

# SMG NEWS

magazine



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New

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A new wool rich, loop pile carpet in three popular designs, Level, Texture & Stripe.

Durable and resilient, Pimlico is made from 50% New Zealand Wool in a premium quality, three ply yarn, combining the natural beauty of wool with long lasting looks.



[www.cormarcarpets.co.uk](http://www.cormarcarpets.co.uk)

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ON THE COVER:  
Open Spaces Napier Riptide

Open Spaces Napier Crest



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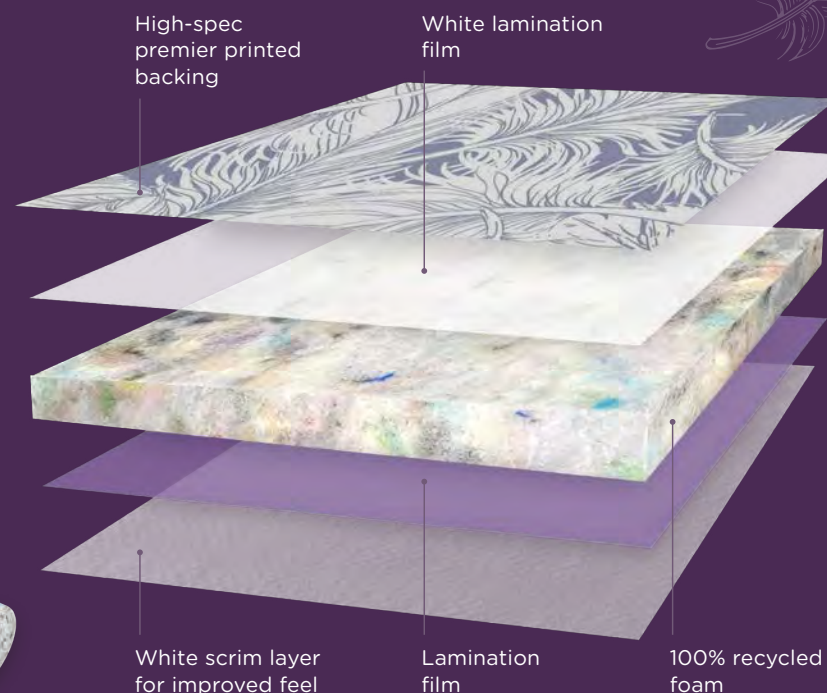


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# WELCOME

A few words from SMG...



Dear Members

**The only thing that's certain is uncertainty!**

As we come into what used to be the busiest time of the year for furniture & flooring, it will be interesting to see what patterns we see now in this first proper post Covid trading year. Over the last two years we've seen more of a continual demand without the usual summer dip and autumn increase, but as people were once again able to take holidays abroad, we noticed a more marked summer dip this year. Let's hope we will have the autumnal upturn too.

As retailers ready themselves for this season's trading we notice that more in the way of colour and pattern is coming into stores. Evident at September's Harrogate Flooring Show was the emergence of more 'cosy' and 'warm' colours in flooring, the greater influx of longer pile rugs and the definite trend towards tartans and patterns in general. It was felt that with worry about heating our homes and the constant media induced anxiety, people want to seek refuge in their homes. They want their home to be warm, cosy and a safe reassuring place and I think that Independent Retailers will see the benefits of that.

Independents have maintained their strength in the market by offering the customer a personal service, with great advice and second-to-none product knowledge. The skill to fit to perfection any type of flooring and the reassurance for the consumer that they have someone to ask if anything should be wrong, leaves the Independent head and shoulders above the online trader and even the multiples. These strengths should be nurtured and grown to ensure continued success. There is 'Floorworks' who can train your fitters, Suppliers all offer factory visits and AW have just announced their 'Academy' is open for bookings. Learn about the yarn types and their advantages, learn about the products and their different construction and learn about trends in the market to keep you relevant, on trend and current. Many of these resources cost nothing – visit the trade shows, speak to the representatives – all experts on their product ranges and use the training available to you. Increasing the confidence of your sales staff to be able to up-sell and link-sell will ensure higher profit margins and increased turnover.

And another thing that's free is SMG News – so let's have a look at what we have in store for you in this issue.

The Flooring Show in Harrogate took place on 18th & 20th September and all of the Halls were at capacity this year with suppliers of all types of products exhibiting once again!

The sad events of the Queen's funeral meant that Monday was closed for business, but the other two days were very well attended and everyone we spoke to thought it was an excellent Show. If you didn't make it to Harrogate this year, we've done review for you on page 30.

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 Andrew Gicquel, National Sales Manager at Ulster Carpets has kindly taken the time to answer our questions. Read all about what Andrew has to say on page 22.

Starring in our 'At the Sharp End' feature we have Ramsey Chatham sales representative for Associated Weavers. Ramsey has some very interesting answers to our questions so don't miss that on page 19.

This issue our Member Focus feature is showcasing a fantastic retailer, Tyne Flooring in Sandhurst. Don't miss this on page 42.

All that remains for me to say is that this autumn SMG News is, as always, jam packed with the latest industry 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.

**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 2022.**

Kind regards

**Mike Reed**  
Head of Group Operations



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# New DURHAM TWIST

48 COLOURS • 10 STRIPES • 2 QUALITIES • 3 WIDTHS

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**HUGH MACKAY**  
GREAT BRITISH CARPETS

## THERE'S SO MUCH TO SEE AT BROCKWAY

**Brockway announced the launch of a number of new ranges at The Harrogate Flooring Show this year. Here, as they say, are the highlights....**

### Romney by Brockway

Available in eight elegant shades, Romney comes in a fine level loop pile bringing the comfort of 100% pure new wool to your floors. It's available in 4m or 5m widths and suitable for all areas of the home and heavy contract use and features Brockway's revolutionary Envirobac system, an eco-friendly carpet backing that makes carpets easier to transport and fit.



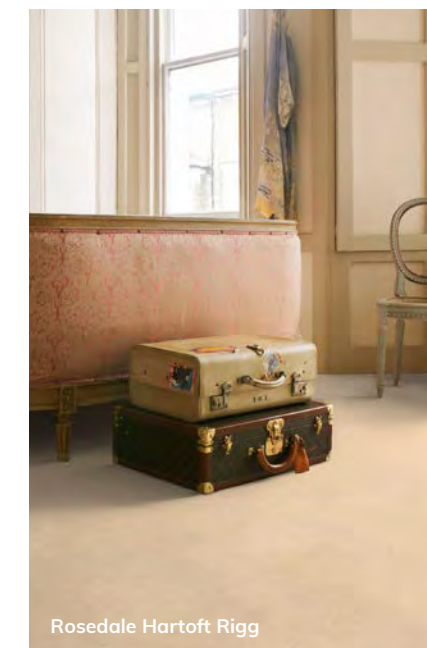
Romney

### Heathcote Weave by Brockway

Brockway's super stylish Heathcote Weave collection comes in a versatile palette of six natural colours to suit any interior scheme. With the emphasis on traditional British made quality this luxurious yet hardwearing 100% wool carpet with its smart elongated elliptical wave design is suitable for all areas of the home. The dense high low loop pattern suited to a naturally hardwearing floor covering is available in 4 and 5m widths.

### Rosedale

Rosedale comes in an array of 16 fashionable uplifting shades and 80% pure new wool gives this cut pile carpet the strength to cope with the comings and goings in a busy family home. Available in 4m and 5m widths, Rosedale features Brockway's revolutionary Envirobac system, an eco-friendly carpet backing that makes the carpet easier to transport and fit.



Rosedale Hartoft Rigg

### Dimensions Berbers

A cut pile twist carpet with a modern rustic appearance in 80% wool that will look good for a very long time. Dimensions Berbers is practical and decorative, with its palette of 16 subtle, earthy shades reflecting colours of nature.

Perfectly suited to the busy family home, this luxurious yet hardwearing carpet with its high wool content means it is very hardwearing yet soft and cosy under your feet. Dimensions Berbers is classic carpet available in 4 and 5M widths.

### Lakeland Herdwick Lattice

Brand new for autumn 2022, Brockway is introducing a new style to the Lakeland Herdwick Collection. The Lakeland Herdwick Lattice is sophisticated and striking, the Lattice combines good looks and high

performance to add a subtle pattern to your floors. Available in 4m width the interlaced flatweave design in heavy duty construction features distinctive tones and textures that is native to the Cumbrian Fells.



Lakeland Lattice

Lattice comes in five colourways which have been inspired by the Lake District: Windermere, Buttermere, Fornsidge, Rydal and Ullswater. The undyed natural tones of the wool bring a beautiful palette which will add depth and warmth to a room.

