



De Projectinrichter

www.deprojectinrichter.com
088 - 650 12 34

M . I D . . .



ABOUT **MID**CARPETS

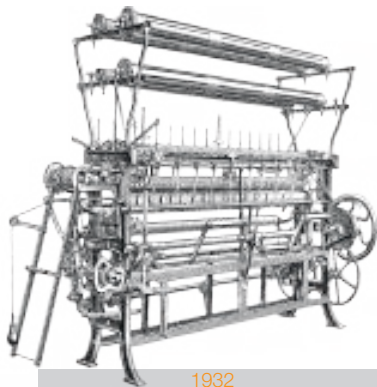
M.I.D. Carpets is recognized internationally for creating high quality and beautiful carpet in the world of custom Wilton weaving. Established in 1932, M.I.D. has been committed to providing a tailored, individual service, offering quality, flexibility and value for our customers around the globe. Giving a portfolio of leading references worldwide, from royal palaces, exclusive hotels and shops, executive offices, luxury yachts to the most exclusive homes.

Headquartered in Genemuiden, The Netherlands, we serve our clients in Europe through a network of agents, importers and more than 500 dedicated dealers and 3 showrooms. In major cities in North America and Asia Pacific we are represented by agents, importers and independent dealers.

Today M.I.D. is a design led manufacturer creating beautiful carpet. Our care is taking responsibility towards sustainable choices, by using the purest natural fibers and 100% recycled yarns. Woven carpet, driven by excellence, creative design and originality in development!

PURE
SUSTAINABLE
ESTABLISHED
QUALITY
CREATIVE DESIGN
CRAFTMANSHIP
RESPONSIBILITY
WOOL
CUSTOM MADE
COLOUR

OURHISTORY



1932

Founded in 1932, the start of weaving Wilton at 100 cm Van de Wiele looms, standard roll lengths and colours for the Dutch market.



1955

M.I.D. Carpets adds looms of 455 cm width. This is the start of custom made weaving, in any colour from 3 meters length only.



1966

Rapidly expanding export to Germany, Belgium, France, Great Britain and first steps in export to the USA were made.





1974

Expanding export to the Middle East and the realization of some prestigious projects: parliament houses and palaces.



1996

Using new yarns such as lurex, silk and nylon resulting in new possibilities in design and creating carpet suitable for a wide variety of applications

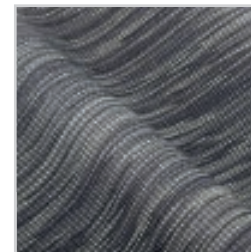


1999



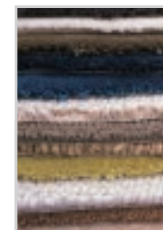
2002

M.I.D. Carpets becomes part of the Robusta Group. The weaving of high quality bespoke Wilton carpet continues within this versatile group of textile weavers.



2012

The launch of new collections in wool, silk and also a new generation of recycled yarn. Offering a wide variety of high quality and design carpet for residential and contract applications around the globe.

