

INSIGHT



HERITAGE . BEAUTY . SERVICE

www.gaskell.co.uk

INFINITY COLLECTION

Back in 1999 if you wanted a bespoke broadloom Axminster you would have to order a minimum of 300m², be prepared to wait eight to ten weeks for production and pay a premium price for the privilege.

At the turn of the new millennium and the advent of high speed computerised jacquard weaving technology, all of this changed. At the forefront of these advances Gaskell Mackay developed a unique manufacturing programme based on six key principals. They were:

Minimum order quantities of 20m ²
Production lead times of no more than six weeks
Manufactured width of 4.0m
Qualities to suit every type of end use
Competitive pricing driven by manufacturing excellence
Absolute freedom of design

The realisation of these advances was the launch in 2000 of the Infinity Axminster programme. This innovative product met all of the above criteria by allowing customers access to thousands of designs and by using the original Standard 16 colour palette, the ability to create bespoke interiors without the historic draw backs. Since Infinity was launched Gaskell Mackay have continued to invest in development and today its customers are able to select from six individual palettes.

Above all Gaskell Mackay continue to invest in the creation of stunning design. With its unique freedom the Infinity programme

enables us to create everything from one-off abstract rugs to the most intricate of chlidema installations.

To showcase these design innovations Gaskell Mackay regularly publish collections of designs reflecting current trends across a multitude of market sectors from hospitality and leisure through to public buildings and corporate offices. These collections along with selected designs from our impressive archives can be viewed by visiting www.gaskell.co.uk

They say that imitation is the greatest form of flattery and many companies have tried to recreate Gaskell Mackay's Infinity programme. None however, can match its core flexibility nor the breadth of colour options available. At launch Infinity was ground breaking and today almost 15years later it remains the definitive fast track Axminster programme.

For true design innovation and manufacturing excellence, please contact your local representative or our head office. We will be pleased to open the doors to a new and exciting world of bespoke interiors allowing you to differentiate in an increasingly competitive global economy.

INFINITY COLLECTION



INFINITY STANDARD

A fashionable collection of 16 colours ideal for the creation of contemporary chic

INFINITY TONES

A subtle 16 colour palette for sophisticated interiors

INFINITY SPECTRUM

16 traditional colours creating grandeur and finesse

INFINITY NATURALS

An environmentally conscious 8 colour palette of undyed 100% wool blends for a perfectly natural look

INFINITY VISION

10 stunning contemporary colours for truly modern interiors

INFINITY ELEGANCE

A new 16 colour palette reflecting demand for subtly toned interiors



Overall the Infinity axminster programme allows access to an unprecedented collection of 82 stunning colours allowing you to realise your individual interior vision.

Herati - Cream



1-M2720



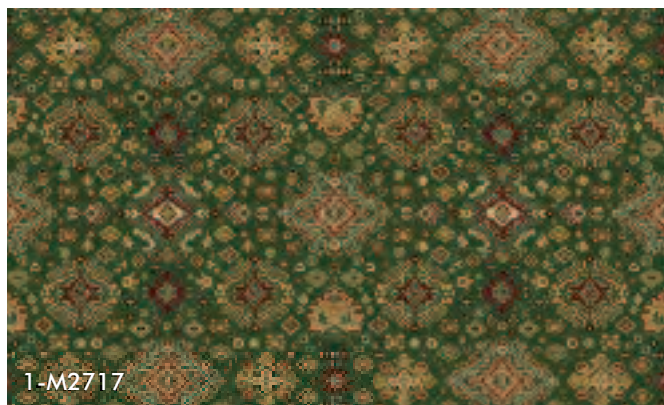
Shiraz



7-M2387



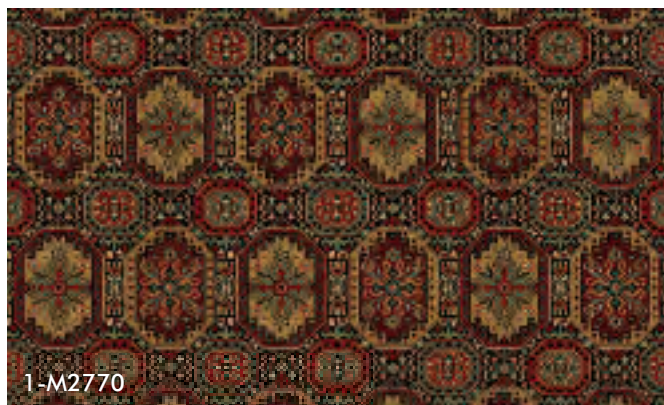
Inca - Green



1-M2717



Kilim



1-M2770



Turkey - Red



1-M2647



Bukhara



29-G3472



Kashmir - Black



8-M2722



Soumak



14-G5511



Pindot - Black



2-3986



Pindot - Burgundy



3-3986



Pindot - Mocha



5-3986



Pindot - Green



6-3986



Turkey



1-M2647



Weathered Buchanan



1-M4314



Black Watch



9-G7961



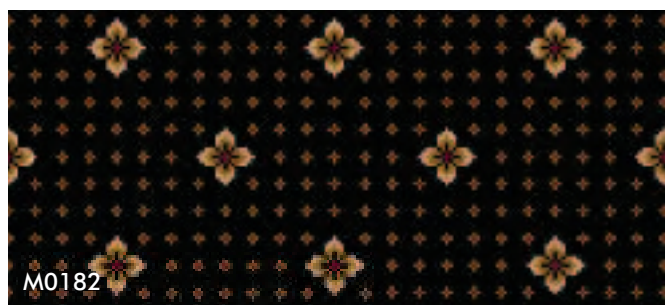
Lindsay



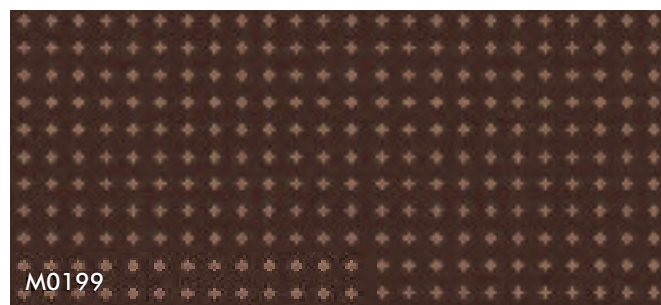
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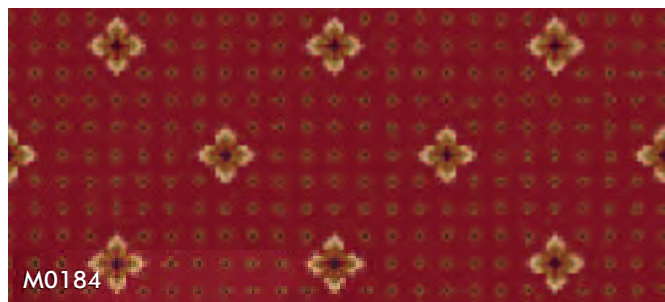
Florette - Black



