

SMG NEWS

magazine



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ON THE COVER:

Balta
Amaryllis

Classic Charm



Wentworth

A TOUCH OF LUXURY

Colour shown: **Perivale**

At Penthouse we're always working hard to give our retailers what they want; superb quality, easy-fit carpets in up to the minute shades. That's why we've added **7 gorgeous new on-trend options** to our Wentworth range, offering a touch of luxury that won't break the bank. We never compromise on quality, which means that we select only the **finest wool rich blends** to give amazing depth of colour and durable good looks. Expertly crafted by the dedicated team at our employee owned mill in Lancashire; Wentworth is available in 40oz and 50oz, and 4m and 5m guaranteed full widths. **Penthouse quality – naturally.**



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WELCOME

A few words from SMG...



Dear Members

I can't believe we're in the final quarter of 2021.

This time last year I don't think anyone believed that the amazing sales that Independent Retailers were experiencing would continue to the end of 2020, never mind almost the end of 2021. It's been a challenging time for everyone but the flooring and furnishing trades have been extremely buoyant.

It's hard to predict what 2022 will hold for us all, but I think the challenges of 2021 have made retailers re-evaluate their business, and with the number of new Pure unitary orders we have had, it seems that redesigning their stores has been a priority. Giving the customer a pleasant shopping experience has been key and that has included removing old, out of date unitary and sampling and ensuring that the choice on offer has all bases covered without being overwhelming. We really have seen some stunning stores this year.

Another sign that things are returning to 'normal' was the re-instatement of the Flooring Show in Harrogate this September. No one quite knew what to expect before the Show – would it be well attended? Would there be lots of empty stands? Would there be an appetite for a show at all? Well, SMG attended with our stand in Hall C and I can categorically say it was a huge success! Excellent Supplier attendance with superb stands and a plethora of new products, initiatives and new look unitary. All three days were busy and the calibre of the retailers attending was better than ever. I would strongly encourage every quality Independent Retailer to visit. Put it in your diary for next year!

At SMG we have been extremely busy, re-designing our Pure unitary offer and working hard to grow the offer we have available to members. We have great new point of sale for our unitary too which is being developed to be customisable for each individual retail customer. Watch this space for more information.

Another exciting development we are able to promote this quarter is a brand new consumer finance product – an Interest Free Credit solution for members which is flexible with no long term contract requirement and, it doesn't require a minimum annual turnover on credit transactions.

This product is going to enable every size of retailer to compete with the 'big boys' in offering flexible payment terms to their customers.

As always, this issue of SMG News is packed with all your favourite features as well as lots of news and topical comment. We have a fabulous participant for our 'Question Time' feature – we are thrilled that Martin West, industry legend as well as Business Development manager with Balta, has kindly taken the time to answer our questions. Read all about what Martin has to say on page 26.

Starring in our 'At the Sharp End' feature we have Sue Chapman, sales representative for Penthouse Carpets – a quality wool house where everyone who works there is a partner in the business. Sue gave us some really excellent answers on page 17.

In place of the Member Focus feature in this issue we thought we'd review the Flooring Show in Harrogate, just to give you a feel for the vibrant atmosphere if you weren't able to attend in person. Have a look on page 46 to see what it was all about.

All that remains for me to say is that this SMG News is, as always, jam packed with news, insights and information to keep you up to date and make for what we hope is a very interesting read. If you have any suggestions for features you might like to see in this publication, we always welcome reader feedback and ideas. SMG are on Facebook, so please do come and like our page to keep up to date on all things Group related and to share with us any interesting projects you have been involved with.

On behalf of SMG, I'd like to thank our Members and Suppliers for their continued support and to wish you a very successful end of 2021 into 2022.

Kind regards

Mike Reed
Head of Group Operations



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AWARD WINNING CORMAR CARPETS LAUNCHES PRIMO TWEEDS

Award winning British carpet manufacturer Cormar Carpets are launching a new contemporary carpet to their ever-popular Easy Clean collection.

Primo Tweeds is a brand-new, bleach cleanable, family friendly carpet in a contemporary stippled design. Tufted on 10th gauge machinery and made from the same 100% Excellon Polypropylene as Cormar's other Easy Clean family members, the new range retains the desirable stain-resisting and hardwearing properties and comes with a full 10-year stain and wear warranty, providing peace of mind for consumers.

Available in both 4m and 5m widths, the contemporary design is available in a colour bank of 14 different shades, ranging from vibrant reds to dappled neutral tones, bringing further colourful choices to homeowners.



Primo Tweeds, Mineral Grey



Primo Tweeds, Mineral Grey

David Cormack, Marketing Director says "Our Easy Clean collection continues to grow in popularity as a reliable and hardwearing choice for family homes as well as general contract locations. So, we're excited to expand the collection this autumn to offer even more choice for durable, low maintenance carpets at great value with this new striking design."

As well as providing a contemporary look to the company's Primo family,

Primo Tweeds will be displayed on Cormar's new-look point of sale material, featuring an eye-catching design and communicating the range's key benefits to the consumer.

Cormar Carpets are proud to produce their carpet ranges at their Lancashire mills and deliver across the UK and Eire by their own fleet of over 70 vehicles ensuring a fast, reliable service. With an industry-leading trade portal and

dedicated, experienced sales and customer service team, Cormar offer retailers 24/7 access to ordering, delivery tracking, and online account management, as well as servicing its retail customers through a team of over 30 sales representatives.

CORMAR
CARPET CO

MARMOLEUM LINEAR - BRINGING A TOUCH OF NATURE INSIDE

Public buildings are beginning to move away from the traditional, institutionalised look and instead are adopting more 'human centred' designs to support the health, well-being and comfort of end users. In response to this, Forbo Flooring Systems has refreshed its CO2 neutral (from cradle to gate) Marmoleum Linear collection, with a beautiful natural colour palette, ranging from light earthy tones to cool greys.

Featuring a softly striated design, evoking an expression of wood, Forbo's new Marmoleum Linear collection will help specifiers to bring a touch of nature inside to create warm, welcoming and relaxing spaces.

The linear aesthetic will not only emphasise the softness of a space, but it can also subtly connect various areas within a building and gently navigate end users intuitively from one space to another.

Thanks to its natural colour palette, the Marmoleum Linear collection now exudes a contemporary, personal feel. Comprising 16 colour-ways – of which 11 are completely new – the range lends itself to four colour groups: cool greys, warm greys, earthy tones and warm browns.

The cool and warm greys have a clean, fresh and composed aesthetic, while the earthy tones and warm browns possess a deep and intimate characteristic.



Karen Wilding, Senior Marketing Executive at Forbo Flooring Systems, commented: "Our new Marmoleum Linear collection has been designed to help drive that 'feel at home' experience within public buildings – and we are delighted with the outcome. We now offer a beautifully balanced natural colour palette, with a design that also aids easy cleaning and maintenance, thanks to the soil hiding properties of the linear design.

"The collection can also be simply combined with Forbo's other Marmoleum offerings to create a truly sustainable integrated flooring

scheme. All of the designs are also available in our popular Decibel construction, which delivers 18 dB impact sound reduction."

Comfortable by nature, Forbo's Marmoleum Linear collection is manufactured from 97% natural raw materials and is CO2 neutral (from cradle to gate) without offsetting. Free from plasticisers and synthetic additives, as well as low in emissions, the collection is the perfect solution to create a modern, healthy and sustainable indoor environment. What's more, the naturally bacteriostatic Marmoleum has also

been awarded the prestigious Allergy UK Seal of Approval as, with the correct cleaning and maintenance regime, it won't harbour dust mites.

To view the Marmoleum Linear digital sample book and to order free samples visit:

www.forbo-flooring.co.uk/marmoleumlinear



FLOORING SYSTEMS

SILENTNIGHT WIN MANUFACTURING GUILD AWARD



Silentnight Beds has been awarded the Manufacturing Guild Mark by The Furniture Makers' Company, the City of London livery company and charity for the furnishing industry.

Silentnight Beds is the UK's biggest bed manufacturer, and an acknowledged Superbrand. Silentnight beds and mattresses are manufactured in Barnoldswick, Lancashire.

Sponsored by Biesse Group and Lectra, the Manufacturing Guild Mark has been a mark of excellence, distinguishing Britain's top furnishing manufacturers, since 1993. It is awarded to companies that demonstrate high standards across seven assessment criteria – design, product development and function, manufacture, human resources, financial stability, sustainability and sales and marketing.

