



CAPABILITY PROFILE · 2026

Pihue Creations

Handmade rugs from Bhadohi. One custom piece or a container programme — the same looms, the same quality standard, the same answer on the phone.



Who we are

A working rug factory in Bhadohi, India — the country's GI-tagged carpet cluster.

Founded in 2021. Washing, finishing and QC under our own supervision. Dyeing at a contracted OEKO-TEX and RWS certified plant. This keeps tight control over the operations that decide a rug's character, and uses a certified specialist for the one that decides its safety and provenance.

What we don't do

- Machine-made rugs. Every piece is made by hand.
- Screen-printed labels for certifications we don't actually hold. Every mark in this document is verifiable with the awarding body.
- Client-list marketing. Buyers value confidentiality, so their names stay off our pages.

GI-TAGGED BHADOHI CLUSTER

FOUNDED 2021

WASHING · FINISHING · QC

DYEING AT A CONTRACTED CERTIFIED PLANT



A PIHUE FOUNDER IN THE BHADOHI SHOWROOM.

What we make

Four constructions, run side by side. Most factories specialise in one and subcontract the rest. A collection across price points comes from one vendor and one standard.

Lead times run from strike-off approval. Mixed orders track the slowest construction in the set.



Hand-knotted

Our finest and most durable work — individually knotted on a cotton or wool foundation. Washable, built to last decades. Heirloom pieces and design-led collections where the surface has to carry the price point.

20-180 KPSI, SPECIFIED PER DESIGN

WOOL · SILK · BAMBOO SILK

35-130 DAYS



Hand-loom

Woven on the loom rather than tufted. No latex, no bonded backing. Washes without structural risk and cannot delaminate. Loop and pebble textures built from varied yarn and loop height, made in the weaver's hands.

2500-5000 GSM

LOOP 5-12 MM

CUT · LOOP · MIXED

30-60 DAYS, 30 URGENT



Hand-tufted

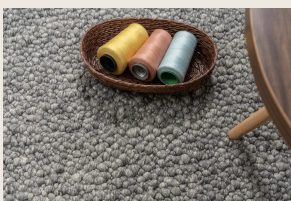
The most versatile construction for complex artwork. Colour count is effectively unlimited. Lead times are shorter than knotted work at a considerably lower price point.

2000-3500 GSM (WOOL)

HIGHER IN SILK · VISCOSE

PILE 8-18 MM

35-45 DAYS



Flatweave & dhurrie

Reversible, lightweight, washable. Strong on price. Well suited to high-traffic areas and to layered or seasonal schemes.

1200-5000 GSM

WOOL · COTTON · JUTE · RPET

35-45 DAYS

Selected finished pieces from our floor — an indication of range across construction and design.



HAND-KNOTTED — KNOT DENSITY IS SPECIFIED PER DESIGN, FROM 20 KPSI UP TO 150 KPSI IN WOOL AND 180 KPSI IN PURE SILK. FINE MOTIF DETAIL, LIGHT-CATCHES AT DISTANCE.



HAND-TUFTED — FIGURATIVE MULTI-COLOUR WORK; THE CONSTRUCTION WHERE COLOUR COUNT IS EFFECTIVELY UNLIMITED.



HAND-TUFTED — GEOMETRIC WOOL; 2000-3500 GSM, 8-18 MM PILE.



HAND-KNOTTED — BERBER-STYLE WOOL WITH KNOTTED FRINGE; DELIVERED.

Cushions (bulk)

Hand-tufted and flatweave cushion covers produced alongside a rug programme, matched to the same colour system. Bulk programmes for hospitality collections and retail.

BULK PROGRAMMES

MATCHED TO THE RUG SHADE CARD

CUSTOM SIZES

§ 03 How a rug is made here

Every rug on our floor moves through the same twelve stages, whether it is a one-off strike-off or a container programme. Verification is built into the flow, not bolted on at the end.

- 01 **Yarn intake.** Wool is tested before anything else happens to it — count on the wrap reel, twist on the twist tester, moisture regain in the hot-air oven, weight on the calibrated analytical balance. RWS-certified wool carries transaction certificates from farm forward.
- 02 **Shade card and lab dips.** Colour is fixed against the shade card before bulk dyeing. Lab dips matched to Pantone and ARS 1400 references, returned for approval in about ten days. Minimum dye lot is one kilogram, so a custom colourway is available on a single rug.
- 03 **Dyeing.** Happens at a contracted OEKO-TEX and RWS certified plant — we use a certified specialist for the operation that decides a rug's safety and provenance. Colour fastness tested against reference under standard light before any yarn is released to the loom.
- 04 **Drying.** Dyed hanks are dried before spinning or issue. Sun-drying where the weather allows, controlled drying otherwise. Nothing goes to the loom damp.
- 05 **Spinning.** Handspun yarn is produced within our own operation; mill-spun yarn is sourced to specification. Custom blends — mohair-and-wool, Merino-and-New-Zealand, wool-and-nylon — are made to order from a 5 kg spin lot.
- 06 **Work order (folio).** Each rug or batch is issued as a work order carrying size, design, quality, shade reference and the yarn requirement per square metre, calculated from the shade card. The folio travels with the piece from issue to bazar.



