

newhey

Great British carpet since 1968

Stock Collection
Tierra



Creating beautiful carpets and rugs for the hospitality and leisure sector

Newhey Carpets is a leading British manufacturer of contract carpets for the hotel and leisure sector. Applying over 50 years of manufacturing experience, the company constantly embraces the very latest production techniques in order to deliver reliable high performance products to its global customer base.

Driven by innovation, Newhey uses a mix of yarns and colours to develop unique solutions for commercial interior designers, all backed up by market leading after sales advice and support.

The company is at the forefront of the carpet sector in terms of reducing its carbon footprint through the development of low embodied energy. Newhey's advanced backing system utilises a solvent free application process to apply the revolutionary evobac, which is made using post consumer PET.

Cover: Flax

About the Collection

Rooted in the textures and tones of the natural world, Tierra is a collection inspired by the quiet beauty of the earth beneath our feet. Drawing its name from the Spanish word for “earth”, the range reflects the organic richness of rural landscapes – from golden fields to sun-drenched grain. Each of the six colourways – Flax, Chia, Rye, Malt, Grain and Tarn – have been carefully curated to evoke the raw, authentic beauty of nature. The blend of twist yarns and natural undyed wools adds a textural depth that feels both refined and familiar, like something grown, not made.

Available in:  Rolls  Cuts  Rugs

All stock designs can be transformed into stunning area rugs.
Contact us for more information +44 (0)1706 846 375.



Rye

Channeling the soft, earthy tones of ripened fields, offering a warm and welcoming neutral for contemporary and classic interiors alike, blending natural elegance with everyday resilience.



Chia

This colourway captures the rich grounded beauty of nature, with a deeper, earth tones hue that brings depth and sophistication to any interior. Offering a perfect balance of organic texture and timeless style.



Represents 0.22m x 0.22m

Malt

A soft, golden-toned neutral that brings a sense of understated luxury to any space. Reflecting the natural richness of sun-ripened grains, combining organic beauty with everyday practicality.



Flax

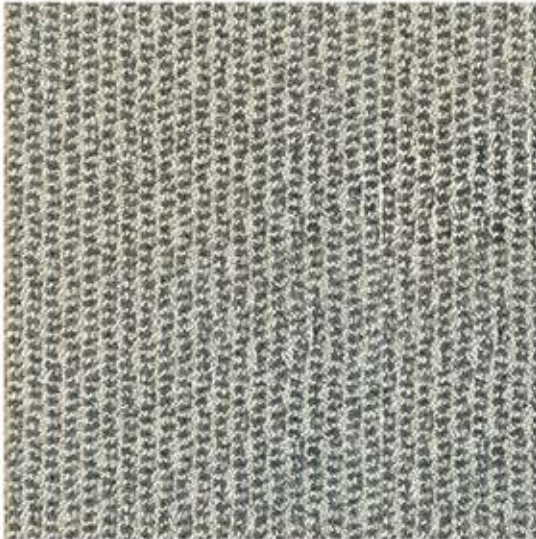
This colourway brings a natural, calming beauty to interiors, inspired by the soft, organic tones of harvested flax plants. Celebrating earthy elegance, offering a versatile neutral with its subtle warmth.



Represents 0.22m x 0.22m

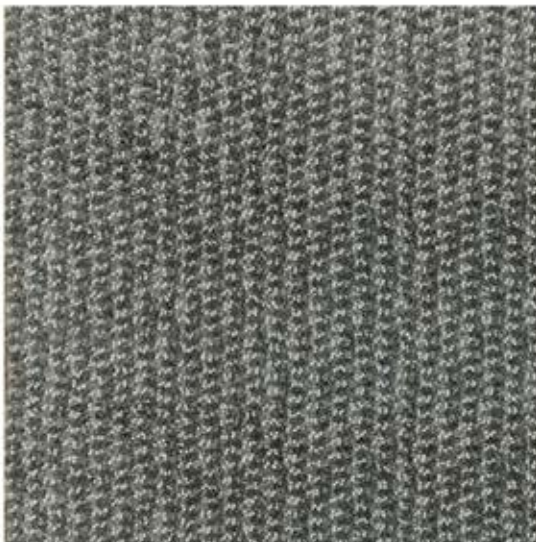
Grain

Inspired by the soft, sunlit tones of harvested fields and natural fibres, evoking the warmth and quiet richness of golden earth. Offering a cool, refined neutral inspired by the subtle textures of nature's harvest.