Made from the very best yarn from the wool of Herdwick sheep which are native to the Cumbrian Fells in the Lake District, the wool is engineered by nature and its surroundings. Whether you're looking for something soft underfoot or hardy for heavy traffic areas, this collection of robust and hardwearing woollen carpets is the perfect choice for all areas of the home.

**For information on these new ranges and all of Brockway's products visit [www.brockway.co.uk](http://www.brockway.co.uk)**

**BROCKWAY**  
THE HOME OF WOOL CARPET



# AW - We've got UK covered

- ✓ UK Headquarter & Academy @ Halifax
- ✓ Cut length-service @ Northampton
- ✓ Logistics & transport @ Doncaster & Harlow
- ✓ Customer Portal: Launch January 2023

A UK brand since 1964



## ASSOCIATED WEAVERS ANNOUNCE PLANS FOR A UK WAREHOUSE AND CUSTOMER PORTAL



It was with great excitement that Associated Weavers announced that they will take ownership of a new UK warehouse on 1st November 2022 to service their cut length operation within the UK.

With a size of 90,000sqft and a capacity of 5,000 rolls (600,000m<sup>2</sup>) and 3,000 pallets the new site, based in Northampton, will enable Associated Weavers to service and deliver cut lengths within 2-4 days from the point of order, once fully operational in early 2023.

With three state of the art cutting machines, 9 loading bays and a custom-made sortation system, AW will service cut lengths in the quickest time ever.

Considering the strength of the Associated Weavers' brands and quality of their products, this investment in a new network offering much faster delivery is one of the final pieces of the jigsaw, giving SMG members more reasons to sell Associated Weavers' products than ever before.

In addition to the UK warehouse, Associated Weavers have been working on a market leading customer portal for the last few years and this is also planned to launch in early 2023.

Everyone at Associated Weavers would like to thank their customers for their patience and support in the recent difficult times and they are sure that these investments in infrastructure will help them service their Independent Retail customers in a more efficient way in the future.

[www.carpetyourlife.com](http://www.carpetyourlife.com)







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# New HABBERLEY

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VICTORIA<sup>TM</sup>  
Carpets



In partnership with

## SMG

Launched in 2017, Habberley has quickly cemented itself as one of Victoria's most popular loop pile ranges.

A colour pallet refresh plus the introduction of two new designs (a ridge and a herringbone) will ensure that Habberley continues to be everyone's favourite.

Known for its texture and softness, Habberley is made using 70% wool and 30% Tencel, and is one of their most environmentally friendly ranges. The Tencel fibres provide a brightness to the appearance of the carpet as well as being soft to the touch, meaning you get the best of both worlds – a contemporary yet rustic style loop with a modern pallet people will want in their homes.

[myvictoria.co.uk](https://myvictoria.co.uk)



THE HARROGATE FLOORING SHOW AND BEYOND  
FROM MARTIN CURTIS, CHAIRMAN  
OF THE WOOL CARPET FOCUS GROUP



“

The Harrogate Flooring Show has been part of the carpet industry’s way of life for many years and indeed celebrated its 60th anniversary this year. The organisers asked me if I had photographs of the Show going back... I wonder how old they think I am!?

For me the Show started on Friday, set up day and Sunday saw the doors open. With the funeral of Her Majesty Queen Elizabeth II taking place on Monday we decided not to open our Wool Trends Area presentation of “Why Wool Carpet Matters”. The Campaign for Wool Patron, His Majesty King Charles III, theme for Wool Month activities is “Why Wool Matters” so we melded that into the programme with our carpets and rugs.

Our presentation consisted of the two large entrance carpets that were made, we think 8 or more years ago, in pure new wool and have had thousands of shuffling feet pound them. They still look brilliant and are testament to the natural qualities of wool (see [woolcarpetsnaturally.org](http://woolcarpetsnaturally.org) for more information).

We wanted to show visitors to the Show, primarily independent carpet retailers,

that wool carpets and rugs were still the leaders in the field (or the home for that matter!). We asked members of the Wool Carpet Focus Group to send in samples of their brand new wool carpet ranges and a few words about their company, their ranges and why they love wool. We devised a maze, made from steel rails and posts, from which we hung the samples, along with story boards about the benefits of wool.

It was A-Maze-Ing! We had hundreds of samples in a multitude of shades, patterns and constructions and when you entered the maze you found the names of the manufacturers on each sample. The point was that if you saw something you liked, you could go to the manufacturer’s own stand and see their complete range.

In addition, each manufacturer was featured in a magazine which was produced by the Campaign for Wool. These were available for visitors to take home with them. We also produced an electronic copy of their individual page for each manufacturer so they could send it out to their sales teams, customers and on social media as general information and advertising.

The floor of the stand was fitted with a bespoke wool carpet that featured the Campaign for Wool (CFW) logo and the name of the manufacturer, Hugh Mackay. Many thanks to everyone who participated.

The A-Maze-Ing framework will be reused at other events and if anyone would like to discuss borrowing it for their own special wool presentation, please let us know.

The CFW organised “Wool Month” this year is, by its very nature, bigger and longer than “Wool Weeks” of the past. It was felt that in order to make the promotion more worthwhile, more time was needed. Retailers can now set up their displays knowing that they have plenty of time to justify their efforts.

As we move into what could be our “Winter of Discontent” I honestly hope we find resolution to the many problems we all face. We are all concerned about the future and how we and our families will be affected by it. If I may, I would like to mention a few things wool-wise that may help even in a small way.

Heating bills are unaffordable for many. May I suggest that what we wear can help. My wife and I snuggle into our wool throws (picnic rugs) in an evening whilst watching television. Perhaps I am as old as the Flooring Show people think I am! But, seriously, our grandchildren snuggle into them as well! So many people, very young and old wear synthetic garments that simply don’t keep you warm. A wool base-layer (now machine washable and dryable) a wool sweater and a wool coat are the best insulators you can buy. Comfortable, breathable, warming and long lasting. Turn the thermostat down a notch or two and still feel warm. Environmentally friendly too!

I am convinced that children are better off wearing a wool sweater. I am not sure where you can buy them nowadays but they must be out there somewhere, or perhaps you know a hand knitter who can knit something up? But, please make sure it is wool and not synthetic. Wool doesn’t need washing as often as synthetic fibre garments, resisting dirt and also breathing out the sweat that forms bacteria.

You don’t sweat the same in wool!

Wool carpets and rugs are also warmer than synthetics, regulate the air we breathe and look better for longer.

I hope these thoughts make sense.

There is scientific evidence for everything, and it can be found on the [woolcarpetsnaturally.org](http://woolcarpetsnaturally.org) website, the [Campaignforwool.org](http://Campaignforwool.org) website and the [IWTO.org](http://IWTO.org) website.

We are here to help so don’t hesitate to contact me should you like to do so.

Best Regards  
Martin Curtis





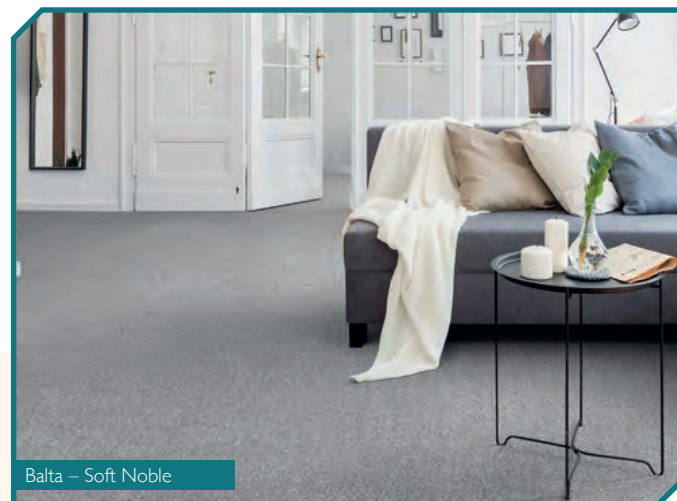
## Balta

### Balta accelerates into flooring's fast lane

Last month we said "Balta is back". Now Balta isn't just back, it's booming – and building on an impressive portfolio of ranges that cover quality carpet across all the price points.

"Balta is right at the centre of the modern trends in carpet design and production and we have an ambitious program to build on our strengths in the months and years ahead," says Filip Poelman, sales & marketing director of Balta.

The Balta brand for broadloom carpets (and rugs) was acquired by Victoria plc from its original Belgium group owners earlier this year and the move will be making waves in the market as the business focusses on the UK market.

