KEYVELLE

CARPET

HOTEL CARPET COLLECTION

Grounds, woven for hospitality

CATALOGUE · 2026 EDITION





THE BRAND

KEYVELLE · CARPET

KEYVELLE · CARPET is the hospitality carpet house of KEYVELLE — the FF&E partner furnishing guestrooms, corridors and public rooms for five-star hotel groups.

We specify and supply woven, tufted and artisan-rug programmes as a single resource: one brief, one schedule, one standard of documentation. Constructions are chosen for the life of the room — traffic, housekeeping, acoustics and brand language — and colours and repeats are cut to the project.

THE KEYVELLE FAMILY

SUTA	Bedding
DIDADI	Bathroom & shower
SIHI	Seating, sofas & tables
CARPET	Woven, tufted & artisan rugs
KEYVELLE	Casegoods · Lighting · Smart control · Drapery

01
SPECIFIED BY AREA
Guestroom, corridor, lobby, ballroom, F&B and spa, each with the right construction

02
DRAWN TO THE PROJECT
Custom colour, repeat and woven-to-plan layouts, with samples for approval

03
ONE PARTNER
Integrated with the full KEYVELLE FF&E package

THE COLLECTION

Four series. One standard.

Series I



Heritage Grand

Formal woven grounds for arrival, ceremony and the long corridor

SOVEREIGN	KC-H1XX
PROCESSIONAL	KC-H2XX

Series II



Contemporary Line

Graphic and linear woven grounds for modern luxury hotels

CURRENT	KC-C1XX
MERIDIAN	KC-C2XX

Series III



Natural Field

Organic and mineral woven grounds, drawn from landscape

BRAMBLE	KC-N1XX
MINERAL	KC-N2XX

Series IV



Quiet Chamber

Soft fields, textured piles and artisan rugs for the room and the suite

CHAMBER	KC-Q1XX
ATELIER	KC-Q2XX

Codes follow the pattern KC-[series][set][piece]. e.g. KC-H101 = Heritage Grand · Set 1 · Piece 01. Constructions, pile weights and colours are confirmed against each project's brand standard and floor plans.

Furnish every key, area by area

HOTEL AREA / SERIES	Series I Heritage Grand	Series II Contemporary Line	Series III Natural Field	Series IV Quiet Chamber
Guestroom The standard key — quieter pattern, comfort and acoustics	Quiet Key formal keys	Horizon Line	Littoral Pumice	Chamber Cloth Soft Weave
Suite A richer tactile specification and, where needed, a sitting-room rug	Ink Wash Suite	Tide	Thicket	Atelier rugs Undyed Field
Corridor The highest daily traffic after arrival — woven, planned repeats	Processional Blue Long Gallery	Palisade Tide	Reedbed Canegrain	Night Garden
Lobby / arrival Statement ground or rug plus a durable circulation field	Gallery Gold Sovereign Field	Strata Vein	Ochre Drift	Resonance Traverse
Ballroom / events Heavy-contract woven grounds, laid to plan	Sovereign Field State Banquet · Assembly	Chequer (contemporary events)	Mossbank (softer formal)	— Specify from brief
F&B Atmosphere with a stain- and chair-traffic brief	Gallery Gold	Fragment Lattice	Ember Wash Deep Copse	Estuary (rug zoning)
Spa / wellness Quieter, tactile, with moisture considered	— Specify from brief	Horizon Line	Sea Smoke Reedbed	Undyed Field

Recommendations are indicative. Corridors, ballrooms and formal public rooms are typically heavy-contract woven Axminster (wool-nylon). Guestrooms may take a quieter woven or tufted ground. Lobbies and suites often combine a field with an artisan rug. Construction, pile weight and fire documentation are confirmed per project.

SERIES I

Heritage Grand

Formal woven grounds for arrival, ceremony and the long corridor

Heritage Grand gathers formal woven Axminster for the rooms that set a hotel's first impression: the ballroom, the arrival lobby and the ceremonial corridor. Medallion, damask and processional grounds are specified in wool-rich, heavy-contract constructions.

