

INTERNATIONAL WHOLESALE COLLECTION

HEARTFULCRAFTS

Artisan-Made Textiles from the Living Tradition of Hand Block Printing

WHOLESALE | PRIVATE LABEL | MADE TO ORDER



heartfulcraft.com

Authentic Sangneri Hand Block Printing

HERITAGE ✦ HANDMADE ✦ NATURAL FABRICS
SLOW FASHION ✦ CRAFTSMANSHIP ✦ TIMELESS DESIGN

INDIAN HAND BLOCK PRINTED TEXTILES

Crafted by Hand. Rooted in Heritage. Made for Today.

TRADITION
IN EVERY
PRINT

PEOPLE
FABRICS
PLANET
A BRIGHTER
TOMORROW

Indian hand block printing is more than a textile technique—it is a living expression of craftsmanship, culture, and human touch. For generations, skilled artisans have transformed natural fabrics into distinctive works of art using intricately carved wooden blocks, carefully mixed colours, and remarkable hand-eye precision.

From the graceful florals of Sanganeri and the earthy character of Bagru to the striking geometry of Ajrakh, every tradition carries its own visual language while sharing one timeless quality: the beauty of something genuinely handmade.

INDIAN
CRAFTS
FOR A MORE
BEAUTIFUL
WORLD



A Heritage Crafted by Hand

Each pattern begins with a wooden block, carved by skilled hands and pressed onto fabric one impression at a time. The process is slow, deliberate, and deeply personal. Slight variations in colour, alignment, and texture are not imperfections—they are the signature of the artisan and the character that makes every piece unique.

Naturally Beautiful. Thoughtfully Made.

Hand block printed textiles connect beautifully with today's preference for more conscious and meaningful products. Many traditional printing communities work with cotton and other natural fabrics, time-honoured dyeing methods, natural-dye traditions, and small-scale production techniques.

The result is a textile that feels authentic, tactile, breathable, and refreshingly different from mass-produced fabric.



Why Global Buyers Are Drawn to Hand Block Printing

- ✦ Authentically handmade
- ✦ Rich in cultural heritage
- ✦ Artisan-crafted rather than mass-produced
- ✦ Distinctive patterns with natural individuality
- ✦ Strong appeal for conscious and slow-fashion markets
- ✦ Beautiful on natural fabrics such as cotton
- ✦ Timeless designs for fashion and interiors
- ✦ A meaningful connection between product, maker, and tradition

Made for the Modern Global Market

Hand block prints translate effortlessly across contemporary collections—from apparel, dresses, shirts, scarves, and accessories to cushions, table linen, curtains, bedding, and lifestyle products.

Their combination of heritage, craftsmanship, natural beauty, individuality, and timeless design gives them a powerful place in premium, artisanal, sustainable, and design-led markets around the world.

*Artisan
Traditions
Global Horizons*

More Than Fabric

When customers choose a hand block printed textile, they are choosing more than colour and pattern.

They are choosing human skill over automation, individuality over uniformity, and a centuries-old craft that continues to evolve with the modern world.

**Every block leaves an impression.
Every print carries a story.
Every fabric keeps a tradition alive.**

ROOTED
IN HERITAGE
DESIGNED
FOR TOMORROW

NATURAL
BEAUTY
A BRIGHTER
TOMORROW



THE COMPLETE SANGANERI HAND BLOCK PRINTING JOURNEY

From idea and carved wooden block to finished artisan-made textile

- 1** **Origin, Design & Motif Development**
heritage knowledge, sketching motifs, repeat planning, colour direction.



IDEAS TODAY. A LIVING HERITAGE TOMORROW.

- 2** **Wooden Block Development**
wood selection, motif transfer, hand carving, testing.



FROM A SKETCH TO A CARVED BLOCK.

- 3** **Fabric Preparation**
cloth selection, inspection, washing/scouring, drying, laying the cloth on the printing table.



CLEAN FABRIC. A FRESH CANVAS.

- 4** **Azo-free Colour Preparation**
colour mixing, print tray setup, strike-off, shade approval.



THOUGHTFUL COLOURS FOR A BRIGHTER TOMORROW.

- 5** **Printing Setup**
alignment on table, registration planning, block loading, first test impression.



PRECISION TODAY. BEAUTY TOMORROW.

- 6** **Hand Block Printing**
repeated hand impressions, motif building, artisan registration, additional colours, borders.



HANDS CREATE WHAT MACHINES CANNOT.

- 7** **Drying, Washing & Finishing**
drying, post-print washing/rinsing as appropriate, curing/finishing, surface review.



TIME, WATER AND CARE BRING THE PRINT TO LIFE.

- 8** **Product Making**
cutting, stitching, assembly into bedsheets, curtains, table linen, tote bags, cushion covers.



TRADITION INTO MEANINGFUL PRODUCTS.

- 9** **Quality, Swatches & Packing**
inspection, measurement checks, folding, swatch cards, packing, finished product ready.



CHECKED WITH CARE. READY FOR THE WORLD.

More than
a process.
A living
heritage.

SANGANERI
HAND BLOCK PRINTING
PEOPLE • CRAFT • A BRIGHTER TOMORROW



Knowledge
handed down.
Beauty carried
forward.

DIFFERENT GENERATIONS.
THE SAME TIMELESS CRAFT.

What makes it authentic?

- 1 Printing is done by hand
- 2 Wooden blocks are used
- 3 Registration depends on artisan skill
- 4 Azo-free colours are used
- 5 Handmade character is intentionally retained



This is an artisan-led hand block process – not digital, screen, rotary or sublimation printing.

MADE TO YOUR MARKET

Made to order allows specification to follow the buyer rather than forcing the buyer into a fixed product.

Fabric / quality

TC for bed linen

GSM where relevant

Finished size

Colourway

Motif scale & placement

Stitching / closures

Labels & care labels

Retail packaging

Barcode / SKU

Carton marking

Buyer testing protocol

**SAMPLES
AVAILABLE**

**MOQ
FROM 500 / DESIGN**

**PRICING
REQUEST QUOTE**

PRODUCT COLLECTION

BEDSHEETS

Flat bed linen developed for contemporary bedrooms and international private-label programmes.

