

CUSTOM RUGS

T H E A L T E R N A T I V E W A Y





CUSTOM RUGS

THE ALTERNATIVE WAY



PUSHING THE BOUNDARIES

Two decades ago, we first started writing a piece of computer program just to convert computer artwork into graph for hand knotting. Suddenly, a process that took days, sometimes weeks, could be done in minutes. But, apart from time and cost saving, it was more about precision, about converting any digital artwork into a beautiful piece of hand crafted art out of the loom. Although it was difficult to convince people at first about the usefulness of our software, it gives us great satisfaction to see custom rugs being transformed through our solutions today.

We are happy that we are pushing the boundaries of what can be done through technology in the world of rugs. For us at Alternative Technology, it is much more than just business, it is a mission. And this whole journey has been so refreshing, so educating, full of excitement and challenges, and so beautiful and meaningful.

We are indebted to the entire industry for their overwhelming support in terms of their innovative usage and trust on our technology, and their word of mouth in appreciation of our effective solutions and prompt services.

We hope that this book will come up as a revelation of newer possibilities in custom rug business offered by our solutions and services.

Dr. Jyoti Tandukar
CEO





SELL YOUR RUG BEFORE IT IS MADE

Design, Sell, and then Produce.

Create a design for your custom rug, show it to your customers, customize as per their needs, and only then produce the rug. With technology, you can save on inventory, minimize rejections, and keep your customers happy.



CREATE

Create a design from start, or from an inspiring artwork or photograph. Experiment with size, shape, color, material, and motifs to create your own unique rug design.

It's easy, it's quick, and it's fun!



Concept

CONCEPT TO CREATION

To create a rug with the Autumn theme, take a picture of your garden, bring into Galaincha, and with a few clicks, you have a rug in autumnal colors. Add some silk highlights, and there you are, a remarkable rug to match the Autumn outside.

From concept to creation – in no time or cost!

Visualization

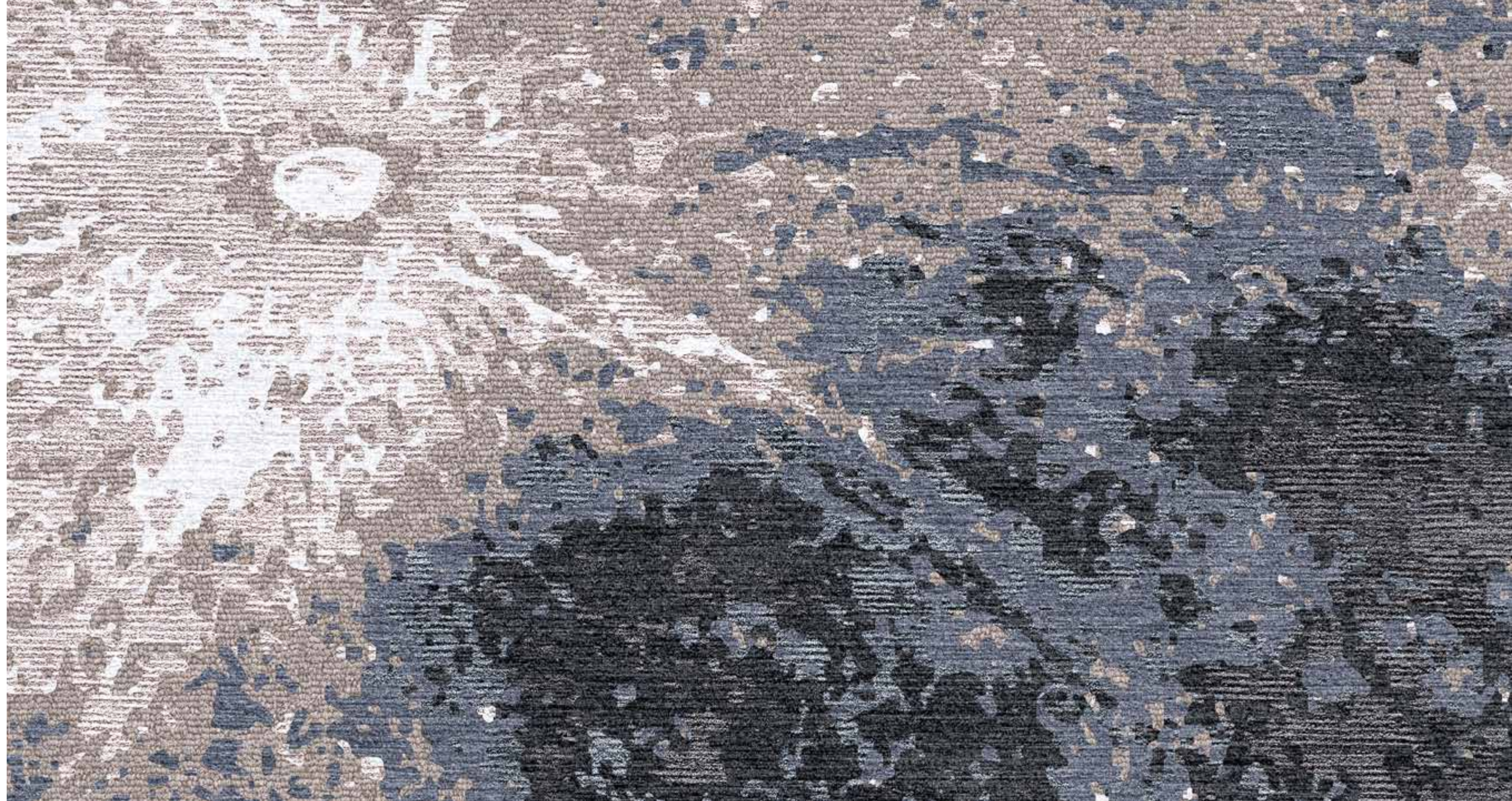
1	2	3	4
Death Plant Wool	Driftwood Silk	Golden Beige Wool	Grizzly Wool
5	6	7	8
Pickled Bean Wool	Ochre Wool	Aurulent Brown Wool	Citron Green Silk
9	10	11	12
Dull Yellow Wool	Straw Silk	Dark Olive Wool	Gold Silk
13	14	15	16
Marigold Wool	Chenin Silk	Ripe Lemon Silk	Xanthic Yellow Wool
17	18	19	20
Saffron Yellow Silk	Mellow Apricot Wool	Celery Wool	Chalky Yellow Wool