KC-H1 **Sovereign**
Ballroom, banquet and arrival

KC-H2 **Processional**
Corridors and elevator lobbies



Set 01

Sovereign

Ballroom, banquet and arrival

Grand, centred grounds for rooms that must photograph well and endure event traffic. Recommended in heavy-contract woven Axminster, typically a wool-nylon blend, with pattern laid to plan so motifs fall correctly on axes and borders.

KC-H101	Sovereign Field
KC-H102	State Banquet
KC-H103	Gallery Gold
KC-H104	Assembly
KC-H105	Ink Wash Suite

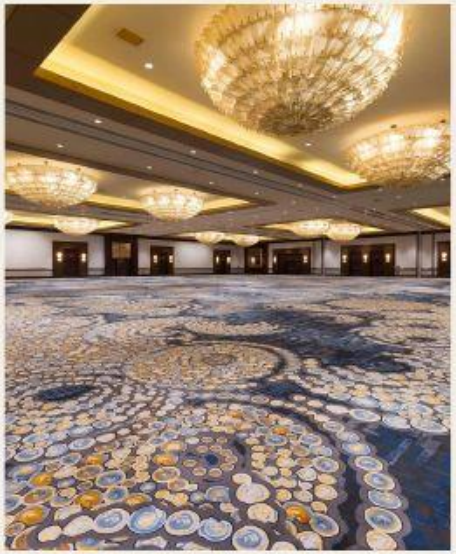
Colour, repeat, width and pile weight are confirmed per project. Typical standards and test files are supplied with the quotation. All specifications follow the approved sample.



KC-H101

Sovereign Field

Woven Axminster
80/20 wool-nylon (typical)
Heavy contract · specification per project
Ballroom · pre-function · lobby



KC-H102

State Banquet

Woven Axminster
80/20 wool-nylon (typical)
Heavy contract · specification per project
Ballroom · banquet



KC-H103

Gallery Gold

Woven Axminster
80/20 wool-nylon (typical)
Heavy contract · specification per project
Lobby · pre-function



KC-H104

Assembly

Woven Axminster
80/20 wool-nylon (typical)
Heavy contract · specification per project
Ballroom · meeting



KC-H105

Ink Wash Suite

Woven Axminster
80/20 wool-nylon (typical)
Guestroom / suite quality · specification per project
Suite · feature guestroom

Set 02

Processional

Corridors and elevator lobbies

Processional grounds are drawn to shorten the visual length of the corridor, hold colour under daily traffic, and meet at doors and lift lobbies without a broken repeat. Woven Axminster in a wool-nylon blend remains the hospitality default for this duty.

KC-H201	Processional Blue
KC-H202	Long Gallery
KC-H203	House Corridor
KC-H204	Quiet Key

Colour, repeat, width and pile weight are confirmed per project. Typical standards and test files are supplied with the quotation. All specifications follow the approved sample.



KC-H201

Processional Blue

Woven Axminster
80/20 wool-nylon (typical)
Heavy contract corridor · specification per project
Corridor · elevator lobby



KC-H202

Long Gallery

Woven Axminster
80/20 wool-nylon (typical)
Heavy contract corridor · specification per project
Corridor · public circulation