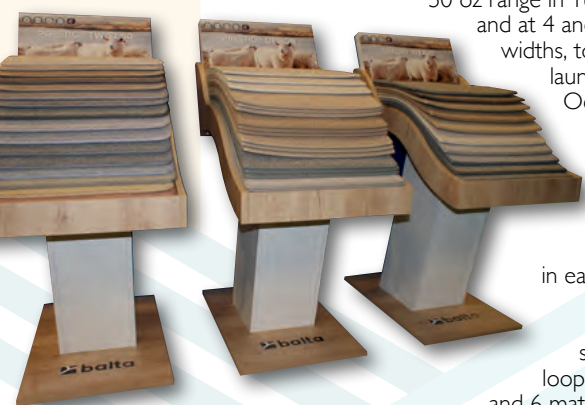


Balta – Soft Noble

As a statement of intent, Balta came to Harrogate with smart new launches with the arrival of Soft Noble & Stripes and a beautiful new addition to the Woolmaster range in Prestige Twist.

Soft Noble & Stripes is part of Balta's popular Stainsafe range of family-friendly polypropylene carpets with a 10-year wear warranty and a mix of contemporary colours and coordinated stripes.

Prestige Twist is perfectly timed to meet the increasing appetite for quality wool carpets. It's made in the UK and is a versatile 80/10/10, 50 oz range in 16 colours and at 4 and 5m widths, to be launched during October.



A follow-up in early 2023 will be Prestige Design - a sophisticated loop in 3 designs and 6 matching tones..

**balta**

T +32 (0)56 62 22 11  
www.baltagroup.com



Balta – Prestige Twist

"Balta is right at the centre of the modern trends in carpet design and production and we have an ambitious program to build on our strengths in the months and years ahead," says Filip Poelman, sales & marketing director of Balta.



**Balta already has a great offer but expect more than 10 new ranges to join them in the next year.. The portfolio is organised in seven distinctive families.**

1. **Stainsafe by Balta** – family orientated PP
2. **Woolmaster by Balta** – a major new focus on wool
3. **Made in Heaven** – soft and silky polyesters
4. **Wiltax** – smart and sophisticated wiltons
5. **Nature by Balta** – an exciting mix of textured flatweaves
6. **Satino** – luxurious and soft nylon
7. **Eternity** – long-lasting high performance solution dyed nylons



## Esprit Nouveau

LUXURY WITHOUT COMPROMISE

Colour shown: Curlew

Our premium quality, Esprit Nouveau collection, has been enhanced with **5 colourful new shades**, bringing an extra layer of warmth and opulence to your home. This 18-colour collection, is available in 75oz, 60oz, and 50oz weights, and **guaranteed full widths in both 4m and 5m**. This easy to fit, environmentally friendly, wool rich carpet is made using only the finest raw materials and will offer luxury without compromise. **Penthouse quality – naturally.**



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# Three wins for Ball & Young...

## FLOORING INNOVATION AWARDS:

Environmental Category Winner - EcoVadis Accreditation

## CFJ FLOORING INDUSTRY AWARDS:

Underlay Manufacturer/Supplier of the Year 2022

## INTERIORS MONTHLY AWARDS:

Best Underlay Manufacturer 2022

Ball & Young has been championing sustainability for over 25 years and its many green initiatives have helped its parent company The Vita Group achieve a Silver rating in 2022 from EcoVadis, the world's most trusted provider of business sustainability ratings, in recognition of its advanced sustainability credentials. The Vita Group is the first foam manufacturer to have received this accolade. Ball & Young's contribution includes the development of its Cloud 9 carpet underlay, which has stopped over 250,000 tonnes of foam from being sent to landfill.

Over 25 years of sustainability and innovation.  
It's in our DNA.



Scan the QR code to see our sustainability story.

## AXMINSTER CARPETS LAUNCHED NEW WOVEN TO ORDER COLLECTION AT THE HARROGATE FLOORING SHOW 2022.



Since 1755, Axminster Carpets have taken pride in being a leading supplier of sustainable, woven carpet in the UK. Their British origins remain at Axminster Carpets' core; from sourcing to weaving. Axminster's carpets are all wool rich and, with the design world being in the midst of a so-called wool renaissance, consumers are realising the unique benefits of this wonderful fabric – and Axminster Carpets couldn't be more excited.

Head of Marketing, Amanda Grabham said, "We've been working with the finest quality British wool for centuries, over which time

we've learnt a thing or two about what makes it so special. From its aesthetics to its eco-credentials – it's nature's own high-performance fibre.

"The Axminster weave was invented to achieve intricate patterns and our new collection embraces our pattern credentials. NEW 100% wool MODERN CLASSICS – woven to order by our skilled team in Axminster, Devon and inspired by latest consumer trends. This new range features 14 designs – a kaleidoscope of animal print, geometrics, Greek keys and herringbone will be showcased on



the new bespoke Axminster Carpets' double-sided lecterns.

"Our sales representatives will be visiting retailers who already have the double-sided lectern in the coming weeks, to add this new collection to their display units.

"We also researched further new statement luxury woven Axminster collections at the show and look forward to launching these designs in the coming months."

[www.axminster-carpets.co.uk](http://www.axminster-carpets.co.uk)



## A WHOLE NEW LOOK FOR BMK FLOORING

BMK Flooring is a hard flooring specialist based in Leeds. They have Area Sales Managers covering the whole of the UK and can deliver UK wide on a next day basis. BMK Flooring was traditionally a wool carpet brand, however, recognising shifts in market trends towards more modern and contemporary hard flooring products, the BMK brand started to change its focus.

Now BMK has launched its new branding and is a leading specialist in Engineered Wood, Laminate, LVT and SPC. BMK engineered wood and laminate products fall under the 'Chene' brand and are well known for quality and value.

In recent years they have also become a market leader in the UK supply of SPC products through



their exclusive Firmfit range. Having had huge success with the Firmfit Original range, BMK have just launched their brand new Firmfit Pre-grout and Encaustic Tile collection which is something unique in today's market. As well as this, they have launched the brand new

Firmfit Silent which encompasses all the best elements of the original Firmfit products but adds larger planks and herringbone, with a specially designed Nature trend finish for an even more realistic matt look and feel whilst keeping its waterproof qualities.

These new launches are available on impressive toast rack stands that help to display them perfectly for customers to get the full effect of the range.

For more information visit [www.firmfitfloor.com](http://www.firmfitfloor.com)



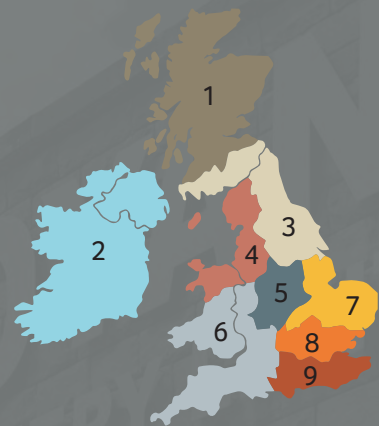




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Vesper

## at the SHARP END

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

Ramsey Chatham is the area sales manager for Associated Weavers covering Scotland. Ramsey has been in the flooring trade for over 26 years, and with Associated Weavers for almost 17 years. With such a large area to cover, he certainly sees a wide variety of retailers and we were extremely interested to hear his answers to our usual questions.



### HOW DID YOU GET INTO THE TRADE?

I successfully applied for a vacant position with Stoddard for the West of Scotland representative in October 1996.

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

For AW it would have to be the rise of our brands supported by extremely strong marketing. We have very distinct brands for different sectors of the marketplace, all with their own identity and of course, we have Invictus LVT going from strength to strength. Every brand has a story to tell and I think it really engages the consumer. The retailer benefits from this striking branding in store.

### WHAT'S YOUR FAVOURITE PRODUCT? WHICH SELLS MOST IN YOUR AREA?

Invictus ranges sell incredibly well in my area and across the UK. They are still top of the tree for me. On the flip side of the soft touch Invictus ranges is our Stainaway Tweed which sells year after year in large quantities and continues to be enormously popular. Polar opposites in style and composition but both collections are firm favourites.

### AS A REPRESENTATIVE WHAT ARE YOUR BIGGEST CHALLENGES?

Getting AW to the front of any retailer's mind is always the challenge in any store. This is made all the more difficult by the quality of the competition! There are so many good manufacturers with very good representatives.

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

With established retailers it always seems to be those where quality of service is at the heart of the business. With newer businesses, those who can embrace social media to establish and to promote themselves and their quality service are the most successful.