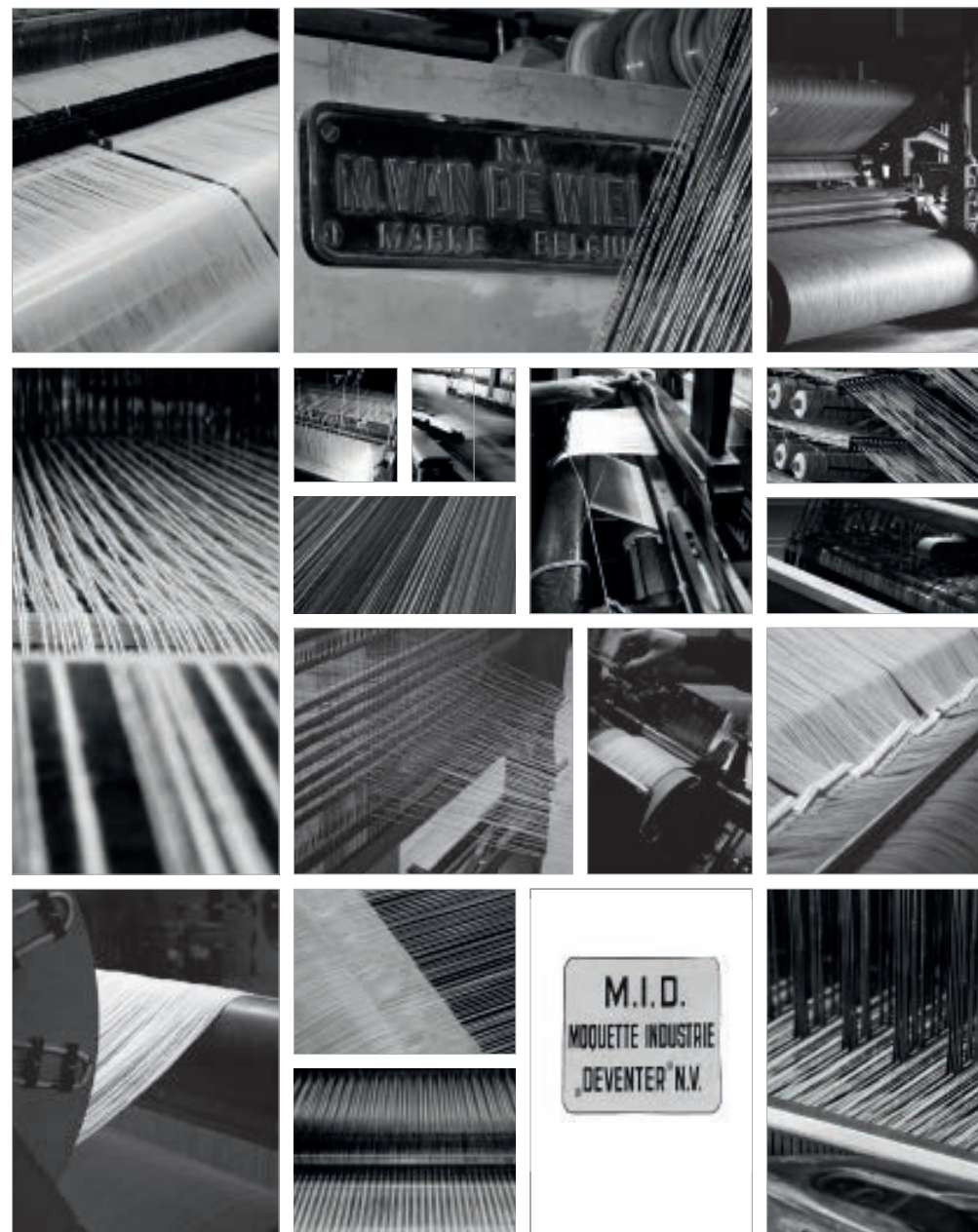


2013



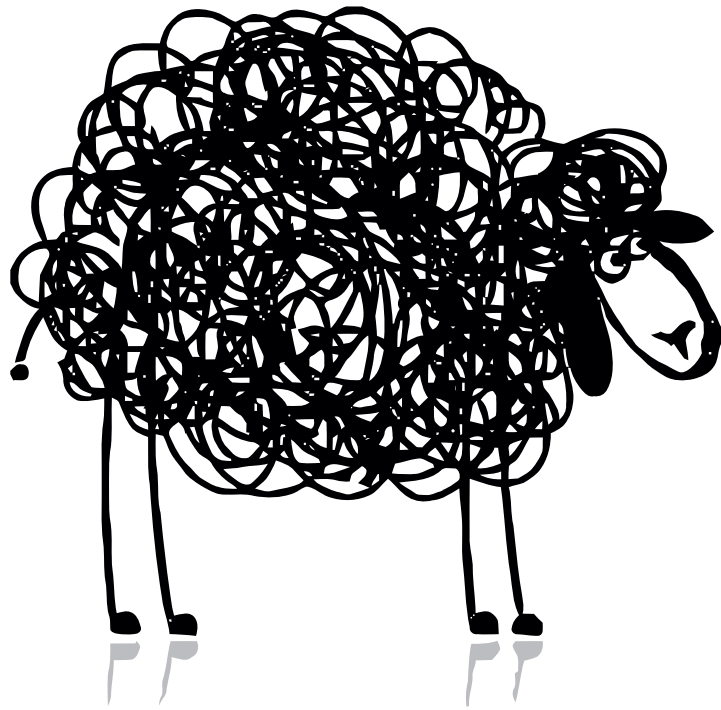
WILTONWEAVING

All M.I.D. carpet is designed and woven in Holland, where we have full quality control at every stage of the process. The weaving technique used at M.I.D. is the so-called Wilton weaving technique on wire looms. Giving extensive combinations of loop and/or cut piles in one carpet. Adding different yarn colours in the length gives extensive possibilities of structure and design in Wilton weaving. Wilton woven carpet is generally considered and known for high quality, strength and durability and is a popular choice for commercial areas as it can stand up to high traffic. Wilton woven carpet is also a very popular choice as high comfort residential wall-to-wall carpet and rugs.





CRAFTSMANSHIP 2.0



WOOLSOFTNEWZEALAND

New Zealand wool's superior quality enables extensive design, colour and pattern flexibility, while wool's natural ability to shrug off dirt and spring back into shape after crushing ensures long lasting good looks to complement and enhance any room setting.

New Zealand sheep are bred especially to create wool for the world's finest carpets. Contaminants like black fibres are avoided, allowing light, fashionable shades that are not possible with wool from other sources. The depth of shade and clarity of colour from New Zealand wool cannot be achieved on any other fibre.

New Zealand sheep farming is recognised for its world-leading standards of farming integrity. Sheep are grazed on a variety of different pasture types, including hillsides which are unsuitable for other farming systems, and which allow for effective soil management and natural free-range grazing. Efficient land management and flock rotation ensure that the land will continue to enhance high quality wool production for generations to come.





ACOLOURFULWORLD

Join the colourful world of M.I.D. Custom Woven Carpet. M.I.D. Carpets has a history of creating custom colours in its pure beauty. Colours to work with in any interior concept. The world of colour is one of endless variation, a mystery to play with, surprise and comfort us! Our colour sample services provides colour poms and samples to illustrate your interior plan. The M.I.D. colour selections are based on interior developments, fashionable interior concepts and the input from leading creative designers. "Our customers create our colours".



CREATING COLOUR



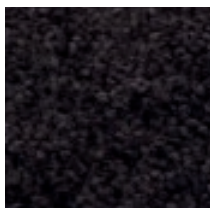


“OUR EYES CAN DISTINGUISH **MILLIONS OF COLOURS**
WE ARE PROUD TO **WEAVE ALL...**”

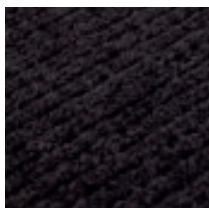
HEMOCUSTOMWOOL

The Home Custom Wool collection offers a variety of designs and structures, woven with the highest quality New Zealand wool and the purest silk. From sophisticated Moquette and Frisé designs to chunky cut and loop structures. Select your design and choose your own colour. Custom woven for your wall-to-wall space, but also finished as custom size rug.

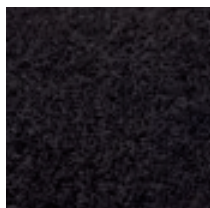




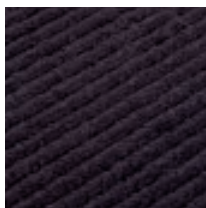
carole 15M
23D6 seal brown



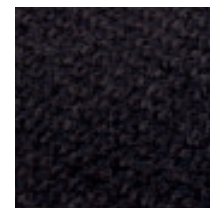
charon fine 15M
23D6 seal brown



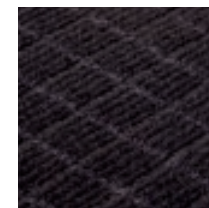
frisé 4026
23D6 seal brown



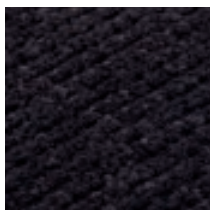
marillo 23
23D6 seal brown



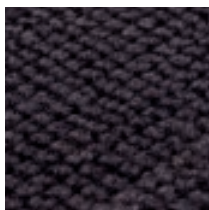
ormea bouclé stripes 23
23D6 + 23E12



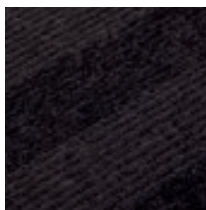
quadro fine 2-ply
field 23D6 line 28C10



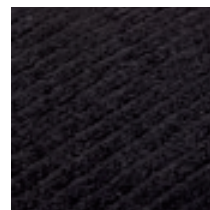
charon 15M
23D6 seal brown



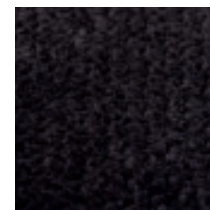
charon stripes 15M
23D6 + 23C10



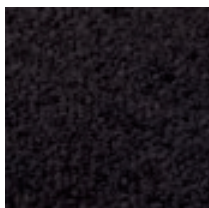
marillo frisé 10M10N
23D6 seal brown



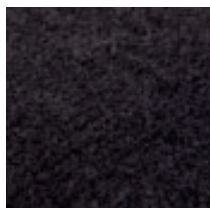
marillo frisé 23
23D6 seal brown



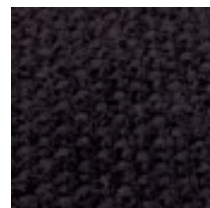
ormea velours 15M
23D6 seal brown



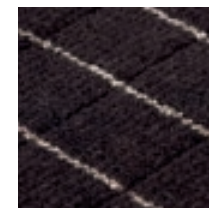
deventer frisé 15M
23D6 seal brown



futura 15M
23D6 seal brown



ormea bouclé 23
23D6 seal brown

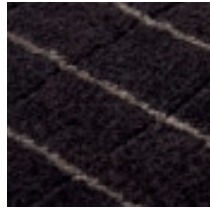


quadro silk line 2-ply
field 23D6 silk line 28C6

THE **BENEFITS** OF WOOL

- Wool is naturally non-allergenic and does not provide nutrients for bacteria or dust mites, nor does it promote the growth of moulds.
- A wool carpet acts as a natural filter keeping dust and allergens out of the breathing zone so that they cannot enter or irritate the respiratory system.
- Wool is a strong and hygienic fiber, when regularly vacuumed and properly maintained can have a beneficial effect on your health.
- The soft, safe and comfortable environment created by wool carpet is vital to the health of young and old. Wool carpet provides traction and grip, while its softness and resilience ensures safety.
- Wool offers valuable insurance for your family, as it is naturally resistant to burning.
- Wool provides natural insulation. By preventing loss of heat, energy can be saved in winter.

