

SMG NEWS

magazine



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BROCKWAY
THE HOME OF WOOL CARPET



ON THE COVER:

BROCKWAY
Lakeland
Herdwick
Basketweave

Galloway Wigtown Osprey

Available
Spring 2023



HUGH MACKAY

GREAT BRITISH CARPETS

THE
ORIGINS
Collection

**RIVERSIDE
ORIGINS**



- Derived from the iconic Riverside Range
- 80/20 wool twist
- 4 & 5m width
- 8 contemporary colours
- A coloubank that compliments Natural Origins

At Hugh Mackay we are going back to our iconic roots to develop, innovate and remaster the next generation of product. These two remastered ranges will be available in the market from Spring 2023

**NATURAL
ORIGINS**



- Derived from the iconic Natural Weave Range
- 100% wool loop
- 4 & 5m width
- 8 contemporary colours
- 3 on trend designs - herringbone, boucle & rib
- A coloubank that compliments Riverside Origins



Contact the sales office for details
01429 892555
sales@hughmackay.com

WELCOME

A few words from SMG...



Dear Members

Looking brighter for spring?

It was with a slight feeling of dread that we began 2023 in flooring & interiors retail. The doom and gloom all around was aimed at making consumers so scared that they would not be able to afford the basics of life, that they would never consider spending anything on their homes. However, it turned out not to be the case, thank goodness. I think people just got to the point where they were fed up with worrying and decided to 'ke sera' it and get their new flooring/furniture/house or treat themselves to a holiday anyway.

So, it seems that, with a few exceptions, things are nowhere near as bad as we feared. And as we get into the Spring, there's a certain upbeat zeitgeist in the air. People are looking forward to the King's Coronation and planning some celebrations, people are looking forward to their holidays and people are looking to give their homes a 'spring clean', including we hope, sprucing up the décor.

You will have seen the fantastic competition open to all Independent retailers to 'Crown the High Street in Wool' by entering their window/in-store displays in celebration of the Coronation and featuring the benefits of wool carpet. If you haven't already entered, it's not too late – simply upload your pictures to any social media platform using the hashtag #lovewoolcarpets and boom – you're in with a chance of winning a luxury spa break for two.

We are also looking forward to the Buying Groups' Show on 10th & 11th May. Always a great show, this year is going to be extra special with all of the major suppliers attending, as well as the SMG Team who this year, will be downstairs in the Diamond Suite. Come in and see us for a coffee and a catch up on all things new at SMG. There will also be a little drinks reception in the main exhibition hall on the Wednesday afternoon – 4.30 – 6.00pm so don't miss it! The competition winners will be announced then too so definitely worth staying for.

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 Derek Evans, Managing Director at Brockway Carpets has kindly taken the time to answer our questions. Read all about what Derek has to say on page 30. Starring in our 'At the Sharp End' feature we have Kerry Farr, sales representative for Victoria Carpets & Design Floors. Kerry 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, First Floors in Glasgow. Don't miss this on page 58.

All that remains for me to say is that this spring 2023 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 spring in 2023.

Kind regards

Mike Reed
Head of Group Operations



SMG The National Furnishing Group

9 The Markham Centre, Station Road, Theale, Reading, Berkshire RG7 4PE

Telephone 0118 932 3832 Fax 0118 930 4515 Email info@smg-group.co.uk Web www.smg-group.co.uk

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Strathmore Berber - Colour Mineral

NATUREBORN



Introducing the new Strathmore.

Featuring 12 berber shades that have been influenced by the fauna and flora of hedgerows and mountain passes in the Scottish Highlands. The construction has been updated to include melt bond. This gives the product a precise look that helps show off the colours in a rustic finish. Launched in 2013, Strathmore Berber is one of our most well loved wool ranges.

POS available to order now, contact the sales office to find out more. Tel: 01562 749300 / Email: sales@myvictoria.co.uk



BROCKWAY

THE HOME OF WOOL CARPET



Gatsby Deco Silver

Gatsby's linear herringbone flatweave design makes a strong and bold statement balanced with the decadent luxury of 100% pure wool. The stylish palette of eight tonal shades will take you right back to the golden era, bringing refined elegance to your living spaces.

A family business | Made in Britain

FURLONG INTRODUCES NEW ON-TREND COLOURS AND FEATURES WITH RELAUCHED TRIDENT RANGE



Furlong Flooring is relaunching its best-selling Trident range with improved, industry leading specification and an additional eight new colours to deliver on current home décor trends.

New Trident is available in neutral tones to complement existing home décor or make a statement with an added splash of colour.

Functional and easy to fit, these hard wearing twist carpets have been manufactured using their innovative, award-winning Combi-bac, which provides a flexible but strong alternative to other carpet backings on the market.

Furlong Flooring has also enhanced the stain-resistant, easy-care qualities of the carpet. The range has received a heavy commercial classification, highlighting it as the perfect choice of carpet for high-traffic domestic and commercial settings.

To stand out and grab customers' attention in competitive retail environments, Furlong is supporting Trident retailers with a range of fresh, bright, appealing and easy to use POS display models.

For more information visit Furlong Flooring or contact a member of the Furlong Flooring team to discuss requirements for your next project.

www.furlongflooring.com



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

THE NATURAL CHOICE COLLECTION IS COMPLETE



Natural Choice Textures, Teeswater



Natural Choice Textures Southdown



Ulster Carpets have completed their environmentally conscious Natural Choice collection with the launch of a new tufted loop range.

Natural Choice Textures is made from 100% undyed British wool and is available in eight different colourways. This new 6 ply loop range enhances a successful Natural

Choice collection that already includes Axminster and Wilton carpets. Wool is a naturally strong material and fortunately nature has gifted us with different sheep breeds that have naturally different coloured fleeces. Natural Choice blends different coloured fleeces to create a broad colour bank of entirely natural colours.

Suitable for Heavy Wear and available in 5m, 4m, 3m, 2m and 1m Multi Widths, Natural Choice Textures provide a plethora of choice for consumers looking for natural solutions that are still high on quality.

www.ulstercarpets.com



ITC NATURAL LUXURY FLOORING ANNOUNCE NEW UK COUNTRY MANAGER



ITC Natural Luxury Flooring is delighted to announce the appointment of Steve Haesler as the UK Country Manager, effective 1st January 2023

Steve has a wealth of knowledge in the industry having previously run several businesses within the flooring industry throughout his career and he will be responsible for the day to day running of the UK business.

With the appointment of Steve, ITC is confident to further build and expand the brand in the UK.

Steve is very much looking forward to continuing to develop good client relations with all our valued UK customers.

We welcome Steve to the ITC Team and his contact details are

steveh@itcnaturalluxuryflooring.com



GET THAT FESTIVAL FEELING WITH ABINGDON FLOORING



ABINGDON
FLOORING

Festival is the new Stainfree carpet that's made in Britain by Abingdon Flooring.

In a range of on-trend neutral tones and with a lifetime Stainfree promise, Festival is a deep pile carpet that brings a practical floor to the home. In colours such as oyster, white smoke, glacier grey, almond and witch hazel; Festival is the perfect backdrop to bold and colourful home accessories

and soft furnishings, with its 18mm pile adding a sense of luxury and comfort.

Adding another option to the Stainfree family, Festival's 1/8th gauge quality gives a pronounced pile and uses the latest generation of Stainfree yarn which improves softness without sacrificing stain-resistance, cleanability or resilience.

The carpet also features Abingdon Flooring's Fleece Backing that gives extra comfort and makes installation easier. Helping to reduce the cost of underlay, it makes Festival an affordable, heavyweight option in deep pile bleach-cleanable carpet.

Charlotte Coop, marketing manager, Abingdon Flooring, says;

"The Stainfree family is a popular choice for UK homeowners thanks to its combination of affordability, practicality and style. In fact, for many homes it's all the carpet they need. The launch of Festival makes sure that Stainfree keeps ticking the boxes by delivering even more choice and a luxurious deep pile carpet that's perfect for family life."

Festival is made in Britain and is available in 2.5m, 4m and 5m widths to bring the best possible value in any room. It is rated suitable for heavy domestic use and with a 10-year wear warranty.

FIND A NEW AFFECTION WITH ABINGDON FLOORING

Affection is the new Stainfree carpet from Abingdon Flooring.

Made in Britain in eleven trend colours, Affection is the new Stainfree carpet now available from Abingdon Flooring. Offering a luxuriously deep and invitingly soft pile, it joins a growing range of deep pile Stainfree styles.

Affection benefits from Abingdon Flooring's bleach cleanable and stain-resistant polypropylene Stainfree yarn. In its latest generation, the yarn has become softer and more luxurious, fuelling the launch of several deep pile Stainfree carpets.

Charlotte Coop, marketing manager, says:

"Polypropylene used to be considered a rather coarse fibre, but improvements have meant we've been able to engineer softer yarns without a trade-off in stain-resistance or cleanability."



ABINGDON
FLOORING

These softer yarns make polypropylene deep pile qualities more desirable and attractive and so we've been expanding the number of options in our Stainfree family."

The 10th gauge tufted carpet has a 14mm pile depth and also comes with Abingdon Flooring's Fleece backing. Adding comfort and warmth, while making the carpet more pliable and so easier to install; it brings benefits to homeowners and installers. The fleece can also help to reduce underlay thickness.