VISUALIZE

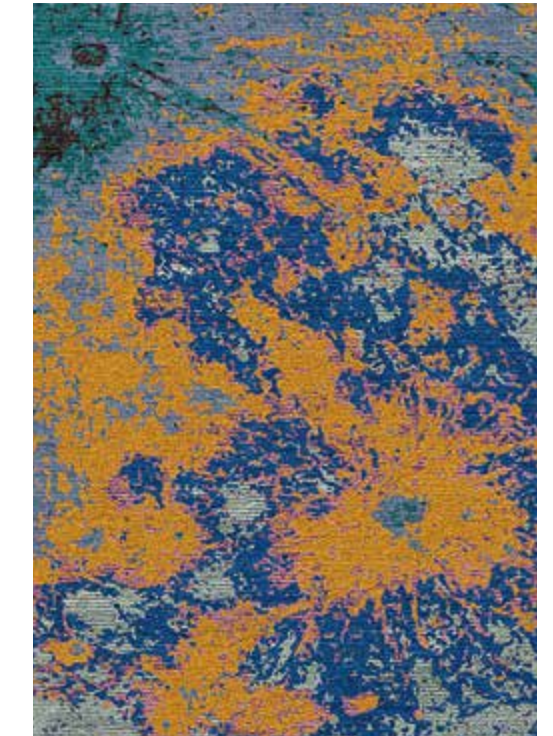
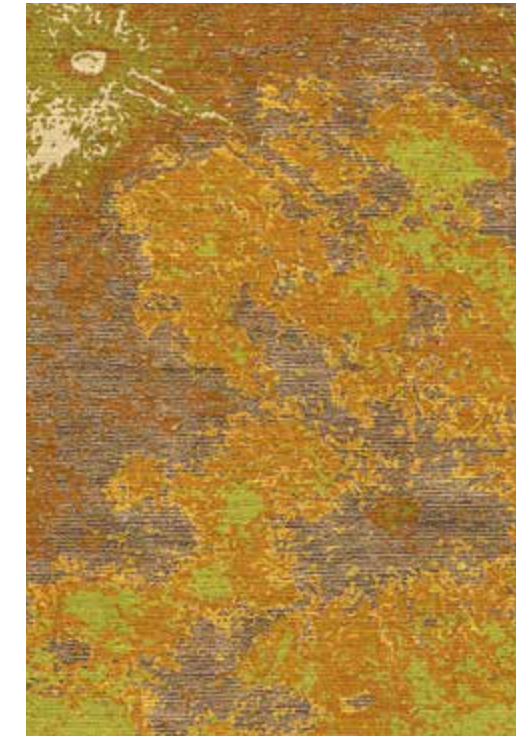
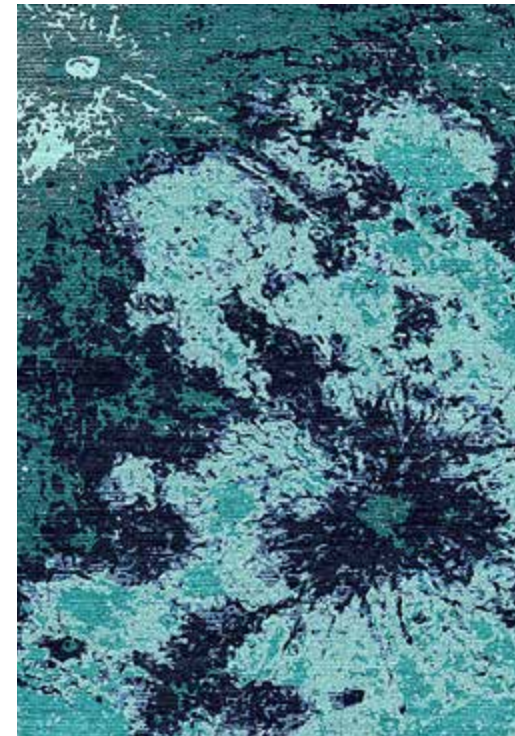
Producing samples can be costly. With Galaincha, you can immediately see how a rug will look like, in different colors, materials, and constructions. You can even show the rug laid in the customer's own room.





An image of the moon in the previous page was used to create this design. The rug is made with wool and silk, which you can see closely in the strike-off in the previous page.

Reach the moon with your creativity and Galaincha!



Different color combinations of the moon rug.



RECOLOR

With easy drag and drop operations, add, change, or reduce colors to get that perfect combination of your rug design. Use standard color references, or create your own, so the manufacturer knows exactly which colors to use.

Galaincha allows you precise control over the choice of colors. If short on time, cycle through hand-picked color combinations to create multiple combinations of the same design.