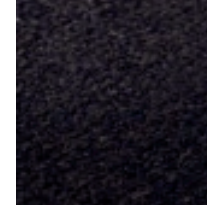




quadro fine 15M 2-ply
field 23D6 silk line 28C6



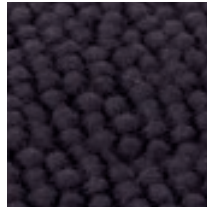
saga structure
23D6 seal brown



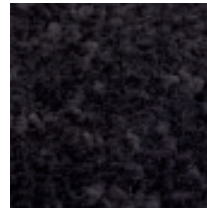
soie de velours
23D6 seal brown



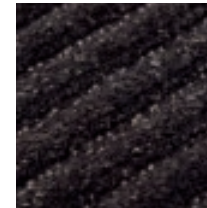
wolmoquette 15M
23D6 seal brown



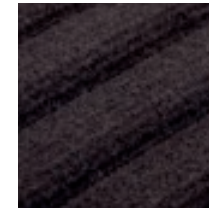
saga bouclé 15M
23D6 seal brown



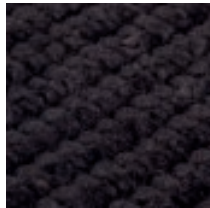
saga velours 15M
23D6 seal brown



soie de wave G30
23D6 seal brown



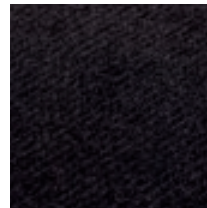
wave 10M
23D6 seal brown



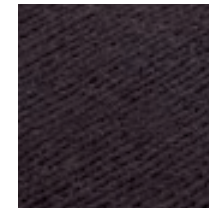
saga 24 1M1N
23D6 seal brown



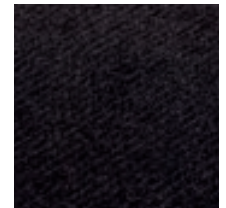
saga silk mêlée
05601



soie de marillo 3M3N
23D6 seal brown



wolbouclé 23
23D6 seal brown



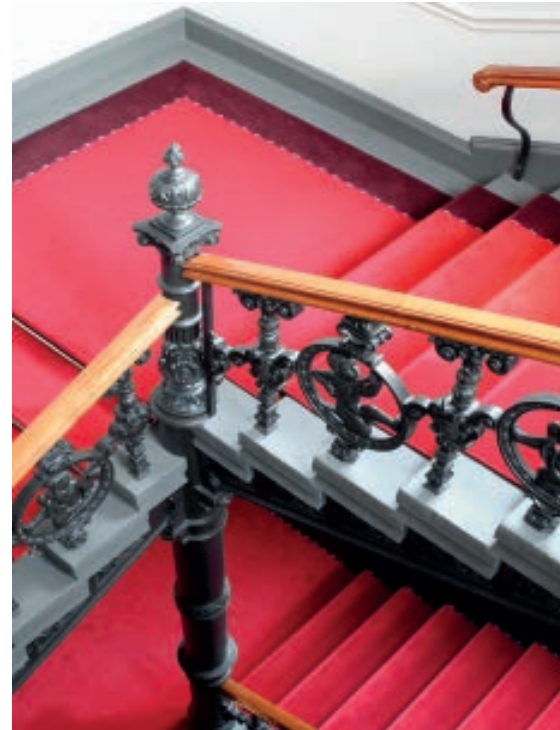
wolmoquette 28
23D6 seal brown

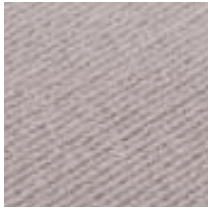




CONTRACTCUSTOMWOOL

Pure woven Wilton carpet in a wide variety of designs in Moquette, Bouclé and Frisé. Suitable for heavy contract use, presented in 16 colours to inspire you. Using New Zealand wool to meet our high quality standards! All carpet is custom made for each individual project in any colour you wish.

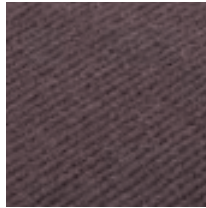




bouclé 4024
22F4



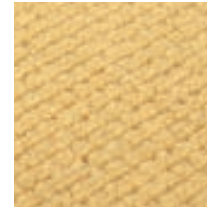
bouclé 4024
23A6



bouclé 4024
28D7



bouclé line 4024
field 25C6 - line 23C9



charon 4026
20B5



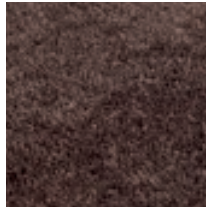
charon 4026
23A6



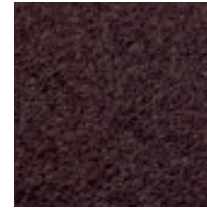
frisè 4026
23A6



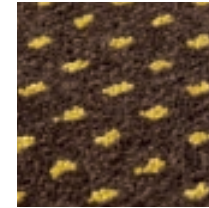
frisè 4026
27F8



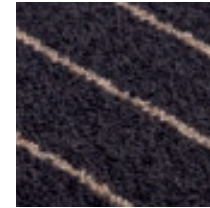
frisè 4026
28C6



frisè 4026
28D7



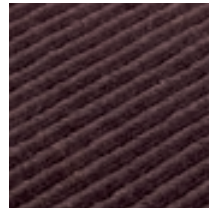
frisè 4226 2-frame design 696
field 26C6 - design 26F2