Homeowners can pick from 2.5m, 4m and 5m widths depending on room sizes and the carpet is rated suitable for heavy domestic use. With Abingdon Flooring's Stainfree for Life promise and a 10-year wear guarantee, Affection is a quality deep pile carpet that offers excellent value compared to nylon and polyester styles.

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

Making a House a Home

Perfect Home is an 80/20 wool blend, constructed with our 100% British Wool Britannia Yarn, where every linear metre contains yarn from each of the four nations. This carpet is available in four and five metre lengths, and is suitable for heavy domestic use, including living rooms, bedrooms and hallways

Choose from 20 incredible colours: whether it's the cool green Limestone, the deep blue Bloomsbury or the inviting grey Heirloom, there's a perfect colour for everyone!

Get in touch

Kingsmead Carpets Ltd
Relay Park, Tamworth, Staffordshire, B77 5PR
T | 01827 831424
E | sales@kingsmead-carpets.co.uk
kingsmeadcarpets.co.uk



NEW
FEATURE

Anniversary CORNER

SMG would like to congratulate those members who have reached milestone anniversaries of being with the Group during the first 4 months of 2023.

A huge thank you to you for all your support of the Group and our Approved Suppliers through the years! Here's to many more...

50
YEARS



Edward & Alan in Chippenham celebrated 50 years on 1st March

20
YEARS



Complete Flooring in Diss celebrated 20 years on 1st March

15
YEARS



Flooring UK.Com in Southport celebrated 15 years on 1st March

15
YEARS



J & C Carpets in Sandy, Bedfordshire celebrated 15 years on 1st March

15
YEARS



Melbourn Flooring in Royston, Hertfordshire celebrated 15 years on 1st March

15
YEARS



Wells City Floors in Somerset celebrated 15 years on 1st March

15
YEARS



North Street Carpets in Romford celebrated 15 years on 1st April

15
YEARS



Chelmsford Carpets celebrated 15 years on 1st April

10
YEARS



Thetford Carpet Warehouse celebrated 10 years on 1st April

BROCKWAY

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Lakeland Herdwick Fornsides Weave

Combining the good looks and high performance of modern classic Lakeland Herdwick with the smart sophistication of a flatweave, Lakeland Herdwick Weave will lend a subtle yet striking design element to your floors.

A family business | Made in Britain

CORMAR

CARPET CO

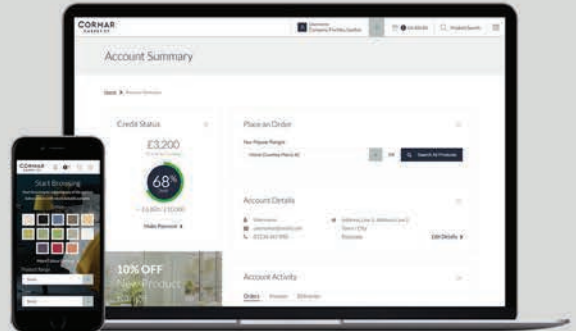
TRADE PORTAL

Register Today...

portal.cormarcarpets.co.uk

With a host of new features introduced this year, our award-winning Trade Portal is now better than ever. Sign up today and join 60% of our customers who are already benefitting from a number of our recent enhancements, including our brand new text delivery notification feature.

- ☞ Order tracking
- ☞ Order processing
- ☞ Responsive: works on all devices
- ☞ Accessible 24/7
- ☞ Invoices and statements
- ☞ After-sales area
- ☞ Live stock availability



Cormar are committed to further enhancing user experience and bringing useful and exciting new features to our Trade Portal. If you have any feedback or suggestions you would like to pass on, please share them with your Territory Manager or email marketing@cormarcarpets.co.uk



CARPET RECYCLING UK: STRENGTHENED WITH 80% SUPPORT FROM CARPET AND TEXTILE FLOORING SECTOR

Following significant growth in its membership network, Carpet Recycling UK (CRUK) is seeking more engagement from the construction, facilities management and flooring sectors to act to reduce textile flooring waste such as commercial broadloom carpet, carpet tiles and underlay.

The not-for-profit association reports that working with 80% of the UK's carpet and textile flooring manufacturers and distributors puts it in a stronger position to represent the sector when it comes to discussions on favourable Government policy outcomes.

Support from CRUK's 17 core members 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, Tarkett and Victoria Group. They are taking voluntary producer responsibility for the products they place on the market and striving to reduce waste in production as well as for their customers, helping to create cost savings.

Commenting on their focus for 2023, Adnan Zeb-Khan, CRUK Scheme Manager says: "In our 15th year, the 80% increase in industry support adds weight to our representation for the sector, recognising the achievements of our members and wider network, as we continue to help the sector to develop sustainably.

"Moving forward, companies will need to demonstrate reductions in use of new resources, design products with recycling in mind, include methods of identification of material make up and consideration of reverse logistics for take-back and recycling outcomes.

Our members are making great strides ahead with many developing products with recycling in mind, from single polymer ranges, to ranges made with recycled content."

For the construction sector, developers and facilities companies interested in sustainable solutions to flooring waste, CRUK offers an extensive network of specialists handling surplus and used textile flooring waste, such as carpet tiles, carpet rolls and clean installation offcuts.

Adnan continues: "New homes flooring contractors, for example, are already segregating carpet and textile flooring waste for reuse and recycling. They recognise the savings in resources and costs associated that they have achieved and the benefit of their connection with us when tendering for new work."

David Heafey is Finance Director of CRUK member Saint Flooring, who implemented waste material recycling throughout the company's nationwide sites in 2019. He says that membership of Carpet Recycling UK is contributing to their sustainability goals and helping to achieve annual savings of up to £170,000 a year on disposal costs by reusing and recycling their waste materials, including carpets. "Carpet Recycling UK supported us throughout and our membership helped us to find partners to recycle the carpet. Without being a member, I do not think we would have had this success."

CRUK's 136-strong membership includes specialist reuse and recycling members repurposing surplus flooring for reuse and recycling in feasible outlets or used as an alternative

fuel source. Adnan observes: "Our ultimate aim is to move carpet and textile flooring up the waste hierarchy and create circularity to maximise the use of these resources. Obviously, preventing this material becoming a waste by reusing flooring in new settings is the best outcome for unwanted and surplus material. This helps to provide affordable flooring for social housing tenants and low-cost flooring for property developers. That's why we're inviting companies to discuss their projects with us."

Key to CRUK's work is collecting accurate data on the volume of carpet and textile flooring placed on the market together with tonnages for waste material which is being diverted from landfill – it is estimated that of the 470,000 tonnes arising in 2020, 70% was diverted from landfill. The latest figures due back from the 2021 tonnage survey will be presented at CRUK's annual conference on June 21-22 for which early registration is advised.

"Given the heightened interest in legislation issues, developments and challenges surrounding the treatment of textile flooring related wastes, we're expecting high demand for our conference," adds Adnan. "In just 15 years, we have come a long way in developing solutions for carpet and textile waste that preserve valuable resources and reduce costs for the supply chain.

"We want to reach more companies who would like to find sustainable solutions for their waste carpet and textile flooring material that help to reduce the impact this waste stream has on the environment. Thanks to our rapidly growing network, we can help you."

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



New

Trinity

by

CORMAR

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Durable, resilient and luxurious, Trinity is made from 100% Excellon Polypropylene and comes with a 10-year Stain and Wear Warranty for added peace of mind.

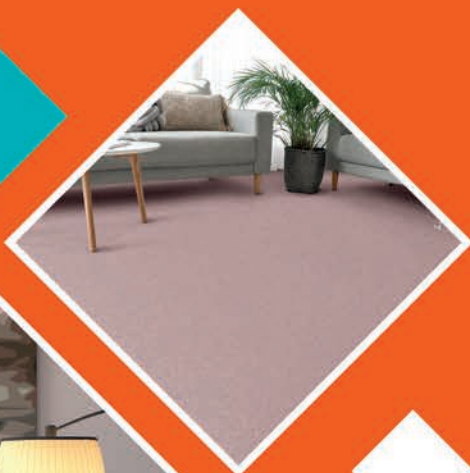


www.cormarcarpets.co.uk



Furlong Flooring

First choice flooring for every room



Rolling out **TRIDENT**

Our Best-selling twist carpet
relaunched with improved features

Now available in a larger range of colours, our market-leading twist carpet has been relaunched with improved specification; designed to be suitable for busy domestic and commercial settings, providing you with the perfect carpet, no matter the space.

- Features our award-winning combi-backing®
- 2-ply, 1/10-gauge twist construction delivering easy-care with hard-wearing qualities.

Contact us to arrange a closer look at the newly relaunched Trident Range!

Class 33
Heavy Domestic
and Commercial



Please scan me



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DUBLIN
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Alternatively, visit furlongflooring.com or email enquires@furlongflooring.com

at the SHARP END

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



Kerry Farr is area sales manager for Victoria Carpets & Design Floors and covers Staffordshire, Cheshire and North Wales. Kerry has been in the flooring industry for 23 years both as a retailer and as a supplier. Starting at Carpetworld and then having her own shop for five years until she moved into sales in 2011 with Headlam. After two years there she moved to Ryalux for four years and from there to Victoria Carpets & Design Floors where she has been for the last 5 years. With Kerry's experience, I can't think of anyone better placed to give an insight into the changes she has seen. We were extremely interested to hear her answers to our usual questions.

HOW DID YOU GET INTO THE TRADE?