### WHAT DO YOU SEE AS THE KEY MARKET CHALLENGE FOR RETAILERS AT THE MOMENT?

If footfall looks likely to drop in the coming months then I guess higher priced, higher margin ranges will be preferable to everyone in the trade. The challenge will be getting those orders ahead of their local competition. It's the same for us manufacturers.

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

Early in 2023 we will be launching our new customer portal along with our brand-new UK warehouse and cutting operation. This will bring a welcome improvement to our delivery and service to retailers.

I would like it if our retailers could embrace this change as soon as it comes online and forget any difficulties we may have had in recent years.

### OUTSIDE OF WORK, WHAT ARE YOUR INTERESTS?

I do like some clay pigeon shooting and other country interests.

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

I think I'd be a Formula1 driver or a Pilot - real grown-up aspirations.



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

To concern myself only with the things that I have control or influence over.



ASSOCIATED WEAVERS IS ONE OF THE BIGGEST PRODUCERS OF TUFTED BROADLOOM CARPET IN EUROPE. THE COMPANY IS HEADQUARTERED IN RONSE, EAST FLANDERS, BELGIUM AND ACHIEVES AN AVERAGE PRODUCTION AND SALES OF 26 MILLION SQUARE METRES OF CARPET EACH YEAR. BY KEEPING A CLOSE WATCH ON THE TRENDS AND INNOVATIONS IN TERMS OF COLOUR, TEXTURES AND TECHNOLOGY, THE COMPANY SUCCEEDS IN STANDING OUT FROM THE CROWD WITH CREATIVE AND CONTEMPORARY CARPET AND FLOORING FOR THE RESIDENTIAL MARKET.





# Colorado

ULTIMATE COMFORT & DURABILITY

Colour shown: Delta

Colorado is created using a **bespoke blend of the finest wools**, to offer the ultimate in both comfort and durability. We have of course applied our traditional natural jute backing, which is a dream to fit and kinder to the environment. Available in **18 gorgeous contemporary whisper soft tones**, in a choice of 45oz and 55oz, and 4m or 5m widths, this beautiful carpet will be the finishing touch to make any home both welcoming and ultra-stylish. **Penthouse quality...naturally.**



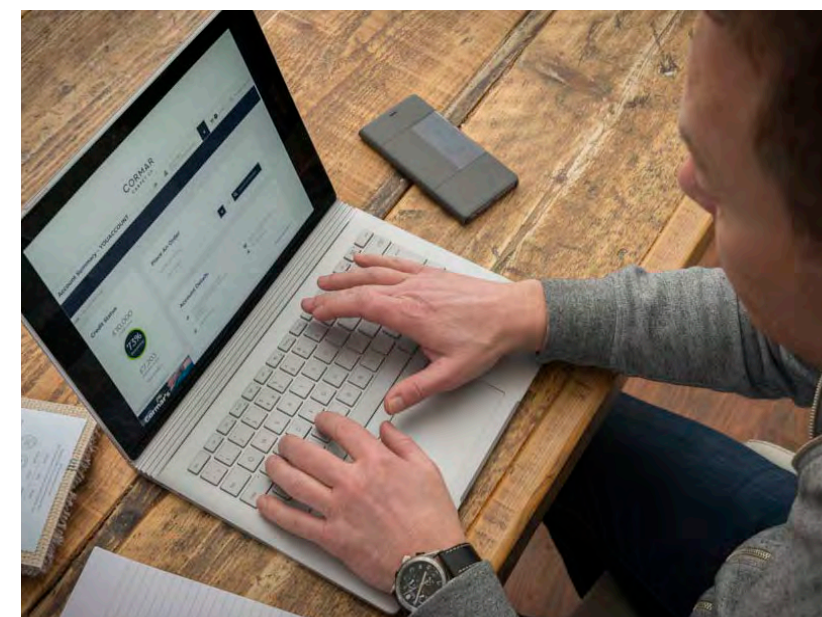
For samples and further information please call **01706 639 866** or visit **penthousecarpets.co.uk**



*Working for independent retail*

SINCE 1972

## CORMAR CARPETS TRADE PORTAL UPDATES 2022



Cormar are committed to continuing to work with their customers to further enhance user experience and bring useful and exciting new features to their Trade Portal.

**“With the number of customers choosing to use our Trade Portal continually increasing, we believe these enhancements will help towards our aim of transforming the trade portal into a one-stop-shop. Our focus being to enable customers to carry out most of their interactions with Cormar online, should they choose to do so.”**

**Says David Cormack,  
Cormar Carpets**

With a host of new features introduced this year, Cormar Carpet Company's successful online trade portal is now better than ever, making it the place to go for online trading for carpet retailers. Since its launch in 2011, the portal has gone from strength to strength with 70% of Cormar's SMG customers now using the Trade Portal to place orders online.

Since its launch, SMG members have been benefitting from 24/7 access to order processing, stock checks, cancellations, invoicing and statements. In the last 12 months, Cormar has focused on further improving their Trade Portal, investing over £75,000 towards further enhancements.

Development of the Trade Portal began with a full system re-build as well as an upgrade to the now modernised payment system, to provide increased security to the system architecture and enhance the overall purchasing experience. Cormar have since conducted extensive research amongst portal users through various channels such as surveys, phone calls and face to face interaction, to gain insight into the needs and desires of their customers. Having been highly requested by portal users and following many months of work and development,

Cormar recently announced their brand new after-sales area on the portal. The first of its kind in the carpet industry, this feature now allows customers to register 'fitted' or 'non-fitted faults, along with consumer details and pictures, to allow for a more streamlined process without unnecessary delays and with the added advantage of time saved for our customers.



Over the past year, Cormar have introduced a number of other features and improvements which include the ability to set and change the default delivery address on the account, another highly requested attribute amongst portal users, a news banner which has been implemented as a quick way of keeping customers informed about exciting new updates, and Territory Manager contact information, which now allows users to contact their Territory Manager direct from the portal at the touch of a button.

**Here's what some SMG members had to say about Cormar's portal:**

**“Definitely the best out there at the moment!”**

**Dan, Carpet Options Ltd**

**“Checking stock and placing orders can be done either whilst in the place of business, or out estimating, so it's made the process so much easier and saves us time.”**

**Ian, Flooring UK**

**“Simple layout, responsive and easy to navigate.”**

**Jon, The Market-Weighton  
Cpt Co Ltd**

**“Ordering at the weekends and not having to wait until Monday to face a battle with busy phone lines makes all the difference.”**

**Declan, Karpet Mills**

**For further information on Cormar's Trade Portal, please contact your local Cormar Territory Manager.**

**portal.cormarcarpets.co.uk**

**CORMAR  
CARPET CO**





“

**I had always looked at what the company stands for and it was an ambition of mine to work for them...”**

# QUESTION TIME

**Andrew Gicquel – Retail Sales Manager for Ulster Carpets**

*In this issue of Question Time, SMG feel very lucky to have Andrew Gicquel, Retail Sales Manager for Ulster Carpets answer our questions. Andrew started work in retail with Rowe Carpets but then moved to sales for Woodward Grosvenor. After some time there, Andrew moved to Alternative Flooring before joining another fantastic quality carpet house – Ulster Carpets. He joined as a representative for the Midlands, where he made a real difference to their sales and so quickly became their Retail Sales Manager. With his experience in retail and in sales, Andrew is ideally placed to answer our usual questions...*

**How would you describe the values that have made Ulster Carpets so successful?**

There are numerous values that have contributed to the success of Ulster but for me the two that stand out are the willingness to continuously invest (in technology & ranges, as well as people) and their appreciation of the importance of independent retailers. I think this stems from the fact they are a family-owned business and those values filter into their relationships.

**What are the biggest challenges you are currently facing?**

The rise in costs that we are seeing in all parts of the business. Energy costs are soaring at the moment.

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

Offer the best service you can. Customers come to independent retailers for their knowledge, experience and service.

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

I think a well thought out showroom with a diverse but selected range of suppliers that strongly support the retailer works best.

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

I feel there is a change on the horizon regarding the customer's demand for more environmentally responsible products from manufacturers that care about the impact we have on the planet. I would like to see that embraced by the industry in the future.

**What is your favourite Ulster Carpets' product?**

That's tricky to choose just one but I do love our loop products and I think Queenstown is fantastic with its clarity of colour, width options and the fact it is made from Laneve wool, giving it a fantastic proof of origin story. I have it at home so I see how it performs in a normal family environment and I'm impressed with how good it looks, even in my son's bedroom which gets plenty of abuse!