KC-H203

House Corridor

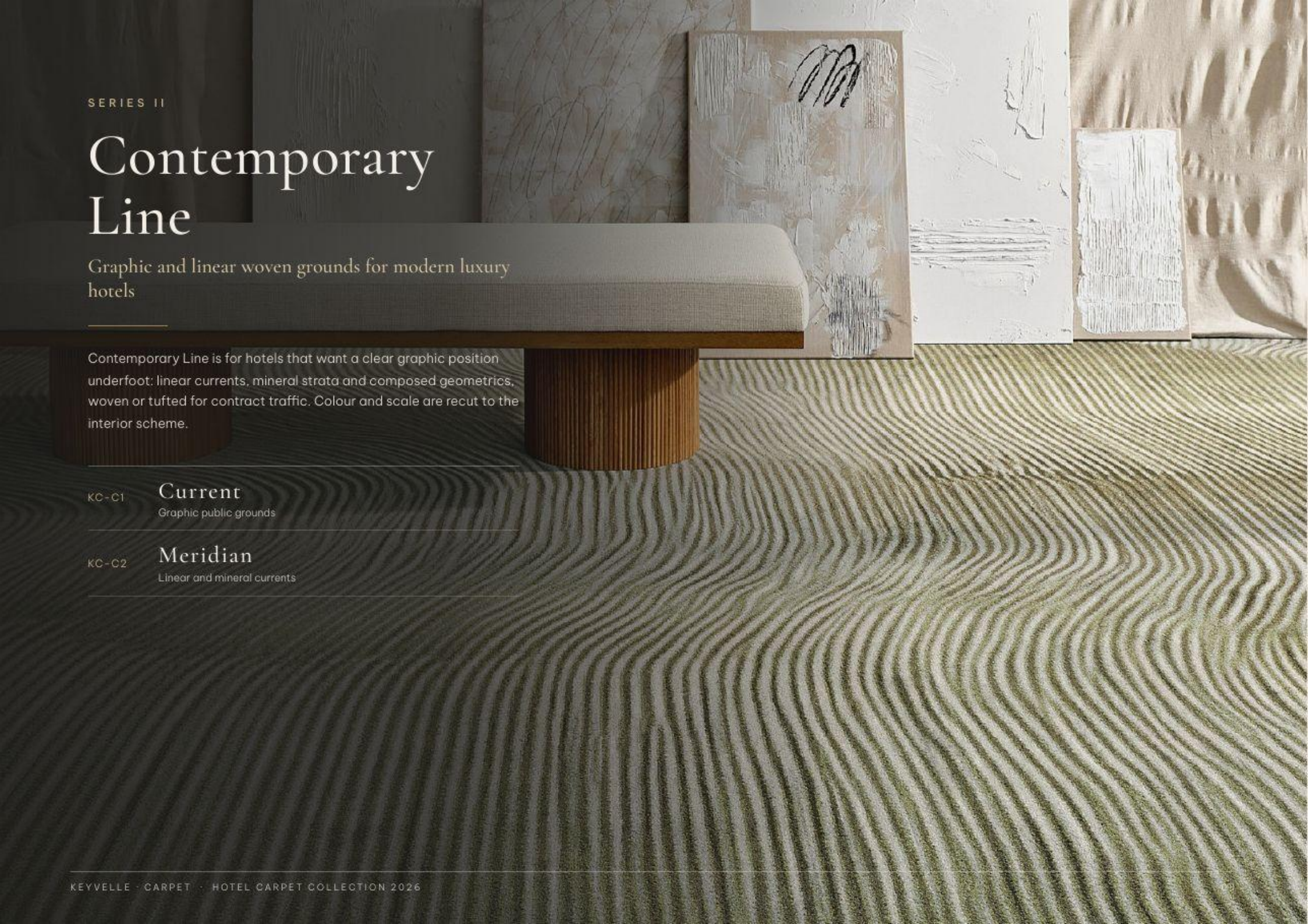
Woven Axminster
80/20 wool-nylon (typical)
Heavy contract corridor · specification per project
Corridor



KC-H204

Quiet Key

Woven Axminster
80/20 wool-nylon (typical)
Guestroom quality · specification per project
Guestroom · corridor transition



SERIES II

Contemporary Line

Graphic and linear woven grounds for modern luxury hotels

Contemporary Line is for hotels that want a clear graphic position underfoot: linear currents, mineral strata and composed geometrics, woven or tufted for contract traffic. Colour and scale are recut to the interior scheme.

KC-C1 **Current**
Graphic public grounds

KC-C2 **Meridian**
Linear and mineral currents

Set 01

Current

Graphic public grounds

Strata, fragment and painterly grounds for lobbies, corridors and feature public rooms. The constructions here are woven Axminster or high-definition tufted contract qualities, specified by traffic rather than by look alone.

KC-C101	Strata
KC-C102	Palisade
KC-C103	Fragment
KC-C104	Lattice
KC-C105	Chequer

Colour, repeat, width and pile weight are confirmed per project. Typical standards and test files are supplied with the quotation. All specifications follow the approved sample.