The mark is only open to companies that manufacture most of their products in the UK. Companies undergo an independent audit every three years by the Furniture Industry Research Association on behalf of The Furniture Makers' Company to ensure their standards of operation remain high.

Tony Attard, senior warden of The Furniture Makers' Company, awarded the Manufacturing Guild Mark to Colin Nicholas, operations manager at Silentnight, saying:

www.silentnight.co.uk

“I would like to congratulate Silentnight for being awarded the Manufacturing Guild Mark and being an exemplar of the UK furnishing industry. Silentnight's commitment to waste and leaving a positive impact on the planet has made it a leader in designing affordable, sustainable product options for the mass market. These qualities, among others, are exactly what distinguishes a Manufacturing Guild Mark holder from other companies.”



OUT WITH THE OLD, IN WITH THE NEW



As we head into 2022, Furlong Flooring are gearing up for a series of significant product launches across their carpet, vinyl and LVT categories.

Furlong Flooring are kicking things off this winter with two launches across their soft-touch carpet range and their felt and foam backed vinyl collection. Veneto will be introduced into their soft-touch carpet category. Veneto will sit neatly between the popular Aria and Spirito ranges, completing the soft-touch collection, that now offers quality at every price point. With its luxurious feel and sophisticated finish, Veneto is the ideal carpet for new homes, room refreshes or just a treat for the feet – offering luxury at an affordable price. Plus, Furlong are overhauling their vinyl category. Taking three of their most popular vinyl ranges and introducing new decors, alongside one completely new range, to offer elegant, durable, great-looking vinyl for every room. With 53 new contemporary and traditional decors, felt and foam backing for added comfort and easy installation, and ranges across every price point, their winter update will modernise your vinyl offer.

Looking ahead to 2022

2022 is the year of product development for Furlong Flooring. They are busy planning for significant updates to some of their most popular LVT, twist and deep-pile carpet collections, as well as brand new launches across their carpet and LVT categories.

And they are going big on wood! With trends indicating more consumers wanting hard flooring for the downstairs areas of their home, Furlong are on a drive to introduce more of their customers to the complete wood collection. Available in 14mm, 18mm and 20mm options with plank, distressed and herringbone designs and suitability for both commercial and domestic settings.

Stay in the loop

All Furlong Flooring account holders have the opportunity to sign up to their mailing list for exclusive sneak peeks into upcoming launches and product developments. If you are an account holder and are not yet signed up, speak to your representative or their friendly sales team about joining the list.

Pictora III



Veneto

If you're not yet an account holder but would like to stock the portfolio of flooring solutions for every room, please call the Furlong team on 01322 628 700.

furlong flooring



ONE BRAND, SAME QUALITY

You might already know them as Furlong, or you might recognise them as Regency Carpets, Natural Solutions or Design Elements.

Over the past few years, Furlong Flooring been working hard on their brand and moving forward, they will be unifying their brands and operating under one name: Furlong Flooring.

As a one-stop-shop flooring manufacturer and distributor, they now offer a complete portfolio of

flooring products from one source point, covering everything from carpet to wood, laminate to LVT and even vinyl. First choice flooring for every room.

What this means for Retail customers

Furlong Flooring wanted to make things easier for their customers by bringing everything together under one roof. This means:

- They can service you better. No need to deal with different reps for different product categories.

- Retailers can display all of the flooring categories together on one stand. No need to invest in different types of POS.
- It makes it easy for retailers to break into new flooring categories that they may not have previously stocked.

Access all flooring categories in one click

To showcase the full range of flooring for every room – which includes hardwood, laminate and LVT alongside carpet and vinyl – Furlong Flooring have invested in a website update that pulls together all the much-loved legacy brands, Regency Carpets, Design Elements and Natural Solutions, in one place and under one brand name: Furlong Flooring.

This allows homeowners, retailers and commercial buyers and fitters to filter products by room or product type and see exactly what Furlong can offer.

Together with the hugely popular new sales stands which are giving retailers the edge in their stores, and with valuable information on accessories, care and general advice, Furlong Flooring are cementing their promise to be the first choice for flooring for every room.



furlong flooring



SILKY STYLE OF PURE LUXURY



For architects, interior designers and specifiers, Galaxy with that indefinable wow factor ticks all the boxes!

Galaxy from ITC Natural Luxury Flooring is a handwoven and hand sheared carpet in type 6 nylon with a lovely soft silk-like feel.

The antiqued look and fine lusted effect in conjunction with a carefully chosen palette of fashionable colours will delight interior designers!

This stunning new introduction offers a carpet that reflects pure luxury together with the practicality and benefits of utilising a very durable fibre, a perfect carpet for residential and corporate hospitality locations. Galaxy in 4&5 metre broadloom is also available in made to measure rugs in sizes up to 500cm wide.

Piped or visible tape finishing from a selection of different types of tapes is offered to create a stylish and personalized look to a rug; all at one price to ensure simplicity of ordering.

For more information on tapes and to see the new Galaxy range, please contact your ITC representative or visit

W www.itcnaturalluxuryflooring.com
E info@itcnaturalluxuryflooring.com
Tel sales office: 01622 534041

ITC

NATURAL LUXURY FLOORING Ltd

NEW PRODUCT LAUNCH AT THE HARROGATE FLOORING SHOW

Axminster Carpets proudly launched two new products at the Harrogate Flooring Show.

The Velvet Collection, soft to touch with an opulent wool-rich smooth finish, and Cobble Weave, a 100% wool loop, featuring 20% Yaks wool, creating a long fibre heathered effect in the carpet. Axminster Carpets' sales representatives will be visiting Axminster Carpets' stockists to present samples. Both products will be available from November 2021.

For more information, or if you are interested in becoming a stockist please contact:

retail@axminstercarpets.uk
01297 33533



FIRST CARPET RANGE TO UTILISE 'WOOL BRITANNIA' YARN IS LAUNCHED

Manx Tomkinson is proud to launch the first carpet range to utilise the Wool Britannia yarn, named Seasonal Views.

Wool Britannia is a yarn which has been developed by the Headlam Group Plc in partnership with British Wool and with the support of Campaign for Wool. Every linear metre of the yarn includes wool sourced from farms situated in each of our four nations – England, Northern Ireland, Scotland & Wales, making it a truly British wool.

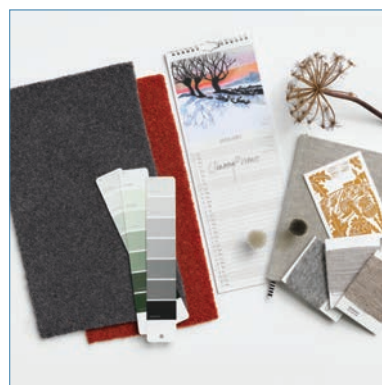
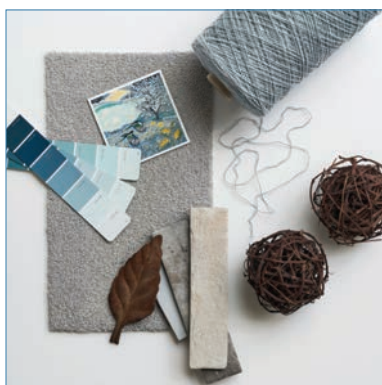
The aim of this yarn is to increase the usage of British wool in carpets and, in turn, help local farmers and the planet.

The Wool Britannia yarn, which is manufactured in England, will be launched into multiple ranges of new wool carpets, the first being Manx Tomkinson's Seasonal Views range.

Jim Robertson, Chairman of British Wool, commented:

“This is an exciting project to be involved in and one we are confident will drive demand for genuine British wool carpets moving forward, we have been working closely with the Headlam Group for a number of months on this initiative and will be providing ongoing support to ensure the project is a success for all parties, including the British farmers.”

Read more about Wool Britannia at www.woolcarpet.co.uk



Seasonal Views is a new wool twist carpet range from Manx Tomkinson featuring an exclusive 100% British yarn – Wool Britannia® – sourced from the four nations of our country, spun in Yorkshire and manufactured in Lancashire.

The carpet is treated with Ecolan, which is a non-insecticide product that makes the wool carpet moth resistant. Seasonal Views has 16 colours in its range to choose from and comes in both 4m and 5m widths.

The Seasonal Views range is inspired by the landscapes, the people, our towns, cities and countryside, Seasonal Views features a semi plain and heathered collection of carefully curated colours; perfect for modern living.

The beautiful colour bank ranges from Urban Grey & Back Roads to Coppiced Ash and Homestead; all evoking memories of Seasonal Views across our nation.

