



A FEW THINGS

[you might not know]

ABOUT

OBEETE®



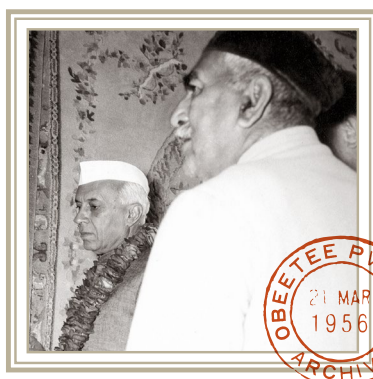


WELCOME.

OBEETEE IS THE LARGEST handmade rug maker in India and one of the oldest hand-woven rug companies in the world. Yet some people do not know who we are, or what we really stand for. We hope this brochure will serve as a fitting introduction, and quickly reveal the pattern that makes Obeetee Obeetee.



OBEETEE'S OUTSTANDING QUALITY AND REPUTATION HAVE EARNED THE INTEREST OF MANY FAMOUS AND NOTABLE PEOPLE, INCLUDING HER MAJESTY QUEEN ELIZABETH II, SEEN ABOVE IN PHOTOGRAPHS FROM 1955 AND 1958. BELOW, A 1956 VISIT FROM INDIA'S PRIME MINISTER PANDIT NEHRU, SEEN HERE WITH OBEETEE'S HAKIMUDDIN KHAN.



O. B. T.



OAKLEY BOWDEN & TAYLOR, MIRZAPUR - 1925

FOUNDED AS OAKLEY BOWDEN & TAYLOR IN 1920, OBEETEE HAS GROWN TO 650 PERMANENT EMPLOYEES AND WORKS WITH 15,000 INDEPENDENT ARTISANS WHO ARE ENGAGED IN WEAVING AND PROCESSING OUR RUGS IN INDIA. THANKS TO THEIR EFFORTS, OBEETEE IS THE LEADING PRODUCER AND EXPORTER OF HAND-KNOTTED, HAND-TUFTED AND FLAT-WOVEN CARPETS IN INDIA.





A BRIEF HISTORY

OUR STORY BEGINS in 1920 in Mirzapur, state of Uttar Pradesh, India. This town on the Grand Trunk Road is the heart of rug making in India. For centuries, artisans here have woven a long and distinguished reputation for excellence.

Shortly after World War I, three British gentlemen named F.H. Oakley, F.H. Bowden and J.A.L. Taylor came to Mirzapur and gathered the finest local craftsmen under the banner of Obeetee. (The term comes from their initials, O-B-T.)

Today, Obeetee is internationally known as the premier source of handmade rugs in India. Our label is sought by grand hotels and resorts, private residences, government buildings and palaces. We have received numerous national awards for being our country's largest and most reputable exporter.

And there is still a capital O in Obeetee. Edward Oakley, the founder's grand-nephew, continues to carry the company banner for quality and integrity.



[*Top left*] OBEETEE WEAVERS IN MIRZAPUR DURING THE 1930's. [*Top right*] OBEETEE BRICKS BEING MADE FOR THE BOUNDARY WALL OF THE O'GANJ FACTORY AT LOWER RIGHT IN 1936. PRESENTLY, OBEETEE OPERATES THROUGH A NETWORK OF A DOZEN SATELLITE DEPOTS CONNECTING SOME 5,000 LOOMS AND TUFTING FRAMES OVER AN AREA OF 155,000 SQUARE KILOMETRES (60,000 SQ. MILES).

[*Above*] LAYING THE FOUNDATION STONE AT THE O'GANJ FACTORY IN 1936. IN ATTENDANCE ARE J.A.L. TAYLOR, HAFIZ BABU, L.P. MITCHELL, W.J. OAKLEY AND HAKIMUDDIN KHAN.