Honestly, I fell into it by accident, it was back in 2000 ... I started in Carpetworld as a cashier after being in Banking, then progressed into a sales role from there, and I've never looked back. Couldn't imagine doing anything else. I just love carpet and flooring.

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

I would have to say the uprising of LVT. Although it has been around for many years, it's never been as strong as it is today. It has taken such a big footprint of most homes now, with the majority of houses having at least one room done in it, if not all of the ground floor. ... So it's great that as a business we offer both Carpet and LVT.

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

Mine has to be Ultimate Impressions, and my best seller too!! ... WOW what a carpet this is. Its 80oz of pure luxury. One day I may just have some in my own home too.

AS A REPRESENTATIVE WHAT ARE YOUR BIGGEST CHALLENGES?

What is going on in the world affects this industry so much, from Covid, to the war in Ukraine and now the Earthquake in Turkey. All very unfortunate events but have such a huge impact on our current market conditions, this has to be our biggest challenge. And as a company you can't always plan for these eventualities and the knock-on effect it has on cost and supply.

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

Without a doubt the level of service they offer- by going above and beyond, coupled with quality products and a great fitting service. If you start to mess up on any of these, surely the business would be no more.

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

Because of the cost-of-living crisis, consumers are holding on to every penny. Creating slower footfall and reducing the amount they are willing to spend. The average selling price has reduced for sure. But not only this, retailers themselves have increased bills for heating and lighting too, making it even harder to keep their doors open.

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

It has to be for them to be patient. Going back to the previous question on our biggest challenge, these events have affected the supply chain, not just for us, but for all other manufacturers too. And we are trying to keep up with demand which can sometimes prove difficult when logistics are affected.

OUTSIDE OF WORK, WHAT ARE YOUR INTERESTS?

I would love to say I lead a very exciting life out of work but it's quite a simple one really. Spending time with my children and grandchildren takes up most of my free time... but love every minute.

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

It would probably be banking which I was doing before this. As a little girl I always wanted to be a part of my dad's business as a money lender, unfortunately he thought it was a dirty business for his daughter and kept me well away from it, much to my disapproval for many years.

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

If something is worth doing, its worth doing well and to believe in myself.

VICTORIA[™]
Carpets & Design Floors

VICTORIA CARPETS WAS FOUNDED IN 1895 IN KIRKCALDY, SCOTLAND. HAVING RELOCATED TO THE MIDLANDS IN THE EARLY 1900'S THE COMPANY HAS FOUND ITS HOME IN KIDDERMINSTER EVER SINCE. AS A FOUNDING MEMBER OF THE CARPET FOUNDATION AND HAVING WON NUMEROUS INDUSTRY AWARDS, VICTORIA ARE PROUD OF THEIR REPUTATION FOR PRODUCING HIGH QUALITY CARPETS THAT ARE ENGINEERED TO STAND THE TEST OF TIME. RECENTLY TAKING DISTINCTIVE FLOORING UNDER THE VICTORIA BANNER, THEY NOW OFFER HIGH QUALITY LUXURY VINYL TILE TOO, HENCE THEY ARE NOW KNOWN AS VICTORIA CARPETS & DESIGN FLOORS.

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4 RANGES

4 DESIGNS

Features & Benefits

- Variety of patterns from small discreet textured design to large and bold statement styles
- Unique advantage of both 4 metre and 5 metre widths
- 2-ply yarn for outstanding performance for longer and get the most benefit from the "spring back" in the wool
- Yarn is made from 80% **accredited UK wool** and 20% premium nylon 6.6
 - » *Premium **accredited UK wool** – all of the wool is checked by a third party and certified as being grown entirely in the UK*
 - » *Best nylon 6.6 to maximise carpet performance*
- Insect resistant to the industry gold standard Woolmark Level 2 for consumer peace of mind
- Machine-made and hand finished in our Kidderminster factory - from careful sourcing of the wool through design to dyeing the yarn and creating the carpet



Make a **Bold Statement!**

FEATURING A Variety of Patterns

ADAM[®]
CARPETS



Cascade

Organic curves that radiate calm and help transform a room into a real place of well being. Cascade complements the oval sofas and rounded decorative accessories.



Nexus

A playful touch of strong shape which brings any interior to life. To be had in sumptuous yet bold colours for a striking look.



Parquet

Using lines and colour in a 3D way creates an all over stylish design that is a textile embodiment of one of floorings biggest trends at the moment and presented in a retro revival of colour.



Enigma

A charm lies in this abstract pattern encompassing retro colour influences for a luxurious look. It gives your room a vintage atmosphere and fits perfectly into a modern, but also nostalgic interior.



For further information please contact your Area Sales Representative or call Adam Carpets on **01562 829966**

COLOUR · QUALITY · STYLE
www.adamcarpets.co.uk

BMK ARE MAKING THEIR MARK WITH HARD FLOORING



BMK Flooring is a Hard Flooring Specialist with a head office based in Leeds. They have a number of Area Sales Managers covering 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.

BMK have now launched a new corporate branding and are a leading specialist in Engineered wood, Laminate, LVT and SPC. Their engineered wood and laminate products fall under the 'Chene' brand which is well known for quality and value.

With further exciting new product releases planned for later in 2023, this brand continues to go from strength to strength.

In recent years BMK 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, they have just launched their brand new Firmfit Pre-grouted and Encaustic Tile collection, as well as the brand new Firmfit Silent all of which are something completely unique in today's market.

The Firmfit Silent encompasses all the best elements of the original Firmfit products, but adds larger planks and herringbone designs with a specially designed Nature trend finish for an even more realistic matt look and feel whilst keeping all its waterproof qualities and achieving a decibel reduction of 24 which is unrivalled in the UK market.



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

For more information contact BMK Flooring on 0113 3802800.

For more information on Firmfit, visit www.firmfitfloor.com

BMK



westex.
DYE SERVICE

Create your own
bespoke colour with
our unique dye service

westex.

FLOORING EXCELLENCE

own your colour.

With a near limitless range of colour and style options across the Westex ranges, you'd be forgiven for thinking that's where our colour range ended... our expert colour technicians offer a Special Dye Service to match any colour, for a truly unique solution.

AVAILABLE ON THESE COLLECTIONS



THE UNIQUE ADVANTAGES OF A WESTEX CARPET



5 Widths Available
1m, 3.66m, 4m, 4.57m & 5m
All widths an exact colour match



2 & 3 Fold Yarns
helps prevent crushing
& pile reversal



Premium Wool
natural, renewable, durable
insulating, soft & beautiful



Suitable for Underfloor Heating
please check with your system
manufacturer before installation



Stain-Resist
keeps carpet looking
newer for longer



Fresh Guard
neutralises pet odours
& inhibits mould



Moth Guard
protects your carpet
against moths



Allergy Guard
protects against dust mites,
bacteria & allergens



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by Silentnight

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to take on tomorrow

Our **lift** range of mattresses are proven by science to improve the quality of your sleep, so you can rest, recover and get in the zone.



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THE LOOK OF LUXURY

INSPIRED BY THE PARQUET FLOORS OF GRAND HOUSES, BERRYALLOC'S UPDATED CHATEAU COLLECTION MAKES LUXURY ACCESSIBLE.



Chateau Herringbone, Chestnut White



Chateau Herringbone, Charme Light Natural



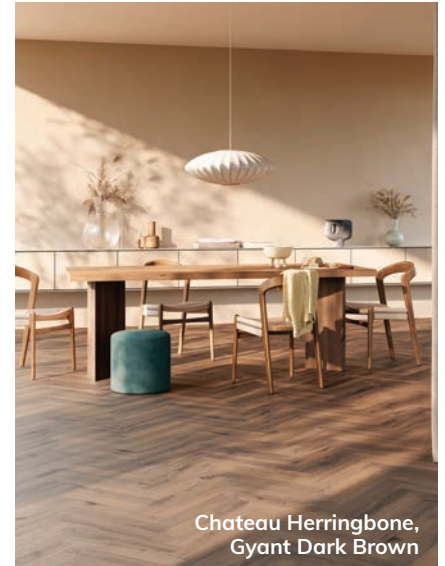
Chateau Herringbone, Texas Light Brown



Chateau Herringbone, Charme Black



Chateau Herringbone, Charme Black



Chateau Herringbone, Gyant Dark Brown



Herringbone



Ladder



Mosaic



Shipdeck

Now, with four classic laying patterns and 15 wood decors, the updated Chateau laminate floor collection by BerryAlloc brings more freedom of expression than ever.

From the timeless elegance of herringbone to shipdeck, mosaic and ladder in any combination of the collection's original wood effects, Chateau lets homes reference the past, adding modern style for a look that's completely unique. Following the trend or stepping out with a different pattern, this is a collection all about creativity.

Scott Arundell, Sales Director UK, comments: "The popularity of herringbone is hard to ignore and has certainly fuelled interest in a more artful approach to flooring in the home. As a result, homeowners are interested in how they might be able to put their own stamp on their floor, showing it off as a feature rather than just a neutral backdrop. The multiple laying options and

décor combinations of Chateau lets them do this, while delivering the affordability and practicality of laminate flooring."

Whatever Chateau pattern is decided upon, four-sided bevels add definition for a more authentic effect and the 15-strong palette is wide-ranging too. From the contemporary feel of Chestnut White to daring Charme Black and the tropical red of Merbau Brown or Teak Brown, Chateau's wood decors ensure it's easy to get a look that's out of the ordinary.