Read more about Seasonal Views at: www.manxtomkinson.co.uk/range/seasonal-views

Wool Britannia: Headlam Group Plc have been working closely in partnership with British Wool on the Wool Britannia initiative to launch a yarn which ensures 100% of the wool used is from British farms from across the 4 nations.

Sampling is available from your local Area Sales Manager or contact the Manx Tomkinson sales office on 01827 831450 for more details.

manx
Tomkinson

IN A REGULAR FEATURE RICHARD RENOUF HIGHLIGHTS IMPORTANT BUSINESS ISSUES TO HELP MEMBERS STAY UP TO DATE!

Richard has worked in floorcoverings and furniture retail for more than thirty years. His experience includes independent family businesses and a major national retail chain. In 1992 Richard established the Qualitas Conciliation Service (now the Furniture Ombudsman) to help resolve disputes about furniture and floorcoverings and is now working as an independent consultant and is a consultant member of the Contract Flooring Association.



The customer's name matched his attitude perfectly, but it would be a breach of confidence for me to tell it to you. He and his team of tradesmen had built a luxury home in two months and it was soon to be handed over to his customer and he was proud of his work.

The standard of his work was apparently obvious: you can't build a quality house that quickly unless you get everything right first time, he had told me. But now the flooring was holding things up. It was cupping badly, so he demanded that the supplier call in an independent consultant as it couldn't possibly be anything other than a faulty product and he wanted much more than just a replacement.

The house, one of two new-builds, was near the bottom of a hilly Yorkshire cul-de-sac. I parked as close to the dry stone garden wall as I dared and hoped nothing wider than a bicycle came past for the next half an hour. The weight of my inspection kit made my shoes sink deeply into the mud as I picked my way across what would be the front garden. I took my shoes off on a scrap of carpet left at the doorway, but picked up almost as much debris on my socks as I walked through the 'finished' house. I stood on an old towel, only to find it had been used to mop up a leak and the water oozed out.

The flooring was engineered wood. It was warping and it creaked badly underfoot. There were some obvious fitting issues. As I walked in, I noticed the flooring was fitting tightly against the front door threshold, so

there was no room for expansion, and this was the same around the stair newel post in the hall. The area was huge, and almost certainly bigger than the maximum size for the flooring because there were no door bars to relieve the expansion and to allow for the slight changes of floor level that inevitably occur between different areas.



I asked the labourer who had let me in what he knew about the subfloor. 'Cement or anhydrite screed?' He shrugged his shoulders. 'Did it get pumped in or spread out as a dry mix?' His answer, dry mix, confirmed it was cement-based. I found an area underneath some units in the utility room where I could take moisture readings directly from the screed and found very high levels of moisture. The wood flooring itself gave high readings, too.

Upstairs the subfloor was also solid. 'Block and beam' construction had enabled the builders to get the house up very quickly, but it also meant the subfloor was a screed, too.

And again the moisture readings were very high. But the guv'nor himself was not there for me to talk to.

When I rang him en-route to give my exact time of arrival it was obvious he had forgotten our appointment, or had chosen another priority, and so he would learn of my findings by reading my report, and he would probably want to challenge them like many others who are not aware of how long it can take for construction moisture in a solid subfloor to dry sufficiently for the installation of wood or vinyl flooring.

British Standards give a rule of thumb: 1 day per millimetre up to 50 mm thick and 1.5 days above this. Some flooring contractors will recall the older advice of 'one month per inch'. And these are based on 'ideal drying conditions' which, if my experiences are anything to go by, must be pretty rare. With modern flooring structures incorporating multiple layers including insulation with moisture barrier surfaces drying times can exceed two years.

The solution is simple. Always check for moisture using a good quality, calibrated moisture meter. It will tell you whether a floor is adequately dry or needs a surface-applied damp-proof membrane to avoid any issues which might otherwise affect any subfloor, not just new ones.

Richard Renouf
www.richard-renouf.com

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by

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www.cormarcarpets.co.uk
portal.cormarcarpets.co.uk



Meet the team...

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Agent For Penthouse Carpets Ltd

Working for the independent retailer

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penthousecarpets.co.uk

at the SHARP END

Each issue SMG puts ten questions to professionals in the furnishing industry to hear their thoughts from 'the sharp end'.



Sue Chapman is the sales representative for Penthouse Carpets covering Essex, Hertfordshire, North, West and East London. Sue started in the industry on the retail side with Ideal Carpets in Stevenage where she gained her product knowledge and managed to juggle all aspects of the business. After two years there, she moved on to be a representative for Culpeck where she stayed for four years and developed her skills at supporting the retailers she called on within her patch. Joining Penthouse in 2017, she has been working hard to develop Penthouse business in the southeast.

HOW DID YOU GET INTO THE TRADE?

I was asked to work for an independent carpet business ("home account") working from a garage; booking in measures, answering the telephone and juggling the invoices for a few days per week while my 2 young children were at school. At the time I was working weekends at the airport and part-time for Tesco too. A visiting rep mentioned that there was a vacant position within Headlam. As I was looking for a full time position and had been a rep within the greeting card industry many years ago, this sounded ideal. I went for the interview and, that was the beginning of my sales career in the flooring industry.

WHAT HAVE YOU SEEN CHANGE MOST IN THE LAST FIVE YEARS?

I think the biggest change I have seen is the popularity of hard flooring. Nowadays it's fair to say that carpets appear to be from the bottom stair up - where it used to be in every room of the house. "Carpet shops" are now "Flooring shops" due to wide range of products available for the floor. This could be ceramic tiles, laminate, engineered wood or L.V.T. With so many choices and one of the biggest purchases for the home you will make - shops struggle for space with so much product to display and to keep all the ranges updated and fresh. Retailers are forced to supply on demand.

WHAT'S YOUR FAVOURITE PRODUCT THAT SELLS THE MOST IN YOUR AREA?

Without question my favourite has to be Colorado. The 18 shades tie in with the Farrow and Ball paint pallet, the finish of the product is 'clean looking' and modern. It does have a blend of New Zealand wool and British wool which gives the finished product clarity. It's a designer's dream as you are drawn into the calming neutrals or expressive brights. The best selling range in my area is "New Pentwist" 50 oz. 18 colours and 18 natural shades. Hardwearing 2 ply with shades to suit everyone.

The colours include a beautiful "pillar box red" and the darkest shade of "forest green" and all the colours in between. The 18 natural shades are classic staple colours for those who want a neutral shade - it's just perfect!

AS A REPRESENTATIVE WHAT ARE YOUR BIGGEST CHALLENGES?

Gaining the customers' trust and getting them to have faith in wool products. Explaining the benefits of wool is something we talk about in every call and hopefully the customer will pass this on to the end user. We love to invite our customers to Lawton's Factory in Dewsbury to see the 'fleece to floor' factory tour as it's an amazing experience and guarantees the retailers will look at wool from a completely different perspective. I would recommend that every retailer should go at least once! Unfortunately, the retailer sometimes assumes the customer wants a 'man made' product as it appears to be an easy sell. But who wants something plastic on the floor when you can have a product that's natural, fire retardant, with superior sound absorption to hard flooring and will last for years?

OF ALL THE RETAILERS YOU VISIT, WHAT COMMON DENOMINATOR CONTRIBUTES TO THEM BEING SUCCESSFUL?

The most successful retailers have the right mix of product to market, great presentation and attention to detail. They trade within a shop that's workable, clean, tidy and inviting. They all have an interest in the products they sell, they "go the extra mile" and are proud of their businesses. These customers understand that social media is a great way to "showcase" the products within their store and completed installations. Positive feedback from the end user is the way forward, as it reaches so many people from a click of a button within seconds. Having said this, these retailers are reliant on their fitters to do a great job as this reflects on their business.

Successful retailers must have good estimators and great fitters - it's about the whole package!

WHAT ARE THE KEY CHALLENGES FOR RETAILERS IN THE MARKET PLACE AT THE MOMENT?

I would say that currently it is probably getting the product delivered and fitted. COVID has certainly played a part in the market being buoyant as more people are working from home and want a better working/home environment. There has been more disposable income available, as people have been unable to spend their money on holidays/ luxury outings - therefore many have decided to indulge within the home. Unfortunately, the high demand for flooring products has been testing for the retailers - causing a huge demand for more products and more fitters in a timeframe agreeable to the end user. It really has been like a Christmas rush for well over a year!

IF YOU COULD ASK RETAILERS TO CHANGE ONE THING, WHAT WOULD IT BE?

