

SMG NEWS

magazine



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ABINGDON
FLOORING



ON THE COVER:

CHARTER
PLAIN LOOP,
CREAM GREY

Charter Berber Loop, Green

Buoyant 
UPHOLSTERY



Ren Leather

Introducing the Ren Leather

The incredibly popular Ren model is now available in leather. A simple and stylish range - the leather option also offers the distinctive wood leg detail.



WELCOME

A few words from SMG...

Dear Members

It's the time of year when our thoughts turn to sunshine, holidays and barbeques, and it seems that summer trading is definitely feeling the effects of this.

Sales have certainly slowed compared to the bumper times we've enjoyed in the last few years. We've come back to reality with a bump! That said, there are still sales to be won out there, people are appreciating their homes more than ever and wanting to make them beautiful – consumers are looking at more in the way of colour and starting to move away somewhat from the eternal sea of grey.

We're seeing a rise in the popularity of loops and more textured finishes along with appreciation of the new wave of LVT/ Laminates which have such amazingly good finishes, you would be hard pushed to tell it wasn't wood. The technology is moving forward in leaps and bounds and many of the products are now much more stable, durable and not so dependent on the subfloor quality.

In the current climate, Flooring Independents need to have a great product offer in store, covering carpet, laminate, LVT, Vinyl and rugs. SMG approved suppliers can offer you all of that and at super competitive pricing allowing you to maximize the chance of a sale whenever a customer comes into the store. Now more than ever, it's time to buy direct from Suppliers/ Manufacturers to ensure that you make the best possible margin on every sale. As things get tougher, it makes sense to really do your homework and being part of SMG gives you an advantage. Get the product offer right, giving the best possible margins. Understand the features and benefits of everything you have in store and ensure your staff do too. Understand how the products are made, what the different fibres/constructions/manufacturing methods offer the customer so you can continue to give great advice and service. And, most importantly, have the knowledge and confidence to upsell.

The consumer expects their shopping experience to be a pleasant one. A well-lit, clean and tidy store with easy access to the unitary/sampling all goes a really long way. After all, if it seems the retailer doesn't care about the appearance of their store, the customer might wonder if they going to care about their own home?

There is so much help out there for retailers, often costing nothing – many of our Approved Suppliers offer factory tours, product training, on-line access to product data, on-line stock checking – information has never been more accessible. Take advantage of it all – what's to lose!?

Independents outdo the multiples every time when it comes to customer service and knowledge, so maximise that advantage by making the most of the edge that group pricing and rebates give you. Don't be afraid of upselling and don't be fixed on price – it's not the only factor in a purchase.

Anyway – rambling over, let's get back to this issue of SMG News....

We have some great features in this issue including all the winners of the 'Crown the High Street with Wool' competition which ran up to the Coronation in May. Well done to everyone who entered – there were some fantastic entries – see page 54 for all the details.

This issue has a fabulous 'Question Time' feature – we are thrilled to have two for the price of one taking part, Sales Directors Colin Brown and Graham Marshall from Abingdon Flooring have kindly taken the time to answer our questions. Read all about what they have to say on page 28. Starring in our 'At the Sharp End' feature we have Colin Arber, sales representative for Hugh Mackay. Colin has some excellent answers to our questions, one of which I guarantee will make you smile! Don't miss this one on page 23.

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

Kind regards

Linda Thomas
Head of Group Operations



SMG The National Furnishing Group

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

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

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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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wear
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stain
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BERRYALLOC SHOWED IT ALL AT THE BGNFS



BerryAlloc showed its wide range of high quality hard flooring at May's Buying Groups' National Flooring Show.

Through its wide range of high quality flooring for today's style conscious homeowner, BerryAlloc demonstrated to BGNFS attendees just how its attractive and fast selling flooring collections can help to realise new opportunities in the market.

With its High Pressure Floors, Ocean+ and Chateau laminate flooring and Pure luxury vinyl tiles and planks all on show, the BGNFS proved the ideal place for buying group retailers to consider their hard flooring offer and strengthen existing categories with better features and accessible alternatives to some of the newest looks in interiors.



