

# At Corporate Profile

Alternative Technology

We transform the way carpets are  
**designed, produced and marketed**



*This hand knotted carpet was rendered using Galaincha Software.*

## **Reinventing Success Through Transforming Ideas and Innovation**

**At** Alternative Technology

Alternative Technology is a truly global company focused in computer graphics innovation for custom carpets. Our solution for custom carpets has significantly empowered the industry and has transformed the way carpets are designed, produced and marketed.

Our Virtual Carpet Software Suite is one of the very few global standards for designing and illustrating rugs to clients, and exchanging carpet data between the manufacturer and the buyer. The topmost companies dealing with custom rugs world-wide, as well as leading rug producers in Nepal use our software.



The image alongside is called a **QR code** and provides an easy means to access further information. To read the code, open a barcode scanner application on your smartphone, point your phone's camera at the code and scan. The code will bring you to a relevant website.



A powerful software for easily **designing**, quickly **coloring**, realistically **illustrating**, effectively **communicating** and precisely **manufacturing** custom rugs.



**explorUG.com**, the online customization tool is ideal for your sales people on the road as well as your designers who want to access your collection from anywhere using any device whether it be a PC, Mac, iPad, iPhone, smartphone or tablet.



**RUGShare** is an add-on for exploRUG that lets you create shareable virtual catalogs from your rug collections, making your customization and order service accessible from any of your clients' smart devices.

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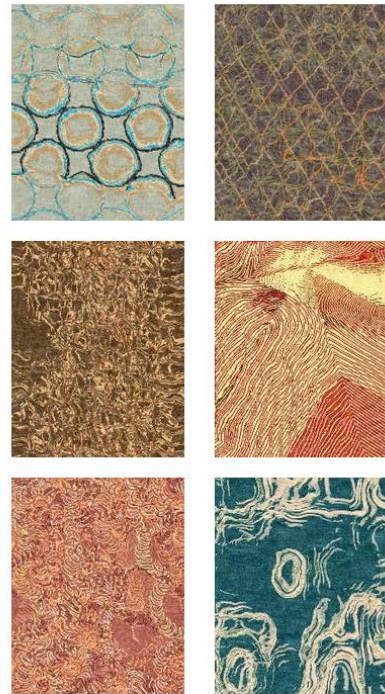
in f NEXT DESIGN

ADD TO CART 0 CHECKOUT X



- Ancient Marble
- Sepia Gray
- Albescent White
- Pale Tangerine
- Milk Chocolate
- Orange Lily
- Medium Vermilion

More Recommendations



DesignID 2E519C

800 X 1000 pixels | 7 colors

Only1dollar.com is a source of unique designs for your inspiration. You will find patterns for flooring, rug designs, wall to wall carpet designs, wallpaper designs, fabric designs, textile patterns, patterns for interior design and patterns for customizing personal accessories.