- **Authentic Sangneri hand block printing using carved wooden blocks and Azo-free colours.**
- **Flat bedsheets only. Buyer-specific finished dimensions and coordinated pillow covers can be**
- **The White Garden Collection uses 100% pure cotton, 200 TC, with sample swatch cards**

Neel Buti

A COORDINATED
HOME COLLECTION
FOR A MORE BEAUTIFUL
EVERYDAY

One timeless print.
A more connected home.



AUTHENTIC
HAND BLOCK PRINT

TIMELESS STYLE
FOR EVERY ROOM

HEARTFULCRAFTS

BS-NB-01

Neel Buti Collection

Crisp indigo but is in a balanced repeat.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

Indigo / white

**BS-NB-01****Indigo / white**

Neel Buti

Crisp indigo butisina balanced repeat.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**BS-MP-02****Teal / white**

Mor Pankh

Compact teal butis with jewel-toned rhythm.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**BS-PM-03****Peach / citrus**

Peach Meadow

Warm peach florals with fresh citrus accents.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**BS-IB-04****Coral / indigo**

Ishq Bagh

Coral and indigo in a confident garden repeat.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**BS-FG-05****Aqua / blush**

Firoza Gul

Aqua florals with soft blush contrast.

**TWO FULL VIEWS | AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE**

**BS-NBH-06****Azure / marigold**

Neel Bahar

Azure florals lifted by marigold notes.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**BS-SJ-07****Teal / mosaic blue**

Sitara Jaal

A teal geometric repeat with mosaic cadence.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**BS-GD-08****Amber / warm gold**

Guldasta

Warm neutral but is in an ordered rhythm.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**BS-PB-09****Pistachio / lime**

Pistachio Bagh

Pistachio green with garden-led floral detail.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

THE WHITE GARDEN COLLECTION

White-ground botanicals, made

A dedicated family of flat bedsheets built around white space, floral rhythm and hand-placed colour.

FABRIC

**100%
PURE COTTON**

THREAD COUNT

200 TC

FORMAT

FLAT BEDSHEET

SAMPLE SWATCH CARDS AVAILABLE

For design checking, print checking, colour direction and fabric-quality review before sample or bulk confirmation.

CARE

Hand wash or machine wash warm | Do not use bleach | Dry low heat | Dry in shade | Warm iron | Do not dry clean

The packaging displayed is indicative and may differ from the final product.

**BS-KR027****Colourway A**

Courtyard Garden

A botanical border story in coordinated colour ways.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**BS-KR027****Colourways B & C**

Courtyard Garden

A botanical border story in coordinated colour ways.

**100% PURE COTTON | 200 TC | FLAT BEDSHEET | SWATCH CARD AVAILABLE
REQUEST WHOLESALE QUOTE**

**BS-KR026****Colourway A**

Meadow Sprig

Fine floral sprigs framed by a delicate linear border.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**BS-KR026****Colourways B & C**

Meadow Sprig

Fine floral sprigs framed by a delicate linear border.

100% PURE COTTON | 200 TC | FLAT BEDSHEET | SWATCH CARD AVAILABLE
REQUEST WHOLESALE QUOTE

**BS-KR025****Colourway A**

Paisley Bloom

Cool paisley and floral motifs with a broad border.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**BS-KR024****Colourway A**

Coral Rosette

Warm floral rosettes a cross a refined patterned field.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**BS-KR023****Colourway A**

Garden Tapestry

Layered garden borders with airy floral placement.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**BS-KR022****Colourway A**

Blush Medallion

Soft blush florals with repeated medallion detail.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**BS-KR021****Colourway A**

Aqua Medallion

Cool aqua motifs in a calm medallion-led repeat.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**BS-KR020****Colourway A**

Sage Motif

Sage ornament arranged with generous white space.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**BS-KR019****Colourway A**

Mauve Garden

Mauve and blue motifs with a restrained geometric band.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**BS-KR018****Colourway A**

Sage Chevron

Botanical sprigs with a soft sage -and-blush chevron.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**BS-KR017****Colourway A**

Coral Blue Garden

Coral and blue florals with a light garden border

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**BS-KR016****Colourway A**

Sage Blossom

Red floral butis with sage accents.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**BS-KR015****Colourway A**

Mauve Blossom

Mauve and blue florals with a detailed central border.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

BUYER SPECIFICATION**Flat bed linen - development referen****FORMAT**

Flat bedsheets / flat bed linen only. Coordinated pillow covers may be ordered.

WHITE GARDEN

100%purecotton, 200 TC.

OTHER DEVELOPMENT

Typicalreference:approximately 200 TC. Final thread count and construction are confirmed at quotation/sample stage.

TC

Thread Count - the number of warp and weft threads within a defined fabric area.

DIMENSIONS

Buyer-specificfinished dimensions, including the desired side drop and tuck.

CUSTOMISATION

Colourway,motifscale, border placement, labels, care labels, barcode/SKU, packaging and carton marking.

TESTING

Shrinkage / dimensional stability, washing and rubbing colour fastness, measurements and workmanship to agreed buyer

INTERNATIONAL SIZE REFERENCE

North America + UK / Europe

USA / CANADA

SIZE	CM (W x L)	INCHES (W x L)
Twin / Single	97 x 191	38 x 75
Twin XL	97 x 203	38 x 80
Full / Double	137 x 191	54 x 75
Queen	152 x 203	60 x 80
King	193 x 203	76 x 80
California King	183 x 213	72 x 84

UNITED KINGDOM / EUROPE

SIZE	CM (W x L)	INCHES (W x L)
UK Single	90 x 190	35.4 x 74.8
UK Double	135 x 190	53.1 x 74.8
UK King	150 x 200	59.1 x 78.7
UK Super King	180 x 200	70.9 x 78.7
EU Single	90 x 200	35.4 x 78.7
EU Double	140 x 200	55.1 x 78.7
EU Wide Double	160 x 200	63 x 78.7
EU Large Double	180 x 200	70.9 x 78.7

SOURCING NOTE

These mattress dimensions are sourcing references. Finished flat-sheet dimensions are developed against the buyer approved specification, including required side drop and tuck.