KC-C101

Strata

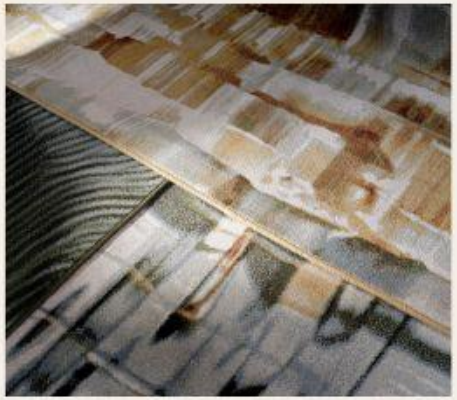
Woven Axminster
80/20 wool-nylon
Custom programme, 7–12 row range · row count per project
Lobby · corridor · public



KC-C102

Palisade

Woven Axminster
80/20 wool-nylon
Custom programme · specification per project
Corridor · public



KC-C103

Fragment

Woven Axminster
80/20 wool-nylon
Custom programme · specification per project
Lobby · F&B · public



KC-C104

Lattice

Tufted Colortec / Graphic
80/20 wool-nylon (typical)
1100–1800 g/m² programme · backing and class per project
Lobby · F&B · meeting



KC-C105

Chequer

Tufted Colortec / Graphic
80/20 wool-nylon (typical)
1100–1800 g/m² programme · specification per project
Public · F&B · meeting

Set 02

Meridian

Linear and mineral currents

Wave, vein and geometric currents that move a guest through a modern hotel without a historic motif. Suitable for corridors, feature walls of floor, and contemporary public rooms; pile weight and construction follow the traffic of each area.

KC-C201	Tide
KC-C202	Vein
KC-C203	Prism
KC-C204	Facet
KC-C205	Horizon Line

Colour, repeat, width and pile weight are confirmed per project. Typical standards and test files are supplied with the quotation. All specifications follow the approved sample.



KC-C201

Tide

Woven Axminster
80/20 wool-nylon
Custom programme · specification per project
Lobby · corridor · suite



KC-C202

Vein

Tufted Colortec / Graphic
80/20 wool-nylon (typical)
1100–1800 g/m² programme · specification per project
Lobby · F&B · feature floor



KC-C203

Prism

Tufted Colortec TWIST
80/20 wool-nylon (typical)
Suite / public quality · specification per project
Suite · F&B · contemporary public



KC-C204

Facet

Tufted Colortec TWIST
80/20 wool-nylon (typical)
Suite / public quality · specification per project
Suite · corridor · public



KC-C205

Horizon Line

Tufted Colortec / Graphic
80/20 wool-nylon (typical)
Specification per project
Guestroom · suite · contemporary public

SERIES III

Natural Field

Organic and mineral woven grounds, drawn from landscape

Natural Field takes its patterns from bark, water, cane and mineral wash. The constructions are heavy-contract woven Axminster, intended for hospitality public rooms and corridors that want a biophilic rather than a historic language.

KC-N1	**Bramble**	Organic woven grounds
KC-N2	**Mineral**	Washed and mineral colourways

Set 01

Bramble

Organic woven grounds

Close studies of thicket, reed, cane and woodland grain, woven in 8-row Axminster, 80/20 wool-nylon, in a 4 m width suitable for heavy-contract hospitality. Colourways can be recut to the project palette. Pattern repeats are typically in the order of 200 × 100 cm, straight match.

KC-N101	Thicket
KC-N102	Mossbank
KC-N103	Reedbed
KC-N104	Canegrain
KC-N105	Deep Copse

Colour, repeat, width and pile weight are confirmed per project. Typical standards and test files are supplied with the quotation. All specifications follow the approved sample.



KC-N101

Thicket

Woven Axminster, 8 row
80% wool / 20% nylon
Heavy contract · Class 32, typical of this construction · 4 m width
Corridor · public · guestroom



KC-N102

Mossbank

Woven Axminster, 8 row
80% wool / 20% nylon
Heavy contract · 4 m width
Corridor · public · F&B



KC-N103

Reedbed

Woven Axminster, 8 row
80% wool / 20% nylon
Heavy contract · 4 m width · repeat c. 200 × 100 cm
Corridor · public · spa



KC-N104

Canegrain

Woven Axminster, 8 row
80% wool / 20% nylon
Heavy contract · Class 32, typical of this construction · 4 m width
Corridor · public · F&B



KC-N105

Deep Copse

Woven Axminster, 8 row
80% wool / 20% nylon
Heavy contract · 4 m width
Public · guestroom · F&B

Set 02

Mineral

Washed and mineral colourways

Soft mineral washes for hotels that want movement without a hard motif. Woven Axminster, 80/20 wool-nylon, from a hospitality stocked programme that can also be used as a starting point for custom recolouring.