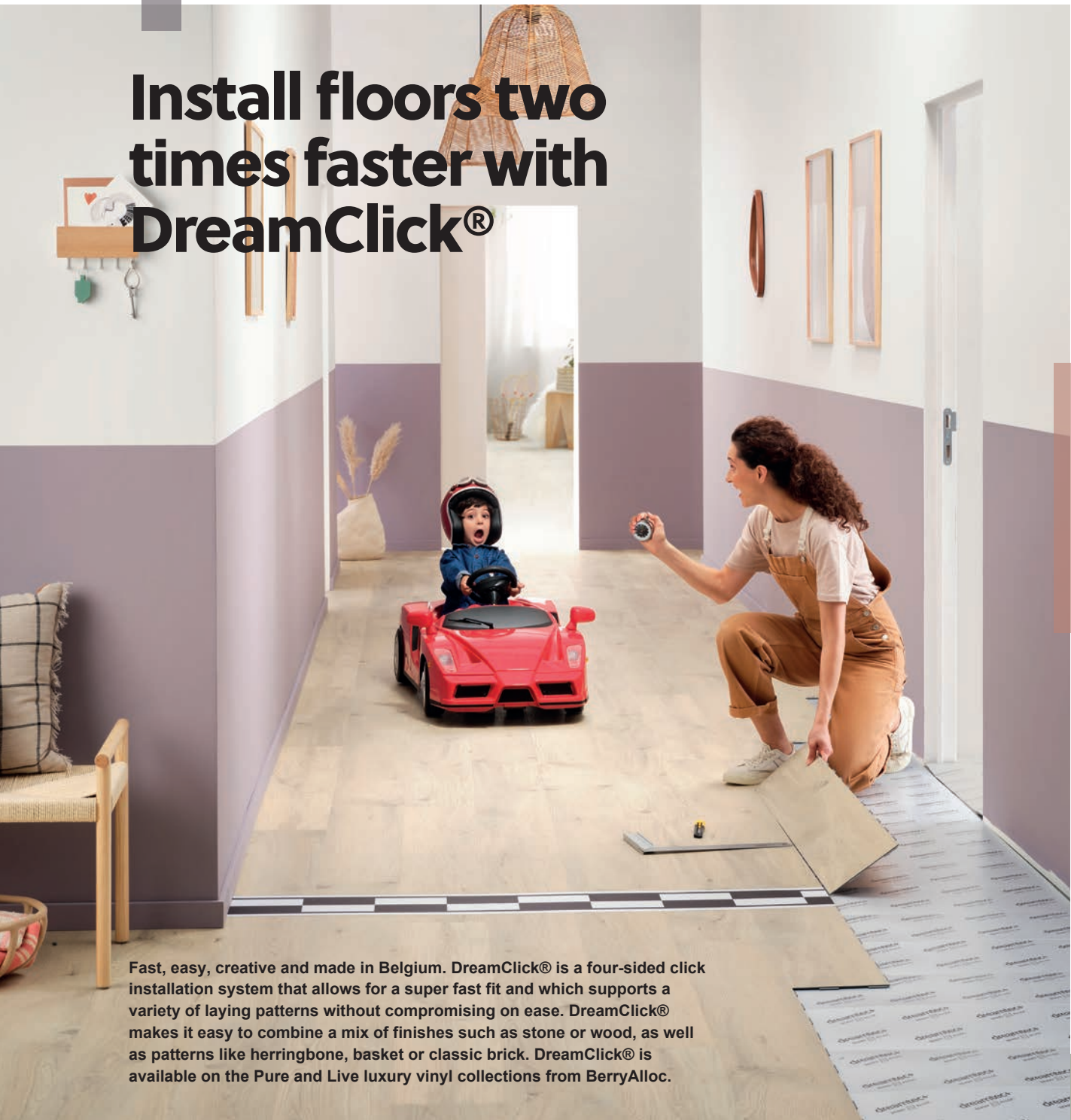
BerryAlloc's durable and scratch-resistant laminate construction means that Chateau is perfect for today's homes. Easy to clean, safe from pets and with a lifetime residential warranty, Chateau ticks all the boxes of a practical family floor. What's more, Chateau's 8mm laminate construction is affordable, making its regal parquet looks more accessible than ever.

Just like every BerryAlloc laminate collection, Chateau is supported by a full range of perfectly matched accessories to keep a premium feel, with Excellence Plus acoustic underlay also helping to combat walking sound. Made in Belgium and PEFC certified, Chateau is an eye-catching floor that proves true style never dates.

For more information head to berryalloc.com


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Fast, easy, creative and made in Belgium. DreamClick® is a four-sided click installation system that allows for a super fast fit and which supports a variety of laying patterns without compromising on ease. DreamClick® makes it easy to combine a mix of finishes such as stone or wood, as well as patterns like herringbone, basket or classic brick. DreamClick® is available on the Pure and Live luxury vinyl collections from BerryAlloc.

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Get in touch with us
National Key Account Manager:
Richard Comboy
T + 44 7496 293150
richard.comboy@berryalloc.com

North: Stuart Turner
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East Mids & South-East: Sean Walcroft
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DISCOVER OUR REDEVELOPED CASSIUS & DARIUS RANGES

Cassius and Darius in our renowned Invictus brand will get a fashion update this year.

14 updated colours in a 70oz and 50oz pile weight respectively offer a soft saxony product with a heathered appearance, one of the few products to offer this in the market today, the recoloured ranges are planned for launch in May.

Please ask your local area sales manager for more details





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Invincible comfort • Stunningly rich texture • Superior stain resistance



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“

“change is the norm” and we always need to be adapting...”

BROCKWAY

THE HOME OF WOOL CARPET

QUESTION TIME

Derek Evens – Managing Director at Brockway Carpets

In this issue of Question Time, SMG are thrilled that Derek Evens, Managing Director at Brockway Carpets has agreed to answer our questions in this regular feature. Derek was new to the Flooring industry when he joined Brockway so was able to bring a new perspective, seeing everything with fresh eyes. Having that broader background, we were very excited to hear the answers to our usual questions...

Which was the most rewarding role and why?

As memory fades I will talk about the last role before joining the carpet industry. Bob Martin is a 150 year old family business which was in significant financial trouble and had lost its way. Leading a dedicated team through existential crisis, building an ambitious plan based on clear strategy and then delivering this with the help of all stakeholders and the new owner's cash, was a significant achievement. Ultimately when you use your 30 plus years of experience to initially save 100 jobs and then provide a future for many more people you know it was worth turning up to work!

How does the flooring industry differ from other industries you have worked in?

I see more similarities than differences to be honest. We have consumers with an end need which we must understand and deliver against. We have customers who make it all possible and who we need to work with to find mutual benefit. We then have manufacturing capabilities which need to provide the right quality product day in day out. Finally (and simplistically) we have a great supply chain that we need to nurture and support so it can ensure we can deliver to all the stakeholders I have mentioned.

There are some differences which I have enjoyed getting to grips with. The trade is much more fragmented than I am used to for example. Having a great sales team and building relationships is vital and we are investing and developing this team as I speak.

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

A wise mentor once told me it is more helpful to talk about "behaviours" rather than "values". It is the sum of the behaviours at Brockway that drive our culture and success. To just focus on three aspects is probably too simplistic but here goes. We are restless to create new and interesting products which ensure we have products our customers want to sell and buy. We expect of ourselves the highest levels of quality and are proactive where we fall short to strive to make every end purchaser's experience great. Then last but not least, the team have worked hard to operate as one across all the functions so we support each other and give the best possible service to members. I believe it is the combination of these that make it fun to work at Brockway and I hope, a pleasure to work with Brockway.

What are the biggest challenges you are currently facing?

I believe it is the coincidence of issues that is the biggest challenge. With input prices rising and less money in most people's pockets we need to offer great "value" and products which people will spend their hard earned money on.

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

I am reluctant to offer advice to people on their businesses and I am still pretty new to this game. My generic thoughts come back to why I go to my local retailer in my home town when I need some flooring. I go there because I know I will get good impartial advice that will meet my needs and I will get good service all the way to fitting. As shoppers' needs change with economic challenges these fundamentals don't change. My thought therefore is to remain really clear why people come to your shop and deliver that experience whatever challenges we are all facing.

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

I believe it is easier to think about what we can "do more of" or "do less of" in life. As I have already said to "do more of" what makes the retailer worth going to.

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

The industry is doing ok it seems to me. Perhaps what we need to be better at is the nature of "change" itself. All industries need to anticipate the future and develop to meet the changing consumer needs and the adapting environment in which we all work. Maybe we just need to get used to the idea that "change is the norm" and we always need to be adapting?

What is your favourite Brockway Carpet product?

Now that is a bit like the "favourite child" question! If you push me I really like the Brockway Lakeland Herdwick collection. It is a very attractive range with many patterns and colours but is also really great to live with in the home. What makes it special for me is we know we buy a significant amount of wool from a recognised group of wonderful farmers and in that way we know we are supporting a sector of Great British farming. The prices for the breed have gone up significantly as a result of the competition for wool. This is a problem largely of our own making but it does feel we are doing

a good thing. I also feel we can do more to support the farmer here and are looking at how we do this at the moment.