INTERNATIONAL SIZE REFERENCE

Australia / New Zealand + UAE / GCC**AUSTRALIA / NEW ZEALAND**

SIZE	CM (W x L)	INCHES (W x L)
AU Single	91.5 x 190	36 x 74.8
AU Single XL	91.5 x 203	36 x 80
AU King Single	105.5 x 203	41.5 x 80
AU Double	138.5 x 190	54.5 x 74.8
AU Queen	152.5 x 203	60 x 80
AU King	183.5 x 203	72.2 x 80
NZ King	168.5 x 203	66.3 x 80
NZ Super King	183.5 x 203	72.2 x 80

UAE / GCC

SIZE	CM (W x L)	INCHES (W x L)
Single	90 x 200	35.4 x 78.7
Double	140 x 200	55.1 x 78.7
Queen	160 x 200	63 x 78.7
King	180 x 200	70.9 x 78.7
Super King	200 x 200	78.7 x 78.7

SOURCING NOTE

These mattress dimensions are sourcing references. Finished flat-sheet dimensions are developed against the buyer approved specification, including required side drop and tuck.

PRODUCT COLLECTION

CURTAINS

Hand block printed window textiles developed around the buyer required width, drop, header and room context.

- **Full panel or pair development with buyer-specific finished drop and width.**
- **Cotton / lightweight cotton or heavier cotton construction where appropriate.**
- **Rod pocket, tab top, back tabs, lining and other construction options subject to project**

**CT-NB-01****Indigo / white**

Neel Buti

Crisp indigo butisina balanced repeat.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**CT-MP-02****Teal / white**

Mor Pankh

Compact teal but is with jewel-toned rhythm.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**CT-PM-03****Peach / citrus**

Peach Meadow

Warm peach florals with fresh citrus accents.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**CT-IB-04****Coral / indigo**

Ishq Bagh

Coral and indigo in a confident garden repeat.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE



CT-NBH-05

Azure / marigold

Neel Bahar

Azure florals lifted by marigold notes.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE



CT-SJ-06

Teal / mosaic blue

Sitara Jaal

A teal geometric repeat with mosaic cadence.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**CT-GD-07****Amber / warm gold**

Guldasta

Warm neutral butisin an ordered rhythm.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**CT-PB-08****Pistachio / lime**

Pistachio Bagh

Pistachio green with garden-led floral detail.

TWO FULL VIEWS | AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

BUYER SPECIFICATION

Curtain development options

FABRIC

Cotton base; cotton / lightweight cotton where appropriate; heavier cotton where required.

WEIGHT

GSM selected at development stage - no single fixed weight is assigned to all designs.

PANEL FORMAT

Single panel or pair; custom panel width and finished drop.

HEADERS

Rod pocket, tab top, back tabs; eyelet / grommet where requested and technically applicable.

FINISH

Lined or unlined; buyer-defined side hems, bottom hem and header construction.

CUSTOM

Colourway, dimensions, labels, private label and custom packing subject to project specification.

PRODUCT COLLECTION

TABLE LINEN / TABLE MATS

Coordinated dining textiles that carry one hand block print story across a complete table setting.

- **Placemats, table mats, runners, napkins and coordinated sets where applicable.**
- **Cotton or heavier cotton / cotton canvas constructions according to buyer requirement.**
- **Custom dimensions, set configuration, edge finish, multipacks and private-label packaging.**

**TL-NB-01****Indigo / white**

Neel Buti

Crisp indigo but is in a balanced repeat.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**TL-MP-02****Teal / white**

Mor Pankh

Compact teal but is with jewel-toned rhythm.

TWO FULL VIEWS | AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**TL-PM-03****Peach / citrus**

Peach Meadow

Warm peach florals with fresh citrus accents.

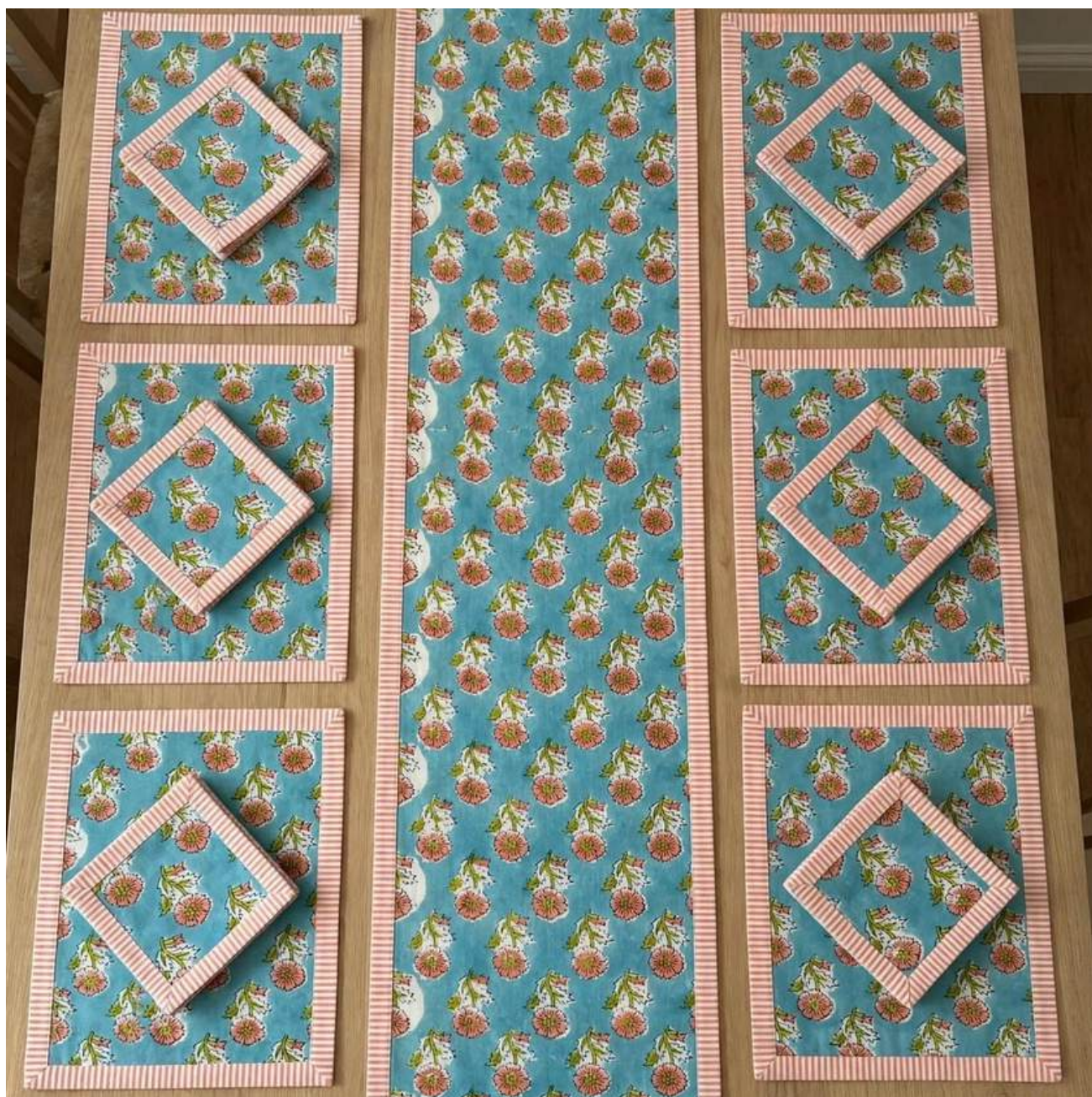
AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**TL-IB-04****Coral / indigo**

