

At High Point Market April 13-April 17, 2024...

Amer Rugs Introduces New Rug Designs at High Point Market

April 9, 2024 (Norcross, GA) [Amer Rugs](#), a premier player in quality floor coverings, announces its upcoming showcase of new rug collections at the [High Point Market](#) from April 13-17, 2024. Encompassing many new individual designs, these collections mark a significant presence for Amer Rugs in one of the year's most anticipated home furnishing event. The new 'Atlantic Collection.' is hand knotted from India. 'The Atlantic' comes in 'Dolphin Gray', 'Dove', 'Metallic Gray', 'Silver', 'Sky Blue', and 'Brown.' [The Atlantic](#) is perfect for high-traffic areas whether indoors or out. It is hand woven and made of 100% polyester yarn.

Opportunities at High Point

The High Point Market is known for being a source of innovation and networking for home furnishings in 2024. [Amer Rugs](#) will seize this opportunity to connect with buyers and suppliers, introducing them to these new designs that are both on-trend and timeless. The new contributions to [Amer Rugs'](#) portfolio demonstrate a keen understanding of market trends and a commitment to providing a diverse range of high-quality rugs.

Ideal for discerning home furnishing enthusiasts, [Amer Rugs'](#) presence at the market promises exclusive first looks at these new collections. Exhibiting at Building IHFC, Booth H407, [Amer Rugs'](#) exposition is characterized by innovation, heritage, and a rich palette of designs.

More New Collections

In addition to The Atlantic, the new collections feature a mix of hand-knotted, hand-hooked, and power-loomed rugs that reflect Amer Rugs' commitment to traditional craftsmanship and modern aesthetics. Notable entries such as the abstract modern Winston Collection and the elegantly neutral Chicago line are handcrafted in India using New Zealand Wool, ensuring each rug is made with quality and longevity.

For those who prefer the allure of hand-tufted textures, the Vestige collection offers a captivating blend of New Zealand Wool & Art Silk (Viscose), standing out for its sophisticated softness and adaptable color schemes. For the outdoor enthusiasts, the Atlantic collection comes in hand-woven options durable enough to enhance any open space with geometric designs and lively colorways. The Alaska Collection offers a range of power-loomed area rugs. Produced in Turkey, these showcase the versatility of Chenille & Cotton with their easy-to-maintain and captivating designs suitable for various interior spaces.

Amer Rugs Heritage

Amer Rugs continually exercises its philosophy of mingling storied rug-making artistry with forward-thinking aesthetics. This much-anticipated event in High Point will not just highlight Amer Rugs' new collections but also solidify its position as an authority in high-quality, trendsetting rug design.

For a personal encounter with the Amer Rugs collections and to appreciate the interplay of texture, design, and craftsmanship, visitors are invited to the Amer Rugs exhibit at the High Point Market Building IHFC, Booth H407.

About Amer Rugs

Amer Rugs, based in Norcross, GA, has upheld a tradition of rug-making excellence, conflating groundbreaking designs with classic hand-knotting techniques. Every rug denotes an enduring symbol of both heritage and pioneering spirit, designed for the discerning and style-conscious consumer.

CAPTION: Amer Rugs is eager to welcome enthusiasts and industry insiders to explore their new line of floor art. Join them for a creative showcase at High Point and discover how these new collections can enhance and bring new life to any space.

Note to Editors:

To arrange interviews during the show or later please contact **Raj Choudhary** at raj@amerrugs.com , contact 4047916110

For those interested in more detailed insights, product samples, high-resolution images, and additional collection details, including sizes and color options, are available upon request.

*Please note that the names of these collections as being hand-knotted or hand-hooked suggest a type of construction quality and craftsmanship involved in making these rugs. Hand-knotted rugs are made by skilled artisans who tie each knot individually, resulting in a highly durable product. Hand-hooked rugs involve a different technique where loops of yarn are pulled through a backing material to create a design. These processes can yield beautiful and diverse patterns, textures, and color blends, making them sought after for home decor.