



PRESENTS

studio sanet



Your Space. Your Story. *Made Possible.*

YUDU is a South African rug brand specialising in custom and curated rugs for residential and commercial spaces.

Design your own rug online, or choose from our pre-made collection. Built on Belgotex, South Africa's leading flooring brand – YUDU draws on a longstanding legacy of quality, innovation and local manufacturing. Every rug originates in Pietermaritzburg with premium materials and skilled craftsmanship.

By combining considered design with the freedom to customise, we make it easy to create a rug that's a true expression of your style.

Through collaborations with South African designers and creative studios, we also create space for new ideas, perspectives and expressions of local design.

Made locally, made for you.



built on BELGOTEX

INTRODUCING

The Sketch Series

A collection of indoor/outdoor rugs, designed in collaboration with Studio Sanet – each pattern drawn by hand, then translated mark by mark into the weave. The collection moves through three themes inspired by the South African landscape: **Sand, Grass and Water.**

Built to withstand everyday life and made with specifically engineered Belgotex yarn, these rugs are easy to clean and fade-resistant, thanks to UV stabilisers developed for the harsh African sun.

They're equally at home indoors or out, and are available in custom sizes.





One yarn. *Six advantages.*

- Extremely versatile
- Hard-wearing
- Fade resistant
- Easy to clean
- Made for indoors and outdoors
- Variety of colour & texture combinations

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A creative practice exploring space, object and image.

The Sketch Series brings together Studio Sanet's distinct creative point of view with YUDU's deep manufacturing expertise. Developed collaboratively from first idea to finished rug, the collection reflects a shared belief in original South African design and the local expertise and craftsmanship that bring it to life.



Sanet Fau Stegmann, South African designer and founder of Studio Sanet, trained as an interior architect and earned her Master's degree in Paris. Working across disciplines, her practice spans spatial design, furniture, textiles, graphic design and illustration. Her collaborative work has been exhibited at Salone del Mobile in Milan, Saatchi & Saatchi in London, and Zeitz MOCAA in Cape Town.

Almost every one of Sanet's ideas starts on paper – a fascination with the simplicity of mark-making, and with how a single mark can take on an entirely different character through repetition. The Sketch Series translates this process into woven form, preserving the honesty of hand drawing: the slightly uneven line, the traces of a gesture, and the imperfections that give each mark its character.



Scan the QR code to
read more about this
collaboration online

or visit:
www.yudu.co.za



"As a South African living abroad, the opportunity to work with a company like YUDU that values local production and actively invests in designers felt particularly meaningful."

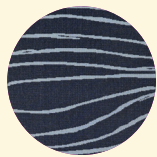
- Sanet Fau Stegmann
Founder of Studio Sanet

From Sketch to Weave

Three familiar elements of the South African landscape become the starting point for the patterns and colours of the Sketch Series.

Water Range

Uneven lines curve and repeat to create a gentle ripple.



Last Light



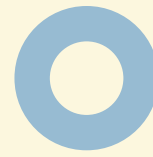
Sun Glint

Finishing Touches

Each rug can be finished with your choice of colour-matched or contrasted edging, giving you a way to tailor the rug to your space.



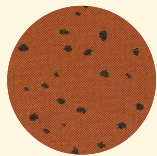
Deep Ocean



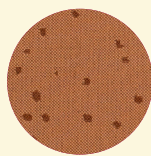
New Sky

Sand Range

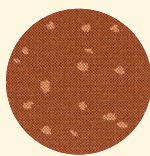
Flecked marks recall individual grains of sand.



Dust at Dusk



Heat Haze



Sun-Soaked Sand



Terracotta



Sandstorm

Grass Range

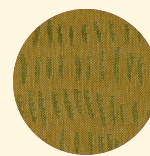
Short, repeated strokes echo blades of grass.



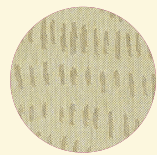
Late Afternoon



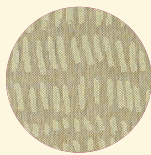
Sun-Warmed



Summer's End



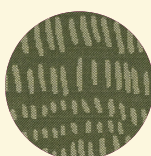
Warm Hay



Dry Meadow



After Rain



New Growth



Volcano



Savannah



River Rock



Sea Sand



Pebble



Stone Moss



Willow



How Do I Order Samples?

Explore colours and textures at home and find the right fit for your space.



Scan the QR code to visit our online rug builder or visit: www.yudeb.co.za

1



Get Started

Visit the Rug Builder at yudu.co.za.

2



Sample The Collection

Select 'Order Samples' to begin.

3



Make Your Selection

Select up to five Sketch Series samples.

4



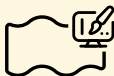
Place Your Order

Follow the prompts, add to cart and check out.

How Do I Customise My Rug?

Find the pattern that speaks to you, then make it your own. Choose your size, colour and edging.

1



Build Your Rug

Visit the Rug Builder at yudu.co.za to get started.

2



Make It Yours

For Sketch Series, select 'Rectangle', then 'Indoor/Outdoor'.

3



Place Your Order

Choose your pattern and edge colour, and check out.

4



Made & Delivered

Handcrafted to ordered and delivered within 7-10 working days.







How to Care for your Rug

Excellent yarn resistance properties help the durability of the Sketch Series rugs. All of the rugs can be cleaned with bleach and acetone without damaging the fibres.



Deal with stains as soon as possible. The faster you act, the more successful the result.



Scan the QR code to view our YUDU Cleaning Guidelines
or visit:
www.yudu.co.za





Technical Information

Use Classification:	Indoor/Outdoor Rugs for Living Spaces
Construction:	Flatwoven
Product Description:	Miracle Fibre Flatwoven Rug
Yarn Type:	100% Stainproof Miracle Fibre (Polypropylene)
Total Thickness:	±3.8 mm 0.149 in
Total Mass:	±1000 g/m ² 33.90 oz/yd ²
Broadloom Size:	4 m 157.48 in
Standard Backing:	Anti-Slip
Warranty:	1 Year Warranty



1 Year
Warranty



Rug



From Local &
Imported Goods



Eco-Friendly



Miracle
Fibre



Anti-Slip
Backing



ISO 9001
Verified



UV Extra
Protection

Get in Touch.

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