Scott Arundell, sales director, BerryAlloc, was in attendance and says,

"We're delighted with the response we had at this year's event and it was an ideal opportunity to chat to members to find out about business and how the unique reasons to buy our flooring collections can provide a new approach to customers."



The BGNFS was also the first chance for retailers to see BerryAlloc's new look laminate collection, available in 50 wood looks, with 15 natural wood effects shared between Ocean+ 100% water-resistant laminate, Chateau herringbone and versatile Connect ranges.

This allows homeowners to create a unified look, while altering the style, functionality or affordability from room to room.

Visitors also saw how the impact-resistant, AC6 scratch-resistant and water-resistant HPF collection is available on impressive point of sale options that highlight the unique reasons to buy the world's strongest floors. BerryAlloc also used the show to demonstrate how DreamClick®, the innovative 360° locking system available on its Pure luxury vinyl tiles and planks, allows for fast installation and laying patterns including herringbone and combinations of plank and tiles.

For more head to [berryalloc.com](https://www.berryalloc.com)

BerryAlloc's products are available in various colours and styles, which are suited to all types of interiors and lifestyles. Their floors are durable, and meet current aesthetic and technical requirements: quality, variety of finishes, durability, longevity and ease of installation.

BERRY  ALLOC

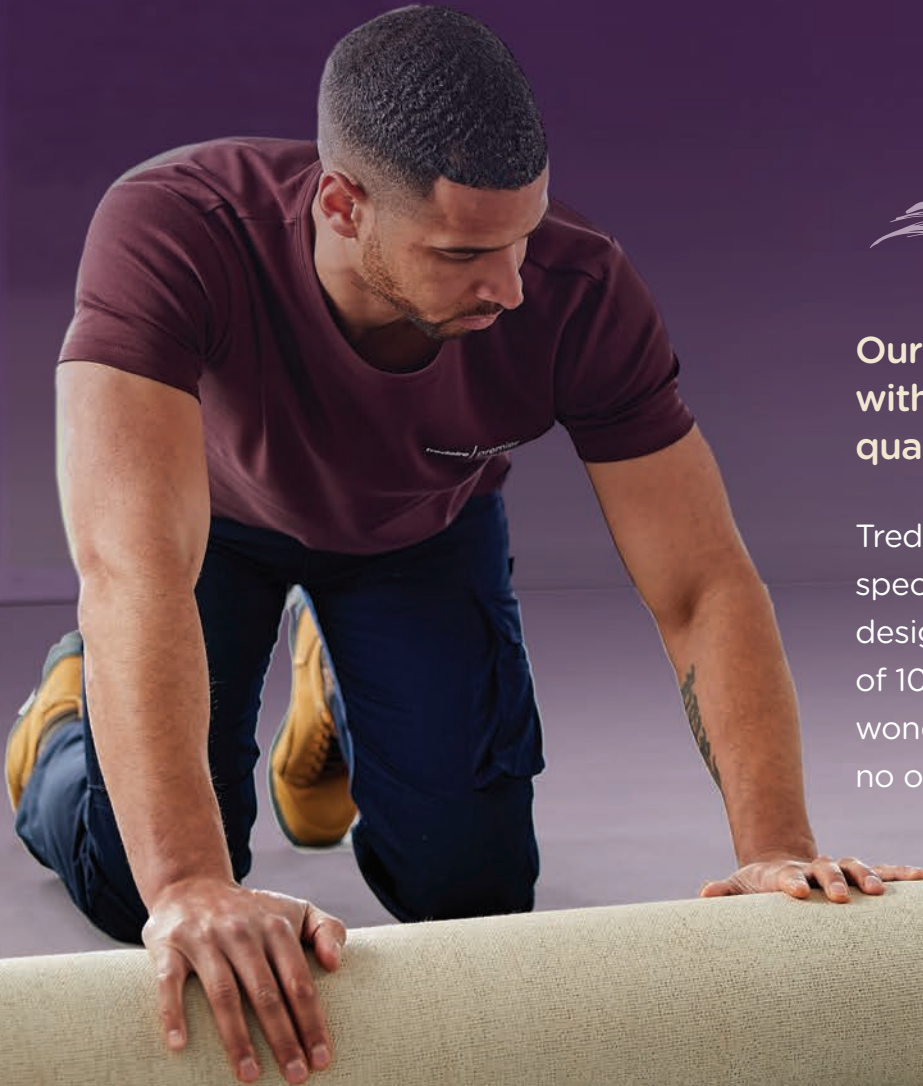
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with a difference you can feel