**Aside from Ulster, which other manufacturer do you most admire and why?**

I really admire Roger Oates in terms of their design, colour and marketing. They are synonymous with that style of flooring and are continually updating their collection. They have some of the best installation photography in the industry which I think is so important to sell the dream to customers.

**What are your career highlights?**

For me getting the job at Ulster as a sales rep was a standout highlight. I had always looked at what the company stands for and it was an ambition of mine to work for them.

**Outside of work, what are your passions?**

I enjoy golf, Formula 1 and football!

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

My son Jack.

**Do you have any regrets?**

Regrets, I've had a few. But then again too few to mention!

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

If you are not happy in what you are doing "get your coat and go home".



**ulster™**



# Adding a new dimension to your customer service

Customers can now see exactly what their chosen flooring would look like in their own home with our new interactive Room Viewer

- Allows users to select and view flooring options
- Take a picture of their room and see how it would look with a chosen style
- Works across the whole Furlong Flooring range
- Try it out at [furlongflooring.com/roomviewer](https://www.furlongflooring.com/roomviewer)



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[www.furlongflooring.com](https://www.furlongflooring.com)

## FURLONG FLOORING LAUNCHES ONLINE VISUALISER FOR ENTIRE FLOORING COLLECTION



Furlong customers can now see exactly what their chosen flooring would look like in their own home



Furlong Flooring, the UK-based family business leading the full-range flooring market, has launched an online visualiser tool – Room Viewer – to help consumers see what its flooring ranges would look like in their own homes, offices, schools and other buildings.

Room Viewer is designed to allow users to select flooring options, take a picture of their room and see how it would look with the chosen style. The visualiser works across the whole flooring range, covering carpet, hard wood, laminate, vinyl and LVT ranges.

The new interactive tool is available on the website and directly from store via QR codes on points-of-sale, taking interested customers directly to see the product of choice displayed in their own location.

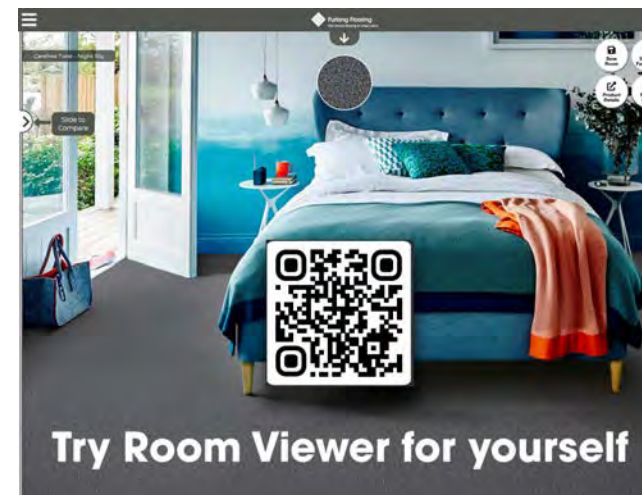
Furlong Flooring, which has launched several new and updated carpet ranges already this year and is due to launch new carpet designs and LVT ranges later in the autumn, is one of the few 'home grown' flooring companies which offers a complete range of flooring types and styles.

With three distribution centres covering the whole of the UK, and a dedicated in-house delivery fleet, the company is committed to offering the best customer service across the board.

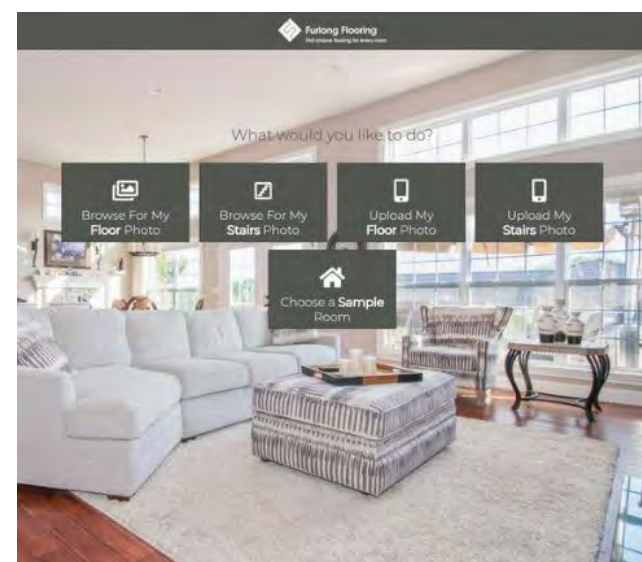
**"We know that customers love the opportunity to choose their flooring by seeing how it would look in their room," says Ian Collacott, Sales Director, Furlong Flooring.**

**"Building a visualiser tool brings an additional service experience to our retailers and commercial partners as part of their sales processes, as well as enabling end customers to make informed choices about the flooring they want, based on a view that's as accurate as possible."**

You can try out Room Viewer by visiting [www.furlongflooring.com/roomviewer](https://www.furlongflooring.com/roomviewer)



Try Room Viewer for yourself



 **Furlong Flooring**  
First choice flooring for every room



WOOLSAFE AND ITFA TEAM UP TO EXPAND THEIR OFFERING

Since the successful launch of the International Textile Flooring Academy (ITFA) in 2017 it has steadily increased the number of trainees and associates that have joined up as members and enrolled on the training courses.

This growth is about to be turbocharged as ITFA and WoolSafe team up to expand the number of courses they offer and jointly promote those courses to their extensive contacts from both the flooring and cleaning industries.

ITFA is the brainchild of Paul Bakker and Malcolm Sims who saw a need for quality education and consultancy in the flooring industry. WoolSafe Academy has been running educational events and training for the cleaning industry for many years so there is natural synergy between the two organisations.

Now that Paul has stepped back from direct involvement his son, Steve Bakker, WoolSafe Global Marketing Director will take over as one of the directors and WoolSafe will become a stakeholder in ITFA.

**'It felt natural that Steve should join me to continue the work that his father had been so enthusiastic about.'**  
says Malcolm.

**'Having WoolSafe and ITFA join forces is sure to be a perfect fit too. Steve and I are looking forward to implementing the strategies that will grow ITFA and meet our aims; to help our associates to train their staff and assist professionals within the flooring industry with their career development.'**  
Concludes Malcolm.



Steve Bakker & Malcolm Sims

T: 01943 850817  
E: office@woolsafe.org  
www.woolsafe.org  
E: office@itfacademy.org  
www.itfacademy.org



A WORTHWHILE SHOW FOR WOOLSAFE



The team at WoolSafe once again enjoyed their 'local' Flooring Show where they continued to promote their key message: wool carpets will look better and last longer than any other fibre carpets, when maintained correctly.

"Sounds simple, doesn't it?" says Steve Bakker, WoolSafe Global Marketing Director. "Well, it really is that easy. All you need to do is search the WoolSafe Approved directory for suitable cleaning solutions or look out for the certification mark on spotters in supermarkets.

"All the advice you could possibly need is available on the WoolSafe.org website as videos, care guides, a stain wizard and our award-winning WoolSafe Carpet Stain Removal Guide app. For professional carpet and rug cleaning, contact your local WoolSafe Approved Service Provider."  
advises Steve.



WoolSafe had a great response from carpet retailers at the show who were encouraged to embed the WoolSafe care advice on their own website.

To simplify this task WoolSafe has developed carpet care iFrames, for all fibre types, that encapsulate the advice you need including barrier mats, vacuuming, cleaning, protection and spot removal all in one place.

If you are a retailer or manufacturer who would like to help your customers get the best performance out of their carpet or rug, then just drop the WoolSafe team an email to [steve@woolsafe.org](mailto:steve@woolsafe.org).

T 01943 850817  
[www.woolsafe.org](http://www.woolsafe.org)



[www.woolsafe.org/cleaning-and-maintenance](http://www.woolsafe.org/cleaning-and-maintenance)





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**0% Interest free credit solutions  
over 4, 6, 10 or 12 months**

**Average Acceptance rate of 98% up to £1000**

1 page set up form and live within 5 days | The ability to process customer applications in store,  
via e-link or online integration | Retailers are paid on delivery

**No FCA Authorisation required**

Ongoing training and support helpline

Optima in partnership with paymentassist

A modern interior space with a large window, a bed, and a side table, serving as the background for the ONE FLOR UK advertisement.

# ONE FLOR UK

Workshop 55 was inspired by nature 20 beautiful woods  
embossed in register and 10 stone affects from oxide rusts  
to contemporary natural stones.