Ishq Bagh

Coral and indigo in a confident garden repeat.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**TL-FG-05****Aqua / blush**

Firoza Gul

Aqua florals with soft blush contrast.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**TL-NBH-06****Azure / marigold**

Neel Bahar

Azure florals lifted by marigold notes.

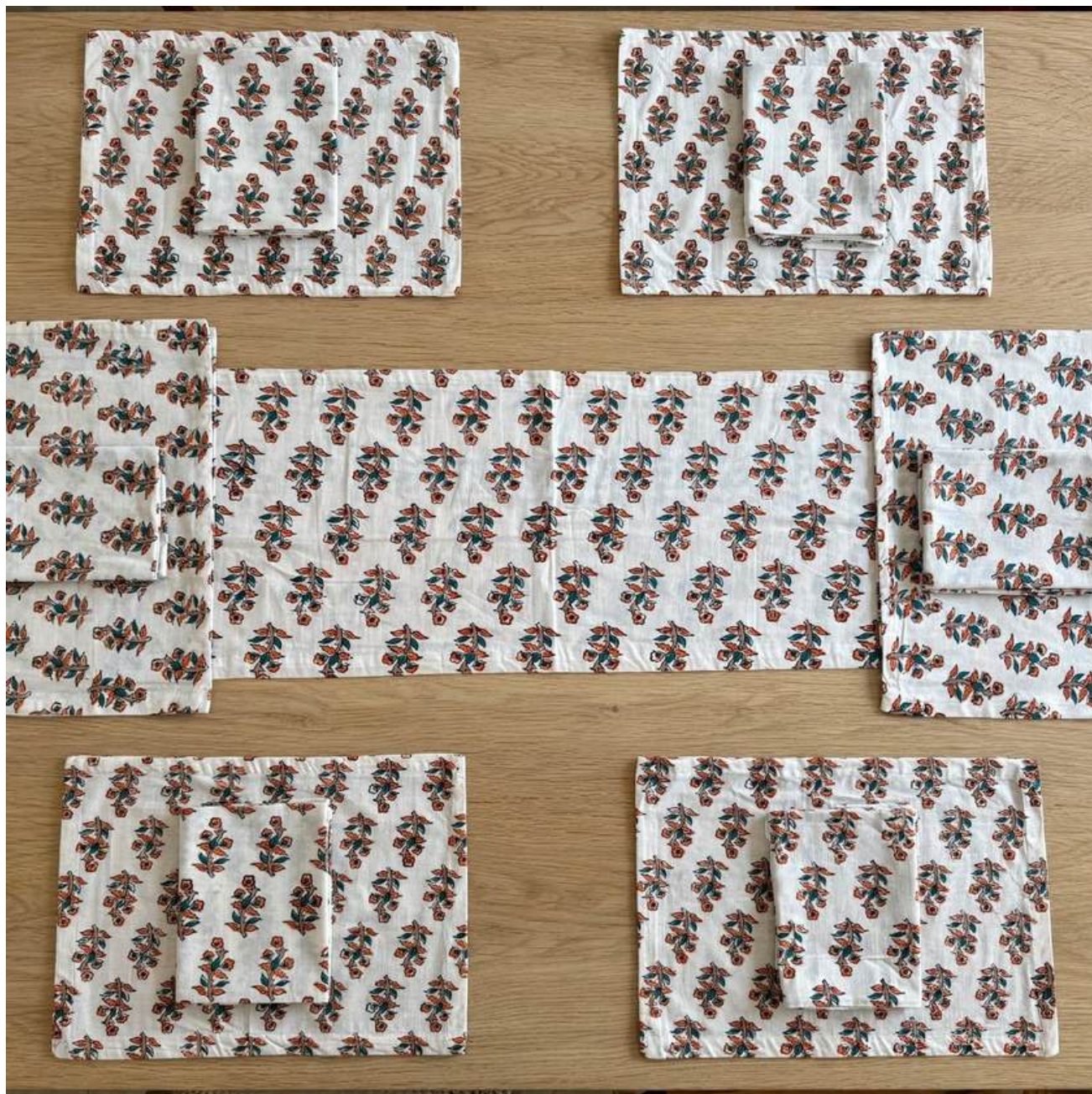
AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**TL-SJ-07****Teal / mosaic blue**

Sitara Jaal

A teal geometric repeat with mosaic cadence.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**TL-GD-08****Amber / warm gold**

Guldasta

Warm neutral but is in an ordered rhythm.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**TL-PB-09****Pistachio / lime**

Pistachio Bagh

Pistachio green with garden-ledfloral detail.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

Table collection development

PRODUCTS

Placemat / table mat, runner, napkin and coordinated table collections where applicable.

FABRIC

Cotton; cotton canvas / heavier cotton where suitable.

WEIGHT

Buyer-selected GSM based on target structure and hand feel.

CONSTRUCTION

Interlining, edge finish, mitred corners and quilting / padding only where requested and technically appropriate.

CUSTOM

Dimensions, set configuration, multipacks, colourways and private-label packaging.