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with comfort in mind and
quality you can trust.**

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CORMAR STAYS IN THE LOOP WITH DOUBLE LAUNCH



Fairisle, Cinnamon



Malabar Two Fold, Husk

Following the company's successful launch of Trinity and Primo Ultra this year, Cormar Carpet Company are now introducing two ranges to hit the mark with consumers and meet the rising popularity of wool loop carpet.

The company's successful Malabar Two-Fold range has been relaunched with an injection of 8 new shades, while the all new Fairisle range is a chunky ¼ gauge carpet in 10 natural shades.

As more homeowners become environmentally conscious, the award-winning manufacturer has worked to enhance their wool offering by launching two companion 100% wool products. Inspired by the Shetland Islands, Fairisle comes in a collection of heathered neutral tones, in a quality, moth resistant, 3-ply yarn and as warm hues continue to dominate, shades such as Boardwalk and Oatflake are set to be a success.

To coincide with this launch, the ever-popular Malabar Two-Fold range has been relaunched with a bank of new colours in two textures – a

sophisticated ribbed style and popular weave design. First launched in 2001, the now 20-strong palette of natural colours includes a wider selection of warmer tones such as Nubuck and Pinto.

Both Malabar and Fairisle are made using 100% Pure New Wool and come in 4m & 5m widths. The ranges carry a 10 year wear warranty for added peace of mind.

To showcase their new products, Cormar will be displaying the ranges on a brand new Wool Textures display, helping retailers exhibit the manufacturer's popular loops on one distinctive lectern. Perfectly showcasing the wonders of wool, Cormar's newest offering allows customers to meet the increased demand for natural fibres. It is also carefully designed to create an eye catching, functional display and yet one which also works within limited retail floor spaces.

www.cormarcarpets.co.uk



CORMAR
CARPET CO

NEW
REGULAR

Anniversary CORNER

SMG would like to congratulate those members who have reached milestone anniversaries of being with the Group between May and August 2023.

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

45
YEARS



Jarvis Brothers of Forfar celebrated 45 years on 1st June

45
YEARS



Kingdom Carpets of Fife celebrated 45 years on 1st August

30
YEARS



Woodhead's of Bury celebrated 30 years on 1st June

25
YEARS



FGS Furnishings of Sleaford celebrated 25 years on 1st May

25
YEARS



Gooden Flooring of Wirral celebrated 25 years on 1st June

25
YEARS



Stanground Carpets of Peterborough celebrated 25 years on 1st June

25
YEARS



Kingsley Carpets of Frodsham celebrated 25 years on 1st August

20
YEARS



Karpet Mills of Newcastle Upon Tyne celebrated 20 years on 1st May

20
YEARS



Tavistock Carpets celebrated 20 years on 1st May

15
YEARS



Masterfit Flooring of Gillingham celebrated 15 years on 1st May

15
YEARS



Welland Flooring Company Ltd celebrated 15 years on 1st June

15
YEARS



Bodmin Flooring Company celebrated 15 years on 1st August

5
YEARS



Harman Carpet of Goole, celebrated 5 years on the 1st July.



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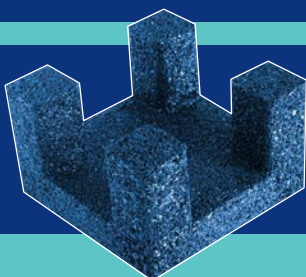
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Image courtesy of Victoria Carpets & Design Floors