It would be to not book fitting dates in before they can touch the carpet. It seems such a simple thing but it happens every day! They don't want to let the customer down understandably - but we are only as good as our deliveries, and anything can happen! Luckily our customer services team are brilliant at sorting out these little hic-ups and can usually resolve these issues.

IF YOU DIDN'T WORK IN THE INDUSTRY, WHAT WOULD YOU BE DOING NOW?

I think, diversely a Florist or a Paramedic!

WHAT IS THE BEST PIECE OF ADVICE YOU'VE EVER BEEN GIVEN?

If you wake up in the morning and dread going to work, you're in the wrong job!



Penthouse Carpets has been part of Britain's rich textiles heritage since 1972. Based in Lancashire, Penthouse Carpets use the latest technology to create stylish, superb quality wool carpets in a kaleidoscope of colours. Every person who works at Penthouse Carpets owns a part of the company so they know their success depends on customer satisfaction.

INTRODUCING MAMBO

Kettle Interiors are incredibly excited to announce the launch of an entirely new product category.

MAMBO Outdoor Living combines clean lines with on-trend colour fabrics, and quality construction with a host of features.

Mambo is the perfect addition to their current collections that allows customers to make the very best of every inch of their home and garden.

Marks of quality

The designers behind Mambo have left no stone unturned to bring an outdoor collection that has the bite to match its bark.

The Santorini Collection

Outdoor dining collection that offers style and substance in equal measure. Available in two frame colours and two fabric options, Santorini offers the ultimate in contemporary styling. Each tabletop is also available in a plain or patterned design and comes with optional built in firepit.

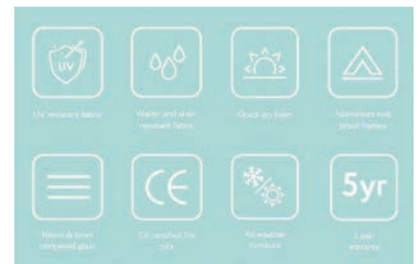
The Del Mar Collection

A modular outdoor sofa set that lets you create the perfect arrangement. Mix and match for the ultimate in design choice to make real statement in style. This all-weather collection is built to deliver modern styling that will stand the test of time, season after season.

The Cove Collection

Cove is the most premium range, one that delivers exceptional quality and style.

Create the most intimate of outdoor seating environments with curved sofas. Add a firepit coffee table centrepiece, and finish with a footstool or three for friends and family.



FLOORING SHOW LAUNCHES FROM ABINGDON FLOORING



ABINGDON
FLOORING

Stainfree Aristocat, Mercury

Abingdon Flooring used The Flooring Show as the launchpad for new collections that are ready to take the market by storm and affirm its reputation for carpets that deliver great value.

With brand new carpet collections and a packed stand of visiting retailers, Abingdon Flooring had a hugely successfully three-days as The Flooring Show returned to Harrogate after its enforced break.

Millie Barlow, head of marketing, Abingdon Flooring, says; 'It was great to be at The Flooring Show again and to show retailers how we're moving into the future with a higher profile brand. We're one of the largest and most innovative manufacturers still making carpets in the UK and so we're in a fabulous position to grow and become recognised by more homeowners as a great British manufacturer that provides the very best in carpet for today's home.'

With the launch of Velveteer, Abingdon Flooring certainly turned the heads of those at the show. The collection's bold statement shades caught the eye in tones of mustard, midnight and evergreen, while its 30-strong palette underlined it as a velvet-touch carpet that's ready for modern homes.

The luxurious finish adds depth while the polyester yarn gives the desirable silk effect that's now firmly in fashion. Bleach-cleanable and stain-resistant, this velvet heavyweight twist is already set for big things. Abingdon Flooring will launch Velveteer to market early in 2022.

The stand also revealed another addition to arrive at the Love Story collection this January. Wild Silk is a colourful berber fleck that's unique in its construction and difficult to make. The style sees 50% polyester yarn from the Romance range blended with space-dyed polyester. Building on the performance and desirability of the popular fibre with a very special take, this look is going to be an interesting entrant into the market next year.

StainFree Aristocat joined the successful StainFree Sophisticat as a heathered alternative with the strength that makes it well-suited to busy family homes looking for a quality, yet affordable answer to new carpet. In 17 new colours with neutral tones like gazelle and arctic fox to bolder hues in rosehip or blue lagoon, Aristocat is a 10th gauge style that combines bleach cleanable practicality with the soft feel of luxury fibres.

The carpet begins rolling out to Abingdon Flooring retailers in November.

Rounding out the cut length launches, StainFree Indulgence is a wonderfully dense and plush carpet that focuses on creating a cosy and blissfully calming atmosphere. The heaviest weight carpet in the StainFree line-up, Indulgence comes in 15 colours with uplifting greys and warm soft browns to dusky pinks and delicate blues – all underlining that this carpet is the ideal mood setter for sumptuous spaces. The brand-new style is expected to enter the market in early 2022.

Abingdon Flooring also had something for fans of the exceptional value of its roll length offer with StainFree Habitat. In six colours with a tri-colour effect for a natural appearance, it's a forgiving and practical choice for heavy dirt and well-trodden areas. With a 10-year wear warranty and Abingdon Flooring's market-leading StainFree for Life guarantee, Habitat proves that cost-effective carpet needn't sacrifice style or practicality.

**For further information,
call 01274 655 694, sales@
abingdonflooring.co.uk
www.abingdonflooring.co.uk**

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Any room. Any life.

Stressfree – bleach cleanable • Incredibly resilient
Superbly wear-resistant • Pleasantly soft



Vivendi®

Stressfree carpet for happy people

Remember those stressful Sunday afternoons at your grandparents? When you were just a child, and any spill on the carpet was a drama? For better childhood memories, there's Vivendi®. Stressfree carpet for happy people.

With a Vivendi® carpet, nothing stops you from enjoying life's best moments. Vivendi® is made with the exclusive iVivo® yarn, a solution dyed nylon of an exceptional quality. It makes Vivendi® carpet bleach cleanable, incredibly resilient, superbly wear-resistant and yet pleasantly soft. With five diverse ranges, there's a carpet to make all people happy: from playful to dense, from discreet pastels to trendy greys and intense colours.

Stressfree - bleach cleanable

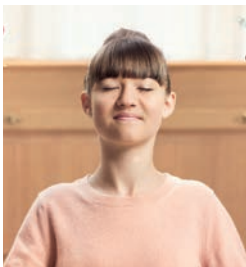
Incredibly resilient

Superbly wear-resistant

Pleasantly soft

Watch the award winning Vivendi-movie and discover full details: www.vivendi-carpet.co.uk

Ranges



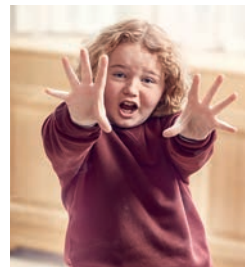
Soul



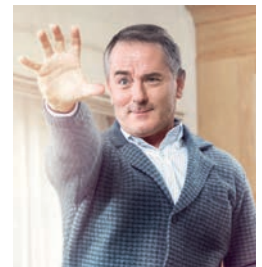
Vibes



Vigour



Ardour



Verve



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BUOYANT - BACK AT THE JANUARY FURNITURE SHOW

It has been almost 2 years since the last January Furniture Show and we couldn't be more excited to make our return.

This show is always a huge fixture in our calendar and one that we work towards throughout most of the year. We will once again have one of the largest stands in the exhibition hall and will be bringing our A-game in terms of new models and designs.

We're also looking forward to greeting all our loyal customers and creating some new partnerships at this January Furniture Show. It has become evident that the industry is crying out for a show like this after 2 years of cancellations and compromises due to the Coronavirus pandemic. A good number of our customers made it to the Manchester Furniture Show, held in Harrogate earlier this year, and we would like to thank them for their continued but assure them that this upcoming show will be completely different and bursting with new designs.

We're still experiencing high demand from customers who may have had the desire to improve their living space or have even moved to a new home post-pandemic. Extended periods of time at home have taught consumers the value of comfort and style and this is being well reflected in sales figures.

Our new purpose-built show trailer will also be hitting the road and showcasing a selection of our new models and accent pieces. The trailer features lifestyle décor, laminate flooring and a stunning accent wall which really gives the appearance of a showroom setting. Natural light is also a big part of this trailer as we have installed 3 windows in one side, this means customers get real sense of the fabric colours and textures and how they would look in an actual home or on the shop floor.

For information on when the show trailer will be coming to an area near you please contact your area's Buoyant sales agent.