Pindot - Umber



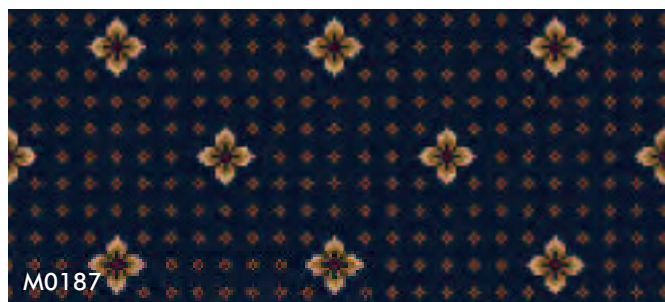
Florette - Crimson



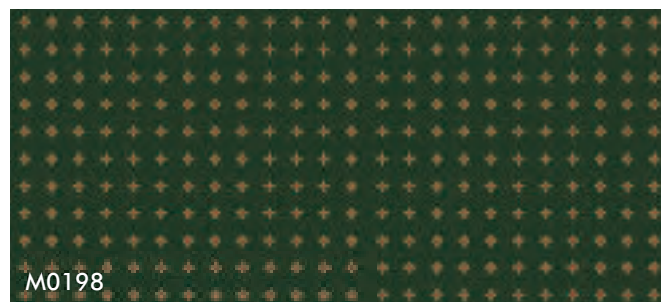
Pindot - Rust



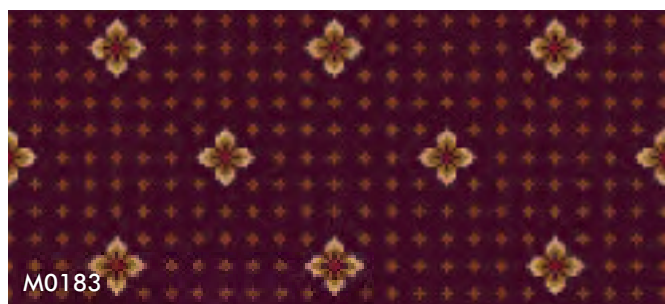
Florette - Peacock



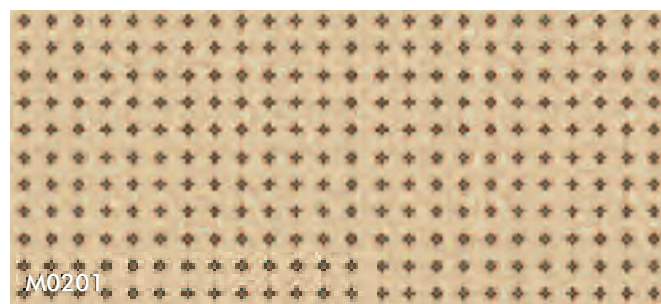
Pindot - Cedar



Florette - Claret



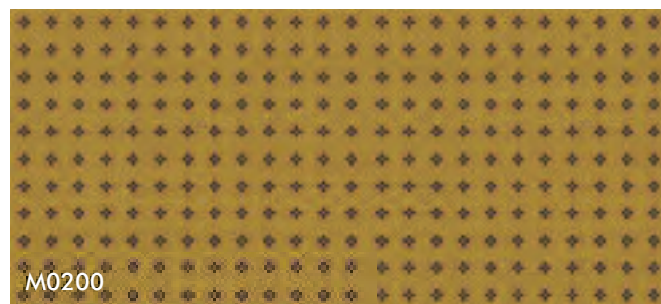
Pindot - Linen



Florette - Coral



Pindot - Straw



Crown - Black



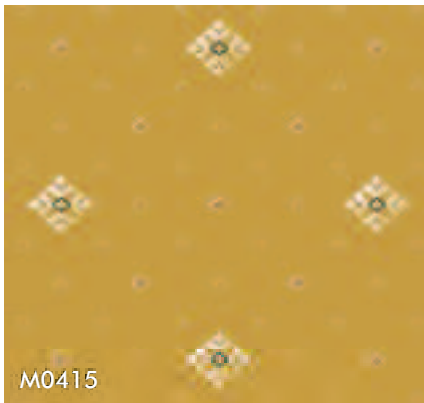
Crown - Brown



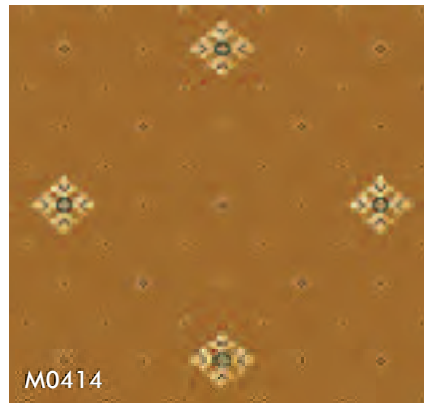
Crown - Burgundy



Crown - Corn



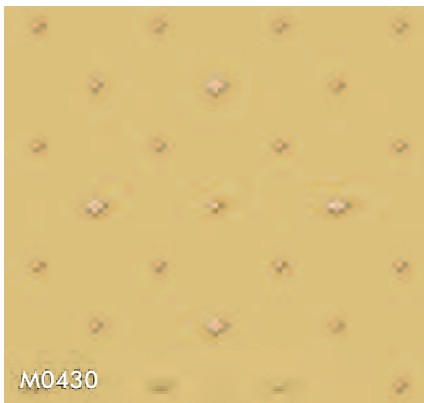
Crown - Dark Gold



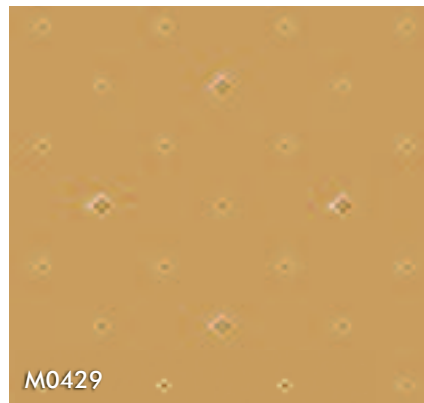
Crown - Dark Green



Sceptre - Light Beige



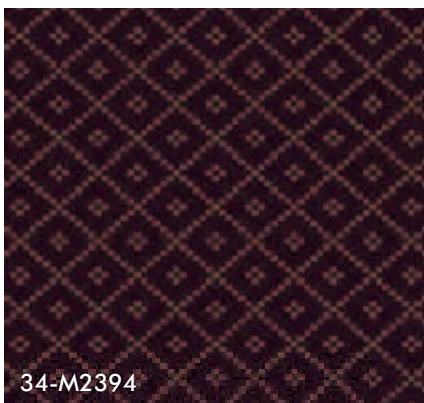
Sceptre - Mink



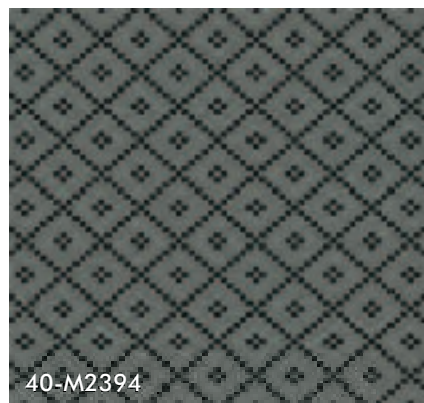
Sceptre - Navy



Trellis - Aphrodite



Trellis - Steel



Trellis - Umber

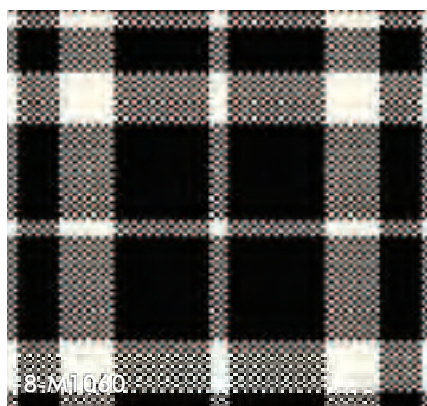


TARTANS & PLAIDS

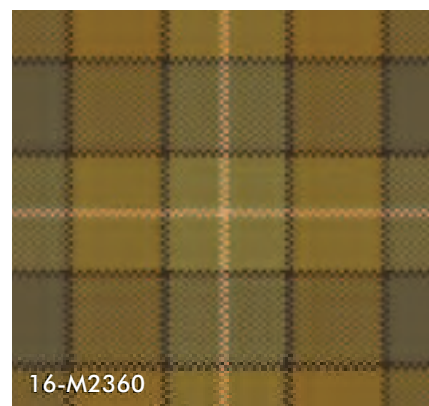
Royale Tartan



Menzies



Rustic Plaid



Royale Stewart



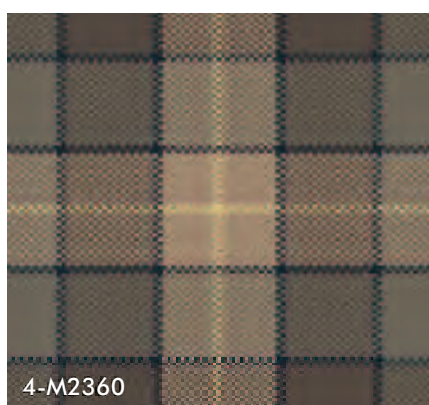
Shaker Tartan



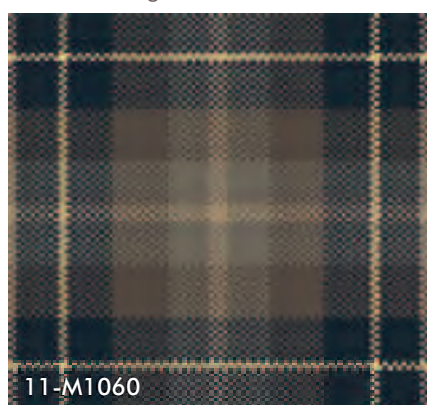
Dress Stewart



Tartan Earth



Tartan Midnight



Tonal Plaid



Tartan Dusk



Tartan Pine



Tartan Maple



Ben More



LD-3813



Ben Lawers



3LD3813



Ben Lomond



35-M5319



Tartan Heather



24-M1060



Ben Avon



1-M5756



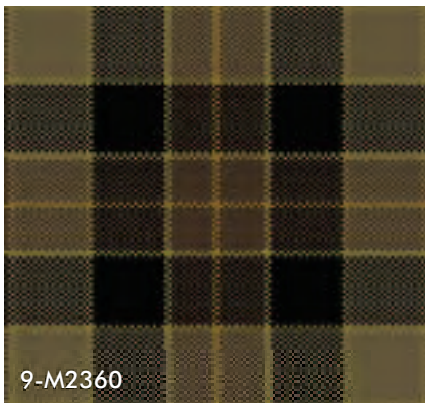
Ben Hope



1-M4360



Heathland Tartan



9-M2360



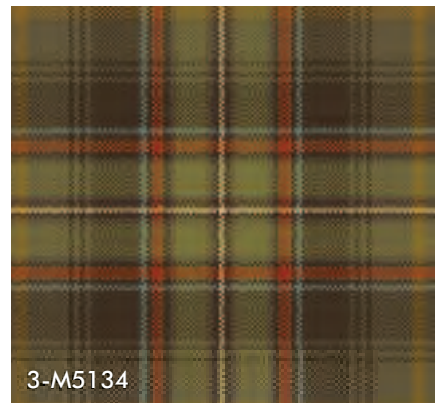
Ben Alder



9-M5305



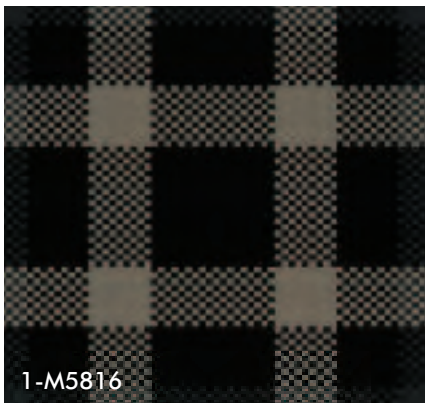
Ben Kilbreck



3-M5134



Ben Nevis



1-M5816



Ben Cruachan



16-LW0105



Ben Macdui



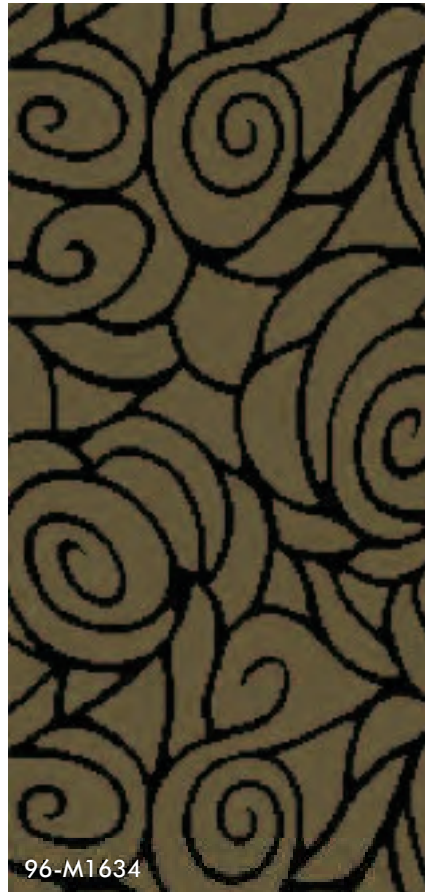
2-M5759



Logan



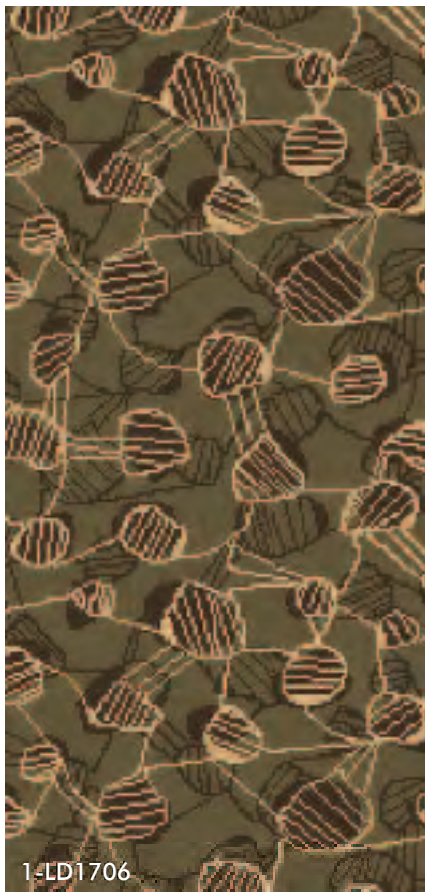
Helix