KC-N201	Littoral
KC-N202	Ember Wash
KC-N203	Ochre Drift
KC-N204	Sea Smoke
KC-N205	Pumice

Colour, repeat, width and pile weight are confirmed per project. Typical standards and test files are supplied with the quotation. All specifications follow the approved sample.



KC-N201

Littoral

Woven Axminster
80% wool / 20% nylon
Hospitality stocked programme · specification per project
Guestroom · public · spa



KC-N202

Ember Wash

Woven Axminster
80% wool / 20% nylon
Hospitality stocked programme · specification per project
F&B · public · corridor



KC-N203

Ochre Drift

Woven Axminster
80% wool / 20% nylon
Hospitality stocked programme · specification per project
Lobby · public · guestroom



KC-N204

Sea Smoke

Woven Axminster
80% wool / 20% nylon
Hospitality stocked programme · specification per project
Guestroom · spa · public



KC-N205

Pumice

Woven Axminster
80% wool / 20% nylon
Hospitality stocked programme · specification per project
Guestroom · corridor · public

SERIES IV

Quiet Chamber

Soft fields, textured piles and artisan rugs for the room and the suite

Quiet Chamber is the more intimate side of the programme: textured tufted grounds for guestrooms and suites, and artisan rugs for sitting rooms, signature restaurants and arrival islands. Comfort underfoot is specified as carefully as the drawing.

KC-Q1 **Chamber**
Guestroom and suite grounds

KC-Q2 **Atelier**
Artisan rugs for lobby, suite and F&B

Set 01

Chamber

Guestroom and suite grounds

Textured tufted and soft woven grounds for the guestroom, the suite sitting room and quieter public corners. Pile weights are typically in the 1100–1500 g/m² range for rooms, stepping up where a suite should feel more generous.

KC-Q101	Chamber Cloth
KC-Q102	Soft Weave
KC-Q103	Undyed Field
KC-Q104	Night Garden
KC-Q105	Devon Ground

Colour, repeat, width and pile weight are confirmed per project. Typical standards and test files are supplied with the quotation. All specifications follow the approved sample.



KC-Q101

Chamber Cloth

Tufted Colortec TWIST
80/20 wool-nylon (typical)
Guestroom / suite · specification per project
Guestroom · suite



KC-Q102

Soft Weave

Tufted Colortec TWIST
80/20 wool-nylon (typical)
Guestroom / suite · specification per project
Suite · guestroom · lounge



KC-Q103

Undyed Field

Tufted Colortec ORIGIN
Undyed wool (ORIGIN programme)
Specification per project
Guestroom · spa · suite



KC-Q104

Night Garden

Tufted patterned broadloom
Solution-dyed nylon (Definity / Colorstrand literature)
Hospitality tufted · specification per project
Guestroom · corridor · lounge



KC-Q105

Devon Ground

Woven Axminster
Wool or 80/20 wool-nylon (typical of the mill)
Specification per project
Guestroom · lounge · heritage public

Set 02

Atelier

Artisan rugs for lobby, suite and F&B

Artisan rugs, cut to the furniture plan, for arrival islands, suite sitting rooms and signature restaurants. Fibre, pile height and edge finish are confirmed per project.

KC-Q201	Resonance
KC-Q202	Estuary
KC-Q203	Cloister
KC-Q204	Traverse
KC-Q205	Helix

Colour, repeat, width and pile weight are confirmed per project. Typical standards and test files are supplied with the quotation. All specifications follow the approved sample.



KC-Q201

Resonance

Artisan / hand-tufted rug
Wool-rich · fibre mix per project
Decorative / suite quality · specification per project
Lobby · suite · F&B



KC-Q202

Estuary

Artisan / hand-tufted rug
Wool-rich · fibre mix per project
Decorative / suite quality · specification per project
Suite · lobby · lounge



KC-Q203

Cloister

Artisan / hand-tufted rug
Wool-rich · fibre mix per project
Decorative / suite quality · specification per project
Suite · corridor rug · lounge



KC-Q204

Traverse

Artisan / hand-tufted rug
Wool-rich · fibre mix per project
Decorative / suite quality · specification per project
Lobby · suite



KC-Q205

Helix

Artisan / hand-tufted rug
Wool-rich · fibre mix per project
Decorative / suite quality · specification per project
Lobby · contemporary suite

BESPOKE FOR EVERY PROJECT

Customisation

Every ground in this book is a starting point. We recut it to your brand standard, floor plans and operating brief.