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.....

"The countdown to the return of The January Furniture Show has begun. We will once again be exhibiting at the Birmingham NEC and we can't wait to see all our loyal customers and show you all the new and exciting designs we are working on."
- Mike Aramayo

**January
Furniture
Show**

**23-26 JAN
2022**

CAVALIER CARPETS LAUNCHES NEW BRANDING FOCUSED ON FAMILY OWNERSHIP



Lupo, Spinnaker



As a second generation British family owned business, Cavalier's commitment to quality, product knowledge and building lasting relationships remains key.

Families are all about relationships, and today, the Cavalier Carpets' lineage extends far beyond just their owners. Their family values are at the core of the business, and they count their employees and their business

partners as valuable members of the Cavalier family. Cavalier Carpets offer a diverse range of quality carpets for the whole family, featuring environmentally friendly wool based options.

Cavalier sales representatives will be visiting their retail partners in the coming months to update point of sale with the new branding.

Cavalier Carpets - Quality carpets, from our family to yours.

sales@cavalier-carpets.co.uk
01254 268053



SPECIAL CHRISTMAS GIFTS, ALL SIGNED FOR, FROM THE MUSEUM OF CARPET

The unique Museum of Carpet in Kidderminster will be hosting two book signing events on the run up to Christmas to enable you to get signed copies of books written by local authors, which are sold at the Museum. The books will make great Christmas gifts or a good read for you on a dark winters' night.

Fenella Flack's much loved guides to the Wyre Forest will be signed at the event running on **Saturday 27th November** between 10am and 12pm. Her books "Walking Kidderminster's History", "Walking Bewdley's History" and "Walking Stourport's History" are a favourite with anyone wanting to explore the Wyre Forest towns and the surrounding area on foot.

They are handy little books that will make a staycation break in or near Kidderminster a wonderful experience.



Melvyn Thompson (ex-employee of the carpet industry, well known author and volunteer at the Museum of Carpet) has written several books, including his best-selling book "Woven in Kidderminster", "Woven in Kidderminster: The Final Chapter" and "Mills and Tall Chimneys of Kidderminster".

He will be at the museum on **Saturday 4th December** between 10am-12pm to meet visitors, chat about the history of the carpet industry in Kidderminster (what Melvyn does not know about the

industry isn't worth knowing!) and to personally sign his books.

You can attend the book signing for free, just visit on the day of the event.

Alternatively if you wish to visit the museum in the coming months, tickets can be bought at

www.museumofcarpet.org.uk

(only £5.50 for adults and £3 for children).

BASKETWEAVE FROM BROCKWAY

Brockway Carpets has introduced a new Basketweave design option to its popular Lakeland Herdwick carpet range derived from the protected sheep of Cumbria.

LAKELAND HERDWICK BASKETWEAVE

- Grown in Cumbria, spun in Yorkshire and crafted in Kidderminster, Brockway's Lakeland Herdwick carpets are authentically British.
- A sophisticated textured finish made using loop pile of various heights creating a sequenced basketweave design.
- Made of 100% British wool in Herdwick's uniquely natural pigmentation.
- Available in 5 neutral colourways to complement all schemes.

- British Wool Certified.
- As well as providing superior looks and durability, the Lakeland



Herdwick range plays a part in helping sustain traditional farming communities in Cumbria through its use of Herdwick wool from sheep native to this region.

As with the rest of Brockway's Lakeland Herdwick loop pile range, the new design is highly durable thanks to the natural resilience and toughness of the Herdwick wool from which the yarn is made.

Lakeland Herdwick Basketweave is a beautiful addition to the Lakeland Herdwick family.

For more information contact Brockway on 01562 828200 www.brockway.co.uk

BROCKWAY
The Home of Wool Carpet

50 SHADES OF GREEN



The Unique Samphire Rock rug was produced especially for the Harrogate Flooring Show by Adam Curtis of the Real Shetland Company. The design was inspired by an original painting by Joanna Ramsden.



It is made in a combination of natural undyed 100% Real Shetland Wool grown in the Shetland Islands and the same origin wool dyed to the Campaign for Wool green shade.

Bespoke rugs are available to order directly from adam@realshetland.com



“

**treat your
suppliers as
partners and
help us to
help you...**

QUESTION TIME

Martin West – Key Accounts & New Business Development Manager at Balta

In this issue of Question Time, SMG were extremely pleased to interview Martin West, Key Account & New Business Development Manager for Balta. Martin began his career as an estate agent before entering the flooring trade with Planet Carpets 34 years ago. Selling saxonies imported from Mexico as well as their own UK manufactured wool twists he further developed his product, market and sales skills. From here he joined Headlam where he remained for almost 18 years. He held various roles within Headlam, most notably Managing Director of Kingsmead where his role allowed him to be involved with product development, marketing and key accounts, as well as sales. From there he became Commercial Director before deciding to move on to fresh challenges. After leaving Headlam, Martin was Director at the inception and launch of Likewise, before moving to his current role at Balta in 2019. With his wealth of knowledge of the flooring industry, he is ideally placed to answer our usual questions...

What are the biggest challenges you are currently facing?

'It will surprise no-one if I list raw material costs, deliveries / logistics and supply chain issues. The post lockdown time has been a period of strong sales in floor-coverings, however the combined effect of Brexit and Covid have created a number of challenges which have made that period less enjoyable than it might otherwise have been.'

Independent Retailers are also facing challenges, what advice would you offer them?

'I have, throughout my career, specialised in supplying to retailers and never crossed the divide to the retail side, so I prefer not to offer advice in an area I don't properly understand. I suppose if I were to swing it around a bit I would simply say treat your suppliers as partners and help us to help you.'

If you could ask retailers to change one thing, what would it be?

'It has long been my opinion that most retailers have too many products on display. A smaller selection of products, better displayed, may improve the consumer journey whilst at the same time allowing the retailer to be a more important partner to fewer suppliers.'

How would you like to see the industry change in the future?

'As a new younger generation of flooring consumers evolves, I would hope the industry can better understand and benefit from the opportunities presented by social media, influencers and online marketing whilst continuing to promote the bricks and mortar presence and reliability of the Flooring Specialist retailer.'

I would also like us to find a way to invest in the installers of the future. There is a

swing away from further education back to apprenticeships, but I feel we currently have a lower profile and less availability in this area than we should have.'

What is your favourite Balta product?

'Parents should not have favourites, or at least not admit to them, but I have to say I am enjoying presenting our Eternity solution dyed nylon products at the moment.'



Aside from Balta which other manufacturer do you most admire and why?

'There are pros and cons to so many of our competitors, but if I look at their journey during the thirty-four years I have worked in the industry, I think it has to be Cormar. A UK based manufacturing success story who rarely get a product wrong. They recognised the need to take over their own distribution very early on and invested in their customers' shops to improve the level of display well ahead of the majority.'

What are your career highlights?

'So many difficult questions. Developing and launching the very recognisable Clean Easy brand for Kingsmead, being part of a superb team launching and developing

the niche brands at Headlam, and being able to say I was there at the beginning when Likewise was born.'

Outside of work, what are your passions?

'I was proud to be a member of Round Table where I made many friends nationally and internationally alongside the charitable role on which it is founded. As I am now too old for that, I have instead become a Freeman in the Furnituremakers Company and it is now my vision to make everyone in the UK Flooring Industry aware that this is a charity which can support them if they find themselves fallen on hard times. I will be talking about this to anyone who will listen in the months ahead.'

In your whole life, what makes you most proud/What is your proudest achievement?

'My wife, my kids and following my father into a trade we both loved and enjoyed.'

Do you have any regrets?

'No time or place for regrets ...'

What's the best piece of advice you've ever been given?

'Have empathy.'

www.balta-carpets.com



CarMan is industry-specific, multi-award winning, cloud-based business management software by Computers for Flooring, able to manage every aspect of your flooring business. From single to multi-site retailers, wholesalers, CarMan will streamline your current business practice, improving efficiency and increasing profitability.

CarMan will manage the entire sales process from initial customer contact through to order and delivery, with advanced stock management and reporting capabilities. CarMan's central dashboard gives users an overview of customers, suppliers, finance, sales, and staff performance at the touch of a button.