Now stocked in the UK for faster delivery  
100% recyclable  
Low VOC  
Phthalate Free  
info@oneflor-uk.co.uk www.oneflor-uk.co.uk

A square QR code located in the bottom right corner of the advertisement, linking to the ONE FLOR UK website.



# THE FLOORING SHOW, HARROGATE 2022

The Flooring Show this year was tinged with sadness at the Queen's passing and State Funeral which fell on the Monday. Most of the exhibitors closed their stands for the whole day as a mark of respect and so, with only two days available to visit the Show, the Sunday especially had a real buzz to it. Record numbers of exhibitors and retailers had registered, and it was great to see so many of our members there too.

A huge thank you to everyone who supported the Show this year – an unbelievable amount of work, time and care goes into it from everyone concerned.

All of the stands were, as ever, stunning with almost all of SMG's approved suppliers exhibiting. Especially stand out was the 'a-maze-ing' wool display that was featured in Hall C and of course, the fitter of the year competition in Hall B. There were fantastic stands in all of the halls making it so hard to pick a favourite.

Visitors were able to see 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, unitary or colours 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 & unitary showcased in Harrogate and which will soon be presented to you by your local representatives.

SMG were busy on our stand in Hall A, showcasing the latest additions to the Pure Carpet & Vinyl Collections, Decorquip's blinds and curtains offer and our new LVT supplier OneFlor.

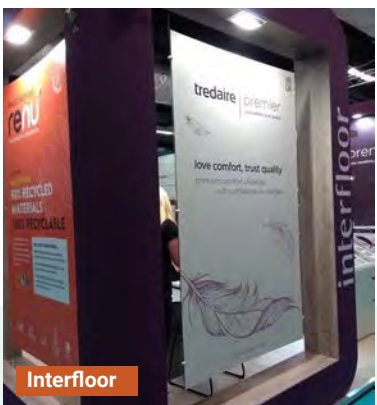
As well as talking about product we were generally answering questions from potential members and current members alike. A huge thank you to those members who came to say hello – we really appreciate your support – of both the Show and of SMG.

In conclusion, another amazing trade show at Harrogate this year. 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 2023.



“

there was no shortage of quality retailers keen to get a first glimpse...



IT'S GOT TO BE A MUST VISIT FOR THE DIARY IN 2023



CARPET RECYCLING UK REPORTS 50% SUPPORT FROM THE CARPET SECTOR

Carpet Recycling UK (CRUK) now has support from around half of the carpet manufacturing and distribution sectors supplying the UK market through its 16 core funder members. This reflects a clear increase in engagement from the sector to act to reduce textile flooring waste and resource usage, according to the not-for-profit association.

Support from CRUK's core funders comes from Balsan, Betap, Brintons Carpets, Condor Group, Cormar Carpets, ege Carpets, Furlong Flooring, Gradus, Headlam Group, IVC Commercial, Likewise Floors, Milliken, Modulyss, Rawson Carpet Solutions, Shaw and Tarkett. They are acting voluntarily ahead of any legislation, including Cormar Carpets and Headlam who, with assistance from CRUK, have helped key customers to reduce waste and to create cost savings.

At the 2022 Harrogate Flooring Show, Adnan Zeb-Khan, CRUK Scheme Manager reported interest from raw material suppliers, including fibre and backing manufacturers, seeking advice on how to include more recycled content, and discussing the challenges of separating the component part of carpets.

**"We want to have more conversations with raw materials suppliers about the supply of recycled and more sustainable materials as well as, the challenges of decommissioning carpets at the end of life, what is being done and how can we help. We also want to examine more deeply the range and volume of fibres in the UK marketplace. The raw material sector wants to do more to help their manufacturing customers," Adnan said.**

Flooring suppliers of varying sizes showed interest in design for the circular economy and products made with recycled content. Smarter information is often needed to understand their waste streams. CRUK suggests companies do a baseline study with their waste collector to find out what is happening to their textile flooring waste.



**"Gaining a detailed understanding of the process means we can provide bespoke advice on how to make improvements and potentially to make savings on cost and resources," continued Adnan. "We met several flooring contractors with a monthly spend of £4k to £5k on waste, and we look forward to making a start on helping these companies with next steps and including them in our membership."**

Adnan also highlighted discussions with two flooring fitting training organisations on developing educational programmes regarding the wastes they create and how they can directly influence how the waste is collected, sorted and then processed.

**"Overall, it was a positive show, and it was great to meet new faces in the sector from raw material suppliers, manufacturers and flooring suppliers. We look forward to following up all of the conversations and assisting companies in revisiting their textile flooring waste streams as well as using resources in a better way through our 120-strong membership and wider network," he added.**

For more information, email: [info@carpetrecyclinguk.com](mailto:info@carpetrecyclinguk.com) or visit [www.carpetrecyclinguk.com](http://www.carpetrecyclinguk.com).



ADAM CURTIS ONLINE – SUPPORTING THE BRITISH WOOL INDUSTRY WITH THEIR EXCLUSIVE THROWS AND CUSHIONS



The Real Shetland Company uses wool sourced exclusively from the Shetland Islands to make their throws; woven on the mainland to the highest of standards.

All throws and cushions are available wholesale, shipping internationally. Other wool throws and cashmere accessories are available.

For more information, please contact Adam Curtis on 07754 457750 or email: [adam@realshetland.com](mailto:adam@realshetland.com) [www.adamcurtisonline.co.uk](http://www.adamcurtisonline.co.uk)



SUPREME WOOL BRITANNIA®



Manx Tomkinson has been producing carpets for over 100 years. They understand the need to select the carpet that best matches the customer's needs in terms of durability, appearance and colour and all of their ranges have been developed to assist the retailer's requirements in these areas.

Seasonal Views is their newest 80/20 wool twist carpet range featuring an exclusive 100% British yarn – Wool Britannia® – inspired by the landscapes, the people, the towns, cities and countryside.

Influenced by the great British landscape, the Seasonal Views carpet collection blends outdoor living with home comforts. Celebrating all four corners of the British Isles, this collection is sustainable, natural and resilient.

With 16 colours to choose from and now available in two different weights Regular and new Supreme, you will find a range of organic tones to suit any contemporary look.

Visit their website to order your samples today <https://www.manxtomkinson.co.uk/range/seasonal-views>



## TRULY NATURAL FIBRE, WITHOUT COMPROMISE

Wool is truly amazing, and New Zealand wool offers benefits for the health and wellbeing of humans, animals and our planet.



### PLANET FRIENDLY

100% Renewable | 100% Biodegradable |  
100% traceable | Low carbon footprint |  
Energy saving | Animal friendly



### PEOPLE FRIENDLY

Fire safe | Warmer | Softer | Quieter |  
Allergy safe | Asthma safe



### STYLE FRIENDLY

Easy to clean | Naturally stain resistant |  
Retains appearance | Versatile textures



## ABINGDON FLOORING SHOWS NEW RANGES AT THE FLOORING SHOW



Abingdon Flooring revealed the result of product development at The Flooring Show as it presented new ranges across its family of carpets.

With consumers no longer shying away from making bolder style choices in the home and sales indicating a resurgence in the demand for natural fibres, visitors to Abingdon Flooring's stand at The Flooring Show were able to find the perfect option from a range of new carpets.

In a gorgeous palette of tones, covering shades from pale beige and grey through to rich, statement making hues; StainFree Caress and StainFree Finesse are perfect for stores looking to get in on the move towards colour. Practical, hard-wearing and excellent value; they balance luxury and affordability through the home.

As the demand for natural qualities rises, there's no doubt that we'll see a return in popularity for classic 'natural' looks such as Berber. Abingdon Flooring proved ahead of the curve with the

Flooring Innovation Awards Gold winning Wild Silk collection. Made from luxurious and stain-resistant polyester, Wild Silk captures the style's flecked look thanks to a clever production technique which recreates the natural variations found in traditional Berber carpets. Each of Wild Silk's 12 colours have been chosen to tie in with key colour trends.

Abingdon Flooring also showed developments in the Wilton Royal wool collection. Royal Windsor received a colour update for a more youthful and contemporary feel, while Royal Sovereign is a brand-new 100% wool collection. With a colour bank inspired by nature, the carpet continues expansion of the family, providing improved choice as sales of wool carpets grow across the country.

Showing two different approaches to wool, Charter Berber Deluxe and Royal Charter Deluxe also

made an appearance on Abingdon Flooring's stand. The 80/20 wool-rich blend of both ranges brings a more obtainable wool carpet.

With meltbond for heightened appearance retention, both styles come with a 12-year warranty. In Charter Berber Deluxe visitors 'found a superior yarn system that's the reason for a collection of 20 rustic colours and a carpet that's the epitome of country style.