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

It is great to work in an industry with so many good competitors. That keeps you sharp and makes you better. I regularly see what others are doing and that makes me think about how we can be better. To name one competitor, I looked across the floor at Harrogate last year and saw Cavalier. Like Brockway this is still a family led company with ambition to grow and be better. One simple example is their POS stands which I had noticed were a little different to others. These were created by a collaboration between Cavalier and a local metal working company. In that I see the owners getting into detail, supporting their supply chain and doing something innovative.

What are your career highlights?

I hope and believe these are still to come with the exciting plans we have at Brockway.

Outside of work, what are your passions?

I have really only had time for two in the last 30 years. Supporting my children to become the fantastic adults they have grown into has been hard work but a great pleasure. In addition I have spent many hours supporting two rugby union teams.

In your whole life, what makes you most proud?

Watching the my children make their way in life.

Do you have any regrets?

Let's get back to work topics on that one! I now know it is often what you got wrong or didn't do in your career that teaches you the most. So "no regrets" but lots of things I do differently now having got it wrong before!

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

There are a lot of these but to pick just one; "Focus means Sacrifice". What that regularly reminds me of, both at work and at home, is that you can't do everything brilliantly. If you purposely and explicitly sacrifice some things that builds the time and space to excel in what you focus on.

www.brockway.co.uk

manx Tomkinson

Introducing

Country Twist, now with a refreshed colour palette of neutrals that brings both warmth and coolness to the interior

Place your order via our transactional app allowing you to trade with your Manx carpets account on the go via your phone or tablet.

Available in the Apple and Google Play stores for download.



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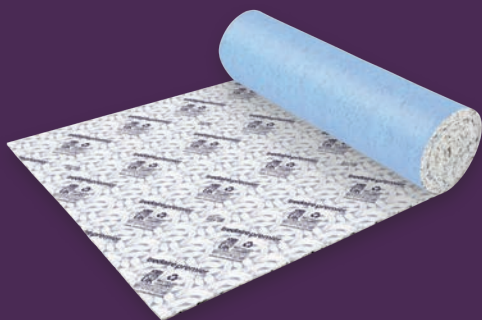
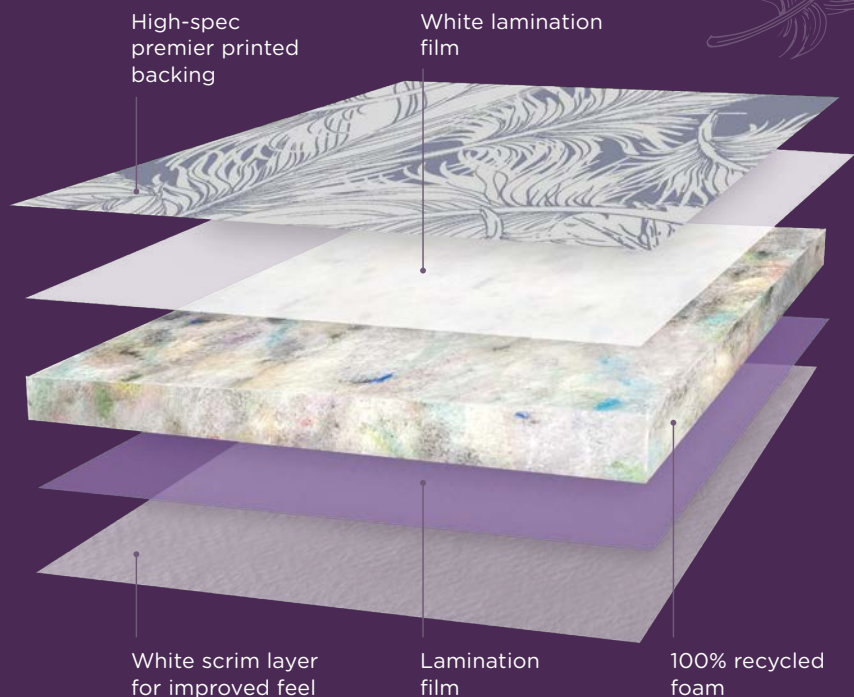
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interfloor

SMART WINDOW SHADING: THE EVOLUTION OF CONVENIENCE AND ENERGY EFFICIENCY



Window shading has come a long way from its ancient beginnings as a simple sheet hung over a window. With advances in technology and design, modern window shading has evolved into a sophisticated yet accessible system that offers not only solar protection and privacy, but convenience.

With integration into smart home ecosystems like Alexa, Google Home, and Apple HomeKit, window homeowners can control their shades with a voice command, via an app, or by doing nothing at all.

Convenience and Comfort

One of the most significant advantages of motorised shading in general is convenience, and smart home compatibility has taken it further with a quick prompt to Alexa or the tap of an app. But the real magic happens when the user can create automations that essentially program the blinds to look after themselves – operating on timers or reacting to events such as someone walking into a room.

Energy Efficiency

Setting the opening and closing of blinds to the local sunrise/sunset is an easy way to manage how much light and heat is entering or leaving via a window. The process can be elevated further by having the shading respond to information like local weather conditions or thermostat readings for a direct impact on energy used for heating, air conditioning, lighting etc.

Enhanced Home Security

Window shading is an important element in basic home security, as it can help to deter potential intruders and prevent them from seeing inside. Smart shading not only gives the impression that someone is home at all times by automating operation but also allows for remote operation which, when coupled with a smart home security camera, gives homeowners peace of mind no matter where they are.

Design and Aesthetic Appeal

Window blinds and curtains are clearly integral to the décor of any space but motorisation and smart options help to keep things clear and safe by eliminating the need for operating chains, cords or even

physical remotes and buttons. Plus, users can automate different positions for their shading at different times of the day to keep things exactly as they want them at all times without lifting a finger.

Compatibility with Matter

The latest ranges of motors and accessories on the market are now compatible with Matter – a smart home protocol that aims to simplify the process of connecting smart home devices. This means that compatible devices from different manufacturers will be able to communicate with each other seamlessly, making it easy for homeowners to integrate blinds from different manufacturers into their smart home, regardless of the manufacturer.

To learn more or book an appointment with your local Decorquip representative,

call 029 2088 0811 or email info@decorquip.com.

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www.decorquip.com/eve-motionblinds

DECORQUIP®

A LETTER FROM

MARTIN CURTIS, CHAIRMAN OF THE WOOL CARPET FOCUS GROUP

Going the extra centimetre, inch, yard, kilometre or mile.....



“Sometimes life is all too easy.”

I can see a few readers spitting out their morning coffee at that sentence but please read on.....

When we look around at what is happening in the world today, the wars, the famines, earthquakes, car crashes, burglaries, health issues, money worries, heartache and the rest, and then look at what we have, perhaps we aren't doing too badly for the most part. Of course, we can always do better but that is sometimes our choice rather than fate taking a hand.

I play the lottery. Yes, I am comfortable in my dotage but I would really like a small jet and the wherewithal to fuel it up. So, I play the lottery, it would have to be a big Euromillions win to pay for it but where there is a chance there is a chance.

On a rather more realistic front, you, the retailer, have a chance to win something less spectacular than a private jet but a more attainable; overnight dinner, bed and breakfast and a spa treatment in a 5 star hotel. With a trip to the heart of the wool industry to see how it all happens included!

As with the lottery there are “good try” prizes and I would rather have a visit to a Stately Home than a “Free Lucky Dip” entry into the next lottery. Additionally, with a rising number of third prizes available (thanks sponsors!) of a bespoke Real Shetland Wool throw that

will be perfect for the picnic or snuggling under in the cooler spring evenings and longer darker winter nights, it is all within your grasp.

All you have to do is join in with the Coronation celebrations is by featuring a Coronation inspired window/instore display featuring wool and at least one of its benefits as a flooring fibre. So, please go the extra distance. How far is entirely up to you but the more effort you put in the more likely you are to win a prize. More importantly, in my opinion, you are showing the public, your customers, that you are doing something to help celebrate one of the most important days in our history, the Coronation of King Charles III.

A little imagination, perhaps a little research, some models, toy sheep, shepherds crook, some wool..... it all counts and it all makes a difference. A time hopefully to forget our troubles and push the boat out and put a smile on our faces. Win or don't win, it will still be worth it and hopefully the social media coverage from the Campaign for Wool, the Wool Carpet Focus Group, other wool organisations, manufacturers and others will help you to sell more wool carpets and rugs.

It will be a great time for you to look at why wool is the best fibre for carpets and rugs. The retailer has the power to influence the customer and knowing

more about wool will give you an opportunity to help them make the right choice for them.

Please take a look at woolcarpetsnaturally.org and information about wool more generally at campaignforwool.org. Your wool carpet suppliers will also be able to help, they all know about the competition and hopefully their sales teams do also.

I would like to thank everyone who has helped put the WCFG's idea of the Competition into practice. Sponsors, manufacturers, buying groups, wool organisations and most importantly, retailers. We have a special product to market and by being honest with what we claim for wool we all benefit.

To be in with a chance of winning, share your display pictures on any social media platform using the hashtag #lovewoolcarpets

Good luck!

**Best Regards
Martin Curtis**



THE CAMPAIGN FOR WOOL
PATRON: HRH THE PRINCE OF WALES

Wool Carpets #Naturally



WOOL CARPET FOCUS GROUP



THE CAMPAIGN FOR WOOL
Patron: The former Prince of Wales



A Competition To Crown The High Street In The Wonders Of Wool

To celebrate the **Coronation of King Charles III**, we are asking all **Independent Flooring Retailers** to create an outstanding window or in-store display featuring wonderful wool.