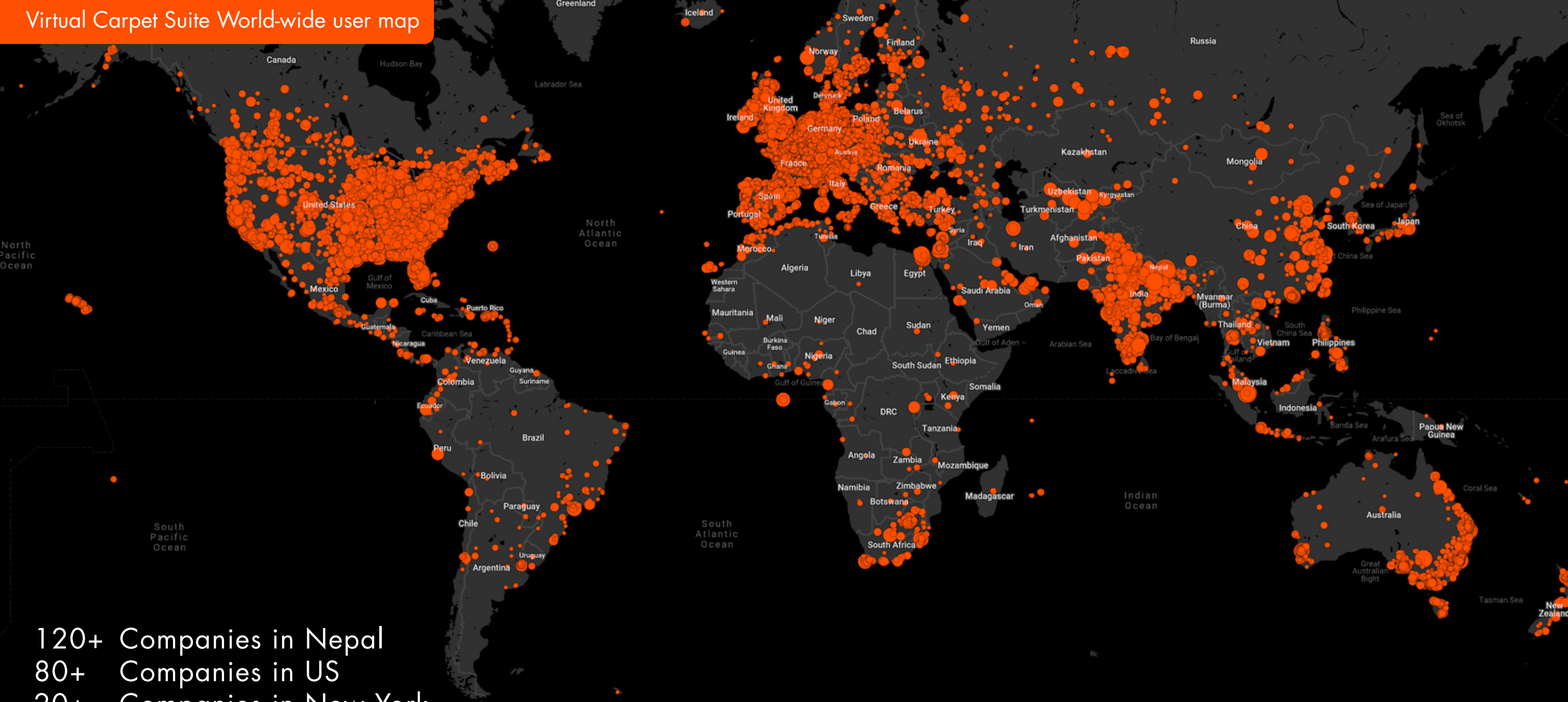


**GRACEFULLY CRAFTED RAMRO DESIGNS**

A design market suited for those looking for beautiful designs to weave as their rug, embellish a piece of fabric, or print onto anything custom or commercial.

Download **EXCLUSIVE AND NON-EXCLUSIVE** samples to see what you get on a purchase.

# Virtual Carpet Suite World-wide user map



120+ Companies in Nepal  
80+ Companies in US  
20+ Companies in New York

**World wide users**  
20882 Cities of 185 Countries (as of Jan., 2022)

## Photorealistic Rendering

You can see and show a computer visualization of the end product with different material, weaving (wool, silk, loop and custom texture) and finishing options (high and low pile, carving) before it is actually woven. The end product closely resembles the rendered artwork.



**Above** | Rug visualization before production  
**Right** | Actually produced rug



# Instant View in Room Sets

With our technology, custom carpets can be automatically laid in the pre-processed room sets with just a click of the mouse. This means that you can choose the best rug pattern and color combination suitable for the given situation.





# Virtual Carpet Suite

## increasing efficiency and going greener

**A full-fledged showroom with minimum investment and space**  
**Selling custom rugs online**

**Flawless communication between customer and manufacturer**

Indeed! The virtual carpet suite doesn't only save time and cost, it helps you go greener as well. Have you ever imagined how significantly you could contribute to the environment just by saving one sample (or strike-off) every week?