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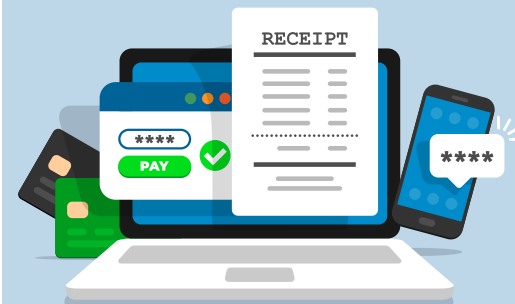


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WHAT DOES THE FUTURE HOLD FOR WOOL?

FROM MARTIN CURTIS, CHAIRMAN OF THE WOOL CARPET FOCUS GROUP



“How do we let people know what is good for them in both the short and long terms without preaching or being patronising?”

Clever marketing people come up with advertisements that entice us to buy things that we can't live without but obviously we managed to do so before they came along! Marketing and PR, social media and the like are making every one of us authors of our own thoughts and prejudices. Twitter, an old favourite of mine has been taken over by political messages. Trying to delve through to get to the areas I am interested in - agriculture, textiles, carpets, knitwear, fashion and such like, takes more and more time. The “Kardashian Culture” of inventing fame from virtual nothingness and devoid of any talent and in many cases worth, can be entertaining for many but not really for me.

Where have I gone wrong?

It isn't a question I need you to answer because I think I know - you may have additional suggestions but perhaps we will leave those to a later date? I have to admit, I have done things over the years which were designed to create attention and awareness of the fibre I still hold dear to my heart. Yes, back to that old

chestnut, Wool, in many instances a by-product of the sheep industry and certainly no longer the “Golden Fleece!”

If you have followed me through many editions of The SMG Magazine, who have supported my efforts so strongly over the years, you will have seen everything from my “Woolabilities” series of videos through to various articles I have written about wool. I have organised displays at The Flooring Show in Harrogate which have featured a “Wool Mountain”, a “Wool Volcano”, “It's Cool To Buy Wool” pink sunglasses and entrance carpets to the Show that have made more comebacks than many famous pop groups.

We also had Dr Mike Madden demonstrating the “Unflammability” of wool (which had the security guards on edge), hand spinners and hand knitters, “Bouncebackability” demonstrations where visitors were invited to try to compress wool with a plunger in a perspex container.

We also had a fabulous wool installation by Angela Wright, Artist in Wool and famous for her works of art which featured yarn made from wool from

around the world (check out Southwark Cathedral and Angela).

There is more.....

We have had the “Why buy a wool carpet?” promotion, “Wool is...”, we have talked about the “Sustainability” of wool, the “Breathability”, the “Biodegradability” and the “Cleanability” of it. We have demonstrated the practicalities of wool, the benefits to the home, the environment the planet.....

This year we created “50 Shades of Green” self smugly a play on the famous books and films that I know about but have not read or watched (honestly!).

How much more can we do?

A slight digression.....

Whilst at University I read about the inevitability of communism by Karl Marx who was ably abetted by Engels. I didn't buy it and I still don't. One thing that sticks in my mind is that humans have the capacity to invent things that become essential to everyday life. They can think, sometimes for themselves and that is why we still have wool.

In this context, “Fashion” is an interesting area to consider. Since I became less directly involved in the usual business world my fashion choices have changed. Perfectly good suits, jackets, shirts and trousers have languished in my wardrobe for a few years now.

The opportunity to “dress up” becomes rarer and is mostly confined to weddings and funerals - but I felt that I had to wear a jacket or suit for the Flooring Show. I started to dig through my wardrobe and I discovered things I hadn’t seen for quite some time. Those who know me will appreciate that I love a bargain and that most of my clothes were never bought at a full price!

I regularly visited a small shop in Allerton where Hoopers (the high end Department store in Harrogate) sold off the end of season items they wanted to get rid of. I was the best dressed wool bagger around picking up suits and jackets made by Aquascutum, Jaeger, Boss and others at a fraction of the normal retail price.

These items are still as good (almost) as the day I bought them, some well over 10 years old and which saw a lot of use. I wore one such item for the Show... I don’t think anyone knew it was really old but maybe they were being polite? Maybe he’s eccentric? The thing is, they hadn’t worn out. OK they may have had larger or smaller lapels than is fashionable today and double or single breasted and single or double flapped at the back but all in great condition. The point is that wool lasts. Fashion comes and goes but quality is timeless.

We all know about the sins of fast fashion and dumping plastics and plastic garments and carpets into the oceans and landfill but we keep on doing it. Buying cheap and usually nasty products that look awful and need replacing after a couple of years makes many retailers love it! Buy something and throw it away and buy something new....

The inevitable cycle of waste and destruction.

How much of the above strikes the bell? Maybe thought provoking but will it make a difference? I hope so but I am not convinced. What happened to me over the past few days has made me think and



there is the inspiration for this article. I went to see Genesis perform live at the First Direct Arena in Leeds. Great comeback concert and first time I have seen them live, (special thanks to the father of my son’s golf coach Tony Banks who organised tickets for us).

The Flooring Show, a great comeback show after the misery of lockdown and the launch of new wool carpet ranges.

A Campaign for Wool evening with the Yorkshire Shepherdess Amanda Owen at Salts Mill in Saltaire. Saltaire village was created by Sir Titus Salt and has an amazing history and is well worth a visit or at least a quick look on the internet. The village itself is an architectural delight and the Mill has been rescued from a very doubtful future.

So, the theme, you might have guessed is “Comebacks”? Well not exactly - that got

me thinking but what really inspired me was the talk by Amanda Owen and her mention of Jeremy Clarkson and his Amazon series The Farm. Amanda wasn’t very flattering in her choice of adjective to describe Jeremy but she did say it had been a very popular programme. I like Jeremy Clarkson. Shock, horror but yes I really do. I haven’t been able to watch more than a couple of episodes of Top Gear without him and his co presenters since he was sacked. I prefer reruns of his old shows to the new series. It has been reported that The Farm has done more good for British Agriculture than 30 years of Countryside! Let’s be fair, Countryside and the spinoffs like Lambing Live have large audiences and cater brilliantly for their market - but I think we woolly backs need a new market and The Farm might just show us the way forward. ►



The other point to note here is that we get Amazon Prime TV because I signed up to Amazon for the “online shopping experience”. If you are still awake after reading to this point you will recall that my shopping trips are rather limited and shopping online suits me perfectly. I have long since suggested that the costs of running a high street shop are too high and with ever increasing bills for rates, rents, staff, energy and with the public having to pay more for parking the retail experience has to be “special” to survive. The price a farmer gets for his wool is the tiniest fraction of the price the products made from it sells for in the shops.

There is a new audience “out there” which knows very little about wool, how

working with sheep was not the most rewarding financially but I did get the impression that he had a bit of respect for his Suffolk rams, Leonardo and Wayne (RIP) and he did enjoy the shepherds pie (made with lamb, if made with mince beef it is cottage pie - not everyone knows that!). The ewes - well most of them - produced lambs which he helped to deliver and showed the real human side of the man. The 3 non productive ewes ended up in the pie! Which he very much enjoyed and let’s face it that is where they will all end up eventually, or in curry’s.

What Jeremy did was make it fun. Yes, a little staged along the way but we can forgive him that surely and the end result is an insight into the huge

problems that face most people involved with agriculture today. I do hope it opens people’s eyes to what is going on in the industry - not just those of the already converted but the new generation of consumers who will have more time on their hands than previous generations.

Without a doubt fashion will continue to dictate what we “have” to buy to make our lives complete. What is on the catwalk this week will be on the fast fashion throw away store shelves next week. Catwalk fashion creates individuality, style, colour which is copied by the high street.

I don’t see this changing unless we get to the new wealthier consumers who do not have a clue about what I am talking about here and who will never watch Countryside, won’t listen to the environmentalists who are predicting the end of the world or the likes of me! We need more Jeremy Clarkson’s and we need to make wool fun again.

Perhaps wool is due another comeback?



woolcarpetsnaturally.org





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THE NATURAL HEALTH BENEFITS OF WOOL CARPET



WHEN RETAILERS ARE ADVISING CLIENTS ON WHAT FLOORING IS TO BE INSTALLED IN WORK PREMISES OR HOMES IT IS WORTH CONSIDERING, IN ADDITION TO ITS AESTHETIC APPEAL, THE MANY HEALTH BENEFITS OF WOOL CARPET.

The mental and physical health of a building's occupants is of paramount importance. The mental health of people is enhanced in a calm, quiet atmosphere. Wool carpet and upholstery naturally absorb sound, so you don't get the stressful cacophony of noise from scraping chairs, footfall and the echo of multiple conversations.