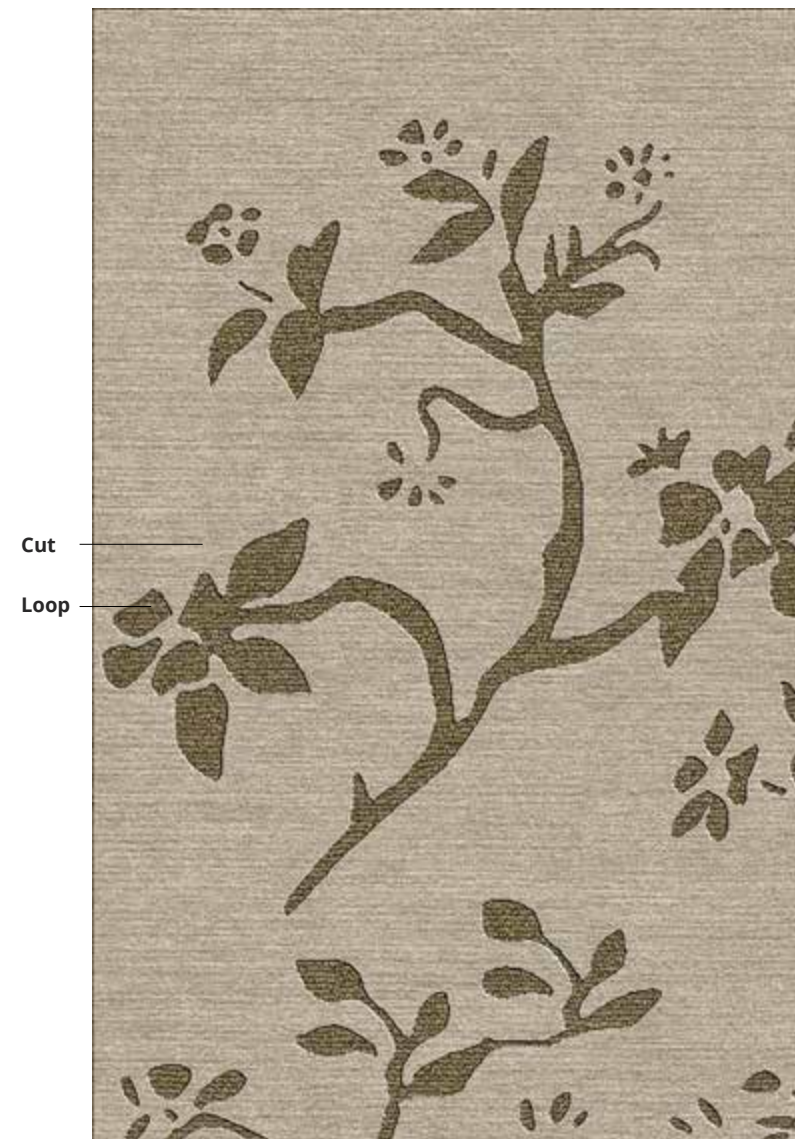
Get color inspiration from a photo you like. The color combination of the rug on the right was created by Galaincha, selecting appropriate colors automatically from the sunset on the left.



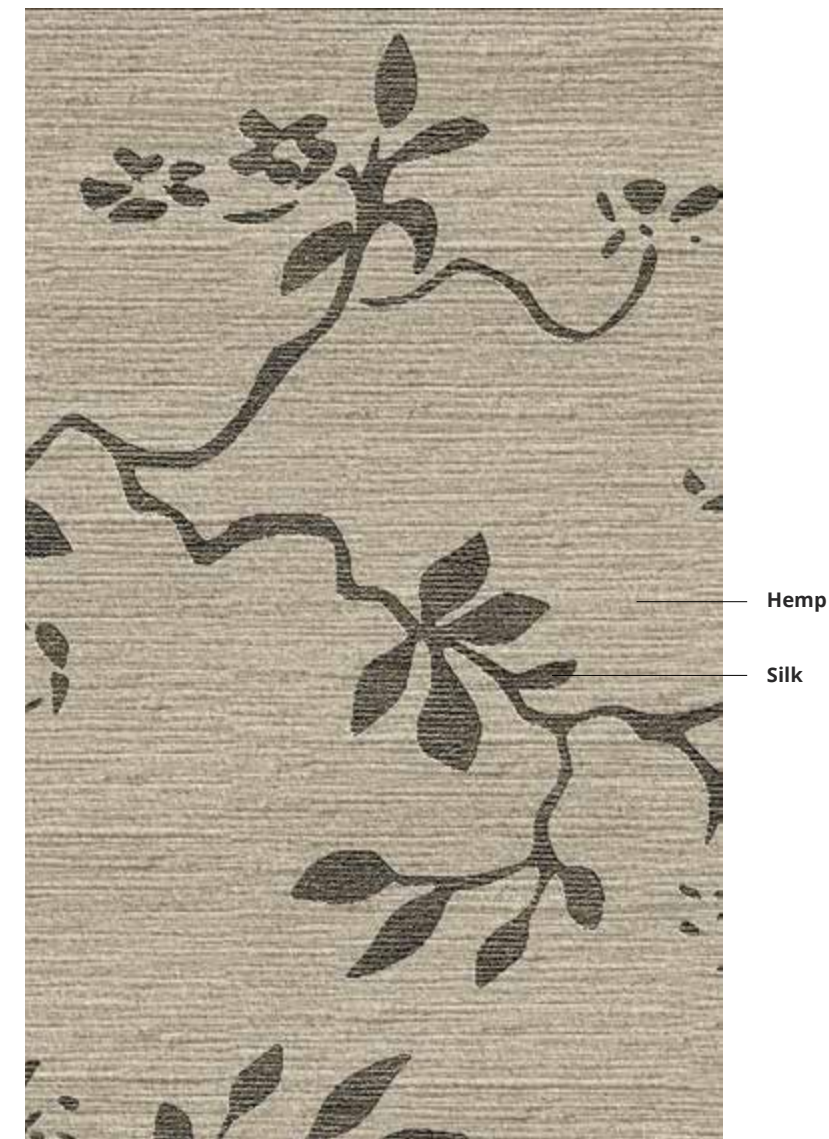


FEEL

So realistic is the visualization from Galaincha that you can almost feel the finished rug. You can even introduce your own custom textures to maximize the impact.