- 07 **Yarn issue and accountability.** Yarn is issued against the work order's per-square-metre requirement. Consumption is reconciled on return; any shortage carries forward against the next issue. Nothing leaves the store unaccounted.
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- 08 **Weaving.** Persian, Turkish or Indo-Tibetan knots tied by hand. On the loom, up to 20 ft in width, woven as a single piece with no seam. Lobby, ballroom and banquet-scale pieces run whole up to that limit.
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- 09 **Receiving (bazar).** Finished pieces are received daily against slips. GSM is calculated and verified on every single piece as it comes off the loom — not sampled, every piece.
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- 10 **Shearing, carving and finishing.** The pile is machine-sheared to level it to specified height. Carving and finishing are done by hand — pattern relief cut into the surface, edges dressed, the piece readied for wash.
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- 11 **Washing and drying.** Every rug is washed and dried before final QC. Sun-drying where the weather allows — the traditional finish still holds a piece flat and settles the pile the way no dryer does.
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- 12 **Final QC, packing and documentation.** Dimensions to $\pm 3\%$, pile, binding and finish verified against the approved sample. Bale marking, private label where specified, and full export documentation — packing list per rug and per pallet, commercial invoice, certificate of origin, transaction certificates for RWS, GRS or OEKO-TEX programmes.
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STAGE 11 — SUN-DRYING BEFORE FINAL QC.



STAGE 12 — DIGITAL CALIPER, EVERY PIECE.



STAGE 12 — BUNDLES READY FOR THE FORWARDER.

Traceability. RWS wool is traceable to audited farms; GRS transaction certificates travel at every handoff between trader, dyer, weaver and exporter; GoodWeave inspection covers the full supply chain including subcontracted home looms. The provenance is not a report generated at the end — it is the sum of the twelve stages above.

What makes us different

Two numbers sit at opposite ends of the same floor.

MINIMUM DYE LOT — 1 KG

LOOM WIDTH — UP TO 20 FT

A one-kilogram dye lot puts a custom colourway on a *single rug* — no bulk commitment. Twenty feet is our maximum loom width; lobby, ballroom and banquet-scale pieces are woven whole, without a seam.



A LARGE HAND-KNOTTED RUG SUN-DRYING — THE 20-FT LOOM WIDTH, WHOLE-PIECE.

Fibres and colour

FIBRE	GRADE	CERTIFIED UNDER
New Zealand wool	A	OEKO-TEX Standard 100
Merino wool	A	OEKO-TEX Standard 100
Indian wool	A	OEKO-TEX Standard 100
Argentinian wool	A	OEKO-TEX Standard 100
Cotton	A	OEKO-TEX Standard 100
Linen	A	OEKO-TEX Standard 100
Viscose	A	OEKO-TEX Standard 100
Bamboo silk	A	OEKO-TEX Standard 100
Silk	A	Certified
Mohair	A	OEKO-TEX Standard 100
Recycled PET	A	OEKO-TEX Standard 100 · GRS
Nylon	A	OEKO-TEX Standard 100
Jute	A	Certified



COLOUR SUBMISSION CARDS, TAGGED FOR CLIENT APPROVAL.

Spinning. Handspun yarn is produced within our own operation. Mill-spun yarn is sourced to specification. Custom blends — mohair-and-wool, Merino-and-New-Zealand, wool-and-nylon — are made to order from a 5 kg spin lot.

Colour. Dyeing is at a contracted OEKO-TEX and RWS certified plant, matched to Pantone and ARS 1400 references. Colour fastness tested. **Natural undyed fleece** is available where the palette allows it, and removes dye-lot variation across a multi-piece order entirely.

PANTONE & ARS MATCHING

LAB DIPS 10 DAYS

NATURAL UNDYED FLEECE



WOOL HANKS DRYING AFTER DYEING — THE RANGE THAT MAKES A PALETTE POSSIBLE.



NATURAL-FIBRE DETAIL — JUTE AND WOOL AT THE RUG EDGE.

➤ [Watch a rug on the loom — pihuerugs.com/craft/](https://pihuerugs.com/craft/)

➤ [Ten days to the right colour — pihuerugs.com/our-lab-dip-process/](https://pihuerugs.com/our-lab-dip-process/)

§ 05 How we prove it

You don't have to take our word for it. Every rug is checked at defined stages. Every certification is independently verifiable.



MEASURED AGAINST SPECIFICATION — EVERY PIECE, BEFORE IT IS PACKED.