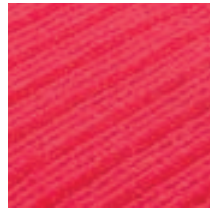
frisè line 4026
field 27F9 - line 28A6



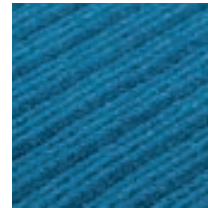
marillo 4024 1M1N
25F1



marillo 4024 1M1N
28D7



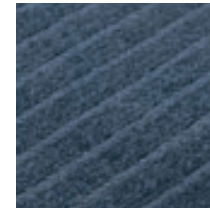
marillo 4024 1M3N
22A9



marillo 4024 1M3N
25C6



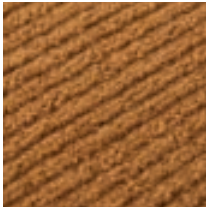
marillo 4024 3M1N
21D8



marillo 4024 3M1N
24B9



HEAVY**CONTRACT**USE



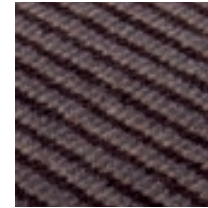
marillo frisé 4026 1M1N
20A7



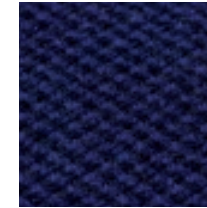
marillo frisé 4026 2M1N
25D8



marillo frisé 4226 2-frame design 696
field 27F9 - design 26F2+26C6/20F6+26C6



moquette stripes 4024 1M1N
stripes 28C6 + 23C9 + 22F6



marillo stripes 4024 1M1N
stripes 23F7 + 24D12



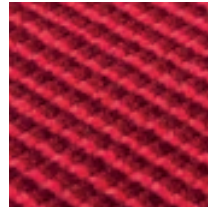
marillo frisé stripes 4026 1M2N
stripes 20A7+26C6



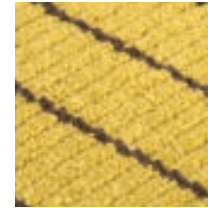
marillo line 4024 1M1N
field 21D9 - line 28D7



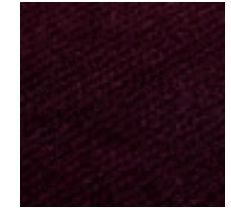
marillo line 4024 1M1N
field 23C9 - line 25C6



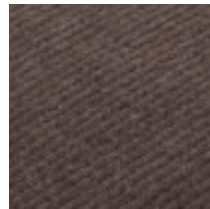
marillo stripes 4024 1M1N
stripes 22A9 + 21E5 + 21F7



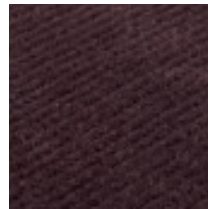
marillo frisé line 4026 1M1N
field 26F2 - line 26C6



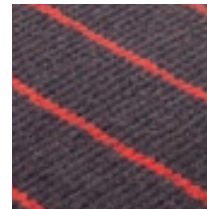
moquette 4024
21E10



moquette 4024
28C6



moquette 4024
28D7



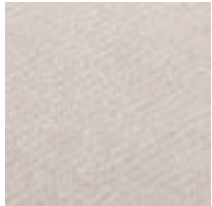
moquette line 4024 1M1N
field 23C9 - line 21D8



ormea bouclé 4024
23F7



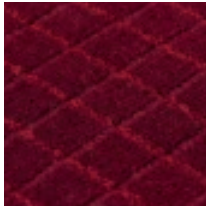
marillo fris  stripes 4026 1M2N
stripes 20A7+26C6



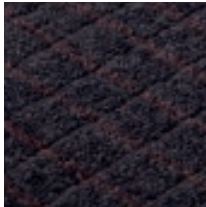
moquette 4024
23A6



ormea boucl  4024
28D7



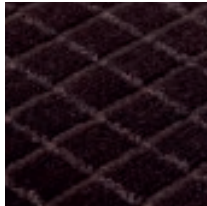
quadro fine 4026
field 21E7 - line 21E5



quadro fine fris  4026
field 27F9 - line 28D7



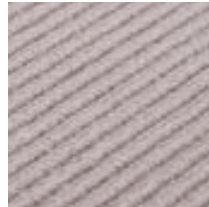
ormea boucl  stripes 4024
stripes 23F7+24D12



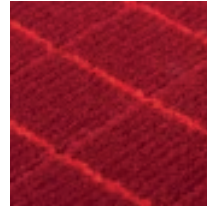
quadro fine 4026
field 22F6 - line 28D7



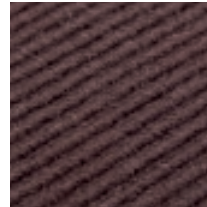
quadro fine fris  4026
field 20F7 - line 20F6



ribble boucl  4024
22F4



quadro 4026
field 21E5 - line 21D9



ribble boucl  4024
28D7





MARINE EDITIONS

The Marine Editions collection offers a variety of designs in Moquette, Bouclé, Frisé and variations, using New Zealand wool together with the purest silk. All custom woven in any colour you wish, as we know that an exact colour, styling and design determine the entire look and feel of your luxury interior!



MARINE EDITIONS



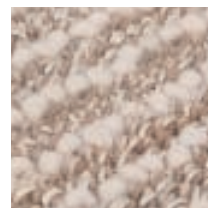
futura 15M
20C6 white pearl



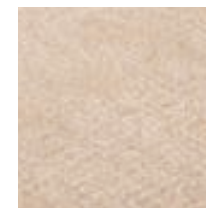
ormea velours 15M
20C6 white pearl



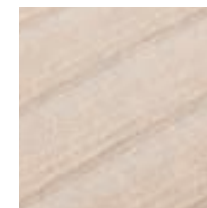
saga bouclé 15M
20C6 white pearl



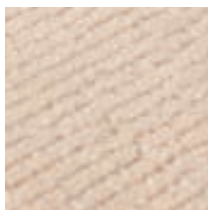
saga silk mêlée
05605



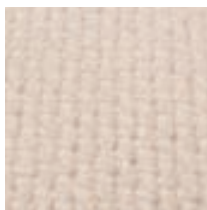
soie de velours 15M
20C6 white pearl



wave 10M
20C6 white pearl



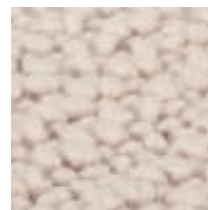
charon 15M
20C6 white pearl



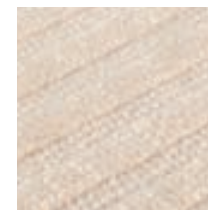
ormea bouclé 9M
20C6 white pearl



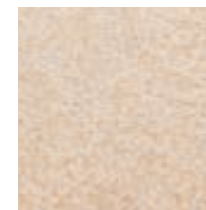
quadro silk line 2-ply
field 20C6 line 23D1