TESTING

Dimensions, workmanship, colour fastness and agreed buyer inspection protocol.

PRODUCT COLLECTION

TOTE BAGS

Reusable artisan-printed cotton totes designed for lifestyle, retail and private-label programmes.

- **Cotton, cotton canvas or heavier woven cotton according to the required structure.**
- **Flat or gusseted construction with buyer-selected handle length, lining and closure**
- **Custom artwork, labels, hangtags, barcode and packaging subject to project specification.**

**TB-NB-01****Indigo / white**

Neel Buti

Crisp indigo but is in a balanced repeat.

**TWO FULL VIEWS | AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE**

**TB-MP-02****Teal / white**

Mor Pankh

Compact teal but is with jewel-toned rhythm.

**TWO FULL VIEWS | AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE**

**TB-PM-03****Peach / citrus**

Peach Meadow

Warm peach florals with fresh citrus accents.

**TWO FULL VIEWS | AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE**

**TB-IB-04****Coral / indigo**

Ishq Bagh

Coral and indigo in a confident garden repeat.

**TWO FULL VIEWS | AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE**

**TB-NBH-05****Azure / marigold**

Neel Bahar

Azure florals lifted by marigold notes.

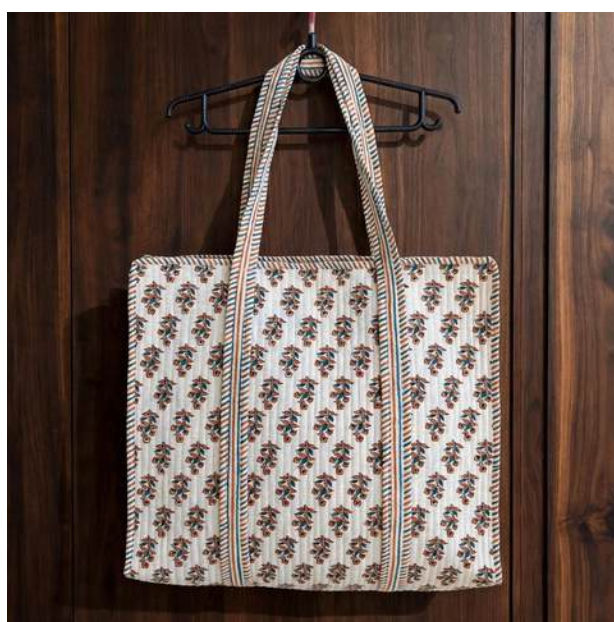
**TWO FULL VIEWS | AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE**

**TB-SJ-06****Teal / mosaic blue**

Sitara Jaal

A teal geometric repeat with mosaic cadence.

**TWO FULL VIEWS | AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE**

**TB-GD-07****Amber / warm gold**

Guldasta

Warm neutral but is in an ordered rhythm.

**TWO FULL VIEWS | AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE**

**TB-PB-08****Pistachio / lime**

Pistachio Bagh

Pistachio green with garden-ledfloral detail.

**TWO FULL VIEWS | AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE**

Reusable tote development

FABRIC

Cotton, cotton canvas or heavier woven cotton according to required structure.

WEIGHT

Buyer-selected GSM for intended hand feel, durability and price target.

CONSTRUCTION

Flator gusseted; shoulder handle or hand-carry length; open top or zipper where requested.

OPTIONS

Internal pocket, lining, custom dimensions and buyer artwork / colourways subject to development.

BRANDING

Private label, hangtags, barcode/SKU labels and retail packing subject to specification.

TESTING

Seam / stitch performance, dimensions, print colour fastness and final workmanship as required.

PRODUCT COLLECTION

CUSHION COVERS

Decorative home-textile covers developed for international square and lumbar formats.

- **Cotton, heavier cotton and canvas where suitable; cotton slub only when sourced and**
- **Concealed zipper, envelope closure, piping, flange or knife edge subject to buyer**
- **Cushion inserts are excluded unless specifically ordered.**

**CC-NB-01****Indigo / white**

Neel Buti

Crisp indigo but is in a balanced repeat

TWO FULL VIEWS | AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**CC-MP-02****Teal / white**

Mor Pankh

Compact teal butis with jewel-toned rhythm.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE



CC-PM-03

Peach / citrus

Peach Meadow

Warm peach florals with fresh citrus accents.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**CC-IB-04****Coral / indigo**

Ishq Bagh

Coral and indigo in a confident garden repeat.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**CC-FG-05****Aqua / blush**

Firoza Gul

Aqua florals with soft blush contrast.

TWO FULL VIEWS | AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE



CC-NBH-06

Azure / marigold

Neel Bahar

Azure florals lifted by marigold notes.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE



CC-SJ-07

Teal / mosaic blue

Sitara Jaal

A teal geometric repeat with mosaic cadence.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

**CC-GD-08****Amber / warm gold**

Guldasta

Warm neutral but is in an ordered rhythm.

AUTHENTIC HAND BLOCK PRINT | MADE TO ORDER
REQUEST WHOLESALE QUOTE

Decorative cushion development

FABRIC

Cotton or heavier cotton; canvas where suitable. Cotton slub only when sourced and confirmed.

WEIGHT

Buyer-selected GSM according to target construction.

CLOSURE

Concealed zipper or envelope closure subject to project specification.

EDGE

Piping, flange or knife edge; coordinated front / back options.

SIZE REFERENCES

Common square references include 40 x 40, 45 x 45, 50 x 50 and 60 x 60 cm. Final size is buyer approved.

NOTE

Cushion inserts excluded unless specifically ordered.