01

DESIGN & CAD

Motifs, borders and repeats drawn or adapted to the room plan. Woven-to-plan layouts for corridors, lift lobbies and ballrooms, with seam and motif positioning agreed before loom or tuft.

02

COLOUR

Project colourways matched to sample boards, timber, stone and textiles. Yarn-dyed and piece-dyed routes depending on construction.

03

CONSTRUCTION

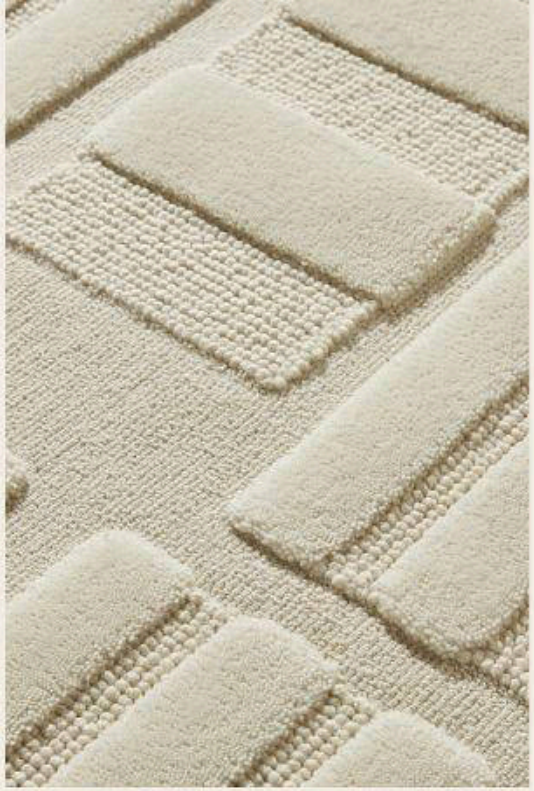
Axminster, Wilton, tufted broadloom, carpet tile or artisan rug, with pile weight and backing chosen for the traffic of each area.