**A PROUD TRADITION
OF FIRST STEPS:**

OBEETEE IS THE WORLD'S FIRST WOOLMARK
LICENSEE FOR HAND-KNOTTED CARPETS.

THE FIRST BRAND PARTNER OF THE
WOOLS OF NEW ZEALAND TO USE THE
"FERNMARK" FOR HAND MADE CARPETS.

THE FIRST COMPANY IN THE INDUSTRY
TO QUALIFY FOR ISO 9001 CERTIFICATION.

THE FIRST TO RECEIVE THE COVETED
SA8000: 2001 CERTIFICATION FOR
SOCIAL ACCOUNTABILITY.

THE FIRST TO INSTALL ITS OWN WATER
EFFLUENT TREATMENT PLANT, ECO-FRIENDLY
POWER AND STEAM GENERATION,
AND ENERGY CONSERVATION SYSTEMS.



IN 1969, OBEETEE BECAME THE WORLD'S FIRST WOOLMARK
LICENSEE. PICTURED AT THE SIGNING ARE E.B WHITELY,
HAKIMUDDIN KHAN AND W.J. OAKLEY.

OBEETEE HAS THE GREATEST IN-HOUSE CAPABILITIES OF ANY RUG MAKER IN INDIA, THANKS TO OUR MODERN DYEING PLANT AND INSPIRED DESIGN DEPARTMENT. THE OBEETEE COLOUR BANK HOLDS OVER 4,000 COLOUR-FAST SHADES OF WOOL. OUR DESIGNERS CONSTANTLY STUDY NEW TEXTURES AND FRESH COMBINATIONS, TO BE SURE THAT OUR CARPETS WILL FLY IN THE MARKETPLACE.



TODAY'S GRAND DESIGN

VERY MUCH LIKE a carpet, Obeetee is integrated vertically.

We work directly with more than 15,000 artisans – many of whom are fifth- and sixth-generation weavers – in seven districts around Mirzapur. This means that our loom owners have close ties to our factory.

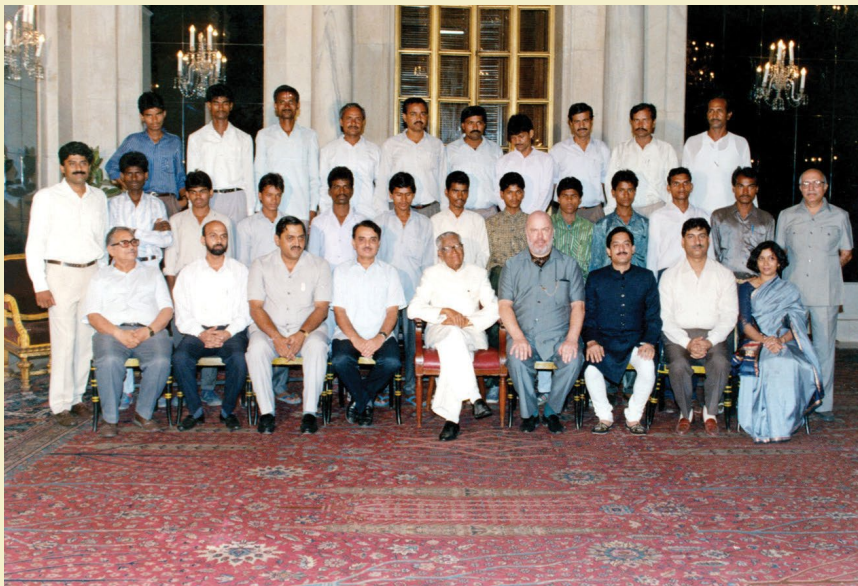
When our designers create a *naksha*, or master plan, for a carpet, they know it will be followed with care.

In the past, *nakshas* were drawn by hand. Today, they are rendered by the same gifted artists using state-of-the-art CAD systems. This enables our design department to function 24 hours a day – sharing colour samples and renderings in real time with clients around the world. The result is virtually amazing.