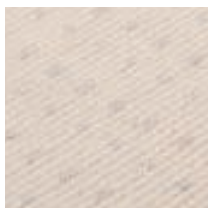
saga structure
20C6 white pearl



soie de marillo 3M3N
20C6 white pearl



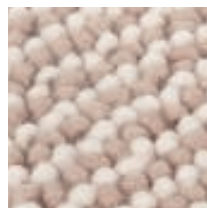
soie de velours 15M
20C6 white pearl



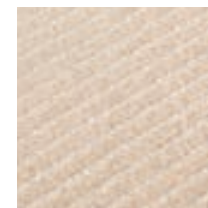
design bouclé 23 2-frame | design 696 silk
field 20C6 design 27F4+23D1+22F4



saga 24 1M1N
20C6 white pearl



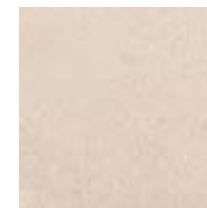
saga shadow 15M
20C6+ 27F4



soie de marillo 23
20C6 white pearl



soie de wave G30
20C6 white pearl



wolmoquette 15M
20C6 white pearl

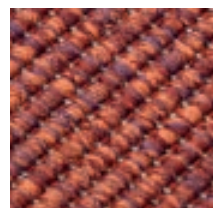




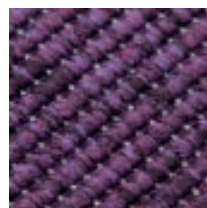
CONTRACTBASE

This collection is the natural choice in responsible woven carpet. Proudly woven with 100% recycled yarns in fresh, inspiring designs and colour combinations. A comprehensive and exciting collection with a modern charisma. Suitable for heavy contract areas, meeting the highest expectations and performances for your design space.

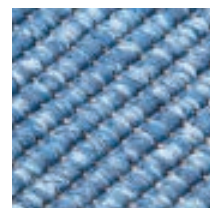




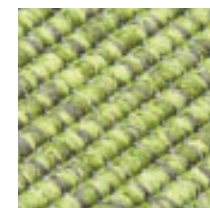
bouclé
20P8



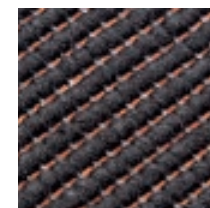
bouclé
22P11



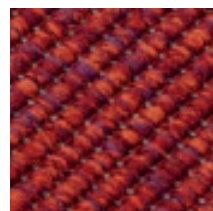
bouclé
25P6



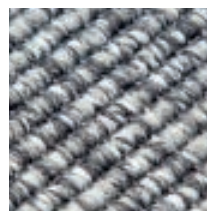
bouclé
25P11



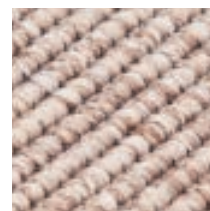
bouclé 3D
20P8



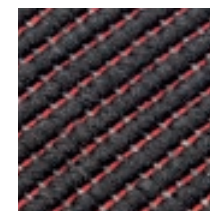
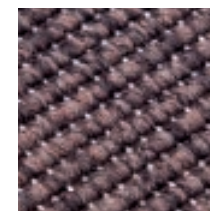
bouclé
21P9



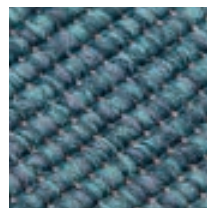
bouclé
24P7



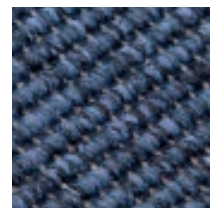
bouclé
27P11



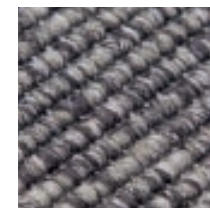
bouclé 3D
21P9



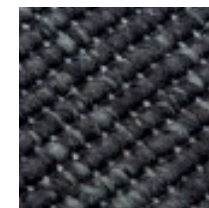
bouclé
25P5



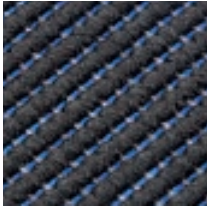
bouclé
25P7



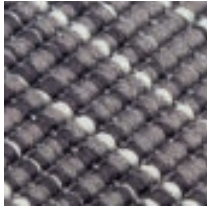
bouclé
28P5



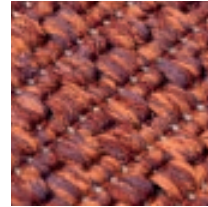
bouclé
28P10



bouclé 3D
25P7



bouclé flame
28P5



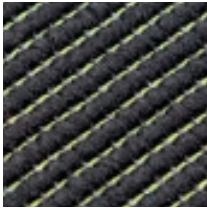
hdesign
20P8



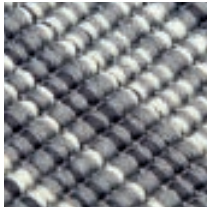
hdesign
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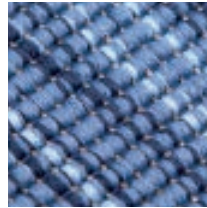
hdesign
25P11



bouclé 3D
25P11



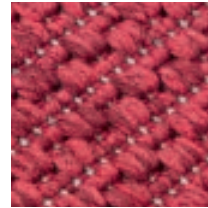
bouclé flame
24P7



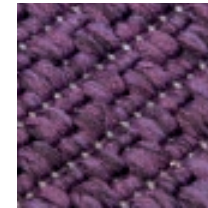
bouclé flame
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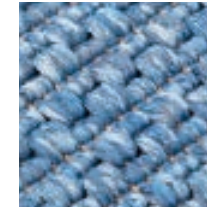
bouclé flame
28P6



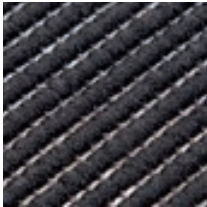
hdesign
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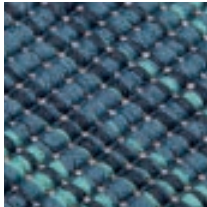
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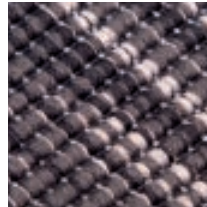
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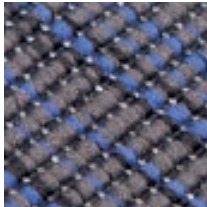
bouclé 3D
28P10