Nouvelle



Dodgem



Cord



Morph



Sophora



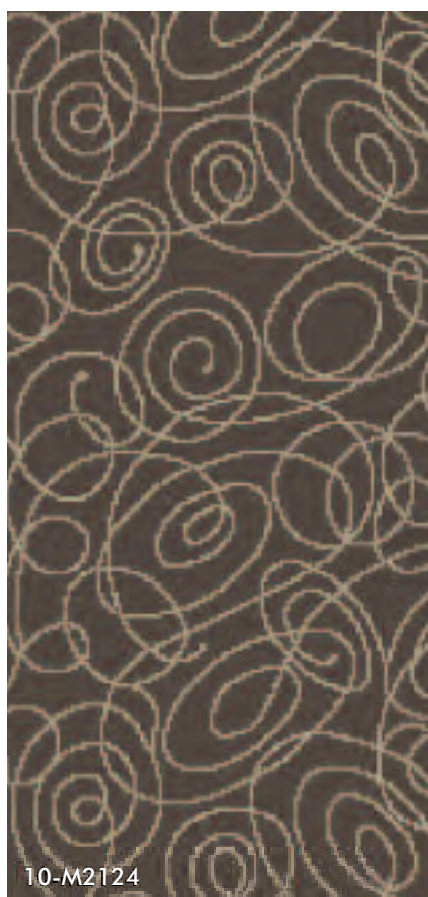
Tic-Tac



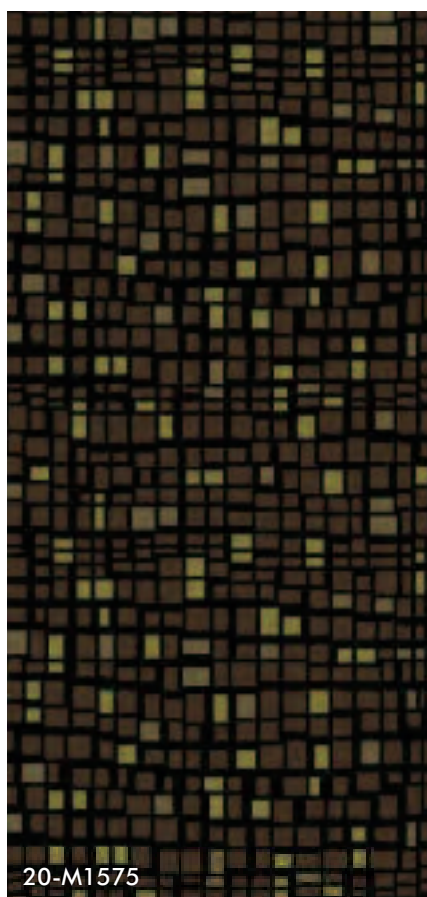
Chess



Sketch



Cobble



Starburst



DURHAM CATHEDRAL

Bede - Oak



Bede - Maple



Cuthbert - Graphite



Cuthbert - Oak



Benedict - Walnut



Benedict - Pine



Aidan Damask - Umber



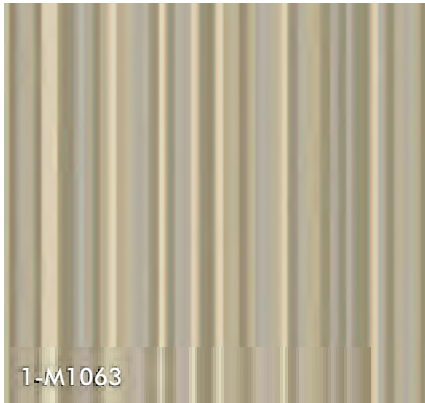
Aidan Damask - Maple



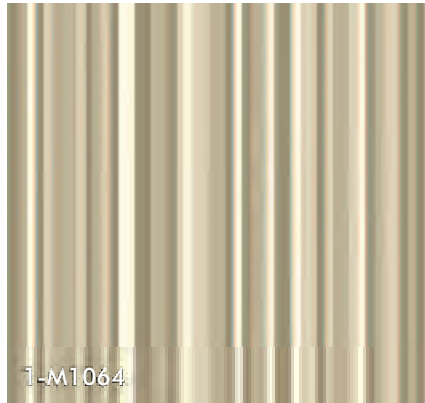
Aidan Damask - Graphite



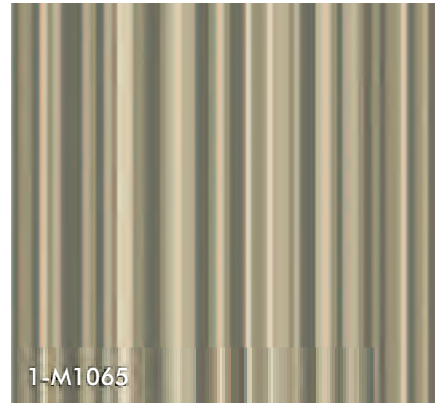
Strata - Elm



Strata - Pine



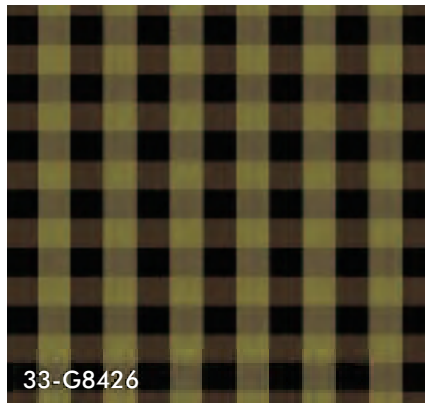
Strata - Walnut



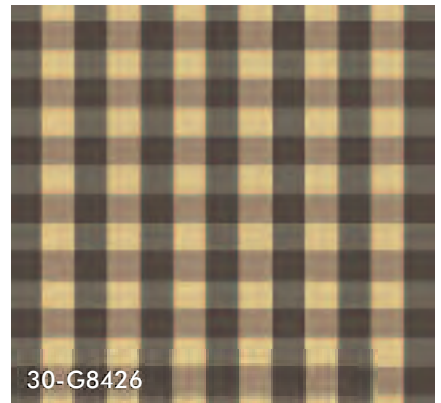
New Gingham - Straw



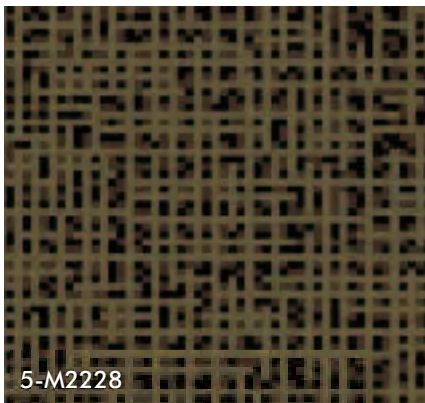
New Gingham - Driftwood



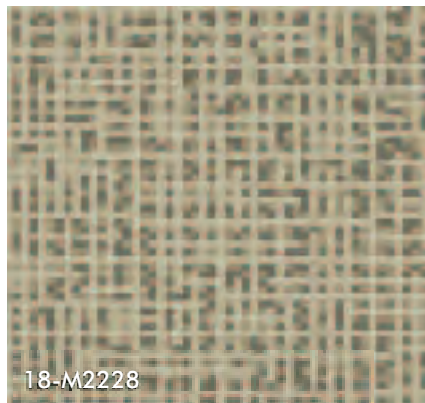
New Gingham - Stone



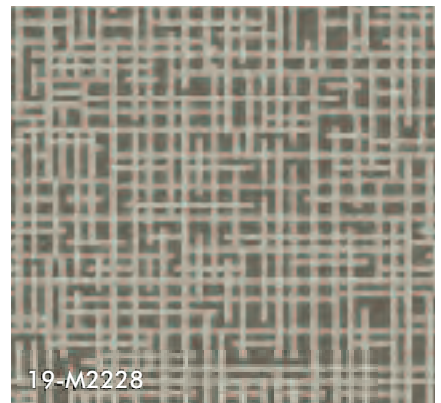
Basketweave - Driftwood



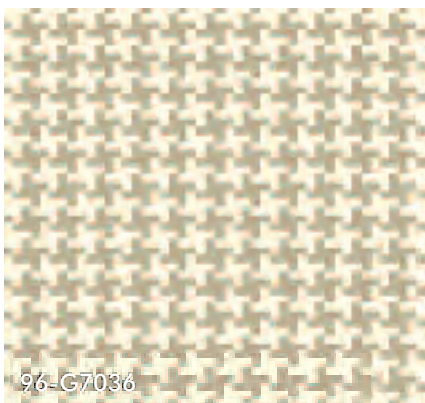
Basketweave - Walnut



Basketweave - Ebony



Houndstooth - Pine



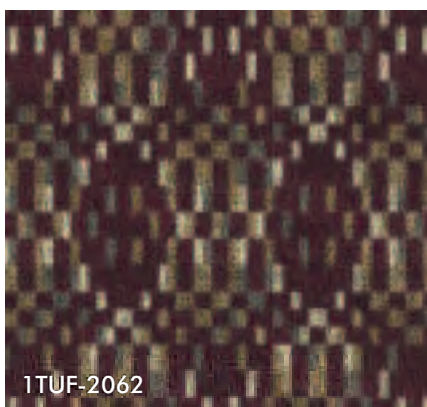
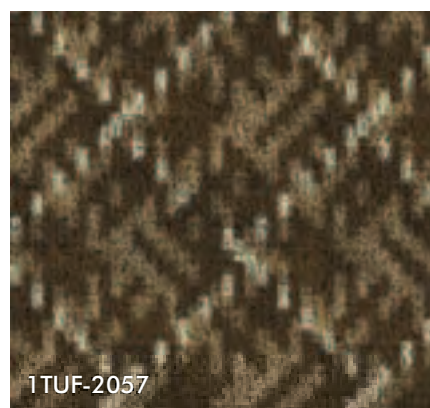
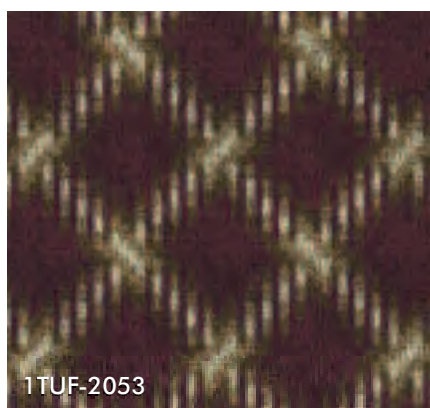
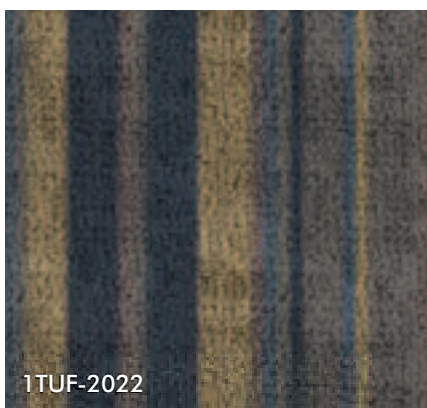
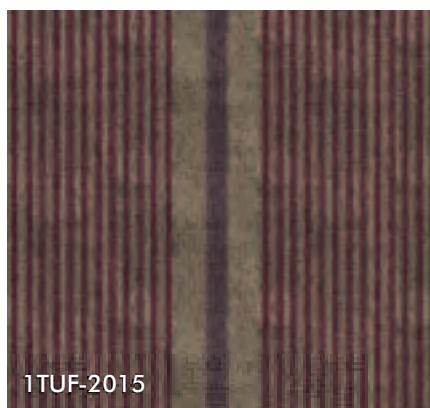
Houndstooth - Walnut

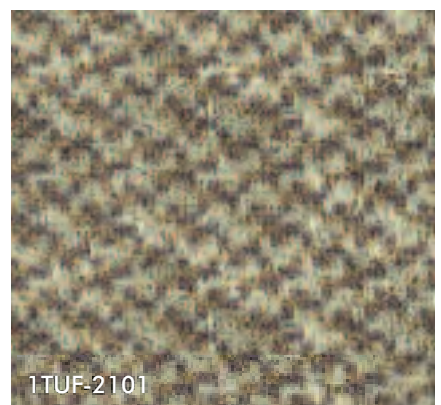
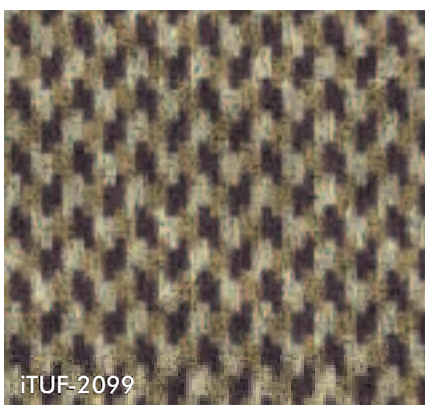
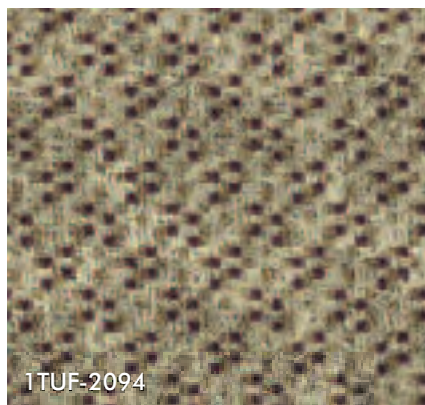
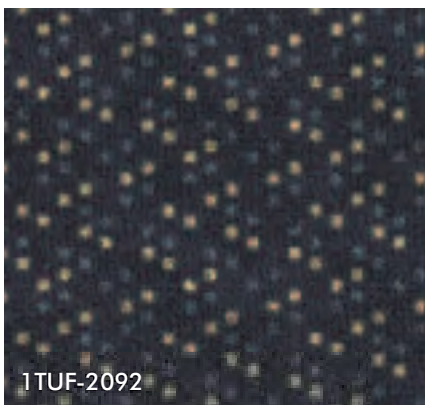
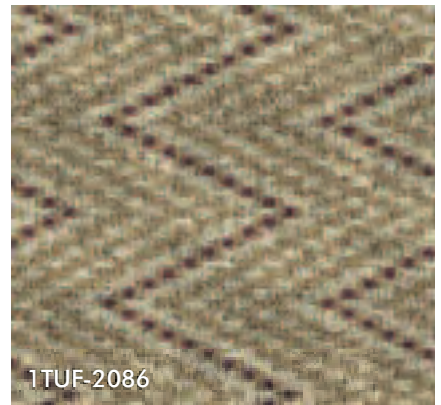


Houndstooth - Stone

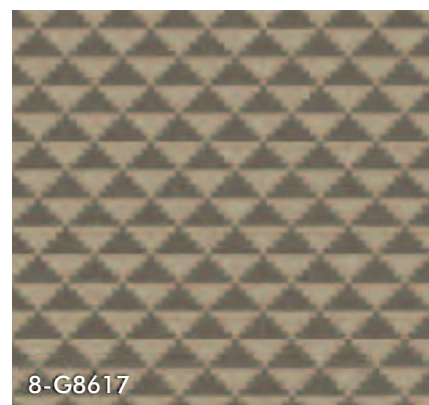
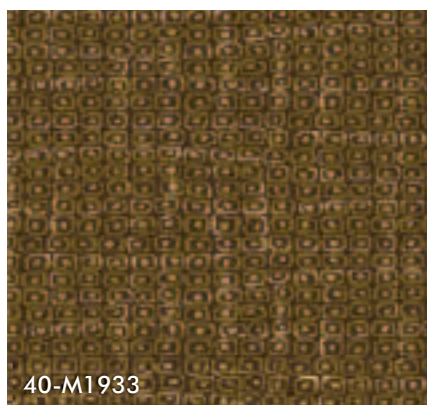
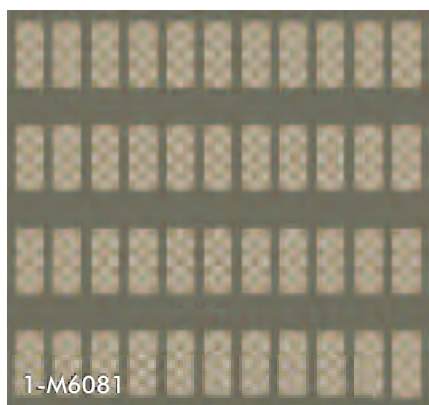
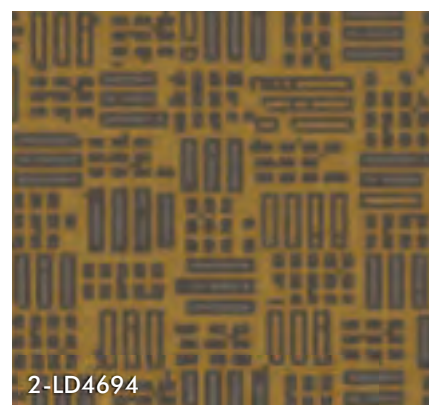
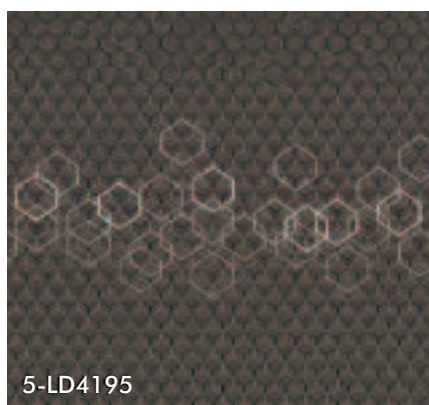
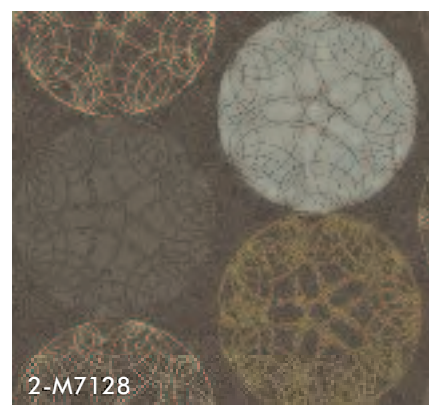
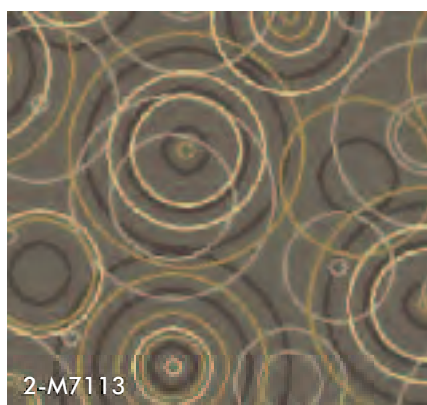
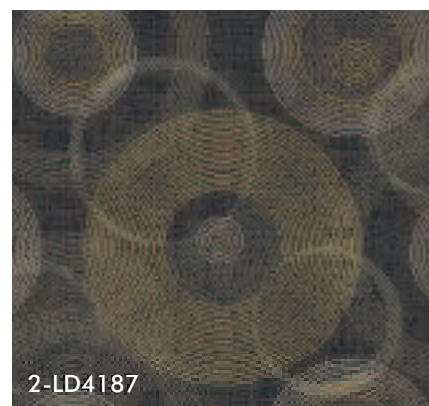