CONSTRUCTION OPTIONS
cut pile, loop pile, high pile, low pile, carving



MATERIAL OPTIONS
wool, silk, wool and silk mixed ply, mixed color yarns, custom textures

COMMUNICATE

Galaincha produces realistic visualizations and strike-offs along with manufacturing details, thus providing clarity of communication among the customer, retailer, and manufacturer.





INNOVATE

Ordinary designs can be made extraordinary through the right mix of color, texture, and construction.

Without the tedious process of sampling and resampling, our technology assists you in doing that easily and quickly at no cost, and gives you real-looking visual results.





Custom Texture 1



Custom Texture 2



Custom Texture 3

Custom Texture 4



Regular CAD



Our visualization





Galaincha is the most convenient software available for rug designing, coloring, illustrating, communicating, and manufacturing. Galaincha has a very user friendly interface, so you can create a design, visualize it, customize it, and then create graphs/outlines, yarn estimates, etc. to produce the rug accurately.

TRY NOW

Try Galaincha for yourself. Visit <http://galaincha.com.np> or drop us a line at info@galaincha.com.np to start the trial.

For a small fee, you get three months of access to the full software, training, and support. We'll even help you work with your own designs to get started.





EXPANDING THE REACH OF YOUR BUSINESS

explorUG is the perfect tool to showcase your collection of rug designs. Whether you want to showcase them in your showroom, on your website, on print, or on advertisements, explorUG provides you the means to allow the customer to customize the rug and place an order.

Customers walking into your showroom or visiting your website can navigate through your designs, customize selected designs, and place their order. With handy samples and color poms, they can see and feel the rug before finalizing their choice.





A Conventional
Rug Showroom

VS

The **1m²** Showroom
with explorUG



40" Full HD LED Smart TV
US\$400

Wireless Mouse & Keyboard
US\$50

Physical Samples
Various Constructions

Color Poms
Your Color Box

EASY TO SET UP AND GET STARTED

- 1m² space is enough
- No computer required
- No need to stock rugs
- No limit on the number of designs that can be showcased
- Display multiple color, shape, and size variations of the same rug
- Easy navigation through available collections
- Instant customization and orders



TAKE YOUR SHOWROOM WHEREVER YOU GO

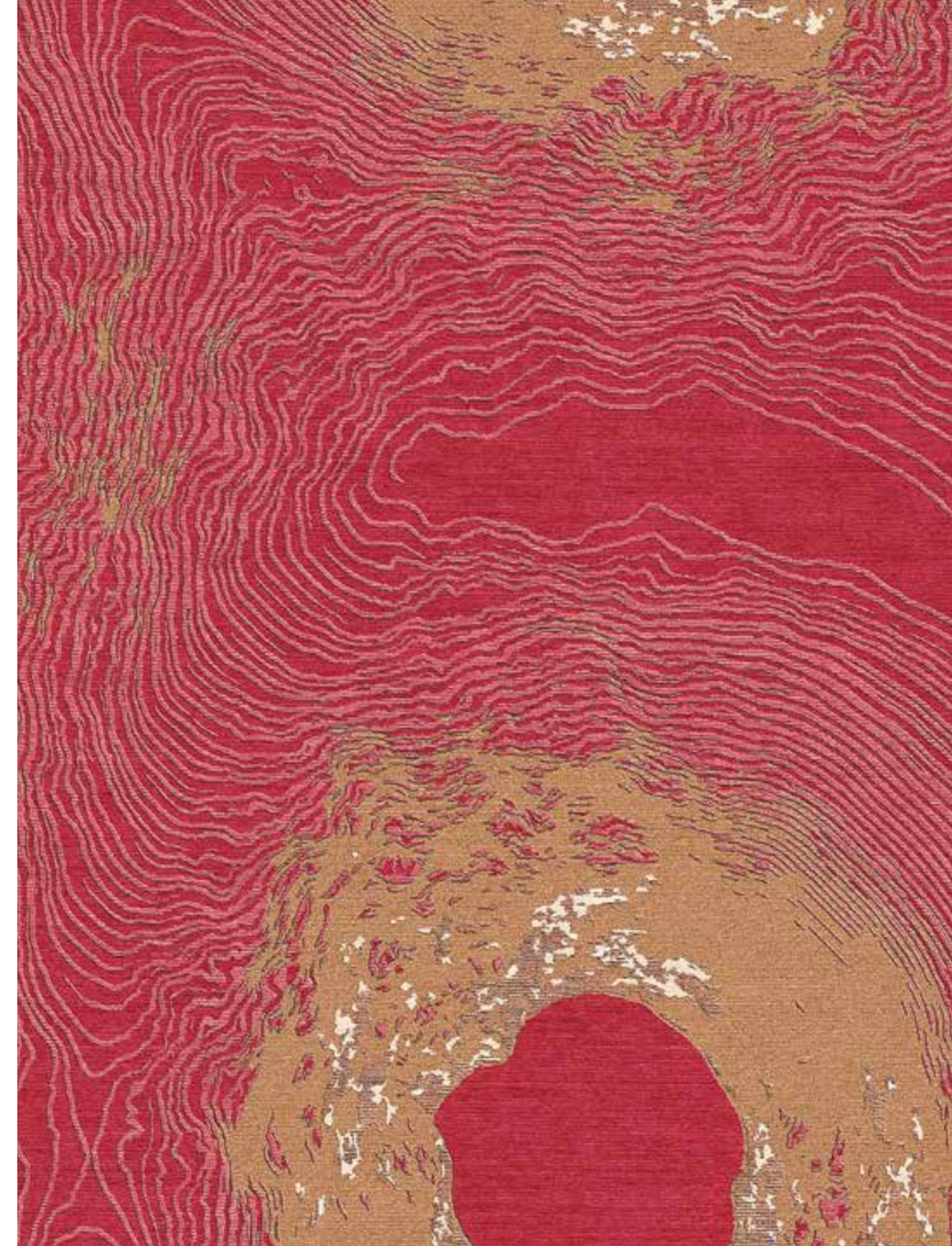
exploRUG, your portable showroom, can be accessed from anywhere using any Internet connected device. Sell your custom rugs anytime, anywhere.