When you work with Obeetee designers, it is almost like standing over the weaver's shoulder, watching your carpet's creation take shape.



A *naksha*, or master drawing, is first mapped out in our computer aided design centre, then plotted on graph paper using colours that are brighter than those of the actual rug. This enables the weaver to follow the pattern easily.



A RATHER LARGE PIECE OF WORK

THE RASHTRAPATI BHAVAN, OR PRESIDENTIAL PALACE OF INDIA, IS HOME TO TWO MAJESTIC OBEETEE RUGS, THE LARGEST MEASURING 452 SQUARE METRES (5,020 SQ. FT.) AND CONTAINING BILLIONS OF INTRICATE KNOTS. ABOVE, PHOTOGRAPHS FEATURE SOME OF THE MANY WEAVERS; ONE OF THE COUNTLESS INSPECTIONS; THE FINAL WASHING WITH WOODEN PADDLES; AND THE SMALL CREW IT TOOK TO SIMPLY ROLL THE CARPET UP FOR DELIVERY. BELOW, INDIA'S PRESIDENT VENKATRAMAN INVITES OBEETEE FOR TEA AT THE PALACE IN 1992. EDWARD OAKLEY IS SHOWN SEATED TO THE RIGHT OF THE PRESIDENT.



HIGHLY SKILLED CRAFTSMEN SORT THE STRANDS OF WOOL TO ENHANCE
THE CLARITY OF THE DESIGN BY SEPARATING THE MOTIFS AND COLOURS.

A SINGLE THREAD TIES US TOGETHER

EVERY OBEETEE PRODUCT carries a digital fingerprint telling when it was loomed, and where.

Even if your carpet contains over 400 knots per square inch and takes six weavers a year to finish, our quality control experts will be watching every step of the way. At the touch of a computer key, we can track its buyer, design, depot and loom owner's name (along with the names of his family). Progress is monitored on a real time basis through all stages of production so

you always have the latest update at your fingertips.

Our in-house laboratory tests every shipment of wool and other raw material to ensure they meet our stringent quality standards. Whether it has been hand- or machine-spun, yarn from each dye lot is tested for colour-fastness to light, chemicals and rubbing.

This focus on consistency gives you a vital edge. And a perfect rug every time.



CLIPPING IS AN IMPORTANT AND SKILLFUL TASK REQUIRED IN THE FINISHING OF A RUG.
THIS IS DONE TO MAKE THE SURFACE OF THE PILE EVEN AND SMOOTH.

WHAT MAKES OBEETEE UNIQUE?

IN THE WORLD of rug distributors, Obeetee is refreshingly different. Beyond our rich history, numerous awards and excellent reputation, several things separate us from the others:

MANUFACTURING AND WHOLESALING WITH TRUE
VERTICAL INTEGRATION

DIRECT ORDERING AND SHIPMENTS FROM
OBEETEE IN INDIA

CUTTING EDGE, FASHION FORWARD STYLE AND DESIGN

INDUSTRY'S MOST DIVERSE PRODUCT LINE FROM INDIA

PRIVATE LABEL PROGRAM WITH CUSTOM LABELING,
PACKAGING AND BAR CODES

CONSISTENCY AND RELIABILITY

INDUSTRY LEADER IN THE USE OF TECHNOLOGY,
SYSTEMS AND FACILITIES

REAL TIME PRODUCTION TRACKING AND
UPDATES ONLINE

INDUSTRY LEADER FOR SOCIAL RESPONSIBILITY
AND COMMUNITY OUTREACH

LARGEST PRODUCER OF QUALITY INDIAN
HANDMADE CARPETS





OBEETEE ARTISTS CREATE CLASSIC AND MODERN DESIGNS THAT
ARE TRANSFERRED DIGITALLY FOR PRODUCTION.

THE SOCIAL FABRIC COMES FIRST

We care for our environment as much as we care for our rugs.