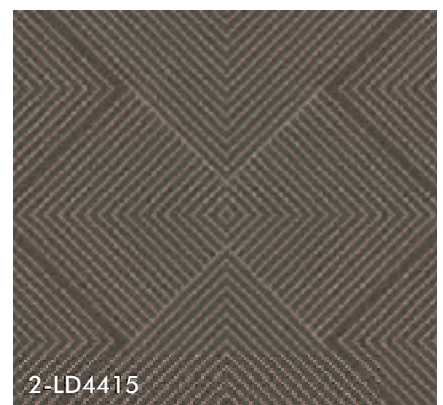
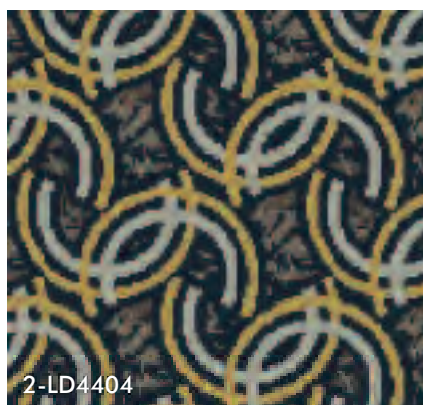
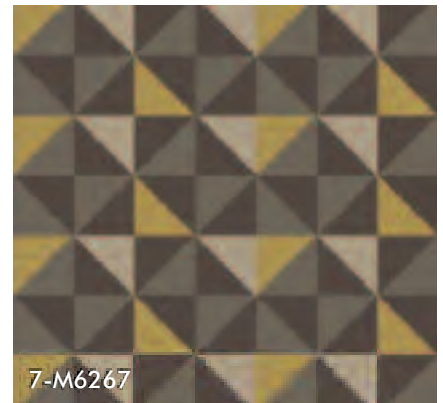
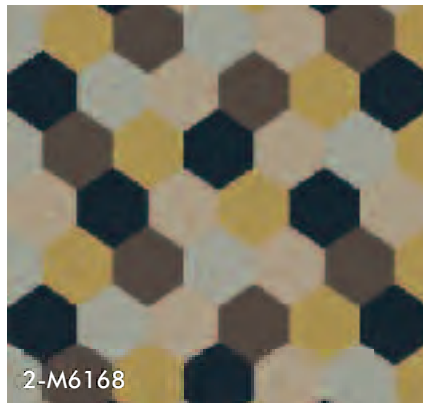
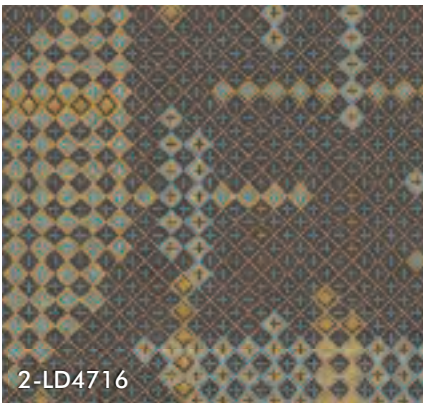
INFINITY COLLECTION
METROPOL TUFTED

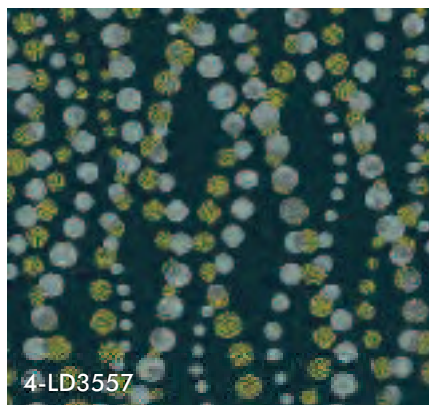
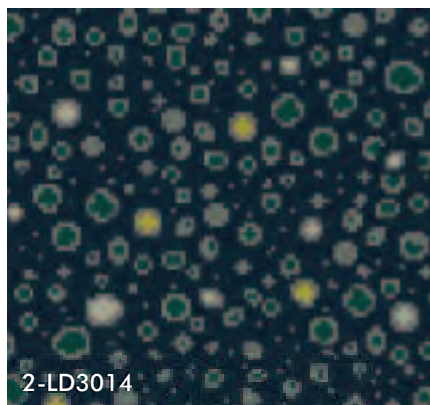
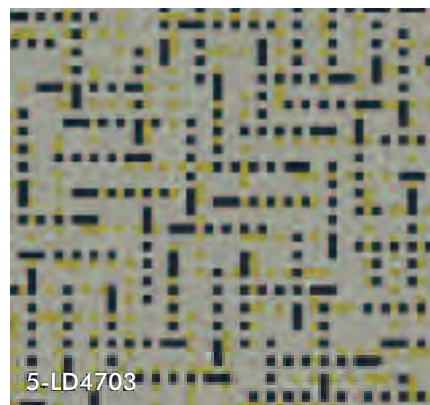
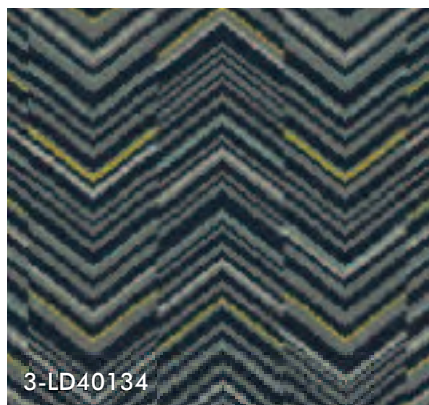
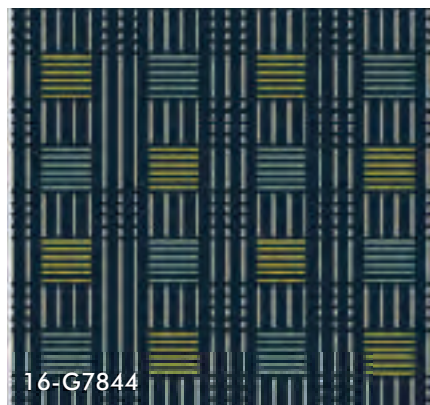
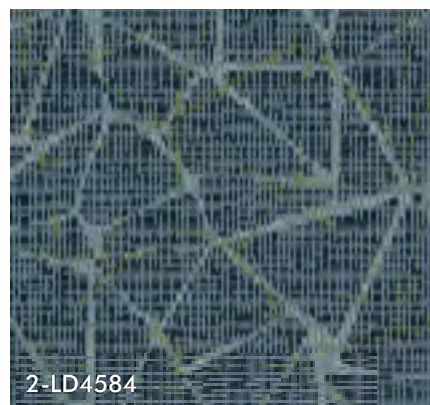
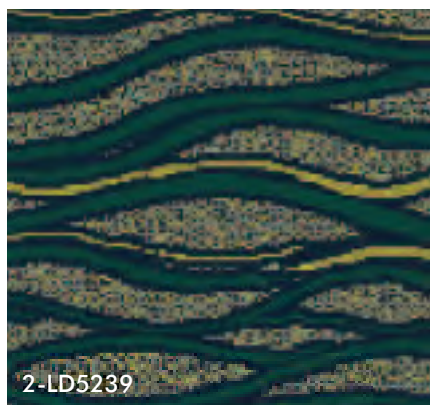
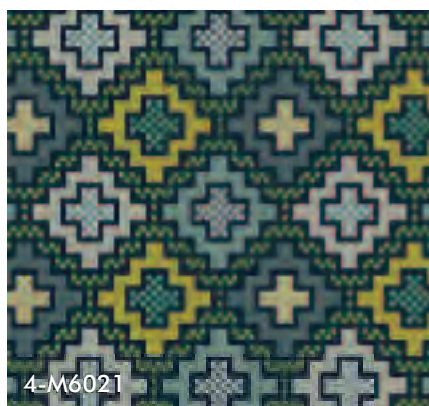


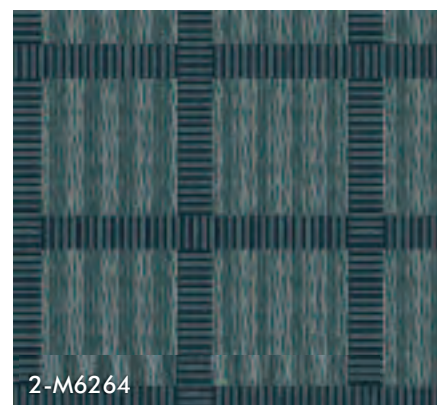
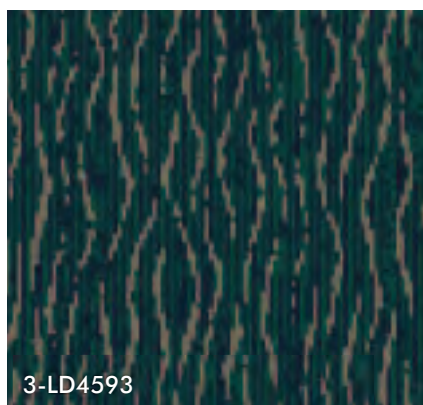
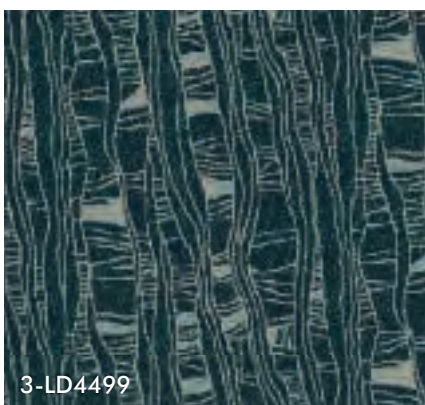
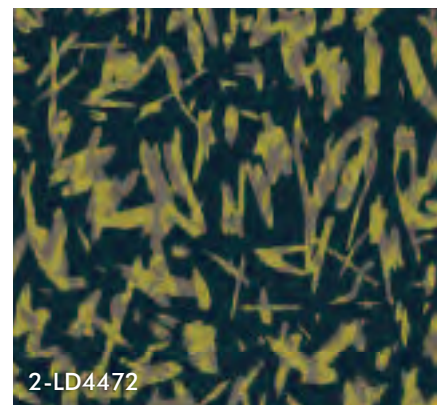
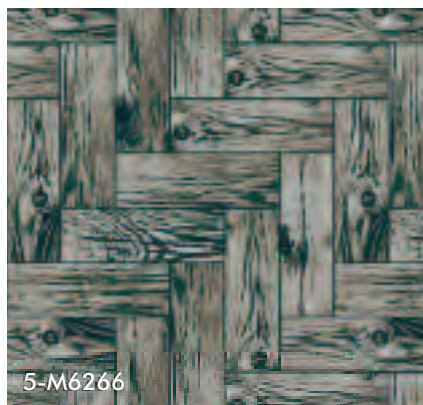
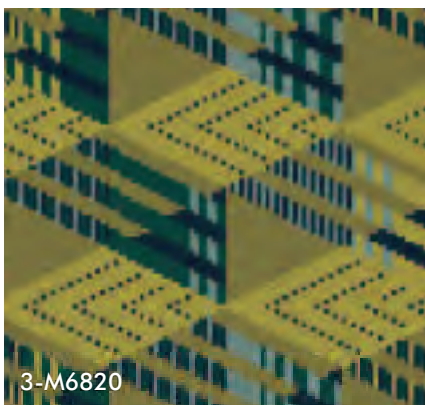
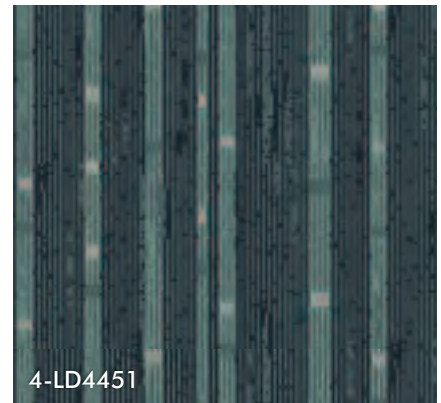
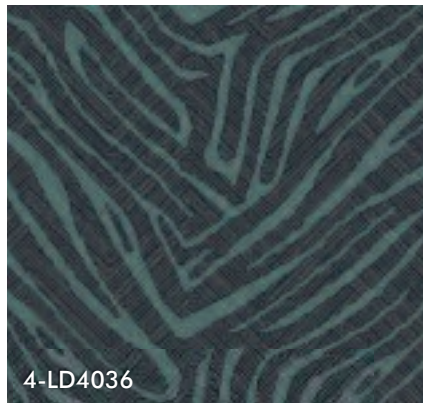
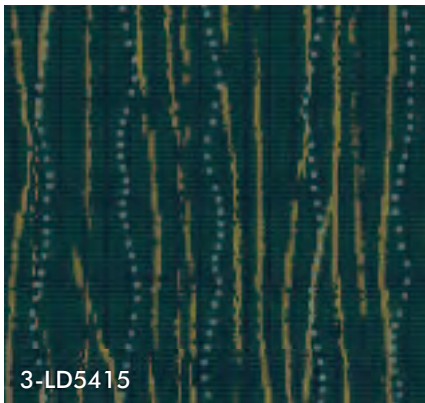
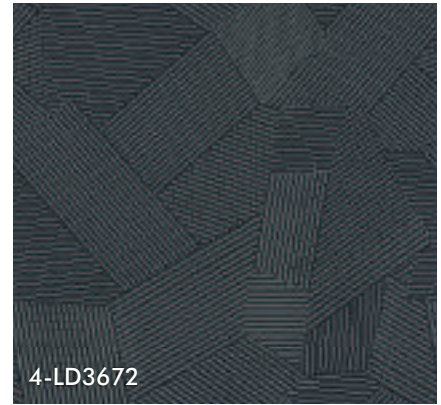
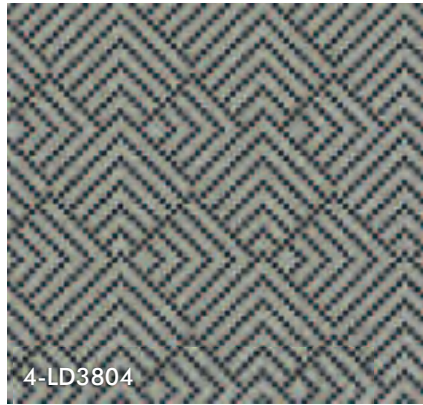
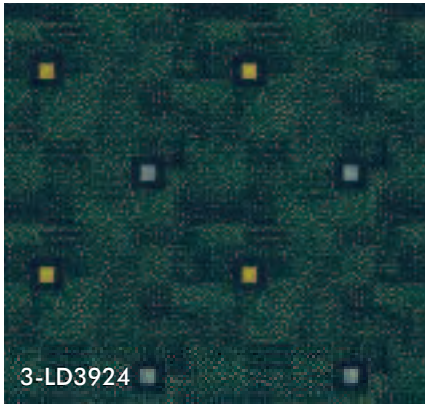