LAUNCH YOUR MARKETING CAMPAIGN

Whether releasing a printed catalog, publishing an advertisement, or posting on your social network, you can link a rug design to exploRUG, so that your readers can access the design, customize, and order.



QR codes are used to access additional information by scanning with a barcode scanner app on a mobile device. exploRUG takes this one step further by creating QaRt codes which blend with your design, and when scanned, take you to the exploRUG page featuring that design for customization and ordering.





RUGSHARE

RUGShare, integrated with explorUG, is the new way to post your rug designs on your social networks. Customers can click on the design to customize and order.

Try it now. Scan the QR code, copy the URL, and post it in Facebook or LinkedIn. Click on the design on the post and see what happens!



<http://explorug.com/db/119ALS6>

Your followers can now click your post to customize this design.



TRY **explorUG** NOW

Embrace the new way of doing your customizable rug business. Experience **explorUG** at <http://explorug.com/demo>

Set up your own **explorUG** with your collection of designs, colors, textures, and room settings at a fraction of the cost of the rug. Contact us at info@explorug.net to get started.





SIMPLIFYING AND SPEEDING PRODUCTION

Galaincha enables your manufacturer to produce the customized rug as visualized. With accurate graphs and outlines produced instantly, the carpet can be woven without any mistake.





DELIVER EXACTLY AS SEEN ON SCREEN

Galaincha automatically creates detailed graphs and color plates with all the customization information, so the rug can be produced exactly as seen.



Design



Graph



Visualization



Real Rug



Gain your customer's confidence by delivering exactly what was promised. Even designs with the most intricate details can be woven with precision.

Left: Rug visualization before production

Right: Actually produced rug

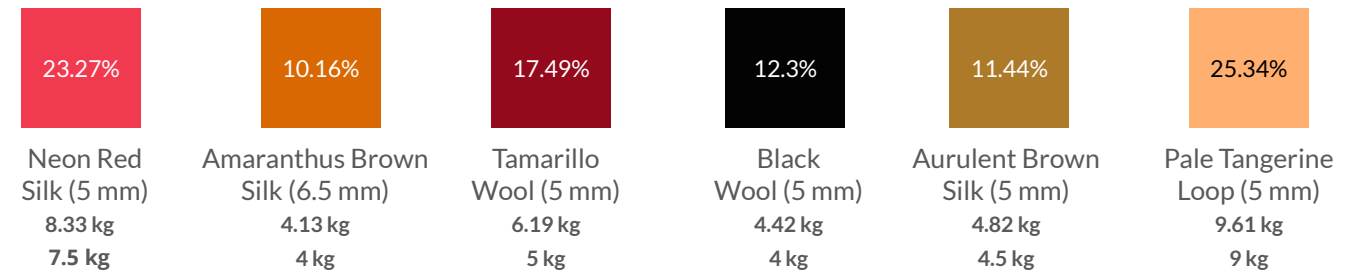






ESTIMATE HOW MUCH OF WHAT IS NEEDED

Galaincha's Material Estimation feature calculates the quantity of materials of each color required, along with pre-estimated wastage that might occur during production of a rug design.



TRANSFORMING YOUR BUSINESS

Save time, effort, money.

Modern technology can transform your custom rug business, still retaining that traditional touch. From concept to creation, visualization, coloring, construction, showcasing, selling, and production, technology can make possible what was once impossible.

If you need any further information about our technology and its application to your business, write to us at info@alternative.com.np