Colour & design stories



INDIGO & TEAL

Neel Buti / Mor Pankh / Sitara Jaal



GARDEN GREENS

Pistachio Bagh / Sage Motif / Sage Chevron



CORAL & BLUSH

Ishq Bagh / Peach Meadow / Blush Medallion



WARM NEUTRALS

Guldasta / Courtyard Garden



WHITE-GROUND BOTANICALS

The White Garden Collection

Buti



Booti



Buta



Bel



Jaal



Jangla



Keri / Paisley



Ambi



Kalgi



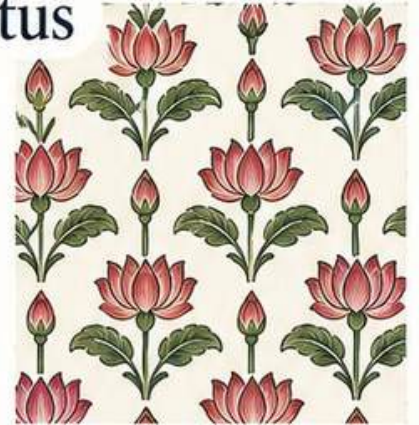
Gul



Phool



Kamal / Lotus



Gulab / Rose



Marigold



Sunflower-style Floral



Pankhi



Mor



Hathi



Popat / Parrot



Cypress / Tree Form



Leaf Spray



Creeper



Vine



Bouquet Motif



Floral Spray



Mughal Floral



Mina Small Filler



Geometric Jaal



Trellis Jaal



Border Stripe



Guard Border



Main Border



Diagonal Buti Layout



Scattered Buti Layout



Central Medallion



Repeating Field Motif



Jalidar Network



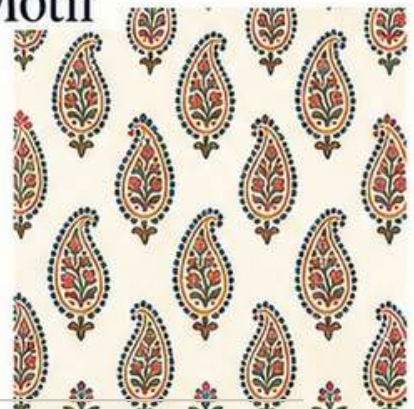
Dotted Filler



Petal Motif



Seed / Bud Motif



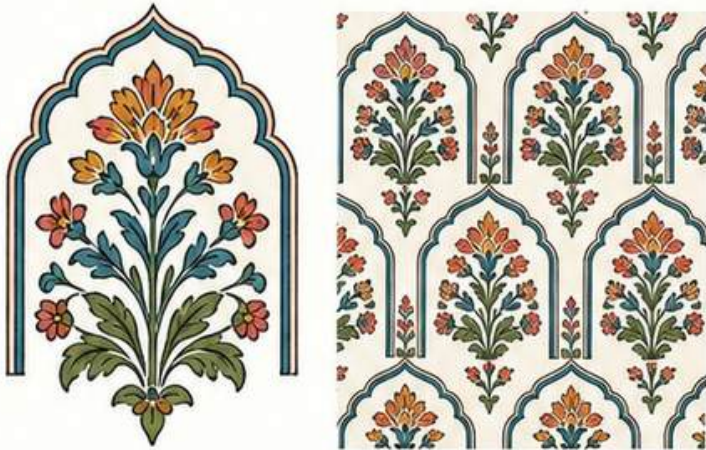
Stylised Floral Medallion



Floral Boota with Stem



Mughal Arch-inspired Floral Arrangement



Small Filler Flower



Corner Motif



Pallu / End-panel Border Motif



SAMPLE TO BULK

A clear development path

- 01** ENQUIRY
- 02** SPECIFICATION
- 03** ARTWORK / COLOUR
- 04** STRIKE-OFF / SWATCH
- 05** PROTOTYPE / SAMPLE
- 06** BUYER APPROVAL
- 07** COMMERCIAL CONFIRMATION
- 08** BULK PRODUCTION
- 09** QC
- 10** PACKING / SHIPMENT

SAMPLE SWATCH CARDS AVAILABLE

For design checking, print checking, colour direction and fabric-quality review. Sample pricing: Request Quote.

PRIVATE LABEL / OEM

Buyer services, subject to project

- **Buyer-exclusive colourways**
- **Bespoke dimensions**
- **Custom motif development**
- **Brand / wash-care labels**
- **Hangtags**
- **Barcode / SKU stickers**
- **Retail-ready packaging**
- **Buyer-specified packaging**
- **Export cartons**
- **Carton marking**

Inspection aligned to the buyer

- Fabric inspection
- Print registration
- Stitching
- Shrinkage
- Rubbing / crocking fastness
- Final visual inspection
- Shade approval
- Measurement tolerance
- Dimensional stability
- Colour fastness to washing
- Seam / stitch performance
- Packing inspection

Testing and inspection protocols can be aligned to the buyer market and purchase specification. AQL inspection may be aligned to buyer requirement.

COMMERCIAL INFORMATION

MOQ starts from 500 units per deal

Final MOQ may depend on fabric, construction, colourway, dimensions, packaging and custom development.

SAMPLE

QUOTE ON REQUEST

500 UNITS

QUOTE ON REQUEST

1,000 UNITS

QUOTE ON REQUEST

2,500 UNITS

QUOTE ON REQUEST

5,000+ UNITS

QUOTE ON REQUEST

PRICING CAN DEPEND ON

Quantity / fabric / TC or GSM / dimensions / number of colours / new block development / stitching / finishing / washing / packaging / labels / testing / delivery terms / destination

WHY WORK WITH HEARTFULCRAFTS

- **500+ years of artisan-society heritage**
- **Pre-Independence roots**
- **Authentic wooden-block printing**
- **Azo-free colours**
- **Made-to-order development**
- **Samples and swatch cards**
- **MOQ from 500 units / design**
- **Buyer-specific dimensions**
- **Custom colourways**
- **Private-label development subject to project**
- **HeartfulCraft LLC, USA**
- **HeartfulCraft International Pvt Ltd**

WHOLESALE BUYER GLOSSARY

RFQ

Request for Quotation

STRIKE-OFF

Small print development used for design / colour approval

MOQ

Minimum Order Quantity

PRE-PRODUCTION SAMPLE

Sample made before bulk production

PO

Purchase Order

QC

Quality Control

SKU

Stock Keeping Unit / buyer reference

AQL

Acceptance Quality Limit; may be aligned to buyer requirement

OEM

Original Equipment Manufacturer / buyer-brand production

FOB / CIF / EX WORKS

Delivery terms to be quoted and agreed

PRIVATE LABEL

Production under the buyer brand, subject to project specification

HS CODE

Confirmed according to exact product and shipment classification



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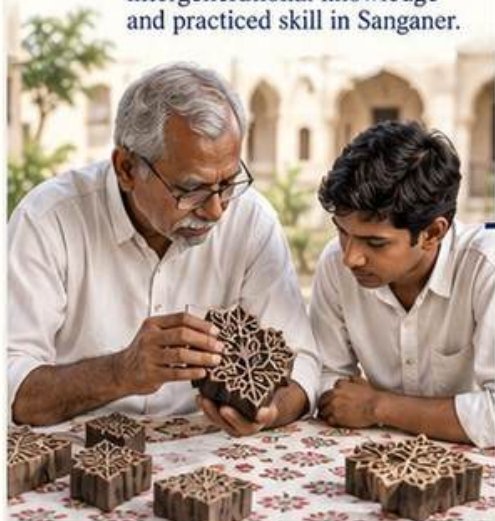
FROM ORIGIN TO MOTIF

Stage A — Origin, Design and Motif Development

IDEAS TAKE ROOT. TRADITION FINDS NEW EXPRESSIONS.