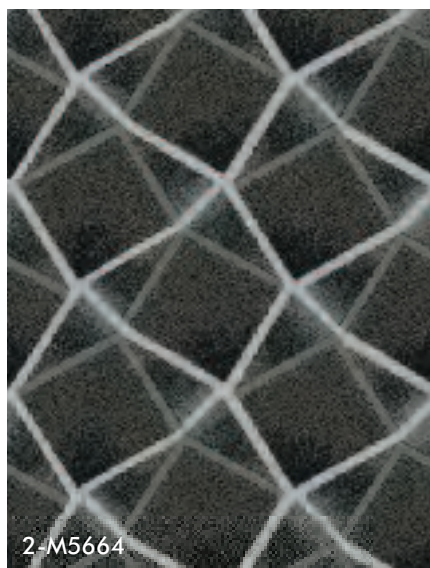
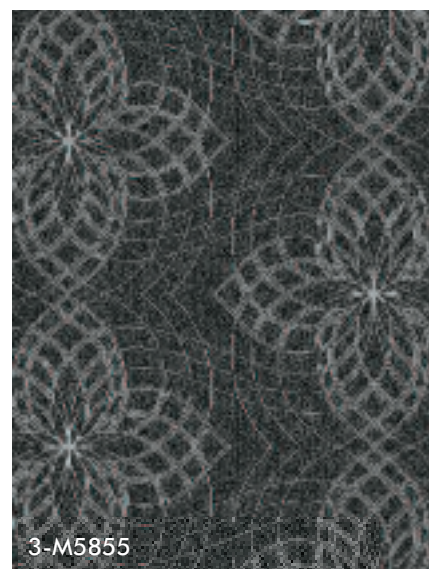
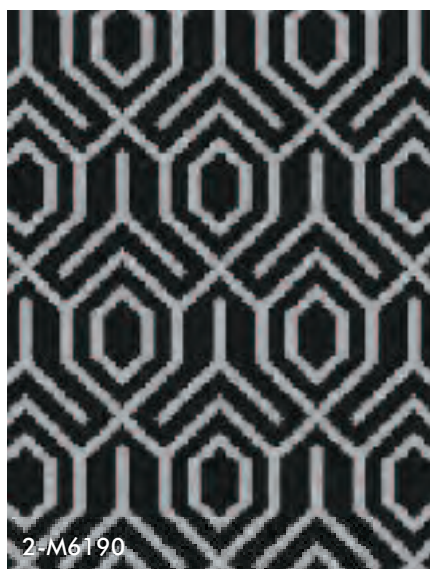
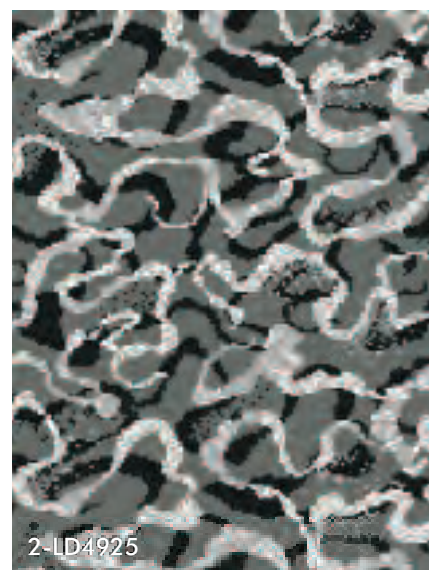
INFINITY COLLECTION
GEOMETRIC

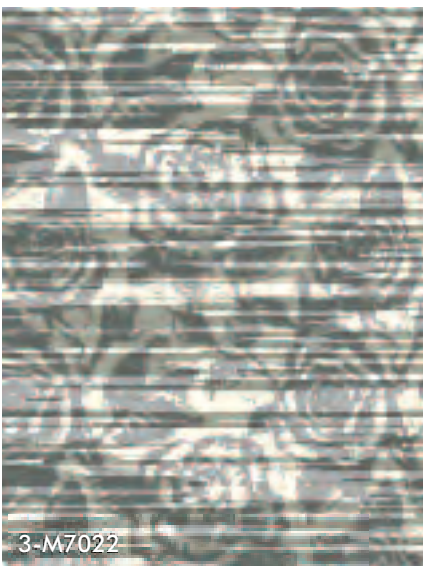
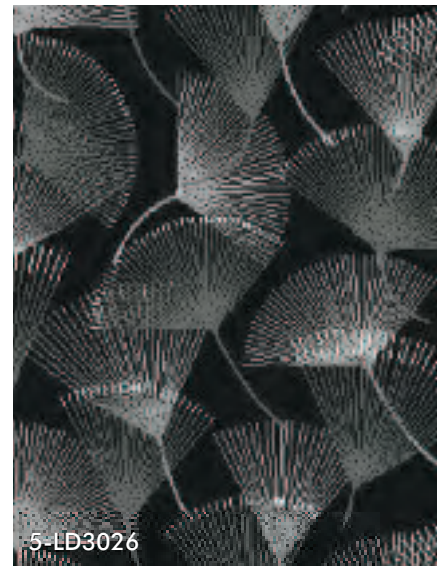
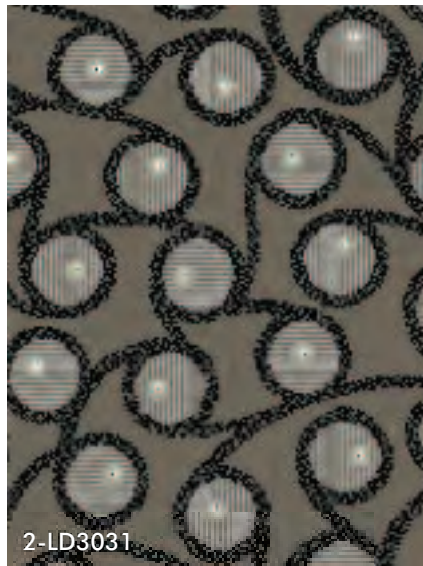
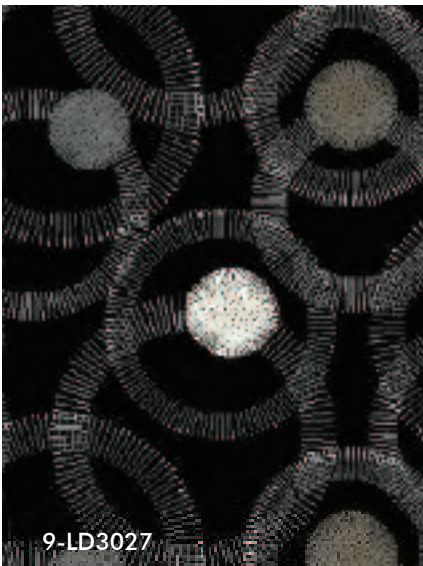
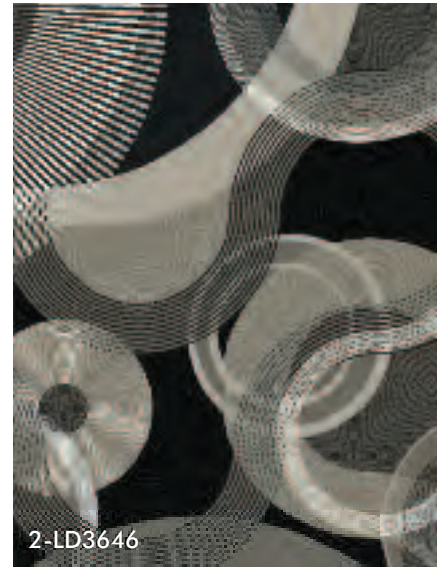
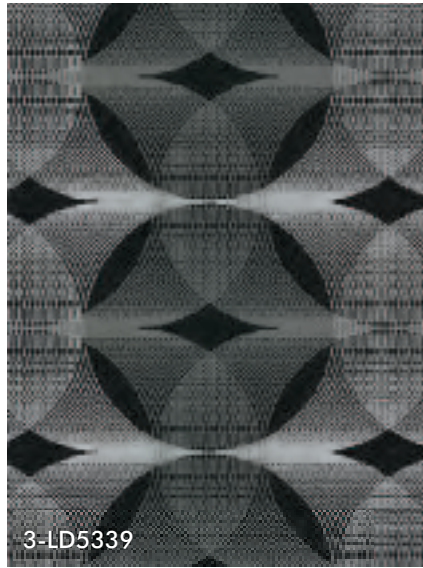
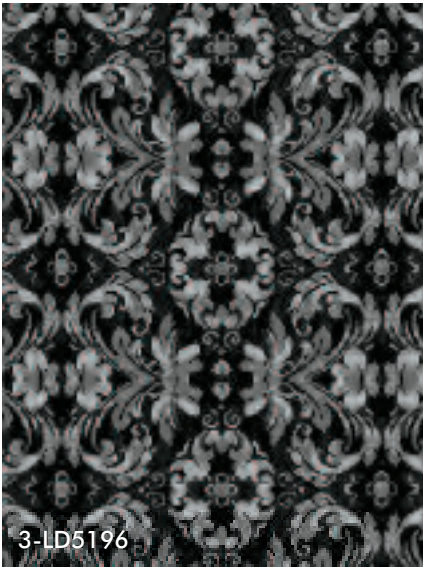