Tarn

Taking its inspiration from the quiet strength of mountain lakes. With deep, cool undertones that echo slate, shadowed water, and weathered stone, this colourway brings a grounding sense of calm and stillness. Versatile yet elegant.



Represents 0.22m x 0.22m



ADVANCED SECONDARY BACKING

Our secondary backing system is made from post-consumer PET, giving plastic waste a second life. Every square metre of our carpet repurposes approximately eight plastic bottles, preventing them from reaching landfill or polluting our oceans - helping to create a cleaner, more sustainable future.

Surface Pile Yarn

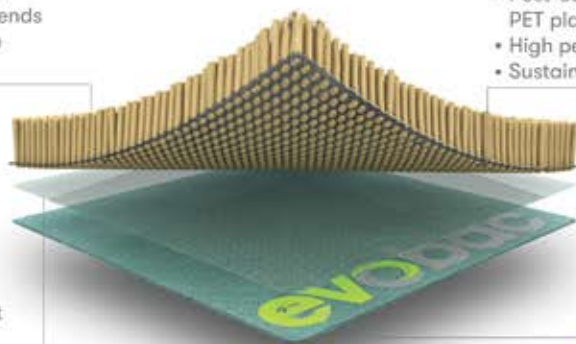
- High quality 80/20 wool nylon yarn blends
- Natural, renewable and sustainable

Primary Backing

- Post-consumer recycled PET plastic
- High performance
- Sustainable

High Strength Thermoplastic Bonding Agent

- Durable
- Guarantees against delamination



evobac

Other benefits



Excellent underfoot comfort



Compatible with conventional installation methods



Easier to cut, reducing wear on blades



Less risk of scuffing skirtings and paintwork



Find out more about our sustainable efforts



GRAPHICS TUFTED | GT1250

Product Specifications

Quality Name	GT1250		
Construction	Graphics Tufted		
Description	Cut Pile Tufted Carpet		
Fibre Content	80% wool / 20% nylon		
Country of Origin	U.K.		
	Metric	Imperial	Tolerance
Yarn Count	R560/2	2/55's	
Machine Gauge	31.5/dm	8 per inch	
Pile Height above Back	7.0mm	0.28"	±10%
Total Carpet Thickness	9.0mm	0.39"	±10%
Total Pile Weight	1250g/m ²	36.88oz/yd ²	±10%
Total Carpet Weight	1920g/m ²	56.64oz/yd ²	±10%
Product Width	4.00m		±1.25%
Backing Materials	Woven Polyester, EVA (ethylene vinyl acetate), evobac; 100% recycled PET-Post consumer plastic		

Performance Classification

Performance BS EN 1307	Class 23/32; Heavy Domestic General Commercial Use
Luxury Class	LC3

E.U Flammability Classification

BS EN 13501-1	Cfl-s1
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Colour Fastness

Light	Minimum 5
Shampooing	Minimum 4
Water	Minimum 4
Rubbing	Minimum 4

Installation Methods

Carpet should be installed in accordance with Newhey installation specifications. This may vary subject to type of installation and site conditions. For guidance and advice please contact a Newhey representative.

Maintenance

Proper maintenance and care is critical to the long term performance of any carpet and should be written in to the specification of a project. For guidance and advice please contact a Newhey representative.

Newhey Carpets reserve the right to change specification and construction materials due to raw material shortages or for the purpose of product improvements. All specifications are subject to normal manufacturing tolerances. Dye lots may vary from batch to batch.