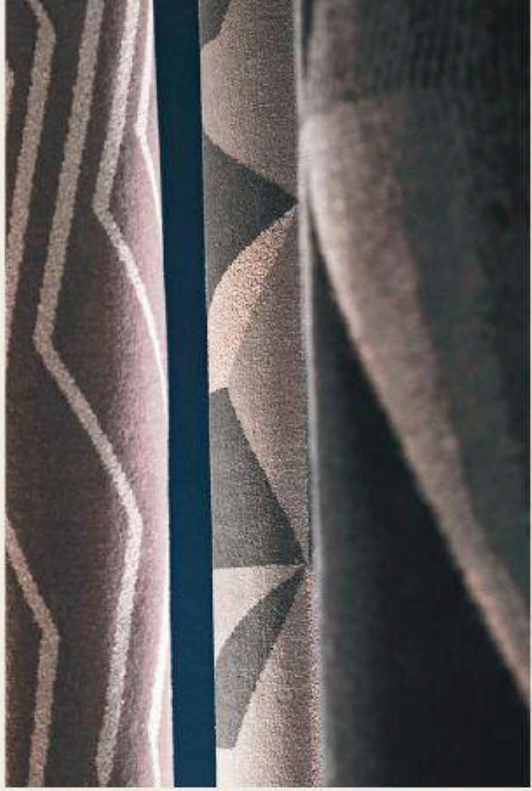
04

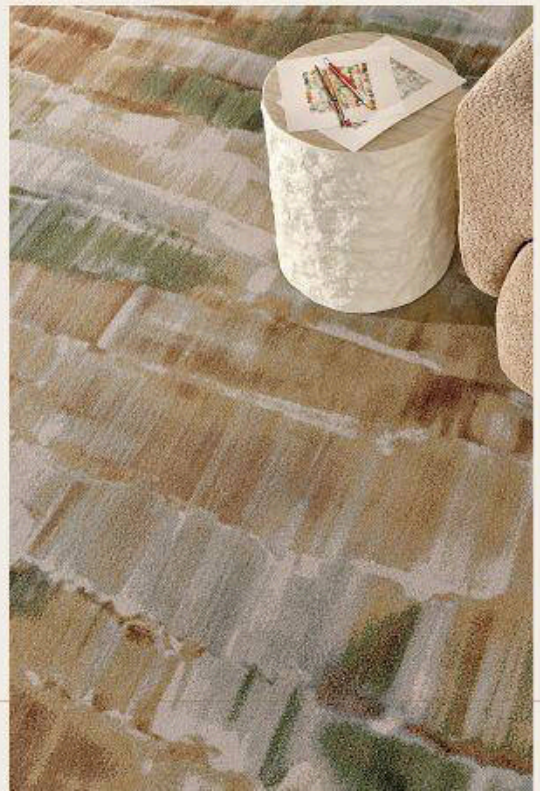
SAMPLES & MOCK-UP

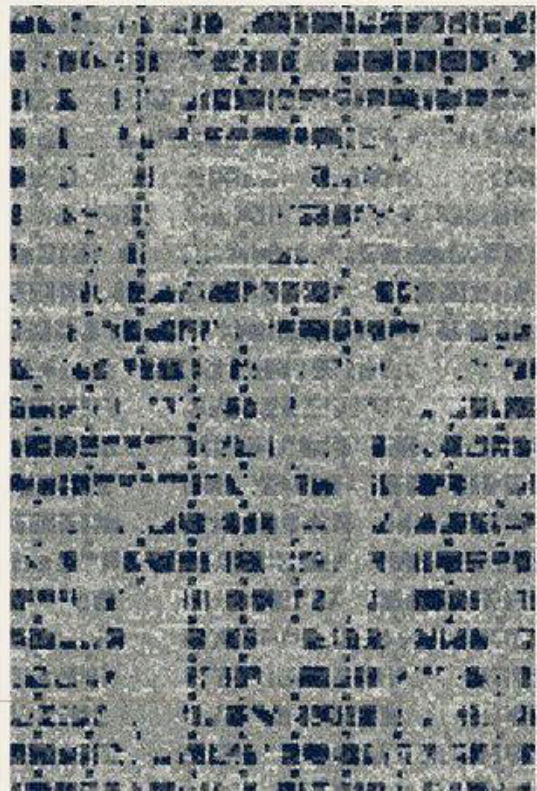
Strike-offs, hand trials or kibby proofs, and, where the brief requires it, a site mock-up before production.

Scope, sampling and lead times are confirmed in the quotation for each project. No price is published in this catalogue.









HOTEL-GRADE BY DESIGN

Quality & Compliance

KEYVELLE · CARPET programmes are specified for contract hospitality. The standards below are those typically requested by international hotel groups. Testing to the applicable standards is arranged per project, construction and backing.

STANDARD	SCOPE
EN 13501-1	Reaction to fire of floor coverings (EU). Typically Cfl-s1 or Bfl-s1, depending on quality and backing.
ASTM E648 Class I	Critical radiant flux of floor-covering systems (USA hospitality).
ASTM E662 / smoke density	Specific optical density of smoke, where required by the brief.
IMO FTP Code, Parts 2 and 5	Marine and cruise fire and smoke, where the project is afloat.
EN 1307 use class (32 / 33)	Contract classification and wear intensity of textile floor coverings.
GB 8624 / B1	Chinese national fire classification, where the project is specified to it.
Appearance retention / TARR or equivalent	Traffic rating and appearance retention for the specified construction.
Colourfastness, electrostatic and slip	Light, rubbing, static and slip as required by the hotel's brand standard.

Compliance depends on the specified construction, fibre, backing and underlay and is confirmed in writing for each project. Underlay, installation and a maintenance regime are part of the specification.



WORKING TOGETHER

Project Process

01
BRIEF

Areas, quantities, brand standards, drawings and the design intent.

02
SELECTION

Series and product selection; area-by-construction matching.

03
SPECIFICATION

Construction, fibre, colour, repeat, fire and test requirements agreed.

