

SHOW HIGHLIGHTS PRESS RELEASE

MATTOCENTER 50 YEARS JUBILEE IN 2022!

A unique selection of handmade rugs that celebrate the fine textile traditions around the world

Topics:

- * Mattocenter 50 years
- * New addition to the family business: SAIDE
- * Respecting the thousand year old culture and craftsmanship
- * New high profile website launch 2022
- * Towards new international markets

Mattocenter, offering the vastest selection of high quality rugs in Finland, was established in 1972. This year our Helsinki-based family business has been collaborating with the world's finest carpet and textile producers for 50 years, in three generations.

To keep the selection unique, we believe in hand-picking each rug ourselves: classic hand-knotted wool and silk rugs, nomadic rugs, kelims and a vast selection of modern rugs. Along with private homes, we supply carpets for different kinds of interior design projects: offices, companies, hotels, museums, embassies and other public spaces. The trusty network allows delivering large quantities of carpets or even ordering custom-made carpets for not so traditional spaces.

New! SAIDE is our colourful silk collection and shop-in-shop within Mattocenter and online: cushions, handmade textiles and unique small homeware items that are designed to last a lifetime.

We at Mattocenter and SAIDE are specialized in friendly customer service and known for expertise and knowledge about rugs and textiles and their characteristics: premium quality materials, producing methods, origin, how they will age. We are committed to working with responsible manufacturers and supporting the preservation of traditional craftsmanship that has been practiced in the old rug and textile regions for thousands of years.

Rugs for the new generations

The rug production conditions have improved dramatically over the last decades. Increased awareness among consumers has led to a positive change towards a new culture. Along with the change in general atmosphere, monitoring of workshops and production sites has increased. Although a global control and certification system does not yet exist, most Mattocenter rugs come with a fair trade classification, such as Step Fair Trade Carpets or Care & Fair labelling.

The production of traditional hand-knotted rugs requires special skills and an extraordinary amount of time. It might take several years to finish a rug with high knot density. The unique imprint of human hands adds to the value of the rug – and is something a machine can never imitate. It is important that the culture and expertise of traditional rug regions is fostered and carried on from one generation to the next. Hand-made rugs often come with small imperfections simply because they are made by hand. Just like in art, these unique variations increase the value and character of the pieces.

As our family has been collaborating with the world's finest manufacturers for decades, we can guarantee the highest quality of our selection.

To celebrate our 50 years in business and to serve the growing international interest, we are launching a new website by the end of August 2022, designed by a talented and awarded Finnish Creative Designer Matilda Diletta.

For more information please contact:

Mattocenter Vahit Wafin

SAIDE Tinet Wafin

www.mattocenter.com

www.saide.com