bouclé flame
25P5



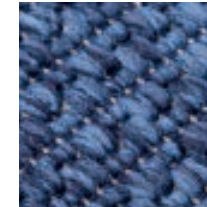
bouclé flame
27P11



bouclé flame
28P10



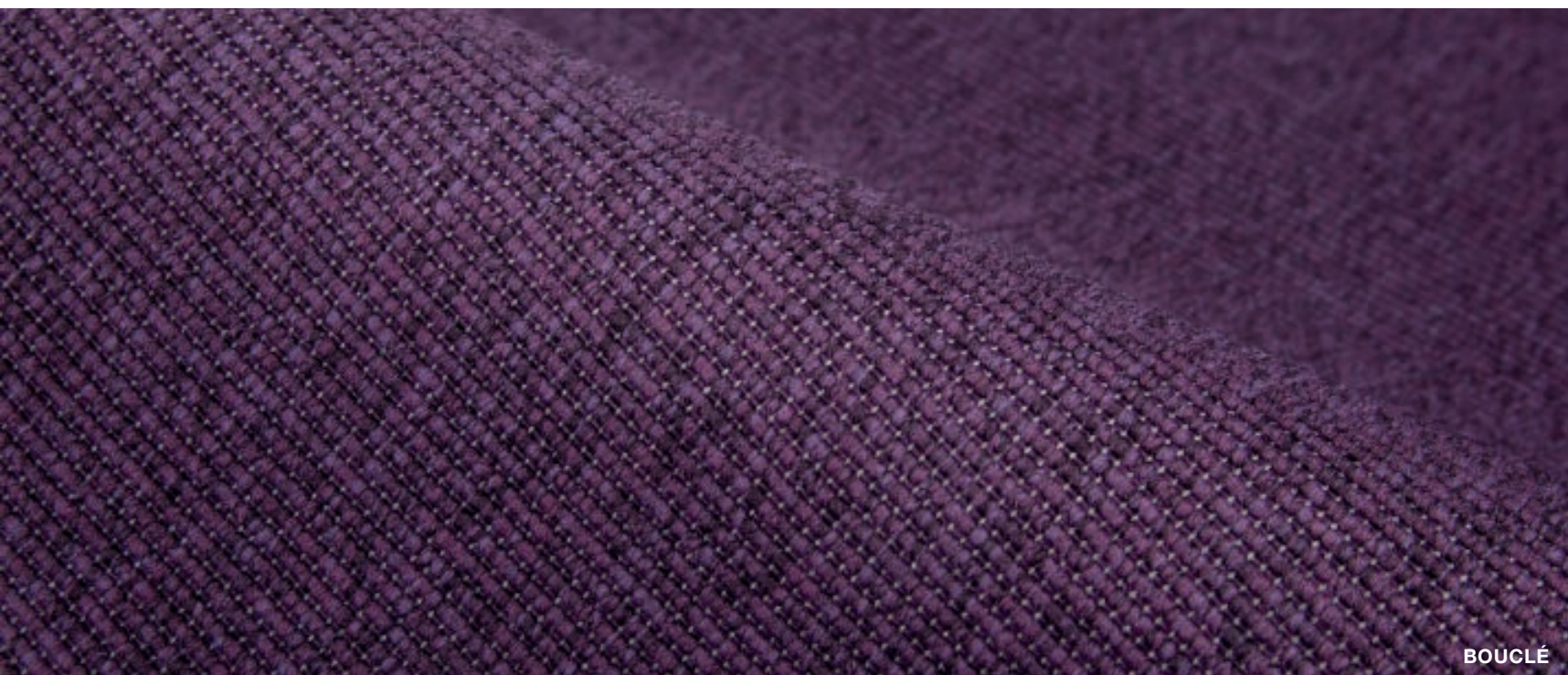
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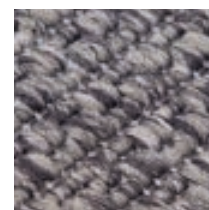
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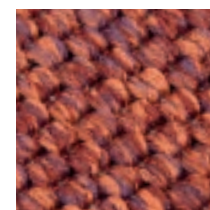
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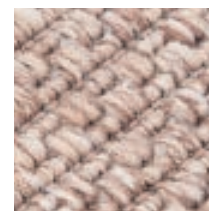
BOUCLÉ



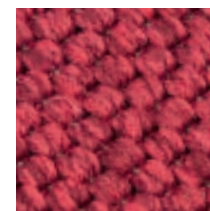
hdesign
28P5



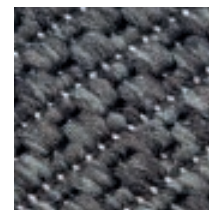
panama
20P8



hdesign
28P6



panama
21P9



hdesign
28P10



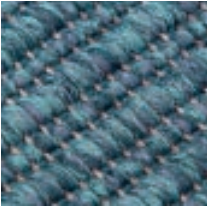
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24P7



panama
28P5



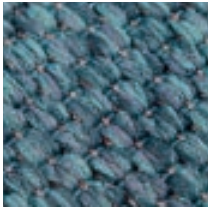
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28P10



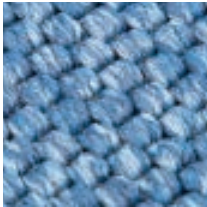
structure
25P5



structure
25P7



panama
25P5



panama
25P6



panama
25P11



panama
28P6



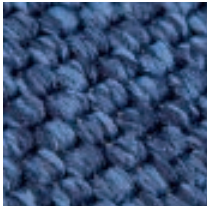
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22P11



structure
25P11



structure
28P6



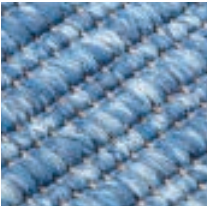
panama
25P7



panama
27P11



structure
24P7



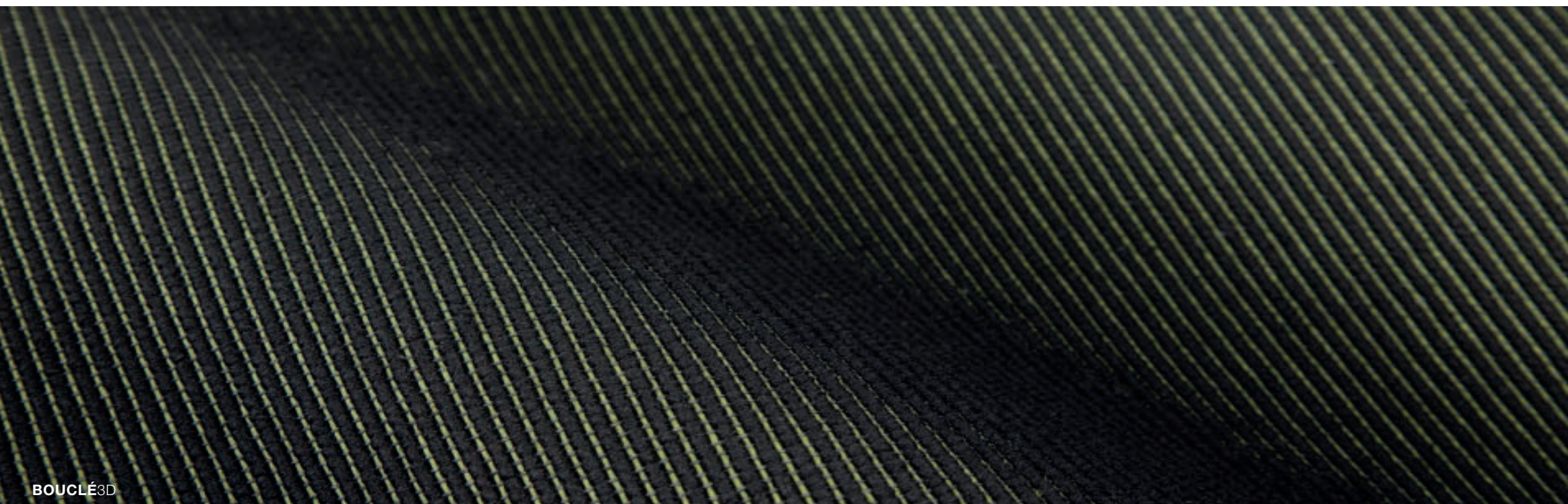
structure
25P6



structure
27P11



structure
28P10



BOUCLÉ3D

ECONYLREGENERATIONSYSTEM

Turn old waste into something brand new and beautiful. The ECONYL® brand turns nylon waste into prime material for industrial manufacturing. The innovative ECONYL® regeneration system is based on sustainable chemistry. As part of this process the nylon contained in waste such as carpets, clothing or fishing nets is transformed back into virgin raw material without any loss of quality. M.I.D. proudly uses ECONYL® for the new Contract Base collection.