QC bench

EQUIPMENT	TESTS	CALIBRATED BY
Wrap reel	Yarn count	
Analytical balance	Weight and GSM	IICT Bhadohi
Twist tester	Yarn twist	
Hot-air oven	Moisture regain	

Inspection points

- 01 **Yarn intake** — count, twist and moisture regain verified against specification.
- 02 **Post-dyeing** — shade approved against reference, fastness checked.
- 03 **On the loom** — dimensional and density checks in production.
- 04 **Receiving** — GSM verified on every piece off the loom.
- 05 **Post-finishing** — dimensions, pile, binding, finish.
- 06 **Pre-shipment** — full inspection against the approved sample.

Third-party pre-shipment inspection welcomed. Size tolerance on handwoven goods is $\pm 3\%$.

Certifications

Six certifications, each independently verifiable. Certificates travel with commercial correspondence and every number can be confirmed with the issuing body.

 GOODWEAVE Child-labour-free supply chain Unannounced inspections at every loom, including subcontracted home looms. ➤ Verify with GoodWeave – goodweave.org	 RWS – RESPONSIBLE WOOL Wool traceable to audited farms Animal welfare (no mulesing), responsible land management, chain of custody farm to finished rug. ➤ Verify with Textile Exchange – textileexchange.org	 GRS – GLOBAL RECYCLED Recycled content, tracked Transaction certificates at every handoff — trader, dyer, weaver, exporter. ➤ Verify with Textile Exchange – textileexchange.org
 OEKO-TEX Materials tested safe Lab-tested against banned azo dyes, formaldehyde, heavy metals and more. ➤ Verify with OEKO-TEX – oeko-tex.com	 ISO 9001:2015 Quality management system Documented processes, records, reviews. The standard retailers with formal onboarding ask for. ➤ Certificate on request – pihuerugs.com/for-buyers/certifications/	 SMETA / SEDEX Four-pillar social audit Labour, health & safety, environment, business ethics — reported on the Sedex platform. ➤ Verify with Sedex – sedex.com

➤ Full documentation and scope – pihuerugs.com/for-buyers/certifications/

§ 06 How to work with us

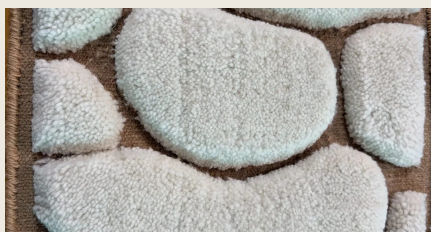
Design & development

Your artwork. Client artwork remains the client's property. We do not reuse it, show it to other buyers, or carry it into a collection of our own — and we'll confirm that in writing before anything is sent.

Original design to your brief. Tell us the market, palette and feeling, and our design team develops original artwork for your brand.

Interpretation from reference. Send imagery that captures what you're after and we develop something original from it.

Private label. We produce under private label to client specification — your labels, your packaging, your brand.



COLOUR AND QUALITY SAMPLES.



A FINISHED HAND-KNOTTED RUG.



A FINISHED HAND-KNOTTED RUG.

How an order runs

01	Quotation against specification	Same working day
02	CAD drawing and colour proposal	3–5 days
03	Lab dips for colour approval	10 days
04	Physical strike-off sample	10–15 days
05	Bulk production	30–130 days by construction
06	Finishing, inspection and packing	5–7 days

Sample charges quoted per project.

Terms

Incoterms	FOB Nhava Sheva as standard; all Incoterms accepted
Sea / Air freight	Nhava Sheva (Mumbai) · IGI Delhi
Minimum order	One piece. For repeat designs in a custom colour, 10 sqm per design per colour.
Minimum dye lot	1 kg
Size tolerance	±3%
Payment	30% advance with the order, 70% against pre-shipment
Inspection	Client or third-party pre-shipment inspection welcomed

Packing

Every rug ships individually rolled, wrapped in moisture-resistant LDPE, labelled with your barcodes, and palletised where the routing calls for it. Documentation supplied per shipment:

- Packing list per rug and per pallet.
- Commercial invoice and certificate of origin per the destination country.
- Transaction certificates (RWS, GRS, OEKO-TEX) where the programme is certified.
- MID and HS classification guidance supplied with every US shipment.

A coda. We decline work where we can see a problem coming for the client — a construction that won't survive its intended use, a specification that won't hold its shape, a price that can only be met by cutting something that matters. We'd rather lose the order than deliver a rug that becomes someone's problem in eighteen months. If we cannot meet a quality target or a price, we say so at the first email — not at the third round of sampling.



LABELLED BUNDLES — SKU TAGS APPLIED, READY FOR THE FORWARDER.



WRAPPED ROLLS ON THE PACKING FLOOR — LABELLED PER SKU.

Talk to us



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GoodWeave · ISO 9001:2015 · OEKO-TEX Standard 100 · GRS · RWS
· SMETA



SCAN FOR WEB EDITION