Wool carpet has a positive impact on the physical wellbeing and happiness of occupants within homes and facilities by

dramatically improving indoor air quality. Wool carpet regulates and balances indoor humidity, removes volatile organic compounds (VOCs) from the air, traps dust and pollen that trigger allergic reactions such as asthma and hay fever and continues to filter the air for up to 30 years!

Of course, it is important to keep this giant wool filter clean so specifying a maintenance regime at the time of installation is strongly recommended.

The WoolSafe Organisation has a directory of safe and effective maintenance products and a global network of Approved Service Providers to help your clients maintain their investment while keeping a healthy, happy family, and productive workforce.

Steve Bakker,
WoolSafe Global Marketing Director

For more information,
visit www.woolSAFE.org
contact us on office@woolSAFE.org



A REPORT FROM THE CARPET FOUNDATION

Online consumer advertising campaign in 2022

The Carpet Foundation is set to return to consumer advertising in 2022. Talks are well advanced to run an online campaign for ten weeks across four leading home magazines websites.

The objective will be to promote Carpet Foundation independent retailers as the people to buy carpet from.

Aimed at those who are moving house or undertaking home improvement projects or simply wishing to replace an old carpet, there will be four different advertisements which will appear 1 million times across all four sites.

The exact timing of the campaign has yet to be agreed due to the current high levels of business being enjoyed by the industry.

Reminding the industry

It is almost 21 years to the day that the Carpet Foundation burst onto the scene with our first advertisement in the Mail on Sunday. It has been a roller coaster ride, from TV advertising to the financial meltdown of 2007, the introduction of the Code of Practice to Covid-19 – but we are still here!

To mark the occasion, we have sat down with the trade press and candidly gone through the highs and the lows and our thoughts on the future.

The first article appeared in Interiors Monthly in October with The Stocklists set to follow in December.

The Carpet Foundation is the UK carpet industry's lead body. It works exclusively for the benefit of independent carpet retailers promoting them and carpet to consumers. It is supported by most of the leading suppliers to the UK residential carpet market.



English Home Magazine

Carpet in the media

There is no one better qualified to discuss, impartially, the pros and cons of fibres than our Technical Director David Whitefoot so it was great to see him acting as an expert in the October issue of The English Home magazine.

Mediation is now a must for flooring retailers

New proposals put forward by the Government mean that flooring retailers will have to use mediation in disputes with customers. According to the proposal's mediation, or alternative dispute resolution, will be mandatory 'where disputes arise over a transaction.'

The good news is that Carpet Foundation retailers don't have to worry. We are the only Government approved Alternative Dispute Resolution (ADR) supplier dedicated to the UK carpet industry. Another benefit of being a member!



The Carpet Foundation is approved by Government under the Alternative Dispute Resolution for Consumer Disputes (Competent Authorities and Information) Regulations 2015



Handcrafted quality at your fingertips

Rest Assured put premium, handcrafted comfort within easy reach.
Over 122 years' experience goes into making every mattress supremely
comfortable, completely sustainable and highly affordable.



Discover our new mattress range

All mattresses within the new Rest Assured collection are handcrafted with layers of British Wool, regulating your temperature through the seasons. Each and every mattress within the new Rest Assured collection are free from foam and are naturally flame retardant without the use of additional chemical treatments. Naturally hypoallergenic and approved by Anti-Allergy UK. Treated with Purotex® which contains microcapsules that are filled with natural probiotics to create a clean and fresh sleeping environment, every night. The mattresses can be recycled at end of life reducing waste to landfill.

Wool COLLECTION



Everyday indulgence, every night

Made with British wool and sustainable materials

A supportive and highly comfortable mattress

Naturally hypo-allergenic & free from foam and FR chemical treatments



Latex COLLECTION



Handcrafted comfort within easy reach

High performance fibres for responsive support

Beneficial for sleepers with back and joint pain

Layered with temperature regulating British wool



Refresh COLLECTION



Breathable. Sustainable. Attainable.

Premium comfort and enhanced breathability

Refresh fibres prevent overheating in the night

Fresh fibres for a clean and healthy sleeping environment



For more information visit rest-assured.co.uk

VICTORIA HARROGATE REVIEW



HARROGATE CERTAINLY DIDN'T DISAPPOINT THIS YEAR. IT WAS SO GOOD TO GET BACK IN FRONT OF PEOPLE AND SEE WHAT THEY MADE OF THE NEW LOOK VICTORIA, AND WE WERE DELIGHTED BY OUR CUSTOMERS REACTIONS. NOT ONLY TO THE NEW STYLE GRAPHICS BUT ALSO TO THE FANTASTIC NEW PRODUCTS WE PRESENTED AT THE SHOW.

First to hit the market will be New Tudor Twist. Already well established as one of the UK's most loved twist products. We have updated the colour bank of 36 colours to incorporate swathes of neutrals, golds and bronzes and delicate pastels reflective of the current interior trends. Available in two new weights; classic and regal, this is a go to product for homeowners looking for a wool blend carpet.

Haberley is our other naturals collection that has not only had a pallet refresh, but has also seen two new designs, a ridge and herringbone join the classic Haberley loop design. 12 elegant tones make up the colour pallet alongside a wool rich blend including Tencel making these carpets both design and colour driven.

Moving over to our man-made, EasiCare ranges, Aura has also undergone a makeover. This refreshed range boasts a colour pallet of 16 shades in line with 2022 Pantone colour predictions. Incorporating a small girl blowing bubbles in the range graphics, the product names boast such titles as blackcurrant squash (a deep, rich plum shade) and bath time (a sumptuous cobalt).

Brand new for 2022 will be Ultimate Expressions. Joining the bestselling First and Ultimate Impression Suite, this is a collection of 20 slightly heathered tones in a 2 ply, 10th gauge construction. This range will sit with its sister products in the wall units where you can experience the three ranges side by side.

The final sneak peek for 2022 was Luxuria Stratosphere. Launching in Q2, this is an incredible collection made from a 6 ply yarn that creates a substantial 100oz finished product. Coming with a lifetime wear warranty the range is made from 14 shades created from tri coloured yarn. The result is a subtle spectrum of colours that come together to form outstanding heathered tones reminiscent of the night sky.

The new refreshed LVT offer was also on display at the show and the new easy to read labels, colour coding and product categorisation was embraced by the audience. The new Universal 55 herringbone available as both a dryback (stick) and click product were also loved by everyone who saw it. "It's been so great to see peoples' reactions to everything we have all been working hard on for the past 18 months" says James Caldwell, Sales Director for

Victoria Carpets and Design Floors. 'It's always good to get feedback from your target audience and Harrogate was the perfect platform to present the new Victoria Carpets & Design Floors. Roll on next year!'

Speak to your Area Sales Manager to find out more about our new products.



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ULSTER REMAIN IN COMPLETE CONTROL

WHETHER IT IS PETROL, FOOD OR HGV DRIVERS, THERE HAS BEEN A LOT OF FOCUS ON SUPPLY CHAINS IN THE UK RECENTLY. FOR ULSTER CARPETS, THE BEAUTY OF BEING A UK-BASED MANUFACTURER MEANS THAT MEETING THE NEEDS OF RETAILERS IS A LOT EASIER. UNLIKE OTHER CARPET COMPANIES, ULSTER CONTROLS EVERY ASPECT OF THEIR MANUFACTURING PROCESS, PROVIDING WIDE-RANGING BENEFITS FOR CUSTOMERS AS WELL AS BENEFITTING THE UK ECONOMY.



Jeremy Wilson, Ulster's Retail Sales Director, explained, "From buying quality wool from British and Irish farmers to creating jobs and supporting local communities, we remain committed to manufacturing in the UK."

Ulster's headquarters in Portadown, Northern Ireland, is based on the same site the company was founded on over 80 years ago and this is where dyeing and weaving continues to take place.

This is supported by companies within the Ulster Group. Wool processing, spinning and dyeing is carried out at Ulster Yarns across two sites in North Yorkshire while further weaving takes place at Ulster North East in Sunderland.

The company's Axfelt Triple Layer Underlay is manufactured in Devon, where the Ulster Recycling Hub is based.