1st Prize

Overnight accommodation and Spa Day for 2 people, including a tour of all things woolly

2nd Prize

2 x tickets to visit one of the Royal palaces or residencies + afternoon tea

3rd Prize

3 runners up will receive a gorgeous wool throw each

#lovewoolcarpets

Competition Entry Details:

This display should be in place for the Coronation Day of 6th May 2023, ideally from the beginning of April through to the end of the celebration month of May.

- The display must be original and showcase at least one benefit of using wool as a floorcovering.
- Entries and images should be submitted by COB Friday 28th April on to your own retail social channels.
- To enter you must use the hashtag **#lovewoolcarpets** and mention at least **one benefit of wool**.
- Judging will take place the first week of May and the winning retailers will be announced at the Buying Group Show on the 10th May.
- One entry per independent store, per location permitted.
- All winners will also be notified by email.

An initiative of the Wool Carpet Focus Group.

Supported by The Campaign for Wool, British Wool, SMG, Stocklists and Interiors Monthly and the following wool manufacturers: Abingdon, Adam, Alternative Flooring, Axminster Carpets, Brintons, Brockway, Cavalier, Cormar, Danspin, Hugh MacKay, Penthouse, The Real Shetland Company, Ulster, Victoria and Westex.

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ideal for sleepy heads
toddlers to pre-teens

UK's most
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over
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expertise



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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?

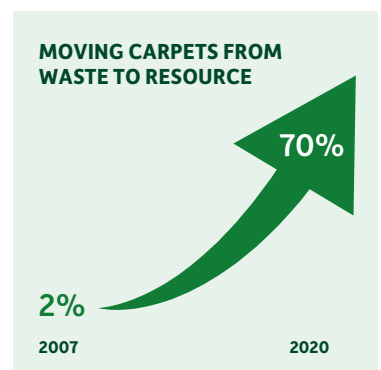
- C** Carpet Recycling UK is a not-for-profit membership association set up in 2007.
- A** We are an **association** of 136 member companies.
- R** We **respond** and advise on best practice for reuse and recycling of commercial textile flooring waste.
- P** We **provide** support and advice throughout the supply chain to include flooring manufacturers, contractors, retailers etc.
- E** **Members** are encouraged to demonstrate their progress by sharing stories/case studies as well as entering our awards.
- T** **Textile flooring** includes broadloom carpet, carpet tiles, planks, event carpet, rugs and underlay.
- W** We engage with the supply chain to identify and promote Circular Economy initiatives.
- A** We **assess** your waste to find the most feasible, cost-effective recycling options.
- S** We demonstrate and promote **sustainability** through design for recycling initiatives.
- 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 wider network 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

Thank you to our Core Members





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Real Shetland Wool carpet yarn

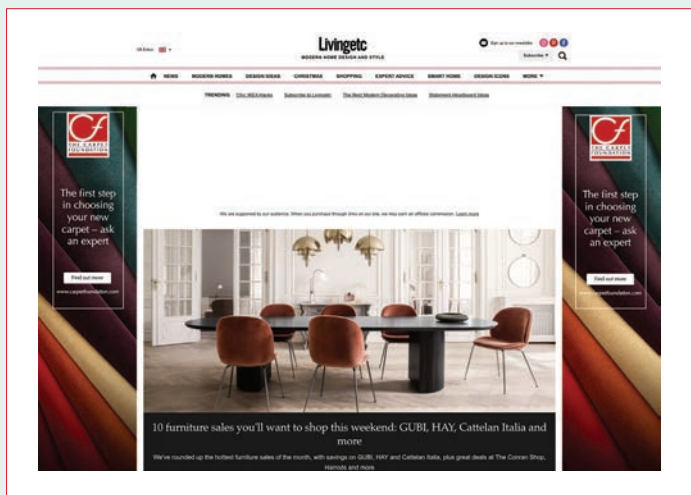
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CHAMPIONING CARPET & SUPPORTING RETAILERS



NEW ONLINE CONSUMER ADVERTISING LAUNCHED

Following the success of their online consumer advertising last year, the Carpet Foundation started another burst of online consumer advertising in March.

The campaign is running across the same four leading home interest magazines – www.homesandgardens.com www.livingetc.com www.idealhome.com and www.realhomes.com – with the objective of promoting Carpet Foundation independent retailers as the people to buy carpet from.

There are four different advertisements, which utilise vibrant and eye-catching imagery and simple yet strong messages. The call to action is to ‘buy from one of our experts’ and directs consumers to the Carpet Foundation website.

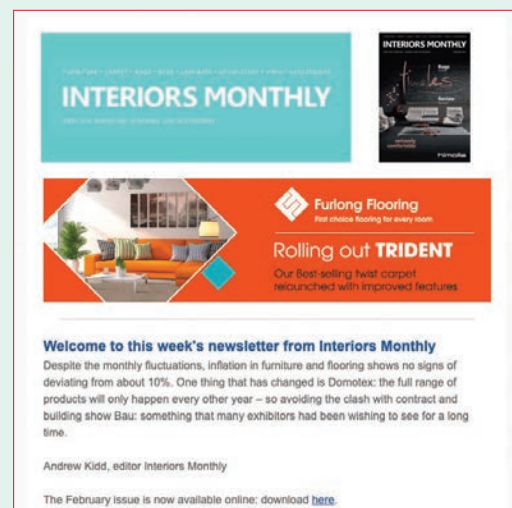
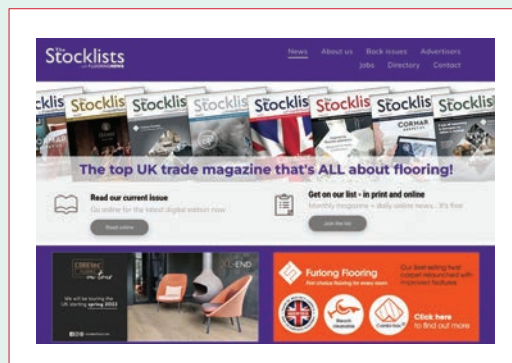
The initial three month burst takes in March, April and May although the intention

is to come back again from September onwards – the economy and trade conditions permitting.

Commenting on the decision, Chief Executive Andrew Stanbridge said:

“Last year we put a toe in the water and were blown away by the response. We saw significant increases in visits to our website, and page views, in comparison to the same periods last year. For example, in our last 5 week burst from October -November individual visits to our website were up 273.50% on the same period in 2021 while new users were up 283.08 per cent.

While we cannot say for sure how much business this led to for our retailers, we must remember that consumers don’t browse carpet websites for fun! They do so when they are ‘in the market’ for new carpet. All four advertisements, and titles, performed above the industry norm so it was a no-brainer to do it again.”



TRADE ONLINE ADVERTISING CAMPAIGN

Getting our message and what we do across to the industry at large is an ongoing challenge as we don’t have the personnel to actively merchandise our work ‘in the field’

So, in an attempt to increase awareness and broadcast our work, in March, April and May we will also be undertaking trade online advertising.

We will be running on The Stocklists website and also on Interiors Monthly’s weekly e newsletter for certain weeks.

Initially we will be using the same consumer imagery but with a different call to action although dedicated trade ads are being worked up for future usage.

www.carpetfoundation.com



RUGS ADD WARMTH & STYLE INSTANTLY...

Rugs are the perfect way to update a space and make rooms feel warm and cosy without the expense of fully redecorating! We can offer your customers an extensive range of rugs, from beautifully simple with calming neutrals to create a natural, peaceful space to strong colours and patterns for the more daring individual.



MAZE

Scultured rugs play with the light in your room



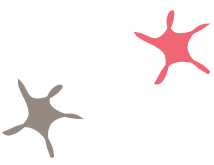
JUTE BORDER

Don't forget your hallways, they need love too!



MAINE

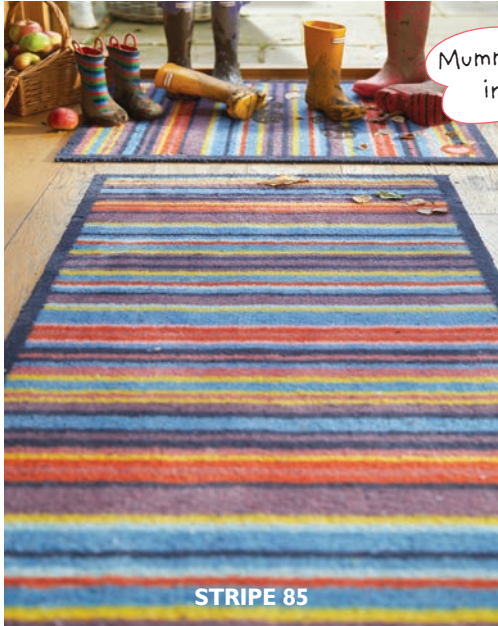
Add cosy warmth with bold colours and soft textures



POPS OF COLOUR ALL OVER



Hug Rugs, our British made mats & runners are so versatile! They add a happy vibe and are ideal for all around your home – who doesn't love a HUG! Washable, eco-friendly and available in so many different designs, they are perfect as a warm welcome in a doorway, but don't stop there, what about kitchens, hallways, conservatories and bathrooms!