**Virtual Carpet Suite**  
**helps protect the environment in two main ways:**

**By reducing the carbon footprint of remaking carpets due to mistakes because**

- manufacturers can weave exactly as desired by the client
- designers can instantly evaluate the final design in different color combinations
- retailers can visually interact with customers for choosing the right rug
- customers can choose the correct colors and ensure that the carpet matches their room

**By eliminating the pollution caused by unnecessary physical objects such as**

### wasted wool

Galaincha accurately estimates the consumption of each color yarn

### graphs and designs stored on paper

With Galaincha, you can easily manage and retrieve your designs and graphs on demand

### strikeoffs

Galaincha can generate a photorealistic image of a sample

### express mail

Designs and illustrations can be emailed as small attachments instead of express mails

# Compare Galaincha and exploRUG

	Galaincha Illustration Communication Production	exploRUG Illustration Communication Sales	
<b>Illustration Features</b>			
Real looking rendering	✓	✓	
Use of custom colors	✓	✓	
Drag and drop to change color of rug	✓	✓	
Change texture to wool, silk, loop, custom	✓	✓	
Low and high pile view	✓	✓	
Carving effect	✓	✓	
Mixed ply simulation	✓	✓	
Gradient simulation	✓	✓	
Close up view	✓		Strike off only
Rug in room view	✓	✓	
Possibility of using custom room	✓	✓	Involves processing fee

## Communication Features

Illustration with color information	✓	✓	
Size and Quality information	✓	✓	On order sheet
Communicating with clients not having software	✓	✓	
Using your own logo in illustrations	✓	✓	

## Sales Features

Can be launched from your own website	x	✓	
Can be used by many people at once	x	✓	
Customers can login from their site or home	x	✓	
Possibility to see sale price after customization	x	✓	

## Production Features

Design creation and editing	✓	x	Needs to be edited in Galaincha
Viewing and printing graph for knotting or tufting	✓	x	
Percent coverage and wastage estimation	✓	x	

# Resources

## Custom Rugs

All designs and illustrations in the book were created using Galaincha, the carpet designing software and exploRUG, the online custom rug marketing software. The designs in the book are available online for use in exploRUG free of cost. You can create your own color combinations of these designs and view in different rooms.



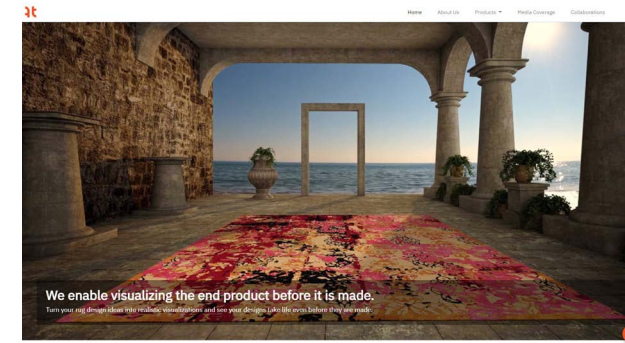
<https://alternative.com.np/customrugs>

## Carpet Designs for World Cup 2010

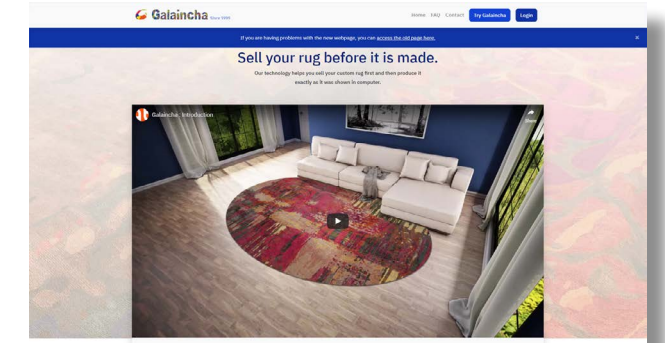
Our world cup brochure showcases world cup symbols as carpets. All the designs were created instantly from photographs using Galaincha and rendered as carpets.



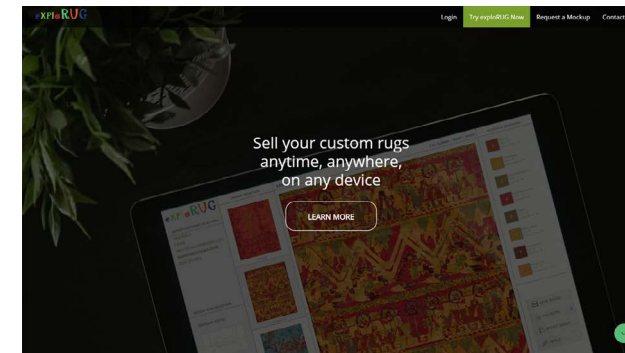
<https://alternative.com.np/worldcup2010/>