THE CUMBERLAND HOTEL



THE CUMBERLAND HOTEL



BOWLOOM



THISTLE LIVERPOOL



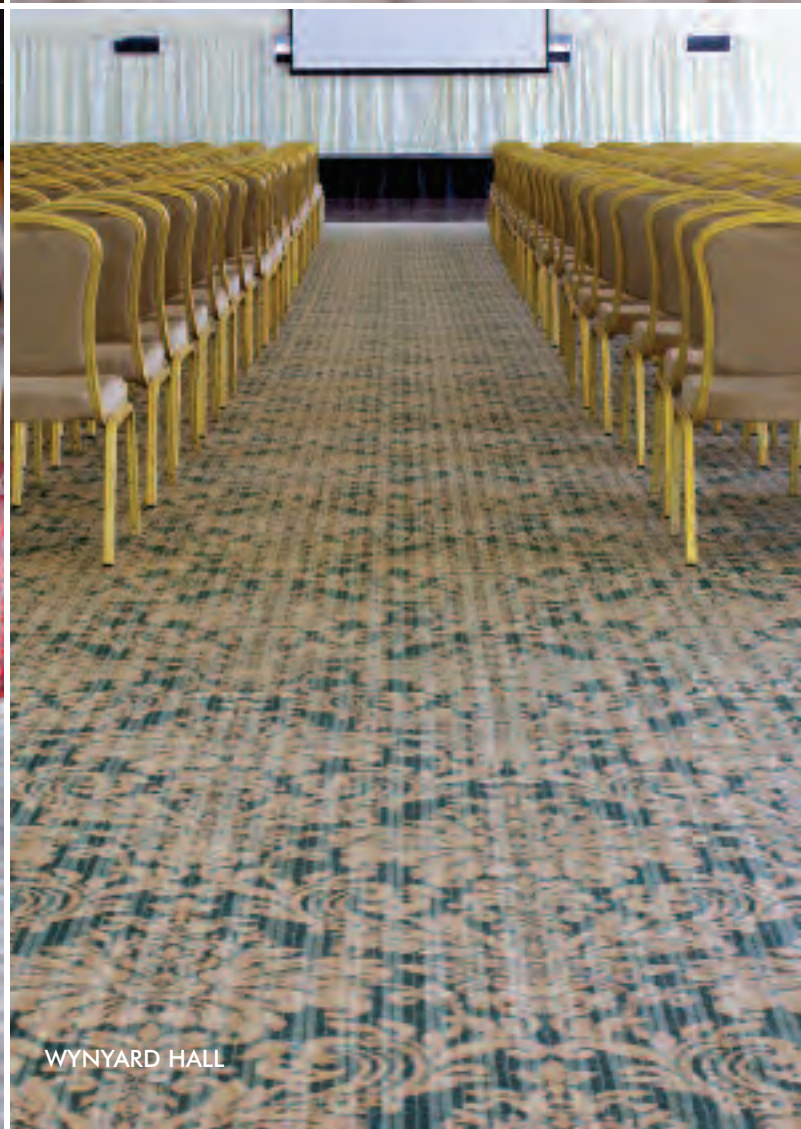
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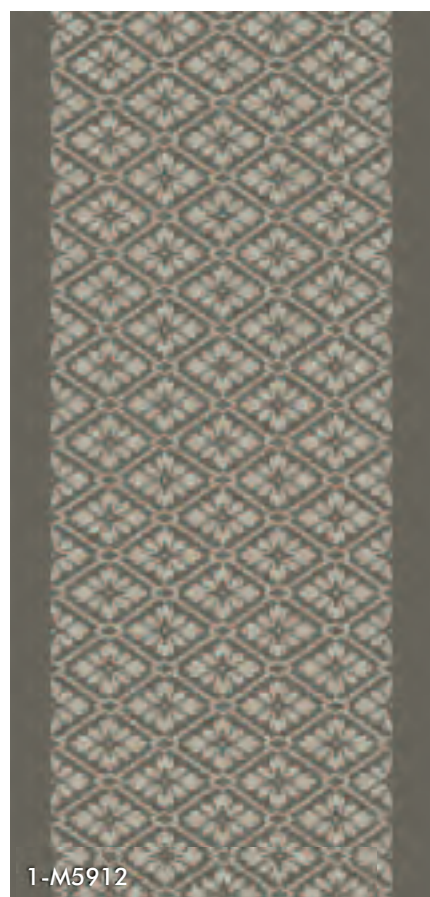
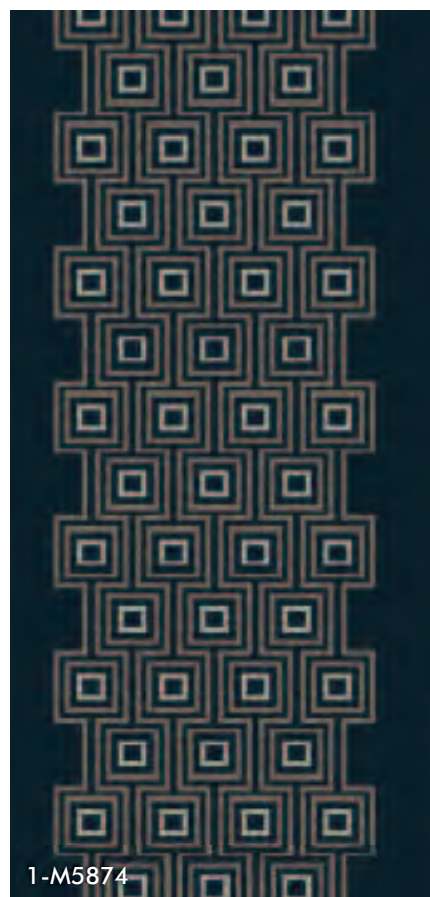
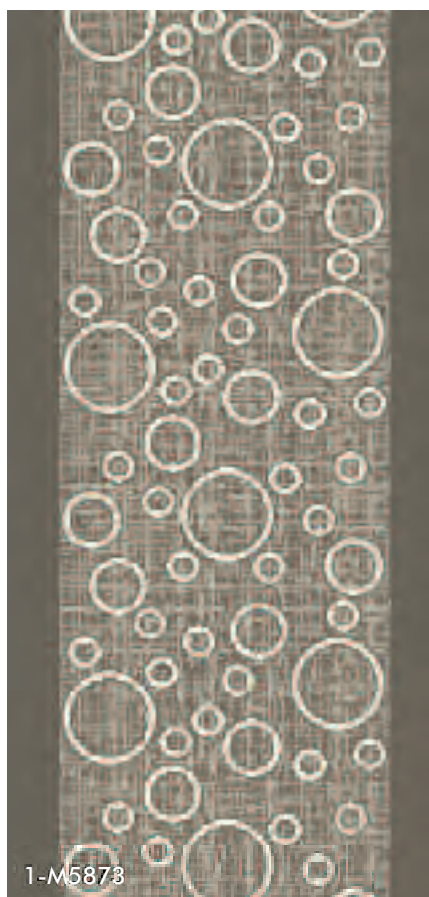
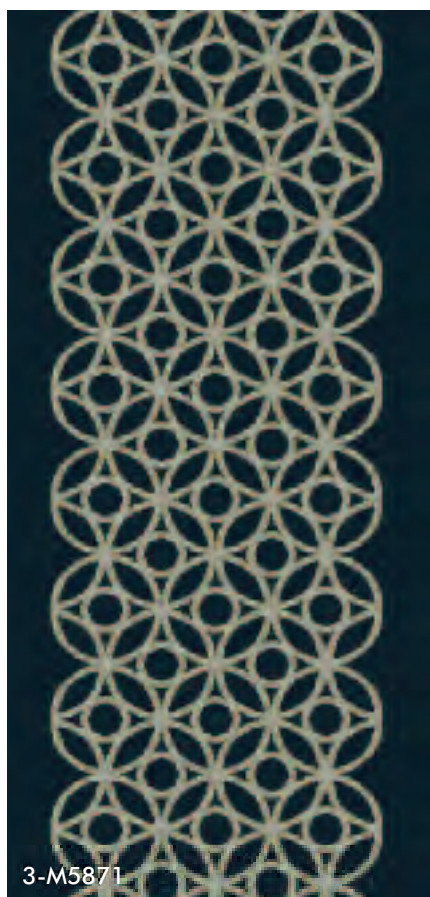
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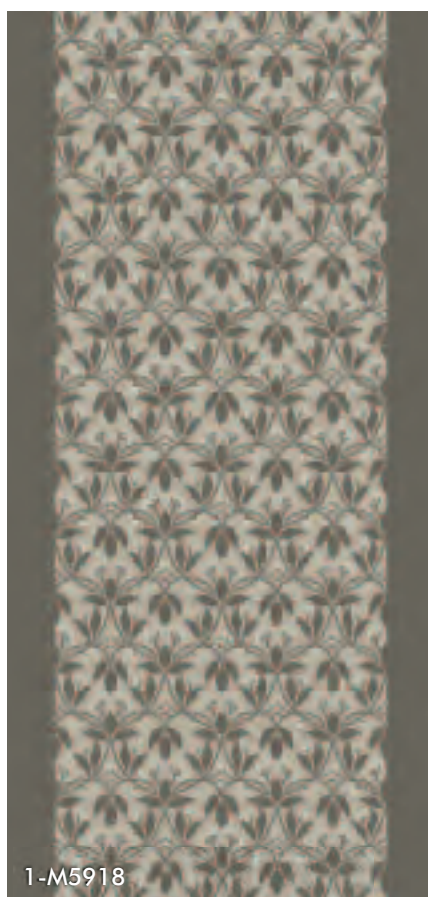
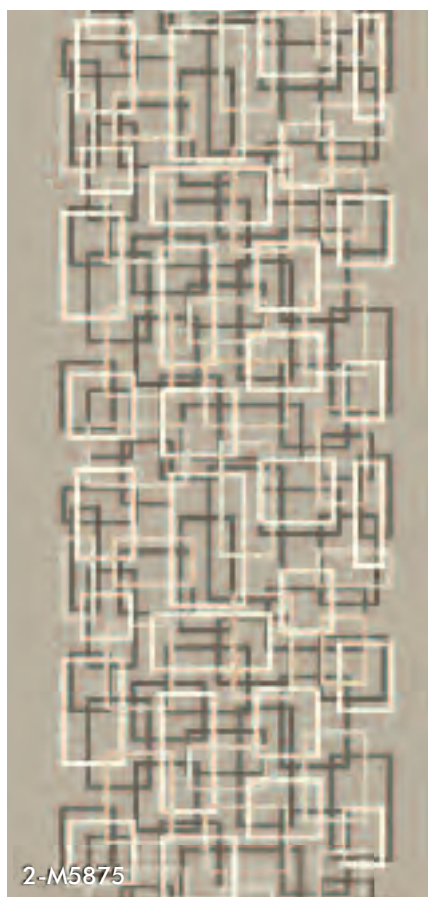


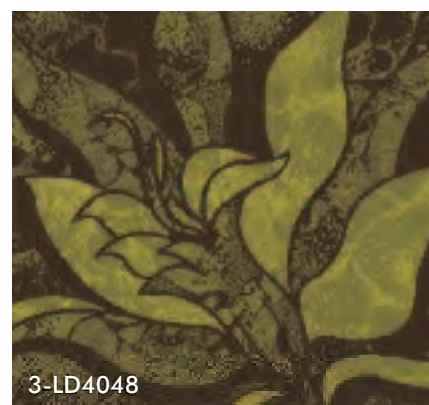
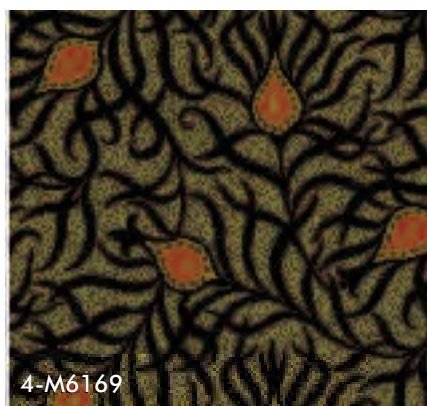
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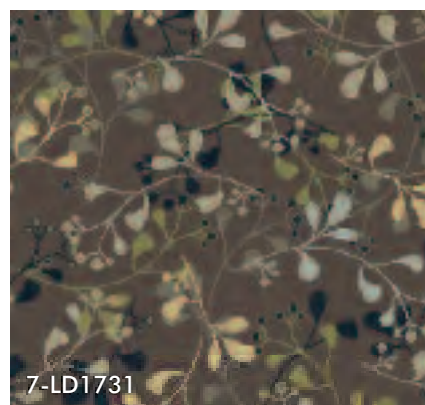
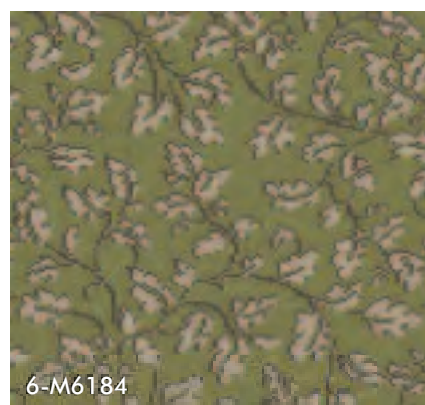
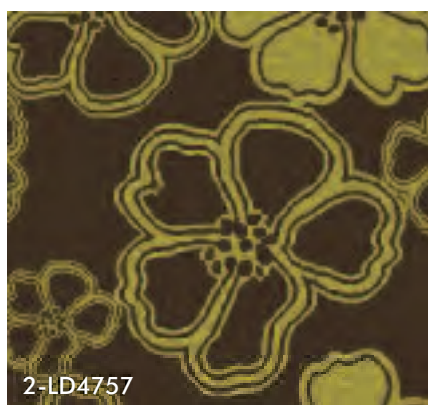


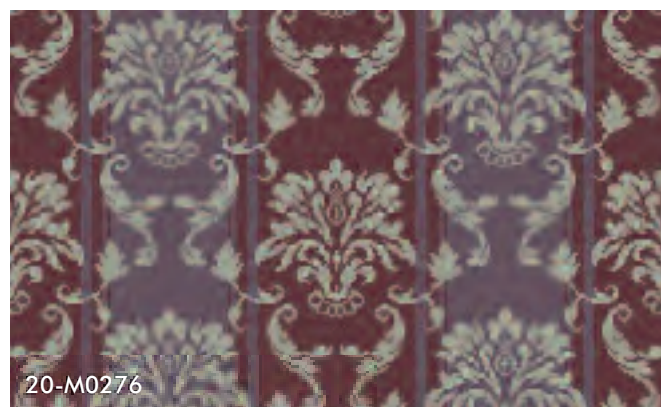
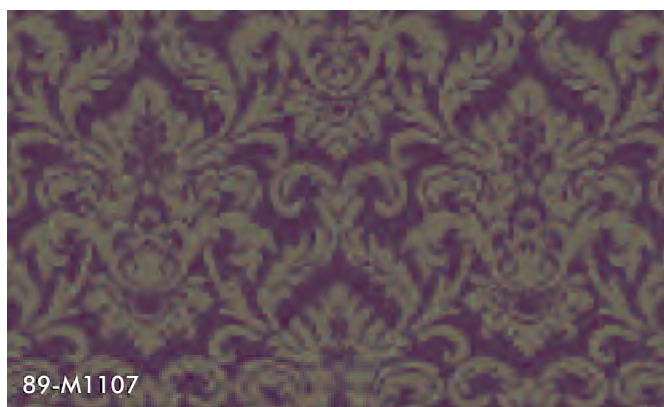
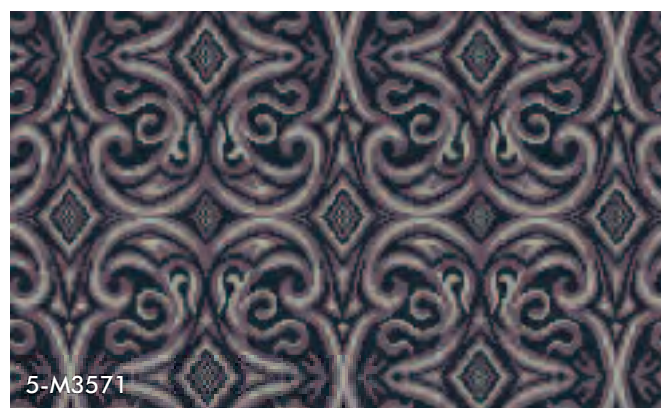
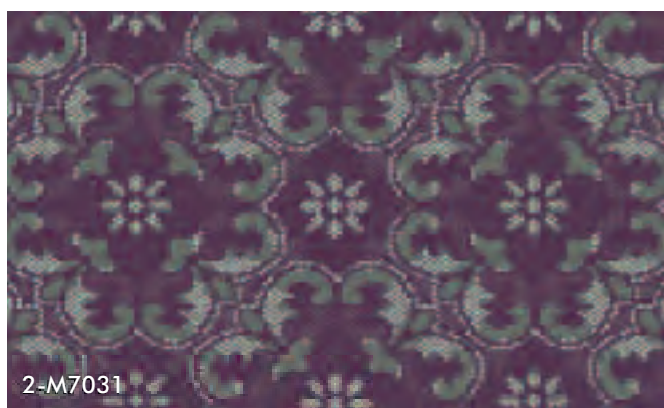
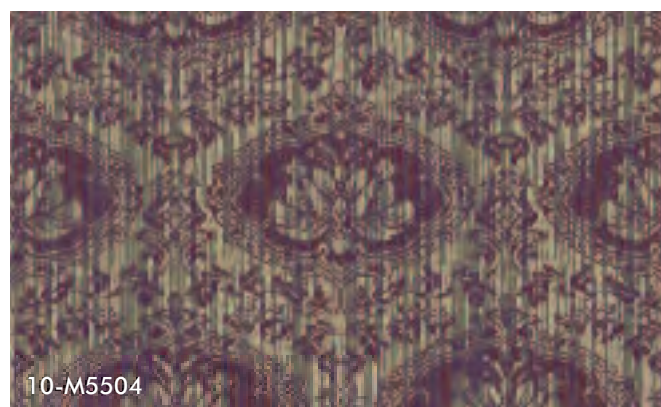
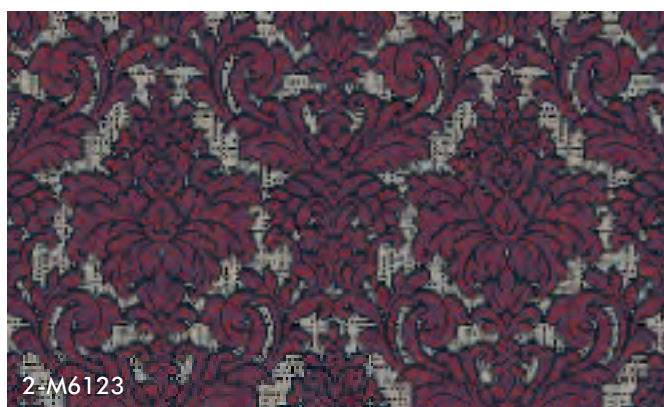
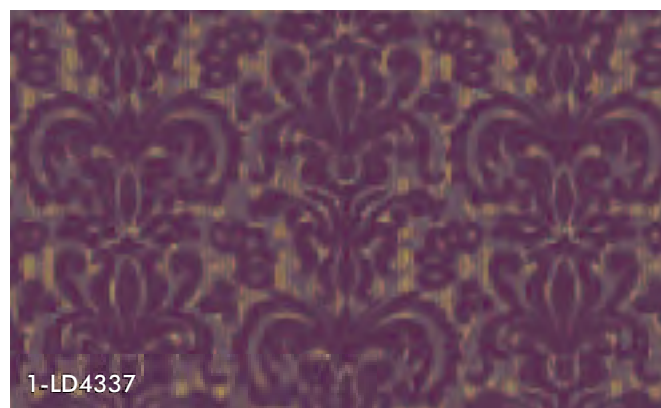
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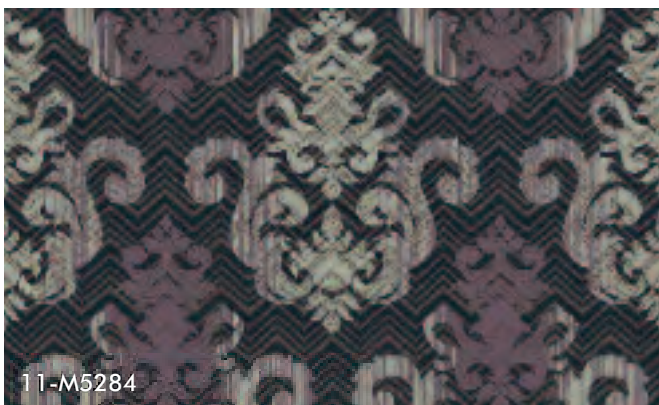