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NEW



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MY FERN LEAVES RUNNER

NEW



MY BORDER GEO



MY BORDER GEO RUNNER

NEW

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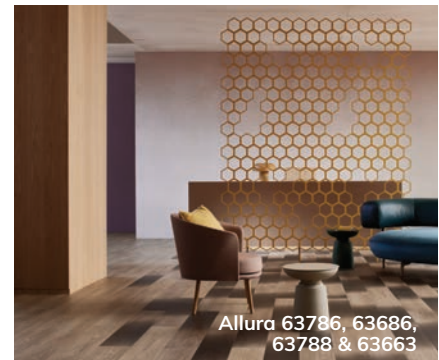
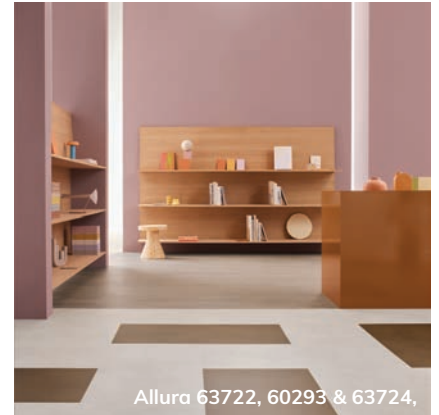
FORBO ALLURA: INNOVATIVE COMMERCIAL LVT MADE WITH PASSION

In response to the ever-changing trends in commercial design, Forbo Flooring Systems has refreshed its popular Allura Luxury Vinyl Tiles (LVT) collection. Introducing new on-trend shapes, plank sizes and a range of contemporary designs, the new collection provides specifiers and architects with an array of innovative and fresh LVT designs to create modern, yet practical flooring schemes.

Commercial interior design is constantly evolving, with trends coming and going all the time. For this reason, it's important that architects and specifiers have access to on-trend flooring solutions, specifically created to meet modern building design standards, to ensure they are creating spaces that are fit for purpose, now and in the future. Designed and manufactured in-house at Forbo's own European factories, Allura embodies the next generation of commercial LVT flooring.

Focusing on the ever-increasing demand for nature inspired interior finishes, the range includes a brand new, highly contemporary gradient wood plank, which features a graded light to dark design at random intervals of the plank, as well as a twine wood effect, a hybrid between wood, stone and textile for a softer and more elegant take on modern wood, in several shades. At the other end of the spectrum abstract designs such as the new digitally printed Sky and Cloud designs are reminiscent of cloudy, overcast days or beautiful early morning sunrises bringing the outside in, as well as the corroded and oxidised strata concrete colourways with a very matte embossing for a modern finish.

The new collection also sees the launch of a series of new plank and tile sizes including a modern, elegant 75x15cm plank in a palette of 10 colourways to help accentuate the laying pattern and designed to meet the demands of the growing herringbone trend, as well as larger 150x20cm planks in serene oak and twine designs. There are new tile sizes too, 100x50cm and 75x25cm, which broaden the possibilities of flooring design further.



Karen Wilding, Marketing Communications Manager from Forbo Flooring Systems, spoke about the refreshed collection, saying: "With the new year in full swing, we wanted to ensure that our offering was as fresh as possible and bang on-trend. As such, we thought it was the right time to refresh our popular Allura LVT collection - keeping it at the forefront of commercial flooring trends.

"Our new Allura collection has been updated with a variety of new designs, shapes and sizes, including the very unique Trapezoid shape, which we're extremely excited about. The new Trapezoid shape is a brand-new take on flooring design, featuring an almost triangular shaped edge, allowing the tiles to be installed alongside each other in a variety of ways to create many different laying patterns. It is available in a range of marble and cement designs in beautiful colourways, helping to create the WOW factor in any space."

Forbo's refreshed Allura portfolio doesn't just offer architects and designers a range of colourways, but also a choice of installation methods. This includes, fully adhered, such as Allura Dryback, as well as adhesive

free installation methods, such as Allura Puzzle or the Flex II collection, enabling faster, more environmentally conscious installations.

Indeed, in the development of the new Allura collection, Forbo continued its work in increasing the sustainability of its portfolio. Produced in Europe based on zero waste principles and using 100% green electricity, Allura is 100% phthalate free, REACH* compliant and contains up to 30% recycled content. Moreover, over 50% of the Allura offer can be installed adhesive-free, ready for circular use. The excellent dimensional stability ensures safe and hygienic floors, as dirt isn't trapped in the seams; and the superior embossed lacquering system guarantees long lasting appearance retention and improves resistance to stains and scratches.