**WEAVING OUR FUTURE WITH
THE YARN FROM THE PAST**

CREATIVE **DUTCH** DESIGN

Christel Verhoeven, Lith, Holland (1992 cum laude design academy Eindhoven) works for the main brands in the Dutch textile world. In the final realization of textile collections she is responsible for all collection developments. From analysis, yarn research, technical translations to the final product and presentations. Material research from concept to a real product, as well as good colour. Work as a coherent total concept in Christel's work. Social and cultural developments visualized in the form of tendencies are a fascinating aspect of Christel analysis and concept of design processes. As a lecturer she trained students on colour en trend concepts. Always translating new ideas about cultural developments into the real world of good colour and design.

Christel's work for M.I.D. focuses on the bigger picture, vision of collection and concept as well as getting deep into specific research of new material and colour development. Material research starting from fibers and weaving structures till the presentations of the collections and collection books for MID, Christel is working as a designer as well as the art director for M.I.D.

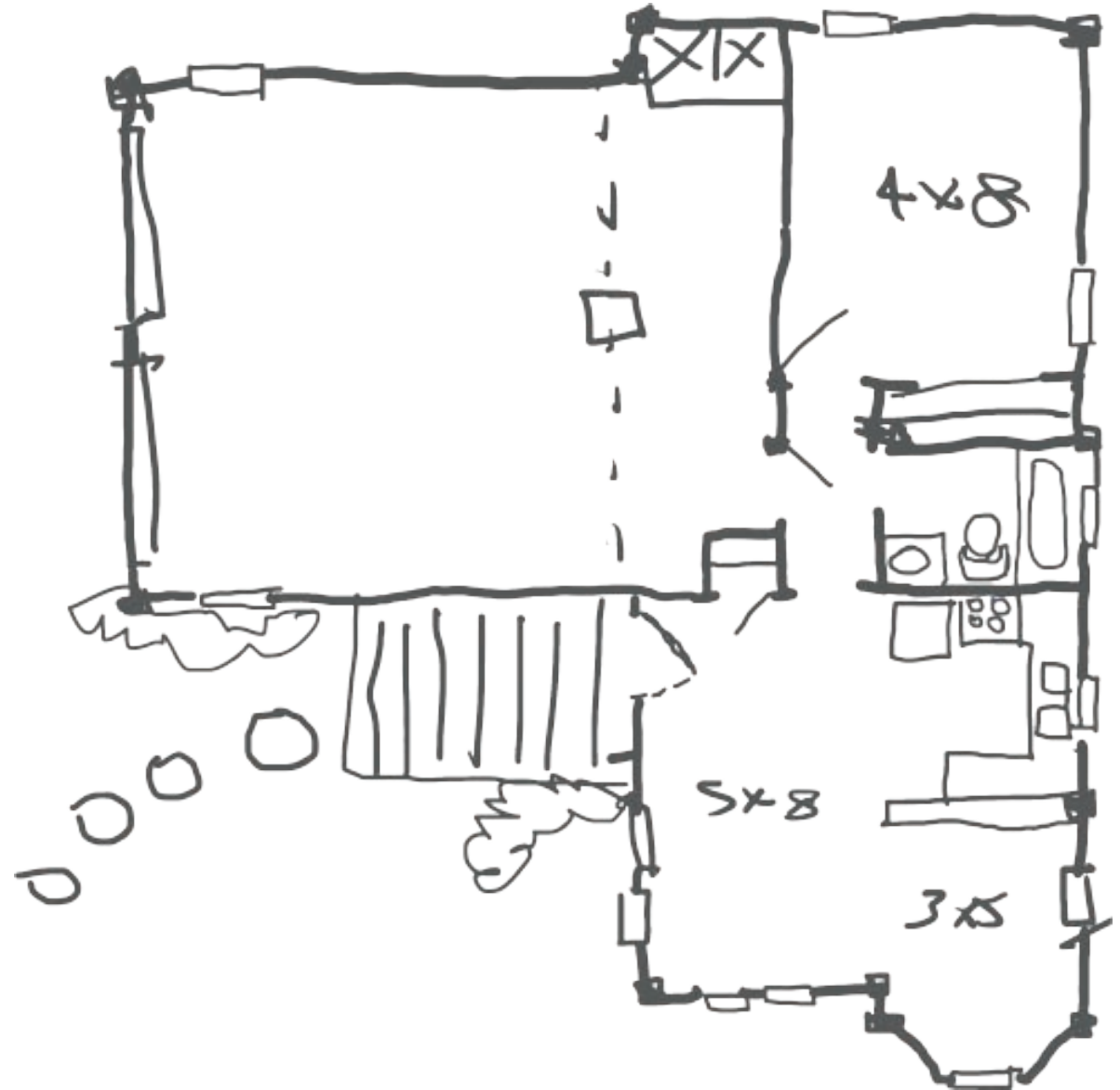




CREATIVE
INNOVATIVE
EXPERIMENTAL

UNIQUE**WIDTH**SERVICE

Limit cost of waste by using the unique width service of M.I.D. and use different custom widths for your interior spaces! With our Home Custom Wool collection, M.I.D. offers an unique width service. Choose your width between 3.60 and 4.55 meter (per 10 cm) and use our unique weaving flexibility to match your fitting plan. M.I.D.'s minimum order quantity is already 10.8 m² per colour/width!





OUR REFERENCES

M.I.D. Carpets is proud to serve her clients worldwide with beautiful, high quality custom woven carpet. We value our customers around the globe and proudly name a few;