For further information,  
call 01274 655 694,  
[sales@abingdonflooring.co.uk](mailto:sales@abingdonflooring.co.uk),  
[www.abingdonflooring.co.uk](http://www.abingdonflooring.co.uk)

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# Super Maxim

## CLASSICAL ELEGANCE

Colour shown: Lagoon

At Penthouse we're renowned for the lengths we go to, to create beautiful carpets. **Timeless, hardwearing** Super Maxim is perfect in both traditional and contemporary homes. Offered in a choice of 18 elegant wool rich tones, it's available in **40oz and 50oz** options, and of course guaranteed full 4m and 5m widths. **Penthouse quality – naturally.**



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*Working for independent retail*

SINCE 1972

## THE MUSEUM OF CARPET IN KIDDERMINSTER CELEBRATES ITS 10TH BIRTHDAY THIS OCTOBER

THE MUSEUM OF CARPET IN KIDDERMINSTER'S STORY IS ONE OF PERSEVERANCE, AND A DEDICATION TO PRESERVING THE EXPERTISE OF THOSE IN KIDDERMINSTER'S WORLD-RENOWNED CARPET INDUSTRY.



Exhibitor interns Charlotte and Andrea in the Magnificent Design Exhibition 2022 – Margo Selby rug.

The Carpet Museum Trust began to collect machinery, artefacts, and a collection of around 3000 carpet designs, many by significant designers such as Charles Voysey, Edouard Glorget and Bernat Klein in the 1980's.

After many years of hard work, with funding from the Heritage Lottery Fund, the Museum of Carpet – the only museum in the UK dedicated to carpet and carpet making – opened in 2012 and firmly placed Kidderminster on the map of important industrial heritage sites in the UK. The Museum celebrates 10 years on 19th October 2022.

Sue Hetherington, Museum Manager, says of the milestone achievement:

*"We are delighted to celebrate our 10th birthday this year at the Museum. Following a difficult few years with 2020 and 2021, we have been able to open back up with our programme of events, successfully delivering talks, tours, visits and workshops to the community and beyond. In the year 2022, the Museum continues to be a centre of education and heritage for visitors, owing to the support of valued trustees, volunteers and staff."*

Earlier this year, the Museum ran their 5th successful summer exhibition, 'Magnificent Design,' celebrating historic carpets from the Museum collection, pieces by contemporary carpet designers, and textile work from emerging talented textile graduates from Birmingham City University.

Looking to the future, the Museum of Carpet will continue to preserve the legacy of Kidderminster's carpet industry through a yearly programme of exciting and informative events, talks and workshops. This autumn, the Museum will be displaying a mini exhibition in collaboration with the Wolverhampton Creative Embroiderers, featuring work inspired by bobbins from the carpet power looms, which will run until Christmas 2022. Christmas craft workshops will be running in November and December.

The Museum is always looking for volunteers to help ensure the Museum's future success. There are positions available on Front of House for Wednesdays and Saturdays, and Hand Loom Weavers are needed Thursdays and Saturdays. The Museum of Carpet offers a warm, friendly place to volunteer and interact with visitors.

To find out more, get in touch at [bookings@museumofcarpet.org.uk](mailto:bookings@museumofcarpet.org.uk).  
[www.museumofcarpet.org.uk](http://www.museumofcarpet.org.uk)



THE CARPET FOUNDATION, WORKING TIRELESSLY FOR RETAILERS AND MANUFACTURERS

CARPET PROMINENT IN MAGAZINES

Recent weeks have seen a lot of exposure for carpet, both in print and online, and we have been very much at the forefront of it all.

The September issue of Ideal Home, the UK's best-selling home interest magazine which is bought by 125,000 consumers every month, ran a superb four-page feature on carpets and rugs. We were one of just three experts (the others were the buyer from John Lewis and an interior designer) and gave our views on trends, the benefits of carpet and style and design.

It was an excellent article with strong pro-carpet messages and even included a bit that carpet is not bad for those with asthma – a first editorially by a journalist. An image was also used from Ulster.

The October issue of Real Homes had a two-page feature on carpets and we were 'the expert' giving advice on how to choose a carpet.

The feature also contained images from Abingdon, Brintons and Cormar.



**THE CARPET COMEBACK**

"Carpet has enjoyed a fantastic two years," says Rupert. "Due to the pandemic, there was a move towards cosiness. People also realised that hard floors are noisy, especially with everyone at home all day. Carpet can also help cut energy costs – it's heat retentive and, teamed with underlay, is an excellent insulator."

Alexandra adds, "Carpet never really went away; it was always there, acting as a soft neutral to our decor, but now it's definitely a prominent part of design schemes." And we're not just talking neutrals: "Thanks to fridges and the Regencycore trend that came with it, printed, patterned and coloured carpet is on the rise," says Alexandra. "Carpet is now a

**PROS AND CONS**

"Carpet sets the tone for a cosy, low-fee," says Alexandra. "It's amazing for sound proofing too and works really well upstairs, where foot traffic is less."

Lolita says, "Carpet innovation and technology has gone from strength to strength, with new ways of creating elevated styles and textural effects, increased stain resistance and easier maintenance."

You can also be clever with carpet: "Stripes are amazing for making a room look bigger, elongating a room," says Alexandra. "I also love to see them laid on the diagonal, although this does give a lot of slippage."

On the flipside, Rupert says wool carpets can attract moths, and like most things – you get what you pay for. "Cheap carpets will lose their appearance quickly. There is also the misconception that carpet is bad for anyone with asthma, which has been scientifically proven isn't the case," he says.

**Expert advice**

Alison Jones hears how to pick a carpet from The Carpet Foundation's Rupert Anton (carpetfoundation.com)

**WHAT IS THE BEST WAY TO CHOOSE?**

Think about how much wear the carpet will undergo. A hall, stairs and landing will need a far heavier wearing carpet than a bedroom. Consider if it's a quick fix prior to moving or if it's a long term item? Is the carpet's resistance to wear, the colour or the affordability most important to you? For a good quality carpet, you must expect to pay from £30 per square metre.

"As for style, plain carpet opens up a room and gives more flexibility for decoration elsewhere. Patterned carpet gives more colour options to match various components in the room scheme. Lighter carpets make a room look larger. North-facing rooms tend to be colder and darker so need warm colours, while light and airy south-facing rooms lend themselves to cool shades."

**WHAT ABOUT WEAVES OR TWISTS?**

Twists are very hard-wearing with a knobby, coarser appearance but a forgiving surface. Weaves have a more luxurious look and are like suede – rub the pile one way and it'll appear to darken. Saxony carpet has a deep pile and sinusoidal appearance and feel, but is prone to flattening. Certainly avoid in heavy traffic areas. Loop piles (the carpet version of cor and sisal) are popular, but pet claws can untread the loop.

**WHAT CARPET SUITS WHICH ROOM?**

The hall, stairs and landing take the most wear so a carpet with 80 per cent wool content is strongly recommended. In the bedroom an indulgent deep pile Saxony is soft underfoot. In children's rooms, look at stain-free polypropylene. "If you want the same colour and type of carpet throughout the home, and it comes in different weights, use a lower weight in a bedroom where there's less wear."

**How often should carpet be replaced and how to make yours last, according to flooring experts**

Carpet experts answer how often should carpet be replaced and share tips for prolonging the lifespan of carpeted floors

**Stairway carpet ideas - step things up with colour, pattern and neutral styles**

Introduce calm and comfort to your home with a stair carpet

**Before you choose your carpet, choose one of our experts**

Find out more about our experts

ALTERNATIVE DISPUTE RESOLUTION (ADR) AUDIT PASSED

Every other year we are subject to a rigorous review of our compliance with ADR accreditation. There are 50 pages of criteria that we have to prove that we meet and each item is meticulously examined by TSI on a three hour Zoom call. People tend to forget what is involved in running, and maintaining, our Alternative Dispute Resolution accreditation. We have to earn it!



CARPET EXPOSURE ONLINE

Meanwhile there has also been a lot written about carpet online – and again we led the way. We were asked by Tamara Kelly, style editor of [www.womanandhome.com](http://www.womanandhome.com), to contribute to an online piece on 'replacing your carpet and looking after your carpet'.

We, together with a representative from Brintons and Headlam, contributed our views and we were the only three experts featured in the piece while the images used were from Ulster and Victoria – so it was a Carpet Foundation takeover!

[www.idealhome.com](http://www.idealhome.com) ran a piece on stair carpet and considerations/options and we gave our views and what to consider for this busy area of the house.

