

Velieris

A Unique Australian Carpet Company

Velieris

Velieris is a unique carpet company, founded with a vision to create luxurious carpets and rugs without compromising the environment.

The company name Velieris is Latin for 'fleece' reflecting the primary focus – the best fibre for the best carpets.

The heart of Velieris carpet is natural, undyed alpaca fleece. This is a first for a commercial carpet manufacturer.

By using only naturally occurring colours and minimal processing, Velieris is able to retain the integrity and softness of the fibre and at the same time reduce our environmental footprint.



- One of the corner-stones of this approach is to use only naturally coloured fibres and 100% undyed fibres.
- This saves over 4000 litres of water per batch
- Minimises fibre treatment and damage
- Reduces energy consumption
- Provides superior fastness properties in our carpet.



The Alpaca Collection

Velieris

- Our carpets are designed and manufactured at our plant in Thomastown, Victoria.
- 5 ranges in 6 natural undyed colours blended to create repeatable shades.
- Initially Velieris offered its signature series of carpets – The Alpaca Collection containing up to 70% Alpaca fibre.
- Today we offer a Coloured Wool collection to complement our range of luxury products.



Bramante



Peluche



Avanzar



Torcido



Cortadeo

Velieris carefully selects alpaca and coloured wool fibres and by skilfully sorting and blending fibres has been able to develop a beautiful and luxurious range of colours.



Colour Palette



Blanco



Rubio



Nublas



Tierra



Castana



Negra

Why Alpaca carpets?

Velieris

- Luxury
 - Alpaca provides the softest feel at the required micron
- Resilience
 - Great rebound properties and floor performance
- Durability
 - More abrasive resistant than wool fibres. Last longer.
- Colour
 - Natural beauty and range with no dyeing required.
- Fastness
 - Superior fastness as the colour naturally resistant to UV light and water.
- Locally sourced fibre
 - Australian Made and Australian Grown.



Marketing Strategy

Velieris

- Direct sales to the public, designers architects and decorators in the Melbourne metro area.
- Wholesale sales to selected retailers in country Victoria
- Direct marketing to interior designers, architects and decorators via agents interstate
- Selected retailers throughout Australia
- International presence in UK, Europe and the Middle East
- Promotion through design publications and design trade events in Australia and UK.



- In August 2009 Velieris acquired the CSIRO research scour, previously installed at Belmont Geelong, and demonstrates our commitment to the community and environment.
- The aim is to support the local primary producers of Alpaca, Coloured wool, Cashmere and Mohair by offering a cost effective and environmentally sustainable way of scouring their product at Velieris operations in late 2009.
- Velieris is prepared to work with large producers, collectives and individual growers to achieve a mutually beneficial partnership.
- These partnerships may include the potential to purchase fibres from growers who are able to supply fibres suitable for further processing at Velieris into yarn and carpets.



DesignEX 2009

- The Arduca family has started a program of significant investment and product development.
- Currently we are developing a complete vertical carpet manufacturing site that will take the fibre from the farm and transform it to finished carpet under the one roof.
- We believe that this will be a unique position and operations in a modern carpet plant in the Western suburbs of Melbourne.
- We look forward to providing opportunities for the Australian Alpaca and the Coloured Wool breeders
- We look forward to providing to you a carpet and product made from the best natural fibre for carpets – Alpaca



Velieris

A Unique Australian Carpet Company

Thank you