ASTM D2859)	Pass
Flooring Radiant Panel (ASTM E-648)	Pass
Smoke Density (ASTM E-662)	Pass