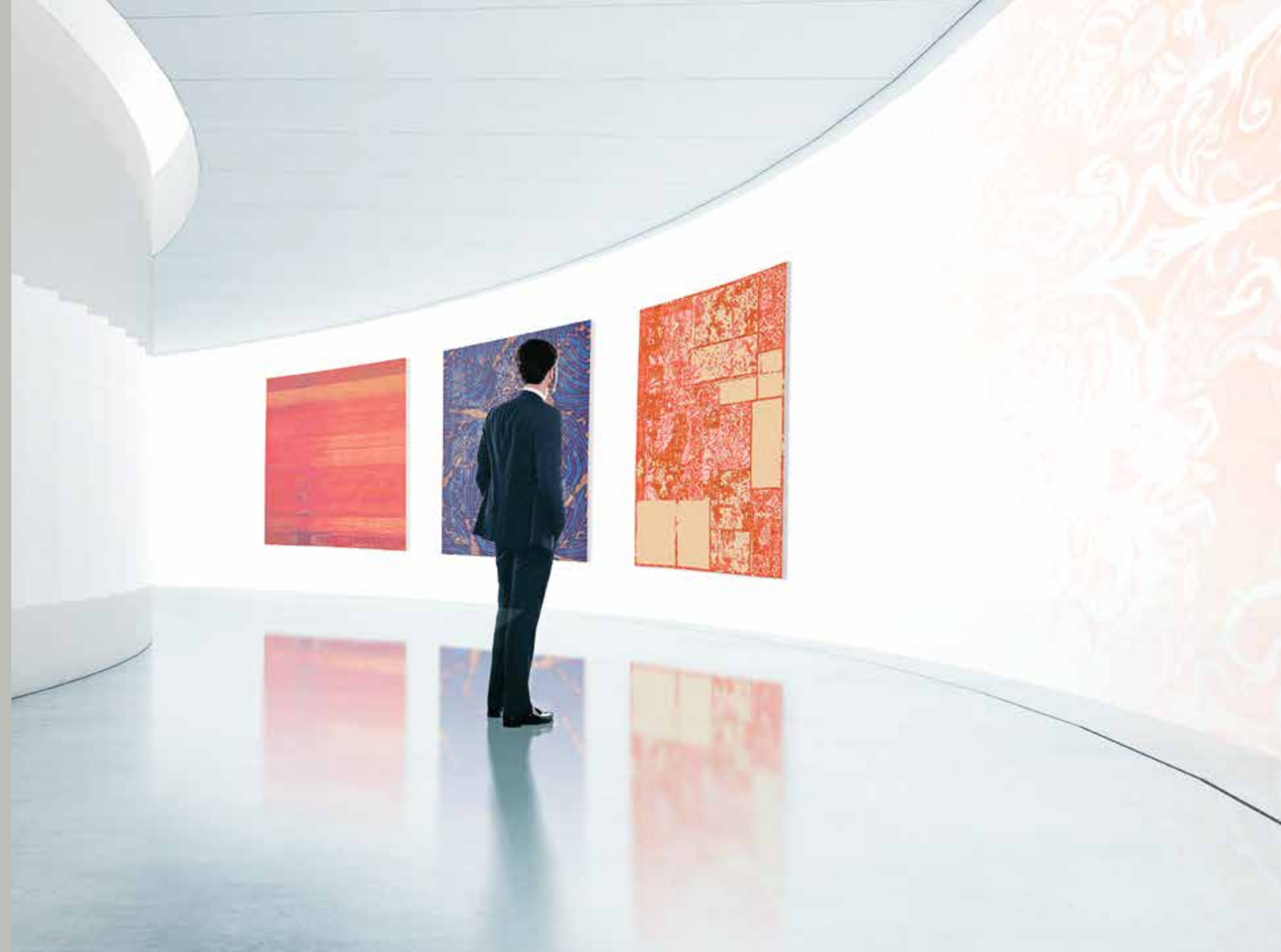




ELEGANT DESIGNS

Our long experience in the carpet industry enables us to create the best designs and color combinations. RamroDesigns.com features royalty-free, color separated, ready-to-use designs.

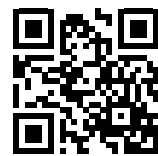
For exclusive Signature designs, visit <http://ramrodesigns.com/SignatureDesigns>
The designs from RamroDesigns.com featured here are from the non-exclusive Elegant collection.