CAMBRIDGE GATE LONDON



BEECHES BRENTWOOD



CHAMPNEYS TRING



CAVENDISH HOTEL LONDON



BOWLOOM



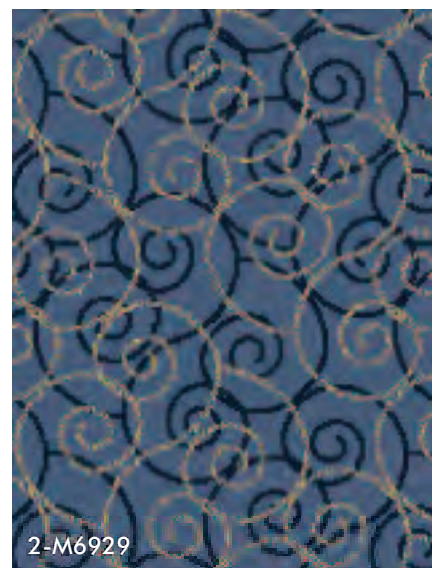
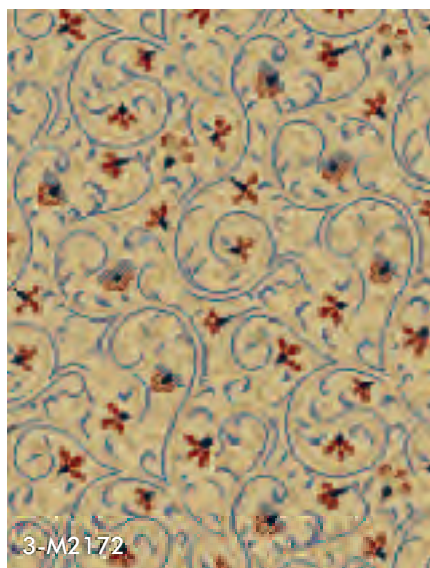
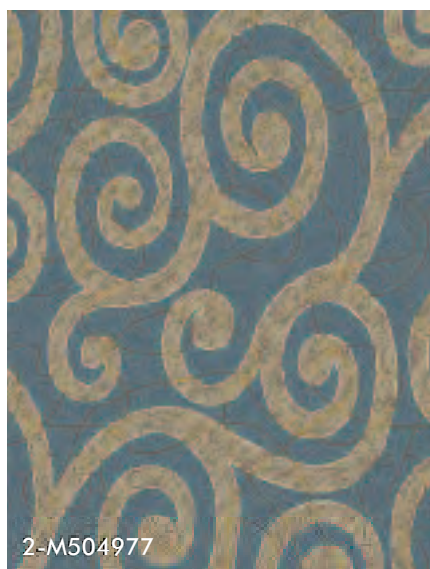
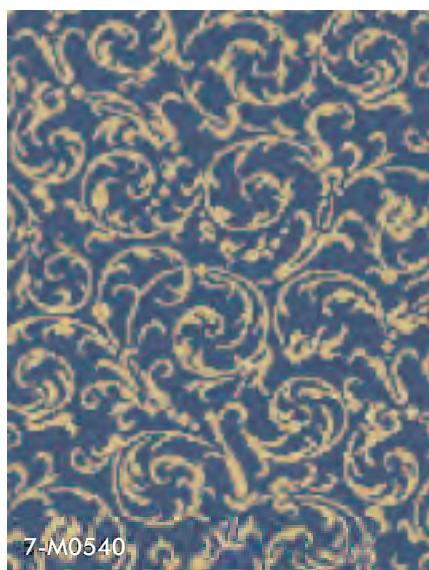
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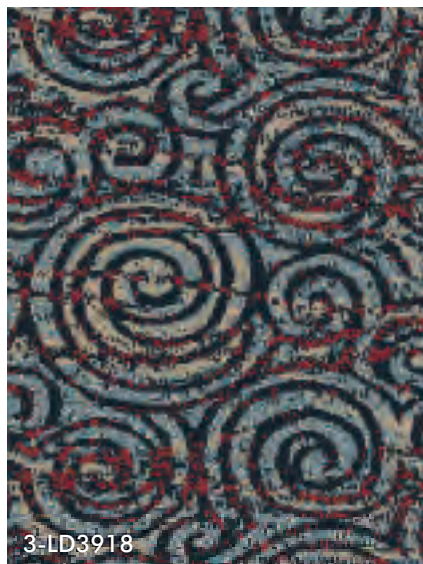
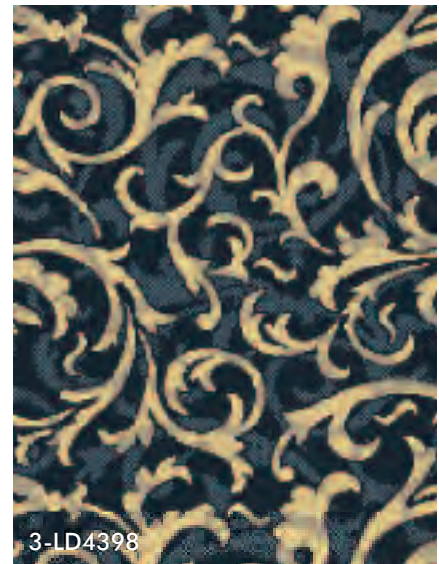


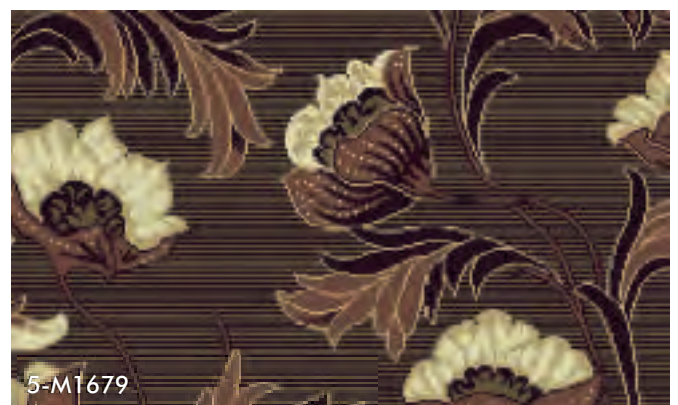
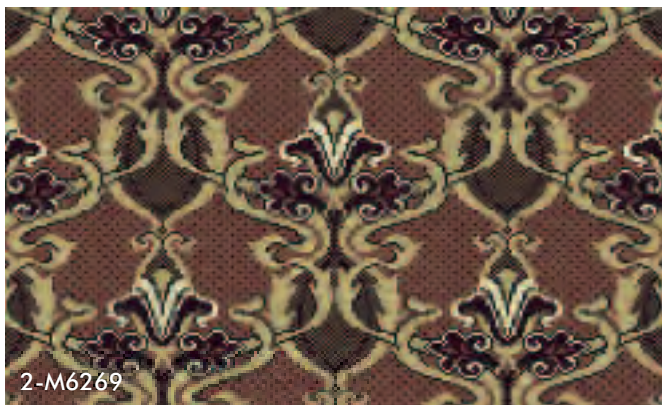
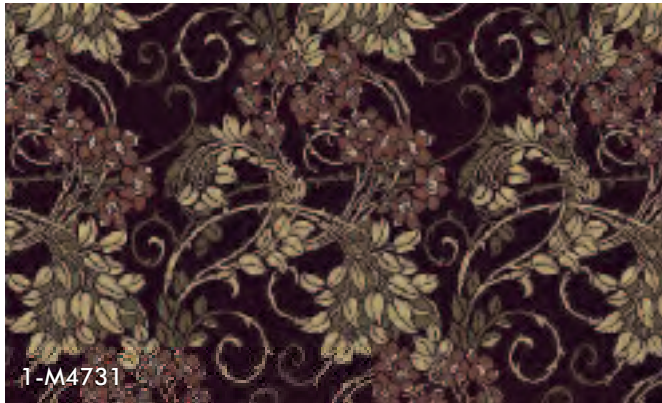
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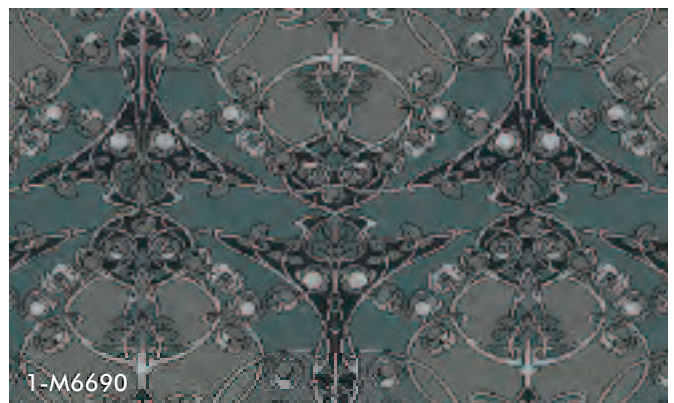
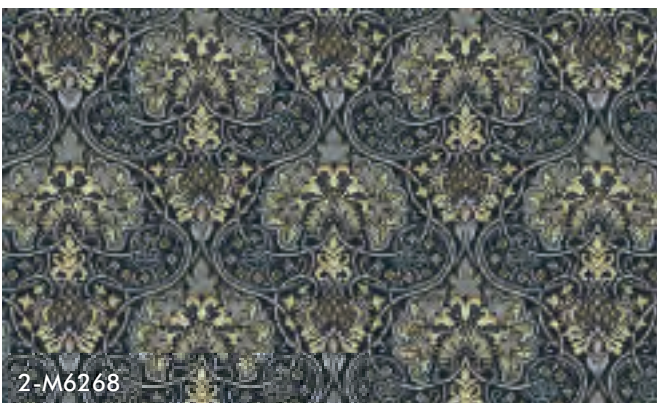
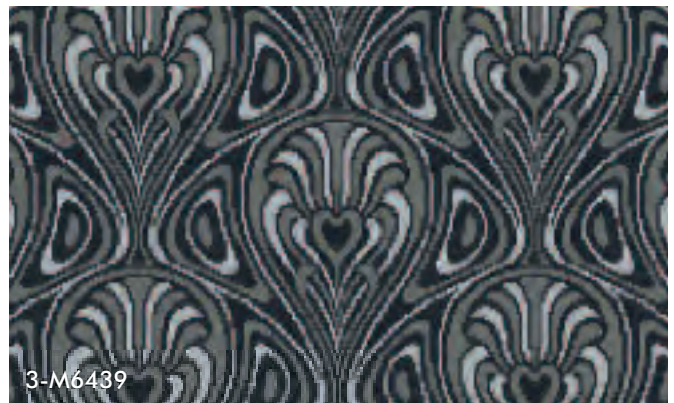
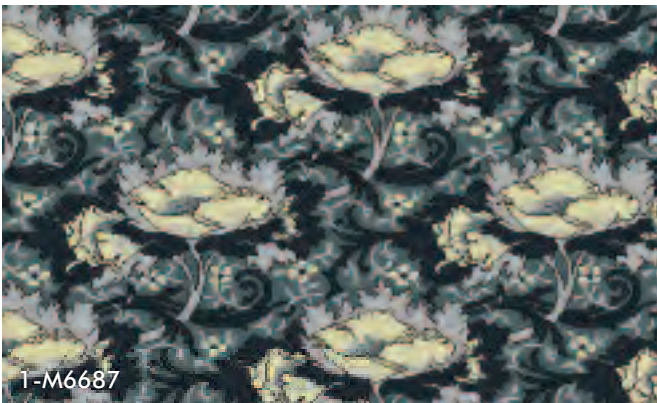