STRIPE 85

Mummy loves flowers in the kitchen



GARDEN MULTI FLORAL



HOME 45

*Barefoot soft,
everyday tough*

SENSE

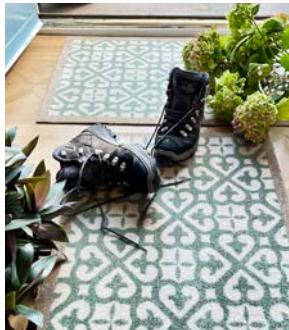
CONTEMPORARY, STAIN RESISTANT RANGE
MADE FROM RECYCLED PLASTIC BOTTLES



OUR RANGES INCLUDE...



HUG RUGS AWARD
WINNING ECO RANGE



MY MAT
FLOOR & DOOR MATS



HOWLER & SCRATCH PET
RANGE



HUG RUG WOVEN
ECO RANGE



PHOENIX RUG
COLLECTION

Phoenix Textiles are the leading UK independent manufacturer of flooring textiles for the home, with a wide range of brands & products.
Contact us on **01484 863227**. We would love the opportunity to tell you more.

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★ Accounting access including statements & invoices ★ Plus discover more products from our brand portfolio



GAIA® - AW'S POLYESTER BRAND

Polyester is the most widely used textile fibre in the world. Polyester is **alluring & smooth to the touch**. Gaia® carpet with its **excellent colour fastness, rich lustre and 100% virgin pile material** will certainly enrich your home. And no maintenance issues whatsoever: Gaia® carpet is **bleach cleanable**.

Indus, Dorado, Tigris, Ganges... names of famous and less well-known rivers. But all threatened by plastic & other pollution. **Start contributing to solve this problem now by buying products containing recycled plastics.**

ECO FusionBac is a unique premium carpet backing. It's made from 100% recycled pet plastic bottles.





GAIA®

brilliant carpet with a natural touch






BRILLIANT CARPET WITH A NATURAL TOUCH

Brilliant colours • Silky touch • Easy maintenance • Excellent colour fastness

- 
20 year wear warranty
- 
20 year stain warranty
- 4.5M
save money
- 
100% bleach cleanable
- 
ECO fusion bac
- 
bounce back excellence
- 2 PLY yarn
- 
versatile

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LATEST SOFTWARE FEATURES...

CARMAN POWERED E-COMMERCE WEBSITE AND B2B PORTAL

The Carman powered e-commerce website and B2B Portal offers an off-the-shelf framework, customised to your business, giving an affordable hassle-free solution for B2B and trade sales online.

Unlike regular E-commerce websites, with various components to consider like invoicing, integration into software packages, and the regular updates of product or service catalogs, these are all handled by our API and driven from Carman.

Live stock and inventory is shown, giving their customers a real-time view of what can be purchased and collected or dispatched the same day. You are not just limited to flooring, any item can be sold through the system in this way.

The Carman powered e-commerce website and B2B Portal is functional on all displays. Optimized for mobile phones, tablets, PCs, and laptops screens of all sizes.



CARMAN BUSINESS INTELLIGENCE

Carman Business Intelligence powered by Microsoft Power BI is an industry first, and we are very proud to have embarked on the joint project with the University of South Wales and its data scientists.

Combine your existing Carman data with the Carman Business Intelligence package to stay ahead of the competition and drive digital transformation, enabling the analysis of your Enterprise data for in-depth data visualisation and reporting.

Additional features include access to sales and cost analysis data such as heat maps displaying average sales value, products, trends, and the total value of sales within a chosen postcode area. Carman Business Intelligence reports can be refreshed daily, or even hourly.

With Carman Business Intelligence, our customers can gain a comprehensive view of their organisation's data and translate it into insights about their processes, this foresight can enable improved and strategic business decisions.

**CONTACT US
TO FIND OUT MORE:**

**VISIT: [COMPUTERSFORFLOORING.COM](https://www.computersforflooring.com)
CALL: 0845 869 8403
SALES@COMPUTERSFORFLOORING.COM**

NEW TESSARA ACCORD THE NEWEST MEMBER OF THE UNION COLLECTION

Forbo Flooring Systems has expanded its range of readily available and affordable carpet tiles, with the introduction of Tessler Accord. Featuring a softly striated, contemporary design, the colourways within the collection have been designed to tonally match each other, as well as other ranges from within the practical Tessler portfolio, allowing specifiers and flooring contractors to create beautifully integrated flooring schemes.



Tessler Accord in clover leaf & linen pearl



Tessler Accord in clover leaf

Made and stocked in the UK, Tessler Accord joins Tessler Infused as a complementing solution within Forbo’s new Union Collection; a series of carpet tiles designed to address the needs of modern commercial design by promoting well-being and productivity within the workplace or learning environment.

Comprising a contemporary, geometric pattern of naturally intersecting lines, Tessler Accord is available in 12 colourways. There are six neutral shades, including linen pearl and morning dew, as well as six accent colours, such as coral kiss and clover leaf.

All the colourways within the collection share identical yarns and tones with the Tessler Infused and the forthcoming Tessler Harmony ranges, allowing interesting pattern change, single tone, design schemes to be

developed. It is also a flexible and balanced solution, which can be used alongside other Tessler ranges, such as Chroma and Layout.

Ideal for use within workspaces and education facilities, as well as many other indoor environments, Tessler Accord can also be easily combined with Allura Flex LVT planks and tiles, without the need for transition strips, additional profiles, or an inconvenient build-up of the sub floor.

Lewis Cooper, Marketing Executive at Forbo, commented:

“We are delighted to launch Tessler Accord, the second range to be introduced to our brand-new Union Collection. The Union Collection provides architects and specifiers with flexible and adaptable solutions in a series of complementing

designs and colours to create balanced, calming and more productive workspace environments and inspiring education spaces.”

Available in 50 x 50cm tiles, Tessler Accord can be specified with a SOFTbac secondary backing. It is also manufactured using 100% renewable energy and contains 61% recycled content by weight.

For more information about Tessler Accord visit

www.forbo-flooring.co.uk/infused
www.forbo-flooring.co.uk/accord



FLOORING SYSTEMS



Tessler Accord in aqua med



Tessler Accord in linen pearl

WM® | SPRING BOND®

ECO-ENGINEERED UNDERLAY



HIGH PERFORMANCE ECO UNDERLAY



PRODUCT SPECIFICATION:

THICKNESS 7mm 9mm 11mm

TOG RATING 1.66 2.3 2.1

SOUND REDUCTION 45dB 41dB 57dB

LENGTH	WIDTH	AREA
10m	1.5m	15m ²

FEATURES & BENEFITS



BRITISH MADE



MAX PERFORMANCE
MIN ENVIRONMENTAL IMPACT



100% RECYCLABLE



EASY TO FIT, LIGHT WEIGHT
& DUST FREE



85% RECYCLED CONTENT



INDUSTRY LEADING
NOISE REDUCTION



HYPOALLERGENIC, SAFE &
ODOURLESS - NO HARMFUL VOCS



NATURALLY FLAME RESISTANT



EXCELLENT THERMAL INSULATION



COMFORT, WARMTH & SOFTNESS
UNDERFOOT



CHEMICAL FREE



NATURALLY BREATHABLE, MOISTURE,
ROT & MILDEW REPELLENT



SCAN HERE

Manufactured in the UK



Texfelt
Underlay & Foam Replacement Technology

THE GREENER, CLEANER, QUIETER & SAFER UNDERLAY

GREENER

- WM 85% recycled fibre content (15% virgin thermal bonding to hold it all together, so no adhesives)
- WM 100% recyclable at end of life, including the recycled bag it comes in!
- WM Sales of SpringBond® helps support Ocean Generation charity
- WM Made & designed in the UK reducing our carbon footprint

CLEANER

- WM Chemical Free - Inherently flame resistant, no additional flame retardant chemicals
- WM Odourless and harmless
- WM Breathable, non-absorbent and dust free
- WM No lumps or imperfections - Helping to prolong the life of the carpet

QUIETER & SAFER

- WM Industry leading noise reduction
- WM 100% consistency making it comfortable, easy to fit and breathable
- WM Warm & comfortable with thermal insulation from 2.1 tog
- WM Impact sound reduction up to 57dB
- WM Safe - Extremely low VOC content ($46.6\mu\text{g}/\text{m}^3$)
- WM Hypoallergenic - Allergy UK seal of approval
- WM Safer to fit and safer in the home



SMG

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✉ info@smg-group.co.uk

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Vinyl never looked so real



ULTRA-MATTE NO MATTER WHAT

Pre-Grouted Tiles



B^M_K

LT-4031



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More Silent than Rigid Core & Laminate!