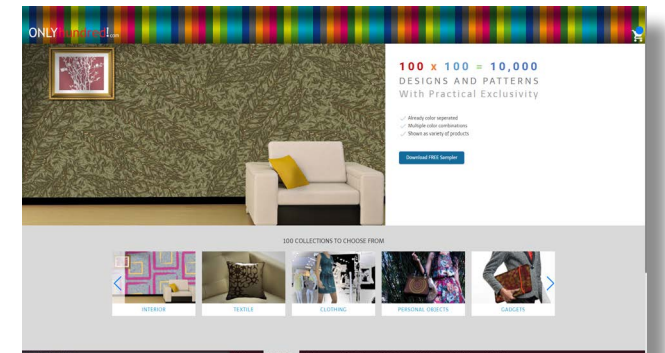
[www.alternative.com.np](http://www.alternative.com.np)



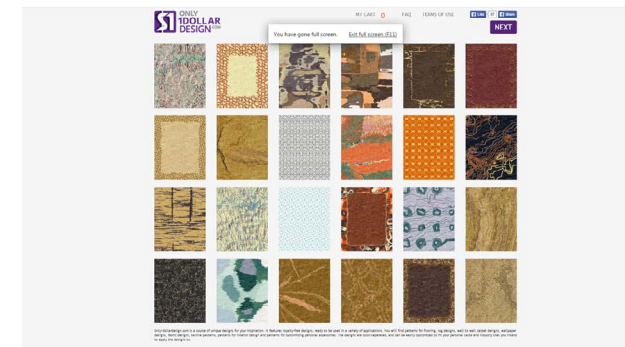
[www.galaincha.com.np](http://www.galaincha.com.np)



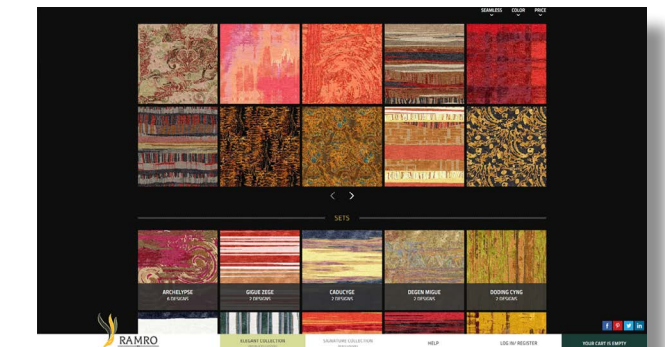
[www.explorug.com](http://www.explorug.com)



[www.onlyhundred.com](http://www.onlyhundred.com)



[www.onlyonedollardesign.com](http://www.onlyonedollardesign.com)



[www.ramrodesigns.com](http://www.ramrodesigns.com)