For more information, please visit www.forbo-flooring.co.uk/allura For more information on Forbo's sustainability policy, please visit www.forbo-flooring.co.uk/sustainability.



FLOORING SYSTEMS

ULSTER CARPETS WINS BEST SUSTAINABLE BUSINESS AWARD!

Ulster Carpets have been named as the Best Sustainable Business 2023 at The Irish News Workplace & Employment Awards. Shortlisted in a competitive category that includes Coca-Cola, Greiner Packaging, Musgrave Northern Ireland, JP Corry and Hastings Hotels, the judges said:

“Our winner walked all over the opposition here! This company has launched its own sustainability strategy as the next step in a long history of market-leading innovations, and it has also developed and patented its own unique weaving technology.”

The award was in recognition of the company’s recently launched Sustainability Strategy that outlines the enormous strides Ulster Carpets have made towards protecting the planet over the last 85 years. Importantly, the strategy also looks ahead by setting key targets for reductions in 2025.

Beverley Copeland, Director Organisation Development at Ulster Carpets, said, “We are delighted to be presented with this award and to receive recognition of our Sustainability Strategy.

“As a company we have a proud history of innovation and, as our Sustainability Strategy outlines, we remain committed to playing our part in protecting the planet.”

The 2025 targets include reducing carbon emissions by 50% (scope 1 and 2), energy by 18.5% (per m2), water consumption by 5%, waste by 20% and packaging by 5%. This will build on the significant reductions that Ulster Carpets have already achieved in reducing waste and water and switching to renewable electricity.

www.ulstercarpets.com

ulsterTM



Beverley Copeland and Robbie Grant from Ulster Carpets are presented with the Best Sustainable Business – Large award by Martina Corrigan of sponsors Errigal Group.



Natural Choice Textures, Southdown

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Carman internal diary with IOS/Android Carman Companion integration



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BELIEVE NOTHING OF WHAT YOU READ & ONLY HALF OF WHAT YOU SEE

FROM MARTIN CURTIS, CHAIRMAN
OF THE WOOL CARPET FOCUS GROUP



Dear Reader,
You will have seen elsewhere in the magazine the wonderful woolly window displays that many of you created in order to celebrate the Coronation of His Majesty, King Charles III. The Campaign for Wool also initiated celebrations in London and more can be found on the campaignforwool.org website. Many thanks to everyone who entered the competition and hope you had success as a result.

Moving ever onwards, and hopefully upwards, the Wool Carpet Focus Group will be partnering British Wool and the Campaign For Wool at the Harrogate Flooring Show in September. Plans will be revealed in the next edition of the SMG Magazine. In the meantime, I have been invited to write something about wool and I am pleased to say here it is! I am not using AI you will be relieved to hear....

As is my wont, I may well digress from time to time and hopefully you will be able to follow my thoughts. There is so much going on in the world right now it makes it difficult not to become anxious. I have my own antidote; I tend to disbelieve anything I read and believe only half of what I see (I am told by a dear friend that was from the film

“The Crimson Pirate” which starred uncle Tony Curtis but I am not so sure....)! So, with that in mind and writing from the hip, if you are all sitting comfortably, I will begin.

I don't believe we ever get the “whole story” in the news media. I feel that newsreaders try to make the news more “newsworthy” than it is. I believe we are fed what those in power, (not necessarily the government or governments around the world) those individuals or conglomerates who have tremendous global influence, want us to read.

I have never been in any doubt that the Coronavirus leaked from the experimental laboratory from Wuhan (new article from the Daily Mail confirms it (bearing in mind what I said earlier!)). I was travelling in the USA on business in the January prior to the pandemic being declared and a caller into a radio show said that his wife actually worked in the laboratory and she said that is where it came from. Time will tell if this is actually the case but until proven innocent, I find them guilty (no big deal what I think but it is my article after all!).

What nonsense were we told by governments around the world about how to handle and contain the virus? We know, allegedly, that Mr Hancock

wouldn't allow Dr Witty to explain that the virus might not have been as dangerous as first thought and that isolation of 2 weeks wasn't necessary, but what else was hidden? We are now told that masking was inefficient and did little to stop the spread of the virus - double maskers were wasting their money it would seem but filled the coffers of the suppliers very nicely.