All the advantages
of Firmfit Floors... but **Silent**

Just as beautiful – comes in XL and Herringbone format with registered synchronized embossing and pronounced beveled edges

Just as rigid

Just as waterproof

Just as durable

Just as stable

Just as Safe & Sustainable

Marble Embossed



Stone Embossed



Extra Tight
Click System



Pre-grouted Bevel



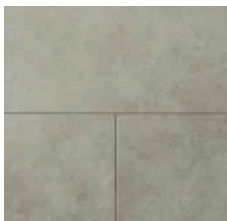
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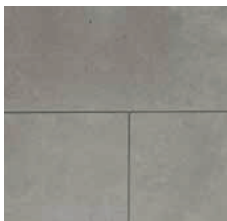
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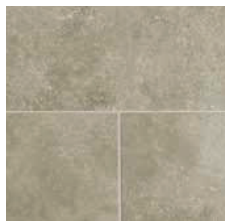
Dimensions: 405x 810mm
Overall Thickness: 5.5mm
Backing: 1mm Sound Absorbing Pad
Wear Layer: 0.5mm
Box Content: 7pcs / 2.3m²
6pcs / 1.98m²



LT-2464



LT-2463



LT-4030



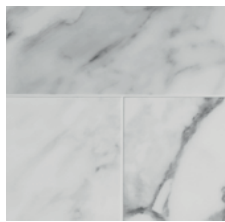
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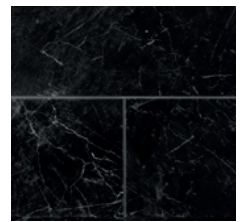
LT-4031



LT-2466



XT-4003



XT-8053

Fit for when life happens!



CARPETS THAT DON'T COST THE EARTH

Wools of New Zealand truly is the most planet friendly carpet fibre choice. We work in harmony with nature, not against it, to ensure we consistently provide 'Wool for a Better World.'



We have

2,200

family owned farms



Roaming free on our farms are

8.8 million

sheep



Producing a staggering

30m kgs

of wool per year



Per 1kg of our wool

9.3kg

of carbon is captured



Each farm sequesters

4.5Kt

of carbon



Our carpet fibre contains

0%

plastic



Wool is a rapidly renewable and

100%

biodegradable material



More than

28%

lower GHG than UK grown wool

(after shipping and excluding carbon capture)

WOOLSAFE IS DYEING TO HELP YOUR CUSTOMERS



The team at WoolSafe regularly speak to carpet owners with a variety of issues related to colour loss or colour change in their carpets and rugs. These can be caused by a wide range of factors including chlorine bleaching, sun fade, pet urine contamination, benzoyl peroxide bleaching and staining from spills.

What happens when an issue can't be dealt with by cleaning? Many would attempt a carpet repair. If the damage is small, re-tufting may be an option. However, it's time-consuming and requires yarn to be sent from the manufacturer to achieve a perfect match. A bonded insert involves the stain or colour loss to be cut out of the carpet and a donor piece inserted in its place. The older and more worn the carpet, the more difficult it is to find a matching donor piece.

There is a preferable option. Carpet dyeing and colour restoration. **"We have great news!"** Says Steve Bakker, WoolSafe Global Marketing Director. **"WoolSafe is launching a network of Approved Colour Restorers in early 2023. We have teamed up with Gabriel Andreca of Brio Dyes to train up our experienced WoolSafe Approved Service Providers in the art of colour restoration."** **"We look forward to helping your commercial and residential clients avoid costly replacement and extend the life of their carpets and rugs by correcting the damage that has occurred. Colour repair carried out by WoolSafe Approved Colour Restorers is usually invisible and permanent."** Continues Steve.

"We are thrilled to announce that the Brio Dyes, used by our Colour Restorers, have been tested and Approved by the WoolSafe Organisation for use on wool and nylon carpets. During testing we found that there is no colour fade, crocking, or colour loss when cleaned."

To find your local WoolSafe Approved Colour Restorer please visit WoolSafe.org. To get trained up as a WoolSafe Approved Colour Restorer contact WoolSafe or visit WoolSafe Academy for more details.

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



FEATURE - WOOLSAFE

meet Sara...
 sales administrator, with us for sixteen years, great with customers and loves crisps !



Quality carpets, from our family to yours



Cavalier
 Carpets

www.cavaliercarpets.co.uk

Kersaint Cobb

Moroccan Runners



Give every guest a stylish entrance with 8 new, contemporary colours in our Moroccan Runners collection.

Inspired by the combining of modern colour with natural materials, these multi-striped sisal designs are the ideal interior update and are adaptable to suit any style in the home, from muted to bold interior choices.

Our runners are the perfect addition to the staircase or the hallway, creating the illusion of length and injecting style to the entrance of the home.



design shown: Rose Water



Our Moroccan Runners are made from 100% Sisal and are available in 69cm width.

For further information on our captivating Runner collection, contact us on:

T. 01675 430 430

E. sales@kersaintcobb.co.uk

W. kersaintcobb.co.uk



Wiltshire

We would like to thank all our customers who visited our stand at the January Furniture Show. We displayed the Wiltshire and Hadley among other fantastic new models all of which can be viewed on our website.

Buoyant

UPHOLSTERY

www.buoyant-upholstery.co.uk



Hadley



Balta is back

We're back, **better** and **stronger** than ever, with new ranges and improved service as your quality carpet partner.

**New display
coming soon!**



To celebrate our return as your quality carpet partner, we're releasing a brand-new display to show new styles in our reinvigorated families:

- **StainSafe®**
- **Made in Heaven**
- **Woolmaster®**

Stay tuned for more details on these high-quality display solutions for your store.

 **balta**

balta-carpets.com



British made carpets using the finest wool

Here's 5 reasons why you should
buy a Penthouse Wool Carpet:

- EASY TO CLEAN & MAINTAIN
- EXCELLENT APPEARANCE RETENTION
- ETHICALLY & SUSTAINABLY SOURCED
- INHERENTLY FIRE RETARDANT
- NATURALLY RESILIENT & DURABLE



British
MADE

Manufactured in
LANCASHIRE

Since
1972

Lovingly crafted
by people who care



Find your local stockist on our website

penthousecarpets.co.uk



Scan here to find
out more about
our carpets

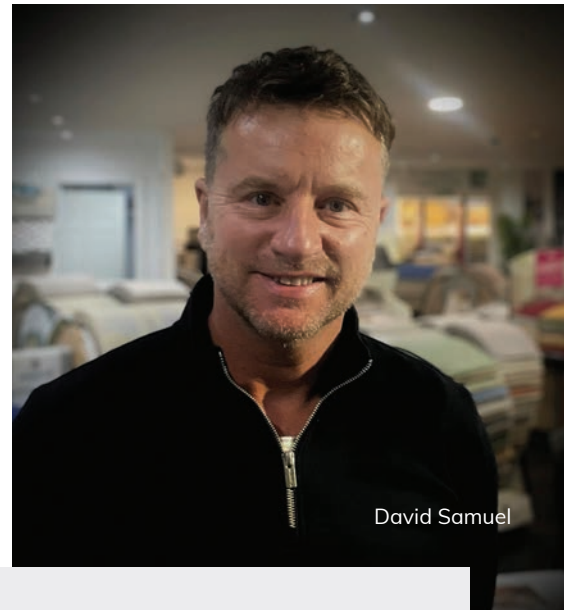
SMG MEMBERS FOCUS

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

MEMBER: FIRST FLOORS
JOINED SMG: NOVEMBER 2017
LOCATION: GIFNOCK, GLASGOW

SMG are thrilled to feature this fantastic retailer from Glasgow in the spring issue of SMG News. David Samuel opened this store in 1994 and has built into the successful and thriving business it is today. His background was originally in selling/installing kitchens and bathrooms but he moved over to the flooring trade in the 1990's.

We asked David our usual questions and here is what he said:



David Samuel

WHAT DO YOU FEEL IS THE INDEPENDENT RETAILER'S STRENGTH?

End to end commitment to customer service – understanding what the customer wants, giving excellent advice and ensuring the whole process of buying new flooring is an easy experience. After sales service is very important too – ensuring recommendations and repeat business.

WHAT IS THE KEY MARKET CHALLENGE TODAY?

Online pricing can be a problem to bricks and mortar stores. Online retailers don't have the overheads, but conversely they don't have the customer service that the Independent can offer.

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

Yes, we actively support British Manufacturing wherever we can and have a great range of British products on display across all 4 showrooms.

WHAT ARE THE MOST COMMON QUESTIONS YOU HAVE FROM CUSTOMERS?

Do you supply and fit? Are your fitters good? (of course - we only employ the best!). Again, it's all about being a one stop shop for the customer – you measure, you quote, you recommend, you supply and you fit.

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

To those who don't already – to provide customers with a portal to check stock and place orders. Getting an instant idea of whether something is in stock is a huge advantage.

WHAT IS YOUR TOP SELLING PRODUCT AT THE MOMENT?

Like most retailers, LVT is still selling extremely well. We're particularly liking next generation products like QuickStep Alpha but are also seeing strong sales across engineered wood, laminate and carpets.

WHAT WAS THE MAIN REASON FOR JOINING SMG?

Access to a broader range of manufacturers and suppliers, as well as the preferential terms and rebates.

WHAT WOULD YOUR ADVICE BE TO NON-ALIGNED RETAILERS?

Join! The benefits are great, for a business of our size it's a no-brainer.

WHAT HAS CHANGED MOST DURING YOUR TIME IN THE INDUSTRY?

The threat of online sales has really become an issue over recent years. Clearly this is where service becomes the biggest differentiator.



The benefits are great , for a business of our size it's a no-brainer..."





Cloud 9 Eco Cushion

The No.1 base for artificial grass

Specifically designed for cushioning artificial grass areas, Eco Cushion is a high density, hard wearing underlay that allows the passage of water.

Suitable for use in a variety of installations:

- Commercial and domestic locations
- Hospitality
- Gardens
- Children's play areas
- Patio's
- Decking
- School/Nurseries
- Roof gardens
- Balconies
- Boat decks
- Conservatories
- Pet runs
- Exhibitions

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



Scan the QR code to see our sustainability story.