ONLINE ADVERTISING CONTINUES TO BE A SUCCESS

We ran our third burst of online advertising in the last three weeks of October and the first two weeks of November. The great thing about online advertising is that you can see the results immediately and, at the time of writing, after three weeks of this campaign, unique page views on our site are up 197% on the same period last year. The campaign promotes Carpet Foundation independent retailers as the people to buy carpet from. Four different advertisements are used, across four websites, [homesandgardens.com](http://homesandgardens.com), [idealhome.com](http://idealhome.com), [livingetc.com](http://livingetc.com) and [realhomes.com](http://realhomes.com) all with the call to action to 'buy from one of our experts' and direct consumers to the Carpet Foundation website.

[www.carpetfoundation.com](http://www.carpetfoundation.com)







## Give your business a free compliance health check.

Exclusive offer for partners in November.



After the initial introduction to our consultant, we'll run through which policies you must have, which are nice to have, and which you can do without.

We'll review your existing documentation and flag any issues. If there are any major concerns that need addressing, our experts will talk through the support options available to ensure you are compliant and safe. Contact us to find out more using the details below.

> Call **0844 561 8133** and quote **CHC22** to get access today

**CARPET RECYCLING UK**  
Repurposing textile flooring

## Join Carpet Recycling UK to help make the UK carpet sector more sustainable!

With the help of Carpet Recycling UK, our members and wider network diverted 330,000 tonnes of waste carpet and textile flooring from landfill in 2020, approximately 70% of the total textile flooring waste arising in the UK. How can you help to increase this?

- C** Carpet Recycling UK is a not-for-profit membership association set up in 2008.
- A** We are an **association** of 120 member companies from across the carpet supply chain.
- R** We **respond** and advise on best practice for reuse and recycling of commercial textile flooring waste.
- P** We **provide** support and advice throughout the supply chain to include flooring manufacturers, contractors, retailers etc.
- E** Members are **encouraged** to demonstrate their progress by **entering** our awards.
- T** **Textile flooring** includes broadloom carpet, carpet tiles and planks, rugs and underlay.
- W** We engage with the supply chain to identify and introduce and promote Circular Economy initiatives
- A** We **assess** companies' waste to find the most feasible and best recycling options.
- S** We demonstrate and promote **sustainability in design for recycling**.
- T** Surplus, offcut and used **textile flooring** can be reused or recycled, contact us!
- E** Talk to us at our **events**—join our network!

### Contact Carpet Recycling UK

Carpet Recycling UK is a not for profit organisation funded by companies across the supply chain to develop more sustainable and environmentally friendly solutions for carpet waste. Our ability to network with our members and non-members helps to provide you with the most feasible solutions to send your waste up the waste hierarchy and prevent waste being sent to landfill. Please visit our website for more information.

[www.carpetrecyclinguk.com](http://www.carpetrecyclinguk.com)

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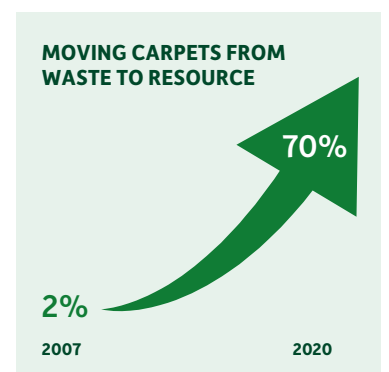
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Find out more about becoming a member :

Carpet Recycling UK | +44 (0) 161 440 8325 | [www.carpetrecyclinguk.com](http://www.carpetrecyclinguk.com)



# SMG MEMBERS FOCUS

EACH ISSUE SMG PUTS A MEMBER IN THE SPOTLIGHT TO LEARN MORE ABOUT THEIR BUSINESS AND THEIR VIEWS ON THE INDUSTRY.

**MEMBER:** TYNE CARPETS & FLOORING LIMITED  
**JOINED SMG:** APRIL 2007  
**LOCATION:** SANDHURST, BERKSHIRE

SMG are delighted to feature this fabulous retailer from Berkshire in the autumn issue of SMG News. Jonathan Smith has been running this successful business since 2000 and been a member since 2009. Jonathan offers customers an excellent range of products – both carpet and LVT (being the major Amtico supplier in the area) and has a wealth of knowledge on all product types, giving an excellent customer experience which keeps his clientele coming back.

We asked Jonathan to tell our readers a little bit about his background and his own road to success before we put our usual questions to him and here is what he said:



Jonathan Smith

“After school I trained as a Quantity Surveyor for 5 years before redundancy in the recession of the early 90’s. After a year travelling, I fell into the flooring industry and it felt comfortable. Myself and my business partner set up our first shop from scratch in 1994 and our second in 2000. We have a third unit which acts as a warehouse for both businesses. Our staff and fitters are hopefully made to feel like part of a family. We have tried to eliminate the ‘us and them’ relationship between shop and fitting teams by a close friendly working atmosphere and dialogue. We take pride in all aspects of the process and this appears to come across to our customers.

Outside of work, I am very much a family person. I am very proud of my kids’ achievements. My son is a football scholar and I spend much of my time watching him play. My daughter is at university and a keen horse rider, so I try to get to support her as much as possible. I coach martial arts and if I ever get time for myself a round of golf wouldn’t go amiss!”

## WHAT DO YOU FEEL IS THE INDEPENDENT RETAILER’S STRENGTH?

I would say it’s expert customer service. Along with flexibility in respect of product offer and a broad product portfolio. Knowledge of product along with fitting expertise leads to a smooth pathway for the customer - from making a choice right through to the flooring being fitted and looking beautiful – you only get that with an Independent.

## WHAT IS THE KEY MARKET CHALLENGE TODAY?

Two challenges spring to mind for me – inflationary pressure and supply issues. We find that prices are changing so frequently, we can’t keep on increasing our selling prices so we take a hit on margin. Inflation is also an issue for our customers so it affects business from the very start. Supply issues speak for themselves – we find that especially with LVT, certain colourways or styles are out of stock for a considerable amount of time, or are effectively discontinued. When you work so hard to achieve a sale, it’s the most frustrating thing to happen.

## SMG HAS A STRONG POLICY OF SUPPORTING BRITISH MANUFACTURERS, IS THIS SOMETHING YOU SUPPORT?

Yes, we wholeheartedly support British manufacturing in our stores.

## WHAT ARE THE MOST COMMON QUESTIONS YOU HAVE FROM CUSTOMERS?

There are always a whole host of questions, but I would say the ones we get most often are:

- What type of carpet suits a particular use?
- What would you recommend for a hard wearing flooring for a young family and pets?
- What should we be looking at for our extension?
- What can be used with underfloor heating?

“

We take pride in all aspects of the process and this appears to come across to our customers.....”



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

I would ask for a smoother transition period between discontinuing a colour or range and introduction of its replacement. So many times, we have sold a product only to be told it is discontinued with zero stock availability.

## WHAT IS YOUR TOP SELLING PRODUCT AT THE MOMENT?

For us it’s LVT, especially Amtico at the moment.

## WHAT WAS THE MAIN REASON FOR JOINING SMG?

We felt we would benefit (as a small business) from the variety of areas of support that SMG Membership brings. We have benefited from credit card fees, insurance, legal support as well as the obvious rebates.

## WHAT WOULD YOUR ADVICE BE TO NON-ALIGNED RETAILERS?

For me, joining is a no brainer – the rebate on one supplier alone covers our membership fee. The price list and handbook are very useful and the price list particularly is a one stop tool in this era of multiple yearly price increases. Our staff constantly refer to the book to check current pricing.

## WHAT HAS CHANGED MOST DURING YOUR TIME IN THE INDUSTRY?

There has been a palpable shift towards volume of sale over quality. The quality manufacturers of old have been gradually edged out by the push for higher turnover. Quality control has dropped and customer support has been compromised. It’s been left to the retailer to be seller, manufacturer’s representative, quality control expert, installer and after sales support, all for the same limited margin.

But on the positive side of things, we are now able to be far more efficient with paperwork, invoicing and accounting, stock levels etc than ever before – with information technology, supplier portals and so on.







# We're on Cloud 9!

Ball & Young would like to thank the judges and industry for voting us **Best Underlay Manufacturer/Supplier of the Year**. We're delighted to have received this accolade and it means more to us knowing we have your support.

Continually innovating and utilising latest technologies to improve our products has been at the heart of all that we do.

Over 25 years of sustainability and innovation.  
**It's in our DNA.**



Scan the QR code to see our sustainability story.