

KUSHAWEAVE

The Luxury of Breathing Roots

Frequently Asked Questions & Care Guide

Q: What is Kushaweave made of?

A: Kushaweave is crafted from 90%+ fresh vetiver roots, blended with minimal cotton and aromatic plant fibers. It is completely plastic-free, chemical-free, biodegradable, and rooted in circular economy principles.

Q: Will the fabric shrink after washing?

A: No. The vetiver root fibers are naturally rigid and oil-rich at their core, ensuring dimensional stability even after washing.

Q: How strong and durable is the fabric?

A: Kushaweave is engineered from the toughest part of the vetiver plant—the roots. It lasts 5+ years as a high-performance cooling blind and can later be repurposed as rugs or mats.

Q: How long does the natural aroma last?

A: The fragrance is released from natural oil lacunae within the roots. Depending on usage and exposure, the aroma typically sustains for 1.5 to 5 years. Light misting refreshes the scent.

Q: Does it cool without electricity?

A: Yes. Kushaweave acts as a zero-energy evaporative cooling membrane, reducing ambient temperatures by approximately 2–6°C when hot air passes through the fibers.

Q: Does it improve indoor air quality?

A: Yes. Vetiver fibers naturally trap dust particles (including PM2.5) and help absorb certain noxious gases, especially when lightly misted.

Q: Is it resistant to fungus and mold?

A: Yes. Vetiver is naturally anti-fungal and antimicrobial, making it highly resistant to humidity-related damage.

Q: Is it UV protective?

A: Yes. Lab-tested with SPF value above 50, protecting against harmful UV radiation.

Q: How easy is installation?

A: Installation is simple. Each blind comes with a wooden log, pulley system, cord lock, and bottom rod. It hangs like a photo frame with two hooks or nails.

Q: How do I clean my Kushaweave?

A: Rinse with a water hose while hanging, gently hand wash with mild liquid detergent, or dust with a dry brush. Always dry in cool shade to preserve natural oils.

Q: Is it safe for children and pets?

A: Absolutely. Kushaweave is non-toxic, chemical-free, and safe for indoor environments.

Q: What is the green impact of my purchase?

A: Every kilogram of vetiver fabric locks carbon that would otherwise be released through agricultural burning. Your purchase acts as a carbon sink while reducing energy demand from air conditioning.

Q: Can it be used outdoors?

A: Yes. Suitable for balconies, patios, cafés, and eco-resorts. For heavy rain, it is recommended to roll up to prevent water weight buildup.