Partygate!
Suppression of all anti pandemic medical advice.

Furlough schemes - necessary or a huge waste of our money and resources?

Covid Loans - I knew, and I suspect anyone else with a suspicious mind knew, that fraud would ensue - on a massive scale! Who will pay? We will, the taxpayer will pay!

Isolation - why could my friends in the USA play golf out in the open and not touching the pins (hah!) yet we couldn't even walk the course on our own unless for a prescribed time and part of an exercise regime!

Anglers, not allowed to sit on the river bank, on their own, lonely with only their thoughts of catching a big one. Who were they going to infect? A carp?

How many more experts and scientists must I listen to who say that carbon monoxide is absolutely essential for life as we know it on our planet whilst others say we must go hell for leather into buying electric vehicles, burning up the planet to mine hitherto unheard of minerals to make batteries and the like that make these heavyweight behemoths run for a while before they need recharging? How many apartment buildings or multi occupancy terrace houses have charging points? How much does it cost to charge up at a commercial station? What happens when one bursts into flames (a ferry company has refused to carry EV's because of this and can't get insurance) as do EV scooters and mopeds and even your mobile phones!

Did I digress? Hope you read the warning on the packet before opening? I am sounding like a grumpy old git in his dotage - I get that, I do understand, and I am not in any way belittling the pain, suffering and hardship many faced during lockdowns etc but was it all necessary? Hindsight is a wonderful thing - but at the time many scientists had different opinions and were silenced.

Why were alternatives not allowed to be discussed?

Now, saving the planet! That is where this is all leading isn't it? Yes it is. Hopefully you haven't thrown the SMG magazine onto the fire (oops, no one has fires any more do they? Unless you burn pre treated logs in a properly converted log burning stove that is). How do environmentalists keep warm if they are in the forest without electricity and central heating? Do they all wear natural fibre garments from head to toe? Are their fleeces and hoodies all made from wool? Almost went off on one there but dragging myself back to reality (at least my reality which may be different to yours of course). The planet! Yes, what about saving the planet? Well, my dear readers who have stuck by me so far, we can do something to help!

As I said earlier, "Believe nothing of what you read and only half of what you see." We read about climate change (no mention hardly of Global Warming since the facts do not always fit the argument) and are now reading more of the other scientific evidence about it. We read about covid and how dangerous it was and now we read more about how it might have been tackled badly at best and irresponsibly at least. I do however SEE what plastic pollution is doing to our planet. We SEE the oceans being filled with plastic waste which will never be

cleansed of it. We SEE landfill sites that will forever be polluted with our man-made waste. We SEE boats filled with plastic waste for sorting and recycling in some far-off land but we know it will be dumped by some unscrupulous and corrupt officials. We have SEEN it!

This is where we should focus our attention. We cannot replace all plastic products with natural alternatives. Those who say we can are being (what is the harshest adjective I can use?) naïve- that will do. Nevertheless, we CAN make a difference and, in my mind, actually doing something positive means an awful lot more than throwing orange powder over people and stopping ev's on the road to the cup final!



We Can make a difference. Retailers, please look at the actual scientific research presented without slanted commercial bias about the benefits of wool. Campaignforwool.org has it, the IWTO.org has it and the WCFG's own woolcarpetsnaturally.org has it - information about the benefits of wool (and to be fair many other natural non-oil based products) and how we should do our best to preserve and conserve and serve your customers with the facts.

Wool carpets and rugs have so many benefits they really should be the first choice when a customer asks for advice on what carpet is best for them? Forget the inane bleach cleanable adjective - it isn't true. Bleach doesn't clean anything; it is a poison. Wool carpets, according to the Woolsafe organisation, clean best! I have also seen it demonstrated with my own eyes at the Flooring Show (courtesy of the Woolsafe organisation). Wool carpets have a longer, more sustainable life - I have seen it and experienced it myself - wool fibres bounce back to shape and look better for longer. Wool carpets resist flames - I have seen it myself and Dr Mike Madden (not a mad scientist

but a very very clever man who has demonstrated how wool carpets don't like to set on fire!). Wool carpets filter the air we breathe - hard to actually see but Dr Madden has fact-checked the evidence and I believe him. Wool is also sustainable.