1 Craft Heritage / Artisan Knowledge Context

The craft is carried through intergenerational knowledge and practiced skill in Sanganer.



Living heritage craft

2 Design Concept Begins

A collection starts with purpose, product use and market direction.



Bedsheets, curtains, table linens, totes and cushion covers

3 Motif Sketching and Idea Development

Buti, buta, bel and jaal-inspired motifs are sketched and refined for block printing.



Motifs prepared for the hand

4 Pattern Composition and Repeat Planning

The motif is organised into repeats, borders and layout relationships for printing rhythm.



Repeat and placement planning

5 Colour Direction Planning

Colourways are planned to suit the design, fabric ground and intended market.



Colour before cloth

Typical Sanganeri Motif Language



Buti

— small motif



Buta

— larger motif



Bel

— flowing creeper



Jaal

— all-over network

SIMPLE ELEMENTS.
ENDLESS POSSIBILITIES.

Tradition
guides
new ideas.



Same roots.
New stories.
A brighter tomorrow.



Motifs connect nature, people and place — carrying beauty from Sanganer to homes around the world.

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FROM MOTIF TO BLOCK

Stage B — Wooden Block Development

IDEAS TAKE ROOT. TRADITION FINDS NEW EXPRESSIONS.

6 Wooden Block Material Selection

Seasoned wood is selected to hold the design and withstand repeated printing.



Prepared for durability and clarity

7 Block Surface Preparation

The block surface is smoothed and prepared before the design is transferred.



A stable surface matters

8 Motif Transfer onto the Wooden Block

The approved motif is transferred in reverse onto the block for carving.



The image prints in reverse

9 Hand Carving of the Block

Artisans carve the design by hand using fine tools and practiced control.



Precision carving

10 Fine Detailing / Clearing Carved Areas

Background areas are cleared and fine lines are refined so the motif prints cleanly.



Detail defines the print

11 Block Testing and Correction

The block is tested on paper or cloth and corrected before production use.



Test before printing

From a piece of wood to a thousand beautiful impressions.



*Skills shaped wood.
Tradition shapes brighter tomorrows.*

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Why blocks matter

- 1 Each colour or layer may require a separate block
- 2 Carving quality affects sharpness
- 3 Accurate blocks support registration



Well-made blocks carry tradition forward, one impression at a time.



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PREPARING THE CLOTH

Stage C — Fabric Preparation

CLEAN CLOTH. BRIGHTER COLOURS. TIMELESS PRINTS.

12 Fabric Selection

Suitable cloth is selected according to the product and the intended print character.



Often light cotton or cotton-based fabric

13 Fabric Inspection

The cloth is checked for defects, consistency and readiness before processing.



Inspection before printing

14 Washing / Scouring / Preparation of the Cloth

The fabric is cleaned and prepared so it can receive colour more evenly.



A clean ground supports the print

15 Drying and Smoothing

After preparation, the cloth is dried and smoothed before printing setup.



Prepared for the table

16 Cloth Laid onto the Printing Table

The prepared cloth is spread carefully across the long printing table.



Ready for alignment

Preparation gives the best impressions.

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Well prepared cloth carries beautiful stories.

Why preparation matters

- 1 Improves surface consistency
- 2 Supports colour clarity
- 3 Helps achieve cleaner impressions



Care in every step builds a more beautiful tomorrow.



COLOUR FOR THE HAND PROCESS

Stage D — Colour Preparation

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NATURAL HANDS. THOUGHTFUL COLOURS. LASTING BEAUTY.

17 Azo-free Colour Preparation

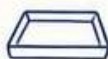
Colours are prepared for hand printing using buyer-approved or design-led shades.



Azo-free colours

18 Print Paste / Colour Tray Setup

Prepared colour is arranged in trays or on the printing pad for even block loading.



Ready for the block

19 Shade Testing / Strike-off / Sampling

Trial impressions are made to check tone, clarity and print behaviour on cloth.



Strike-off before production

20 Colour Approval for Printing

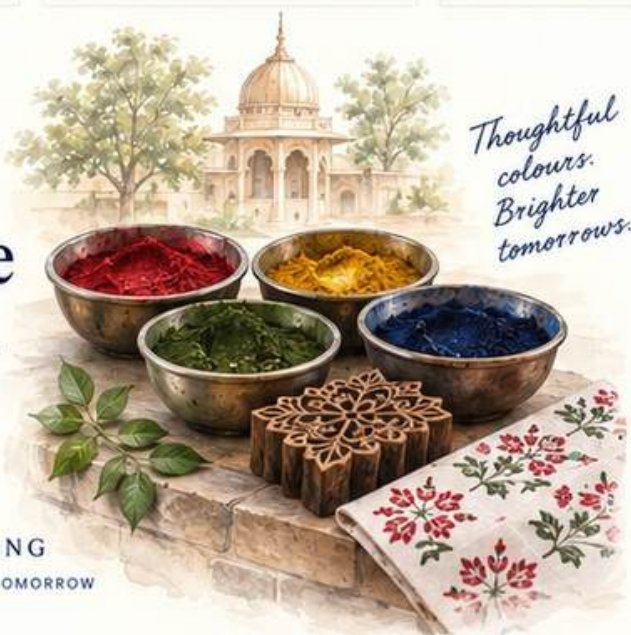
Once the shade and print quality are approved, the colour is cleared for use.