PHILIPS



BENTLEY

L'ORÉAL

MARC JACOBS



ROLEX

ABN-AMRO



Mercedes-Benz

RALPH LAUREN

ESCADA



Cartier

HSBC



GUCCI



wehkamp.nl



BURBERRY

fashion

cartier, boutiques, worldwide
burberry, europe
ralph lauren, new york
louis vuitton, london
frattelli rossetti, italy
sergio rossi, paris, milano, london
gucci, london
armani, london
chanel, frankfurt
emilio pucci, new york
valentino, new york
rolex, geneve
debeers jewellery, worldwide
hacket, london
maison de bonneterie, amsterdam
escada boutiques, worldwide

various

luxury yacht, "princess", donald trump
luxury yacht, major of the city new york, mr. bloomberg
luxury yacht, "dragonfly"
luxury sailing yacht "ph3"
vip area's manchester united stadium
various rugs for the queen of jordan
various luxury rooms on the vessel of the holland - america line
private airplanes, for example for the president of argentina
supreme court, ottawa, canada
schiphol airport, various areas
qatar airways vip lounge, heathrow airport
royal concert hall, amsterdam
palace of peace, the hague
showrooms royal auping beds, europe
showroom leolux seating, venlo
showrooms mercedes, europe
showroom bentley, beijing
van der valk hotel, suites
bentley, mulsanne model
national theatre of bahrain
l'oreal, paris
rijksmuseum, amsterdam
frans hals museum, haarlem

executive offices

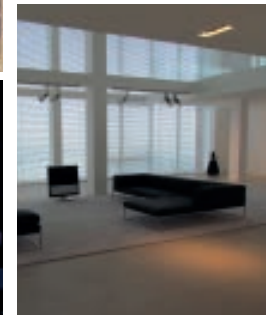
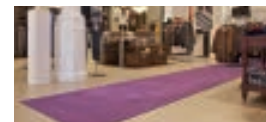
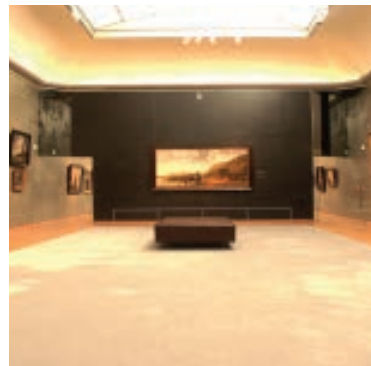
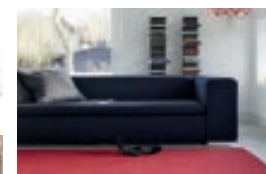
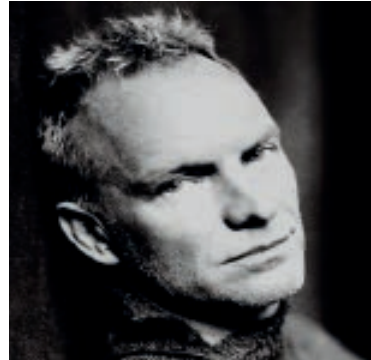
hsbc bank, london
abn-amro bank, amsterdam
deutsche bank, düsseldorf
deutsche bank, stuttgart
banque agricole, paris
national investment company, kuwait
alliance versicherung, berlin
lloyds verde, london

government & palaces

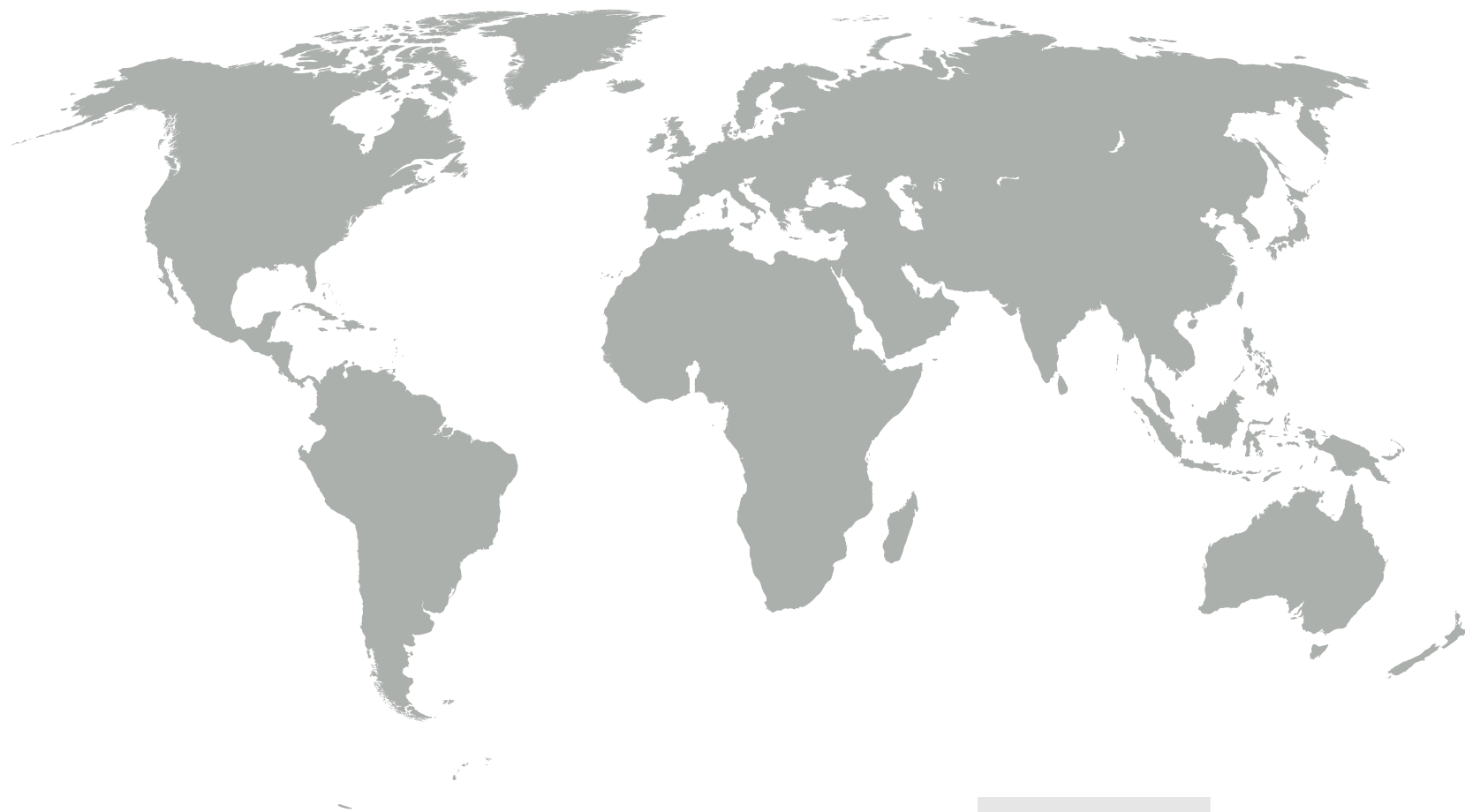
former house of parliament, the hague
dutch embassies, worldwide
embassy of kuwait, the hague
royal palace noordeinde, the hague
palace "eikenhorst", wassenaar
palace "het loo", apeldoorn
red runner for royal wedding of prince maurits and princess marilène
raad van state, the hague
philips, amsterdam
panasonic, london
nokia, finland
shell oil company, rotterdam
royal dutch mail, amsterdam
kpn telecom, groningen
royal ahold, zaandam
wehkamp, zwolle
wedgewood, united kingdom
mannesmann ag, düsseldorf
daimler benz, stuttgart
stock exchange aex, amsterdam
ernst & young, amsterdam

celebrities

madonna, popstar
u2, the edge, guitarist
jon bon jovi, popstar
sting, popstar
marc jacobs, fashion designer
mr bean (rowan atkinson), actor
buckingham palace, "belgium room", london



CONTACTUS



De Projectinrichter

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088 - 650 12 34