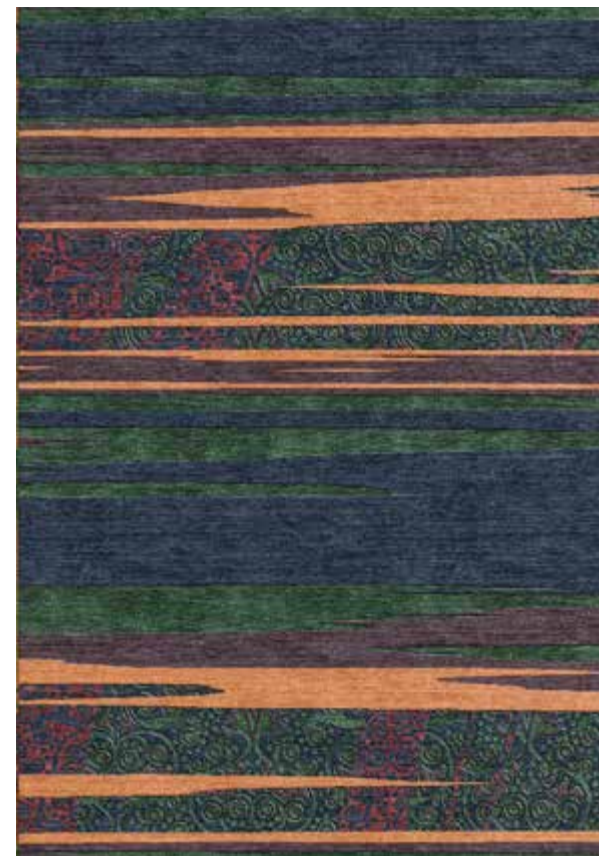
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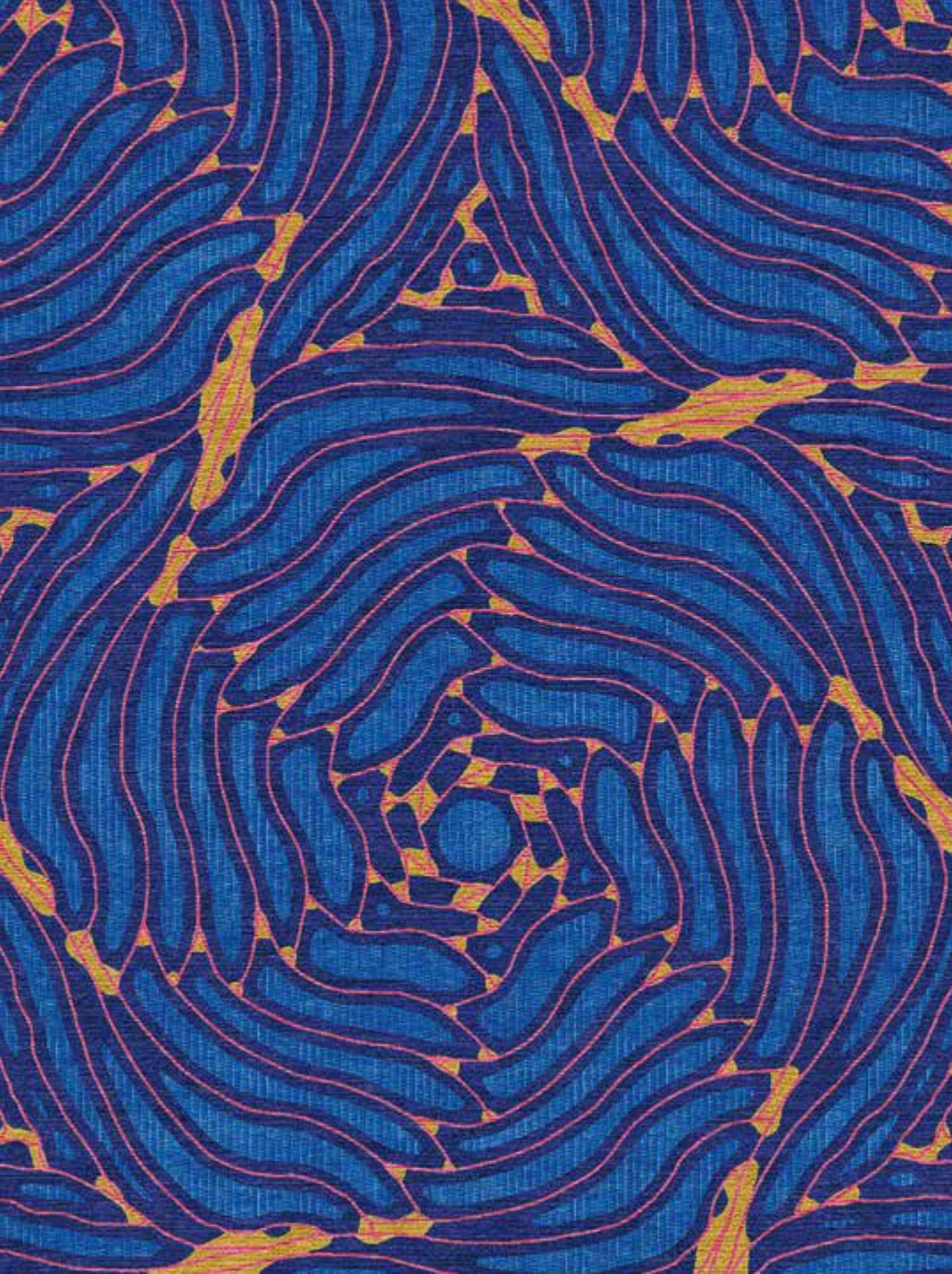
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<http://ramrodesigns.com/designs/Crysture>



\$20

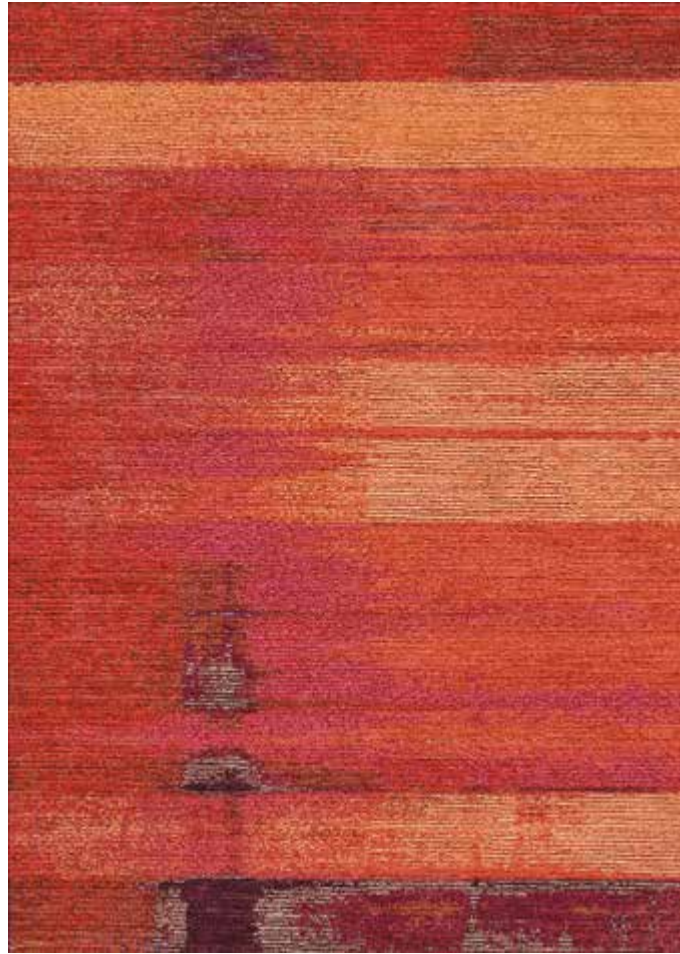
<http://ramrodesigns.com/designs/Oceanong>



BLUES & INDIGOS

Browse designs in this palette at
www.ramrodesigns.com/designs/color/Blues_and_Indigos





ORANGES & RUSTS

Browse designs in this palette at
www.ramrodesigns.com/designs/color/Oranges_and_Rusts