04
QUOTATION

A formal RFQ answered with scope, sampling and lead time — not a published price list.

05
SAMPLES & MOCK-UP

Strike-offs or proofs, and a mock-up where the brief requires it.

06
PRODUCTION & QC

Manufacturing with staged inspections and pattern-match checks.

07
LOGISTICS

Packing, consolidation and delivery to the site schedule.

08
INSTALLATION & HANDOVER

Laying guidance or installation, snagging and after-sales care.



Showroom · Ho Chi Minh City, Vietnam
Visit by appointment, Monday – Saturday, 9:00 – 17:00

REFERENCE

Product Index

I · Heritage Grand

KC-H101	Sovereign Field	Woven Axminster · Ballroom · pre-function · lobby
KC-H102	State Banquet	Woven Axminster · Ballroom · banquet
KC-H103	Gallery Gold	Woven Axminster · Lobby · pre-function
KC-H104	Assembly	Woven Axminster · Ballroom · meeting
KC-H105	Ink Wash Suite	Woven Axminster · Suite · feature guestroom
KC-H201	Processional Blue	Woven Axminster · Corridor · elevator lobby
KC-H202	Long Gallery	Woven Axminster · Corridor · public circulation
KC-H203	House Corridor	Woven Axminster · Corridor
KC-H204	Quiet Key	Woven Axminster · Guestroom · corridor transition

II · Contemporary Line

KC-C101	Strata	Woven Axminster · Lobby · corridor · public
KC-C102	Palisade	Woven Axminster · Corridor · public
KC-C103	Fragment	Woven Axminster · Lobby · F&B · public
KC-C104	Lattice	Tufted Colortec / Graphic · Lobby · F&B · meeting
KC-C105	Chequer	Tufted Colortec / Graphic · Public · F&B · meeting
KC-C201	Tide	Woven Axminster · Lobby · corridor · suite
KC-C202	Vein	Tufted Colortec / Graphic · Lobby · F&B · feature floor
KC-C203	Prism	Tufted Colortec TWIST · Suite · F&B · contemporary public
KC-C204	Facet	Tufted Colortec TWIST · Suite · corridor · public
KC-C205	Horizon Line	Tufted Colortec / Graphic · Guestroom · suite · contemporary public

III · Natural Field

KC-N101	Thicket	Woven Axminster, 8 row · Corridor · public · guestroom
KC-N102	Mossbank	Woven Axminster, 8 row · Corridor · public · F&B
KC-N103	Reedbed	Woven Axminster, 8 row · Corridor · public · spa
KC-N104	Canegrain	Woven Axminster, 8 row · Corridor · public · F&B
KC-N105	Deep Copse	Woven Axminster, 8 row · Public · guestroom · F&B
KC-N201	Littoral	Woven Axminster · Guestroom · public · spa
KC-N202	Ember Wash	Woven Axminster · F&B · public · corridor
KC-N203	Ochre Drift	Woven Axminster · Lobby · public · guestroom
KC-N204	Sea Smoke	Woven Axminster · Guestroom · spa · public
KC-N205	Pumice	Woven Axminster · Guestroom · corridor · public

IV · Quiet Chamber

KC-Q101	Chamber Cloth	Tufted Colortec TWIST · Guestroom · suite
KC-Q102	Soft Weave	Tufted Colortec TWIST · Suite · guestroom · lounge
KC-Q103	Undyed Field	Tufted Colortec ORIGIN · Guestroom · spa · suite
KC-Q104	Night Garden	Tufted patterned broadloom · Guestroom · corridor · lounge
KC-Q105	Devon Ground	Woven Axminster · Guestroom · lounge · heritage public
KC-Q201	Resonance	Artisan / hand-tufted rug · Lobby · suite · F&B
KC-Q202	Estuary	Artisan / hand-tufted rug · Suite · lobby · lounge
KC-Q203	Cloister	Artisan / hand-tufted rug · Suite · corridor rug · lounge
KC-Q204	Traverse	Artisan / hand-tufted rug · Lobby · suite
KC-Q205	Helix	Artisan / hand-tufted rug · Lobby · contemporary suite

KEYVELLE

CARPET

Request for Quotation

Share your areas, quantities, drawings and design brief. Our project team will respond with a tailored selection, specification and quotation.

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