Approval before run

Colours
connect
craft, nature
and people.

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Thoughtful
colours.
Brighter
tomorrows.

Colour note

- 1 Colour may appear different before drying
- 2 Testing supports consistency
- 3 Every print run depends on approved colour direction.



From the earth to fabric,
colours carry stories,
handed down with care.



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SETTING UP THE PRINT

Stage E — Printing Setup

PREPARATION CREATES BEAUTIFUL RESULTS.

21 Cloth Alignment on the Printing Table

The cloth is aligned carefully so the print begins on a controlled ground.



Alignment before stamping.

22 Registration Planning and Guide Placement

Guides help the artisan judge repeat placement, borders and spacing.



Registration by eye and skill.

23 Block Loading with Colour

The wooden block is loaded with colour from the tray or pad for an even impression.



Even loading matters.

24 First Placement and Test Impression

The first impression is placed and checked before the pattern builds across the cloth.



The print begins here.

Careful
setup.
Beautiful
results.

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Shared
knowledge.
Lasting
beauty.

Key setup principle



Good setup supports rhythm, spacing and accurate repeat during the hand process.



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BUILDING THE PATTERN BY HAND

Stage F — Hand Block Printing

PATIENCE IN EVERY IMPRESSION. BEAUTY IN THE WHOLE.

25 Repeated Hand Impressions Across the Fabric

The artisan stamps the block repeatedly to carry the motif across the cloth.



Repetition creates the field

26 Motif Building Through Careful Repetition

Rows, repeats and spacing build the design one impression at a time.



Rhythm and consistency

27 Registration by Artisan Skill

Accurate alignment depends on the artisan's eye, hand pressure and experience.



Registration by hand

28 Additional Blocks / Layers / Colours Added

Separate blocks may add new colours, fills or layered details.



Multiple layers, one design

29 Borders and Secondary Motifs Printed

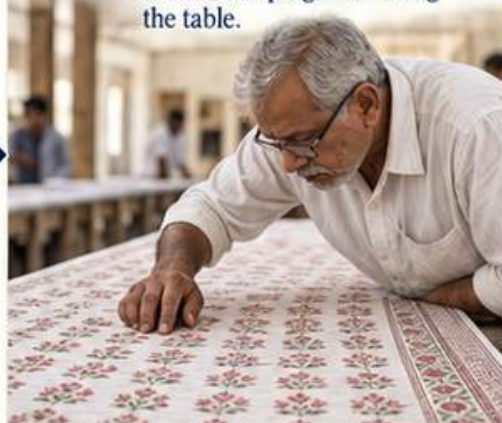
Borders and companion motifs complete the composition.



Main field and border work together

30 Ongoing Visual Checking During Printing

The print is checked continuously as the cloth progresses along the table.



Correction through observation

Every
impression
builds a
larger story.



*Small variations.
Big meaning.
Handmade
always.*



Subtle variations in registration, motif placement, colour density and impression are signatures of the hand-making process.

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DRYING, WASHING AND FINISHING

Stage G — Drying, Fixing and Finishing

IDEAS TAKE ROOT. TRADITION FINDS NEW EXPRESSIONS.

31 Printed Fabric Drying

Freshly printed cloth is dried so the print can settle before further finishing.



 Drying after printing

32 Washing / Rinsing / Post-print Treatment as Appropriate

The cloth may be washed, rinsed or otherwise treated according to the print route and finish required.



 Process may vary by production route

33 Drying / Curing / Finishing

After treatment, the cloth dried again and finished for a clean hand and appearance.



 Finishing brings stability and presentation

34 Surface Checking and Finish Review

The surface, colour and overall finish are reviewed before the fabric moves to product making.



 Ready for conversion

Care today.
Enduring beauty tomorrow.

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*Finished with care.
Made for a brighter tomorrow.*

Finish review



Clarity of print



Clean surface



Visual consistency



Careful finishing ensures that tradition lives on — beautiful textiles, made to last.



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FROM CLOTH TO PRODUCT

Stage H — Product Making

PRINTED CLOTH FINDS ITS PURPOSE IN EVERYDAY LIFE.

35 Fabric Cutting According to Product Type

Finished printed cloth is cut according to the approved product pattern and dimensions.



Cut for the end use

36 Stitching / Sewing Construction

Panels and components are stitched with the required construction details.



Construction follows specification

37 Component Assembly

The fabric becomes real products such as bedsheets, curtains, table linen, tote bags and cushion covers.



Textile to finished category

38 Pressing / Finishing Touches

The products are pressed, shaped and prepared for presentation and checking.



Prepared for inspection

Everyday
products.
A lasting
story.



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Made to end use

- 1 Dimensions may vary by buyer specification
- 2 Construction follows category
- 3 Specification directs the final product



From artisan hands to homes around the world — crafted with purpose, made to be used and loved.

QUALITY, SWATCHES AND THE FINISHED TEXTILE

Stage I — Quality Control and Delivery

FROM CAREFUL CHECKS TO PRODUCTS PEOPLE LOVE.

39 Quality Inspection

Products are checked for print quality, finish and overall presentation.



Visual quality check

40 Measurement and Visual Checks

Dimensions and visible details are reviewed against the approved specification.



Specification review

41 Folding / Presentation

Approved pieces are folded or presented neatly for review and packing.



Presentation matters

42 Sample Swatch Card Preparation

Swatch cards may be prepared for design, print and fabric-quality checking.



Swatch cards available

43 Packing for Wholesale / Dispatch

Products are packed for storage, sampling or wholesale dispatch.



Packed for buyer

44 Final Finished Product Ready for the Buyer / End Use

The journey ends as block, colour and cloth become finished artisan-made textile products.



Ready for the buyer

The result

Wooden block + colour + cloth + hand process = finished premium textile product.

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Same hands.
Brighter homes.
A kinder world.



WHOLESALE & PRIVATE-LABEL ENQUIRIES

Tell us what you want to make.

For an accurate quotation, share category, SKU / design, quantity, destination, size, fabric specification, TC or GSM where relevant, colourway, packaging, labels, testing requirements and requested delivery basis.



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HeartfulCraft International Pvt Ltd

SAMPLES AVAILABLE | MOQ FROM 500 / DESIGN | REQUEST QUOTE