HILTON DOUBLETREE EALING







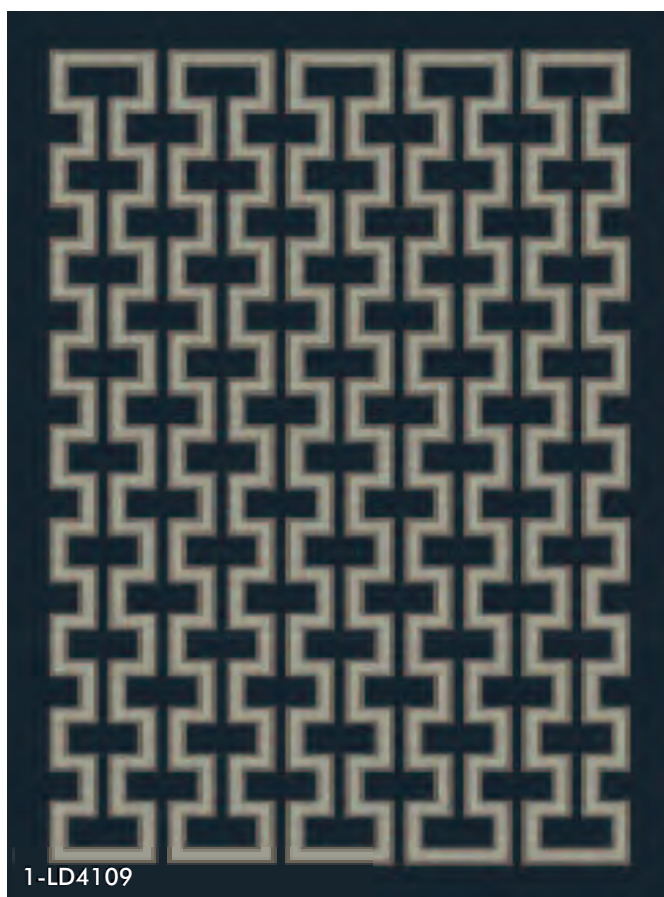
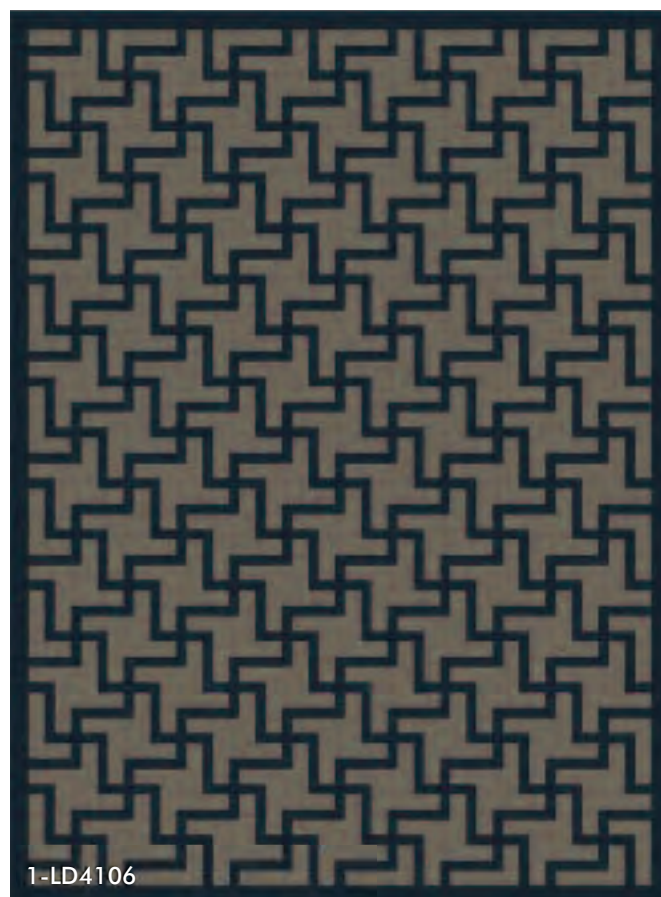


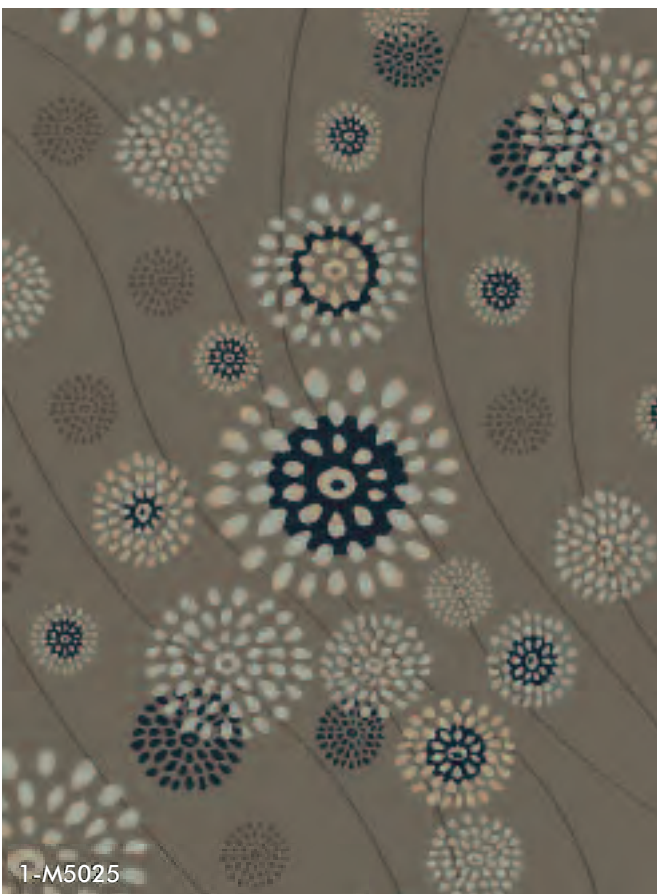
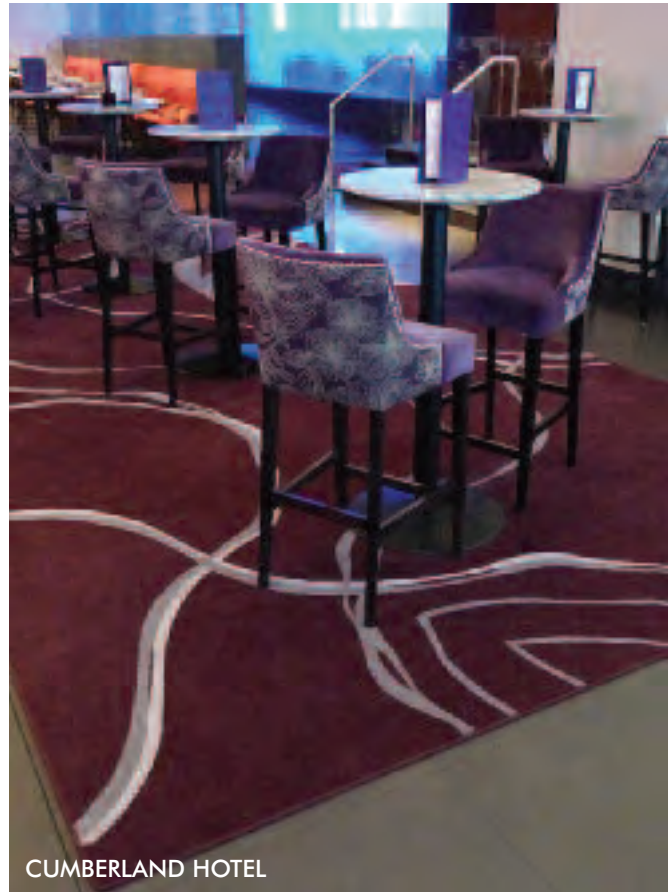






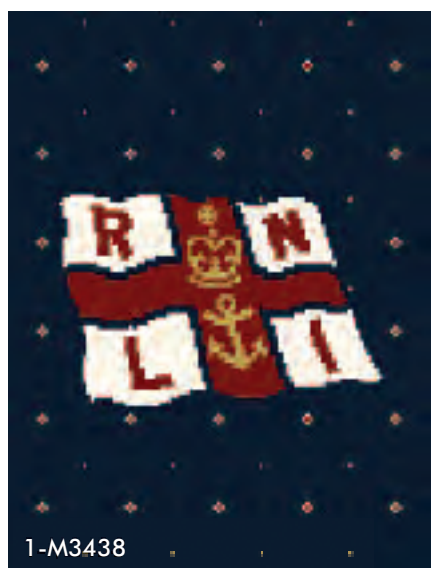














1-M5246



1-M3759



1-M5591



2-M3774



1-M3036



M1242



M4198



LD4493



LD4501



OTHER PRODUCTS

In addition to its Core product ranges Gaskell Mackay stock a broad variety of complimentary products affording our customers the opportunity to use one supplier for the majority of their flooring requirements. These include;

Hugh Mackay Ranges

A prestigious collection of products continuing the fine tradition of Hugh Mackay carpets for both residential and commercial applications.

Durham Cathedral
Designer Collection
Prince Bishop
Tartans & Plaids
Durham Lumley Loop
Durham County Stripe
Durham Twist & Stripe
Durham Chic Loop
Durham Castle Twist
Durham Velvet

Hugh Mackay Ranges

Suitable for private accommodation, residential homes, retirement apartments etc. ranges include;

City Twist
Natural Weave
Riverside Twist
Weaverstone Twist & Stripe
Valencia Loop & Stripe
PinPoint Twist

Commercial Tile & Broadloom

Suitable for commercial offices, education & public sector buildings etc. ranges include;

Colorado Tiles
Axminster Tiles
Enhanced Studio Fb Sheet
Enhanced Velour Fb Sheet & Tile
Enhanced Rib Fb Sheet & Tile

Underlay

Suitable for all applications.

MacFelt 42
MacFelt Combination
Firmstep
Powerstep

For more detailed information please contact your local representative or our Head Office or visit us online at www.gaskell.co.uk

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E: sales@gaskell.co.uk
www.gaskell.co.uk

Cricklade



Eton



Henley



Kingston



Marlow



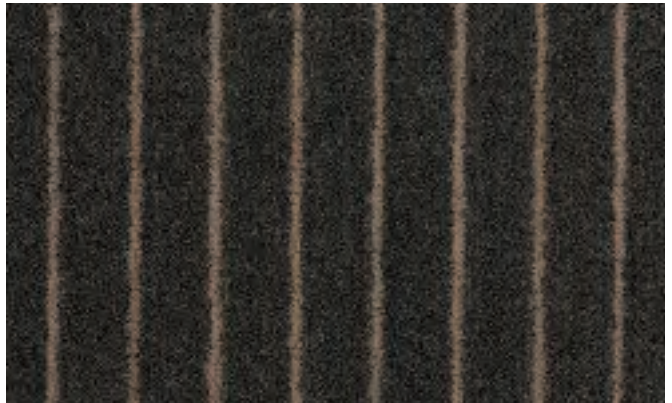
Oxford



Sunbury



Windsor





COUNTY LOOP - SPRING STRIPE



LUMLEY - HASWELL STRIPE



NATURAL WEAVE



WHITESTONE MIX



CITY TWIST



DECADENCE - COFFEE BEAN STRIPE & OAK PLAIN



VALENCIA - LOOP & STRIPE



DECADENCE - OAK PLAIN CAMEO



HOLIDAY INN WALSALL



HOLIDAY INN WALSALL



HOLIDAY INN EXPRESS



LEONARD HOTEL LONDON



GUOMAN TOWER BRIDGE



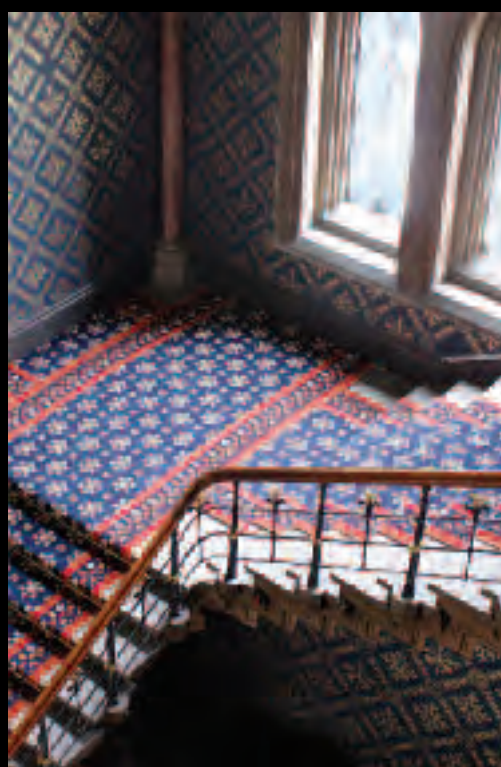
THE CUMBERLAND HOTEL



COPTHORNE STAMFORD BRIDGE



COPTHORNE SLOUGH



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