WHEN YOU LIVE with Obeetee rugs, you support the lifestyle of those who create them. In our case, that means caring for an extended family of more than 100,000 people in what is truly a cottage industry.

Because it is the right thing to do, we pay higher wages and insist on more favourable conditions for our artisans.

We use safe dyes and chemicals, and were the first in the industry to set up water effluent treatment plants and air pollution control systems.

Our environmentally friendly power

system runs mainly on gas derived from biomass, and we contribute to healthy communities by planting trees and developing parks.

We also encourage and support local schools. As for the question of child labour, Obeetee enforces a policy of zero tolerance, hiring no one below age 16, even though the government limit is 14.

Finally, we honor the strict standards of SA8000: 2001 for Social Accountability in every area of conduct – from working hours and collective bargaining to workers' safety and health.

WE INSPECT OVER 5,000 LOOMS AND TUFTING FRAMES AT LEAST
ONCE EVERY 15 DAYS, WITH ADDITIONAL SURPRISE INSPECTIONS EVERY
OTHER MONTH, TO SEE THAT ONLY THOSE WHO ARE APPROVED BY
OBEETEE ARE WORKING ON OUR PRODUCTS.



UNLIKE ANY OTHER RUG MAKER

[Photos 1-3] OBEETEE'S COMPUTERIZED DESIGN CENTRE WORKS AROUND THE CLOCK FOR CLIENTS AROUND THE GLOBE. [4-5] WOOLEN YARNS DYED IN OUR STATE-OF-THE-ART FACILITIES ARE CONTINUALLY TESTED FOR COLOUR-FASTNESS. [6] OBEETEE PRODUCTS ROLL OUT ACROSS THE GLOBE FROM OUR MODERN MANUFACTURING HEADQUARTERS ON THE GRAND TRUNK ROAD IN MIRZAPUR. [7] ECO-FRIENDLY POWER AND HEAT RECOVERY SYSTEMS UTILIZE ENERGY GENERATED WITH BOTH BIOMASS AND [8] STEAM TURBINES. [9] THE INDUSTRY'S FIRST-EVER WATER EFFLUENT TREATMENT PLANT, HELPING TO PROTECT THE SURROUNDING COUNTRYSIDE.



OBEETEE HAS RECEIVED INTERNATIONAL AWARDS FOR EXCELLENCE IN RUG DESIGN AND HAS OFTEN BEEN THE RECIPIENT OF AWARDS FROM THE GOVERNMENT OF INDIA FOR ACHIEVEMENTS AS AN OUTSTANDING EXPORTER. PICTURED ABOVE, VINOO SHARMA, MANAGING DIRECTOR OF OBEETEE, ACCEPTS AN AWARD FROM THE PRESIDENT OF INDIA, SHRIMATI PRATIBHA PATIL IN NEW DELHI, 2008.

OBEETEE OR NOT OBEETEE? THAT IS THE QUESTION.

NO MATTER WHAT style of rug catches your eye, we invite you to learn more at www.obeetee.com - the most comprehensive, informative and user-friendly e-commerce site in the industry.

And please feel free to call us at 866-623-3833 from 9 am to 5 pm (EST), Monday through Friday. Or send an email to info@obeetee.com.

Obeetee Private Limited is based in Mirzapur, India, on the Grand Trunk Road between Delhi and Calcutta.

Obeetee, Inc., our U.S. subsidiary, is based in New York.

A wholly owned subsidiary, Obeetee Textiles Pvt. Ltd., manufactures non-woven durable products and distributes these throughout India.

OBEETEE, INC.

137 W 25TH STREET, 12TH FLOOR, NEW YORK, NY 10001 USA
TEL 212-633-9744, FAX 212-633-9745

OBEETEE PVT. LTD.

BISUNDERPUR, CIVIL LINES, MIRZAPUR - 231 001 (U.P.), INDIA
TEL +91-5442-252304, FAX +91-5442-252413