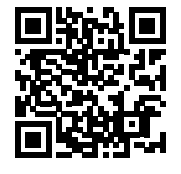
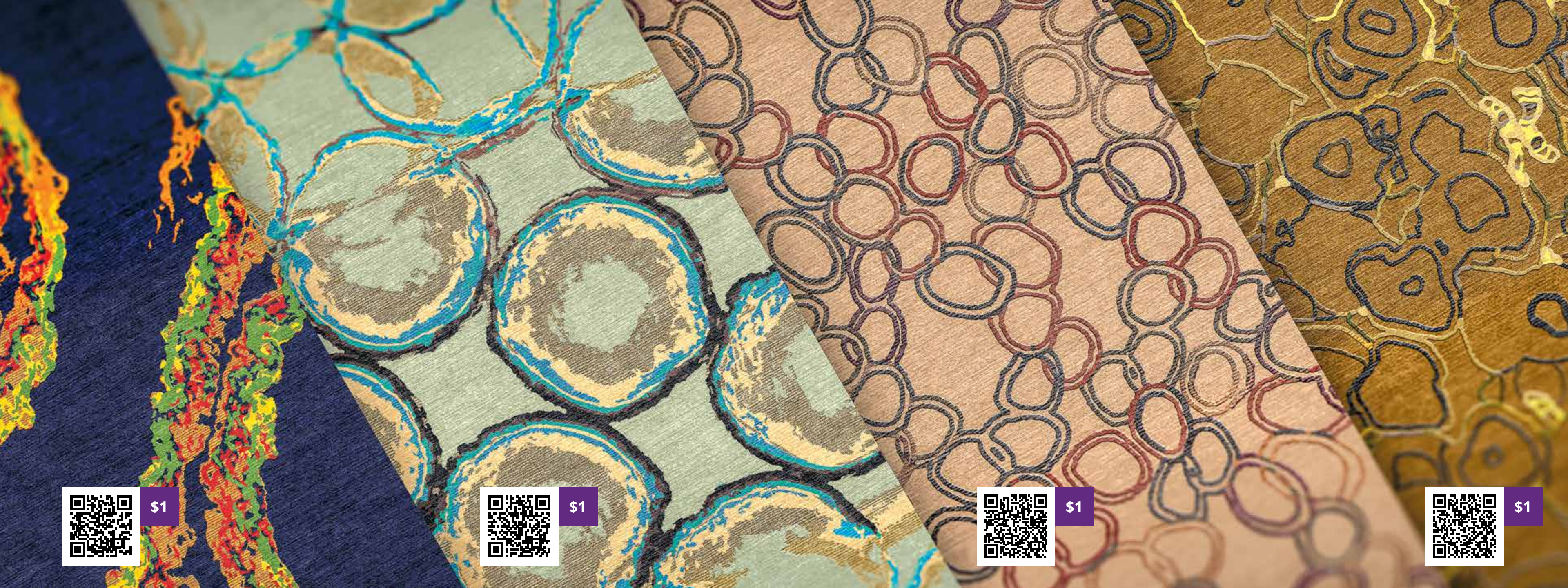


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COUNTLESS DESIGN CHOICES AT ONE DOLLAR EACH

ONLY1dollar.com aims to make designs accessible to every industry: rugs, broadloom carpets, cashmere, wallpapers, textiles, personalized objects, gadgets, and many more.





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A GIFT FOR YOU

Visit the URL (or scan the QR code) below to choose the design that you like most, and you can keep it for yourself.

<http://only1dollar.com/gift>





CREATING NEW POSSIBILITIES

Since 1997, Alternative Technology has been providing technological solutions to the rug industry and is trusted by leading rug businesses worldwide. We spend every single day pushing technological boundaries to transform the rug business, and we see a world of great possibilities ahead.





CREATION AND PRODUCTION

- Convert art or photographs to weavable rugs
- Design your own rug using motifs, repeats, mirrors
- Quickly visualize to see whether it makes a good rug
- Refine and recolor your design
- Try different constructions to determine the best look
- Create and print a strike-off to send to the customer
- Once approved, send a small file to your manufacturer
- The manufacturer prints a graph and estimates the yarn
- The manufacturer weaves with precision
- Deliver the rug, exactly as your customer wanted it

www.galaincha.com.np
info@galaincha.com.np



CUSTOMIZATION AND SALES

- Organize your rug designs into collections
- Make your collections available to authorized customers
- Optionally, promote your rugs on your social media
- Customers find the rug that they like
- They customize the rug colors from your standard color set
- They customize materials and construction, optionally checking the price
- They lay the rug in rooms and refine further
- They place an order with you
- You get all the design and customization details to produce
- Deliver the rug, exactly as your customer wanted it

www.explorug.com
info@explorug.net



DESIGN INSPIRATION

- Countless choices of unique designs
- Designs to fit your budget, starting from a dollar each
- Variety of design styles and colors
- Exclusive or non-exclusive designs, as per your needs
- Color separated for easy recoloring and customization
- Flexible licensing, use them royalty-free to produce rugs
- Wide range of applications - area rugs, wall to wall carpets, modular tiles
- Use designs as they are, or as inspiration for your creation
- Easy to explore and purchase the designs you like
- Frequently updated

www.ramrodesigns.com
www.only1dollar.com

CREATION | CUSTOMIZATION | COMMUNICATION | CONSTRUCTION

More than 185 countries. More than 20,867 cities.
That is how widely our solutions have been accessed for creation, customization, communication, and construction of rugs by our customers, who are manufacturers, wholesalers, retailers, and designers, as well as by your customers, who are the end consumer of custom rugs. Because we make the whole business process of each rug simpler, more effective, and almost flawless, delivering immense satisfaction and happiness.

Alternative Technology
Kathmandu, Nepal
+977.1.4387977/4389747
www.alternative.com.np