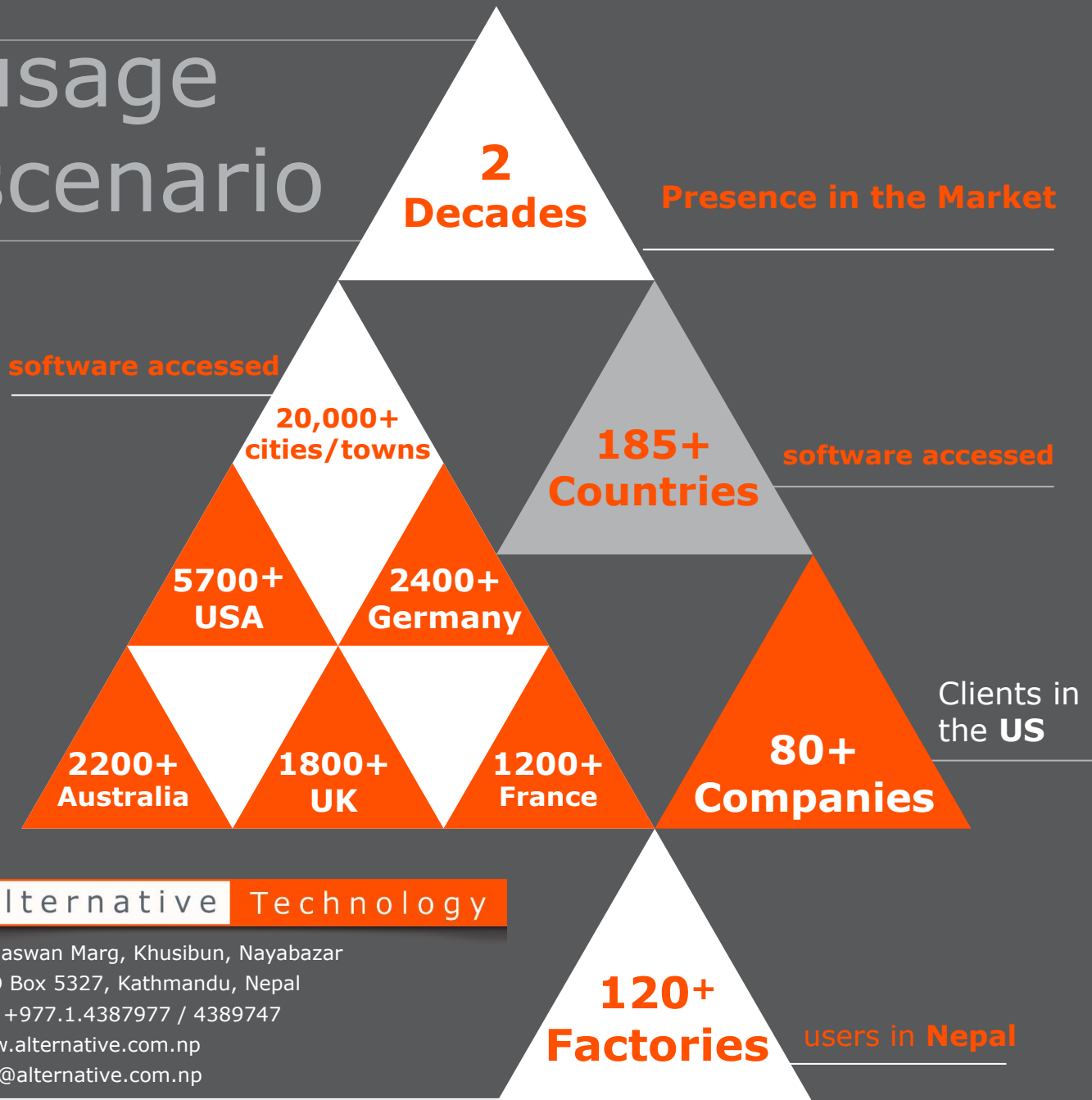
# 10 MAJOR CHANGES in Carpet Industry



- 1 Majority of the industry's graphs are now done in computer**  
Hence these are crisp and easier to understand. These could be printed on demand, in parts, and in various size and color options. These could be stored in computer, and retrieved at any time.
- 2 Complex designs are accepted**  
Hence almost everything could be made into a rug, whether it were a photograph, a painting, or a drawing by the kid of the customer - with absolute proximity to the original.
- 3 No proportions and other conversion errors**  
Hence the carpets are manufactured exactly to the knot as per the client's specifications.
- 4 Customers could make more informed decision on selection of material vs price, etc**  
Hence customers with any budget can order a carpet that fits their financial capability. Customers that would otherwise choose a tufted carpet are tempted to order a hand woven custom carpet.
- 5 Two dye lots are not used in one single custom rug**  
Hence the rejections due to non-uniform colors have been eliminated.
- 6 Not too much left over yarn in store**  
Hence the production cost is reduced. There is no need to weave cheap stock carpets to utilize the unused yarn.
- 7 Silk percentage controversy is resolved**  
Hence buyers are convinced why more silk is used in busier designs. The misunderstanding between customers and manufacturers due to visual perception of silk consumption has been eliminated.
- 8 Graphing time has reduced from weeks for complex designs to hours**  
Hence the production time is reduced. The need to redo the graphs for minor motif changes has been eliminated. Producing graphs for different sizes of the designs is a matter of seconds.
- 9 Clients could choose their own colors and see the output at their end**  
Hence customers are more satisfied with the end product. They have already seen the carpet laid in their own rooms, and selected colors to match their existing furniture and textiles.
- 0 No communication errors**  
Hence clients are happier with the manufactured carpets, resulting in more orders.

To read media coverage, please visit [www.alternative.com.np/newsroom](http://www.alternative.com.np/newsroom)

# usage scenario



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