Basketweave, Ambleside

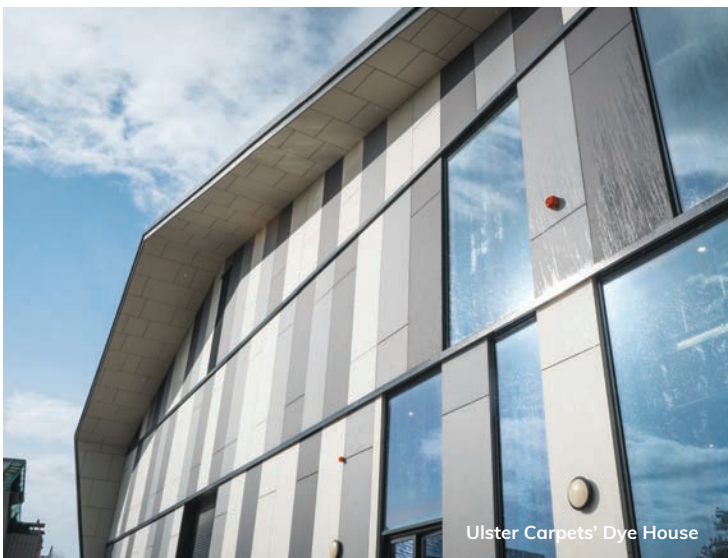
Anatolia Medallion Aswan

This level of control ensures Ulster manufactures in an ethical manner that reduces the impact on our planet – demonstrated by a recent switch to a new Green Energy Contract to supply their manufacturing and warehouse facilities in Portadown with power generated by local, renewable sources.

Ulster have also installed a series of new high-speed looms as part of a long-term strategy aimed at improving productivity.

“We also continue to invest in our product ranges and we were delighted with the feedback from retailers at The Flooring Show in Harrogate. We previewed the latest additions to our Beaumont, Open Space and Glenmoy ranges and highlighted our new 10-year guarantee for any Ulster Axminster or Wilton carpet installed with Axfelt underlay.

“Our retailers have never been more positive and we will continue to support them to build on this.”



Ulster Carpets' Dye House

ulster™

www.ulstercarpets.com



SEDNA[®]

Super soft carpet saving sea life





SEDNA®

SUPER SOFT CARPET SAVING SEA LIFE

Sedna® carpet is **soft, luxurious and durable**. It is made with ECONYL® regenerated nylon, a yarn made from **recycled waste** material such as old carpets and **abandoned fishing nets** collected from the bottom of the sea. Sedna® thus helps to **save thousands of beautiful sea creatures** like sea turtles, dolphins and seals that will no longer get stuck in this life-threatening waste.

Moreover, Sedna® carpet has an ECO FusionBac textile back, made from **100% recycled PET plastic bottles**.



RANGES

Sedna® carpet comes in two alluring ranges, inspired by the mysterious depths of the seas. All over the world, the seas and oceans are worshipped through deities that personify their grandeur.



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since 1964

TEXTILE FLOORING MANUFACTURERS DRIVE SUSTAINABILITY THROUGH CARPET RECYCLING UK

CARPET RECYCLING UK RECOGNISED A CLEAR CHANGE IN ATTITUDES TOWARDS SUSTAINABLE SOLUTIONS FOR TEXTILE FLOORING WASTE FROM KEY DECISION-MAKERS AT THE 2021 HARROGATE FLOORING SHOW.



Several key manufacturers, including members and potential members, approached the not-for-profit 107-strong membership association for advice on how they can ‘make a difference’ ahead of any forthcoming legislative/extended producer responsibility changes.

CRUK Manager Adnan Zeb-Khan says:

“We are impressed that the sector is concerned about the amount and types of waste being produced and want to reduce this for environmental reasons, and to help reduce costs of disposal. Overall, we have 70+ leads to follow up on and a number of these are companies wanting to reassess where their textile flooring waste ends up.

“Manufacturers were also talking to us about how they are focusing on including more recycled content within their product ranges and designing products with reuse and recycling in mind at the

end of life. Raw material suppliers also enquired about how we can help promote their products to our network as they see us as being the right vehicle to do so. All in all, a very positive show for us!”

Carpet Recycling UK Non-Executive Director Robert Barker comments:

“It was great to be back to ‘normal’ times again at The Flooring Show. It seems that sustainability has moved on considerably during the last two years.

“Manufacturers and retailers alike are realising that not only is there a story that needs to be told about sustainability, but there is also a realisation that sustainability should be built - in-depth - into their culture, products and marketing. This is not an easy change for some, and others have only just started the journey - but the news is positive - and that will be good for floorcoverings in the long term.”



Companies are not just wanting to save money by reusing and recycling their textile flooring waste; it is more about doing the right thing...



Carpet Recycling UK also has greater representation among the non-woven sector, with underlay manufacturers Interfloor and Ball & Young Ltd demonstrating their CSR through CRUK's network and wider outreach.

CRUK's Membership Services Manager Marie Rhodes comments:

“We shared members’ information on topics such as sustainable underlay, carpet and carpet tile ranges, alongside tips on how segregation and the right logistics can help push quality clean materials up the waste hierarchy back into manufacturing.

“Event carpet was a key topic and the flooring from the show will be recycled into polypropylene that can be turned back into fabric. Companies are not just wanting to save money by reusing and recycling their textile flooring waste; it is more about doing the right thing.”

Core funding for Carpet Recycling UK comes from the manufacturers Balsan,



David Besley, Melbourn Flooring & Interiors Ltd



Betap, Brintons, Cormar, DESSO, ege Carpets, Headlam Lifestyle Floors, Milliken and Shaw which are taking voluntary producer responsibility for the flooring products they place on the market.

Set up in 2008, Carpet Recycling UK helps the UK carpet and textile flooring sector to become more sustainable by expanding and promoting options for reuse, recycling and treatment of this waste, recognising it as a valuable resource, and diverting waste from landfill.

According to the latest CRUK figures, the industry is diverting approximately 65% of textile flooring waste from landfill. Around 430,000 tonnes of carpet and textile flooring waste arises annually in the UK.

For more information,
email: info@carpetrecyclinguk.com
or visit
www.carpetrecyclinguk.com.



CARPET RECYCLING UK
Repurposing textile flooring

CORE FUNDERS

THE FLOORING SHOW, HARROGATE 2021

After initially worrying that the Show would be poorly attended and represented, how wrong we were! It turned out to be vibrant, busy and full of retailers and suppliers who felt so glad to be out and about once again – loving attending their first trade show for the best part of two years. A mass of suppliers, innovative products, displays and services – all invaluable to Independent retailer.

The SMG team didn't stop throughout the 3 days – seeing members, potential new members and potential new suppliers as well as catching up on all the latest developments from current Approved Suppliers.

The stands were, as ever, stunning with Abingdon, Brockway, Furlong, Cormar, Cavalier, Victoria Carpets & Victoria Design Floors, Interfloor, Ball & Young, Westex, Adam Carpets and Hugh Mackay all represented.

The Industry turned out in force to showcase the latest in product developments and innovations that will ensure that the British Flooring Retail trade is buzzing again for this autumn/winter.

Every exhibitor had new products to talk about and there was no shortage of quality retailers keen to get a first glimpse. This issue of SMG News is packed full of the many new products showcased in Harrogate and which will soon be presented to you by your local representatives.



SMG



Q by Hugh Mackay



Ball & Young



Associated Weavers



Cormar



Axminster



Ulster



Penthouse



Hugh Mackay



In conclusion, another amazing trade show at Harrogate this year.

SMG were busy on our stand in Hall C, showcasing the new look Pure Lecterns, the new Pure Carpet Tile Collection and generally answering questions from potential members and current members alike.

A huge thank you to those members who came along to say hello – we really appreciate your support – of both the Show and of SMG.

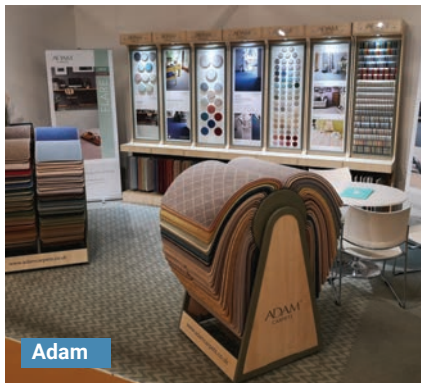
We were lucky enough to be right next to the amazing display from the Wool Carpet Focus Group and Campaign for Wool – entitled '50 Shades of Green' – it showcased the natural, sustainable and beautiful qualities of wool and made a fantastic talking point.



Fitter of the year



Brockway Carpets



Adam



Interfloor



British Wool



Ball & Young



Westex



Likewise



50 Shades of Green



Associated Weavers

There is truly so much to see and so many interesting products and suppliers exhibiting – it's got to be a must visit for the diary in 2022.



May you always be on Cloud 9
and your dreams come true.



The Cloud 9 train is coming with best wishes now and for 2022.

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