In the UK and many other countries (outside Australia, New Zealand and South Africa) most sheep are kept for their meat, an essential source of protein especially in poorer countries. The wool tends to be a by-product and has been largely undervalued for decades. Synthetics are the root cause of the demise of the wool industries around the world. Big business of course - petrochemical companies don't only affect the wool market they also helped to destroy others - like the natural non petrochemical based pharmaceutical industry. Now we see natural remedies re-emerging - not the snake oils but the honest to goodness remedies that helped with all sorts of ailments. We are going back to natural medicines that help with arthritis for example - I am using some myself!

So, let's help sustain the wool industry. Help our hill and sheep farmers by buying a genuinely superior product and keep it on the market. Choose wool wherever you can.

Until the next time, I will leave you with this thought; Electric vehicles are not new. A mate of mine at the Dog and Gun invented one years ago. It could do 100 miles on 12pence worth of electricity. Only problem was the cost of the cable.....

**Best wishes to you all and thanks for hanging in there with me,
Martin Curtis Chairman WCFG**

Ps I have a bag full of dead batteries to give away. They are free of charge.

**Best Regards
Martin Curtis**



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at the SHARP END

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



Colin Arber, is area sales manager for Hugh Mackay Carpets covering Cambridgeshire, Norfolk, Suffolk & Essex. Colin has always been in sales, starting at Curry's where he did 20 years and ended up running one of their big sheds, with over 100 staff. After leaving Curry's he moved to BT Celenet which later became O2 – he spent 16 years with that company and managed a large retail store in Peterborough. From here he was lured into the flooring trade. He joined Headlam in 2013 working as a sales representative for the Kingsmead brand before joining Hugh Mackay in February this year. With Colin's experience of sales within the trade and outside of the trade, we were extremely interested to hear his answers to our usual questions.

HOW DID YOU GET INTO THE TRADE?

I was lured into the trade by Martin West, who was with Kingsmead at the time. He needed a representative in my area and he knew that I had been in sales for many years and considered me suited to the role. I've not looked back since!

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

I've noticed that the customer is much more selective now in what they want. They know what type of flooring they would like and use the internet to fine tune their search so when they come into store they have much more of an idea what they are looking for. It used to be purely price driven but now it's quality at the best value which is top consideration.

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

It would have to be Durham Tweed. It's got a country feel to it appearance-wise, it's hard wearing, covers a multitude of sins with regards to dirt and dust, and it's a beautiful product. The discerning customer who wants a wool product at a great price loves this range.

AS A REPRESENTATIVE WHAT ARE YOUR BIGGEST CHALLENGES?

One big challenge is snacking! On the road a lot, with just the radio for company, the lure of Greggs is always a problem. I don't find the selling a

problem as I love the Hugh Mackay products and so do my accounts.

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

Communication! Communicating features & benefits of products to customers and also to the sales staff in store is key; communicating with the consumer throughout the sales process ensures that they feel they are valued and are receiving a great service. Communicating the reasons that customers should visit your store via social media, advertising, and with window displays. Yes, communication in all aspects of business is key to success.

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

The key market challenge for retailers, for suppliers and for the trade in general is lack of quality fitters coming through. Most of the fitters I know are now between 50 and 60 with no one coming up behind them. Unless we do something to address this situation, everyone will be finding the flooring trade very difficult within the next ten years.

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

Don't be driven by price. Look at the service you give rather than trying to sell at the lowest price possible. I would say

around 20% of customers are focused on price only – they just don't have the money to spend. The remainder have the money but aren't always sure what they want – price isn't their key driver, and neither should yours be.

OUTSIDE OF WORK, WHAT ARE YOUR INTERESTS?

I am a power lifter – which means I can still play rugby regularly at 60 years old!

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

I would probably be enjoying early retirement. I have got a new lease of life in this role and I'm loving it.

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

Listen! You have two ears and one mouth for a reason. Don't give an opinion straight away, you can alienate people without realising it and finally, don't lie!



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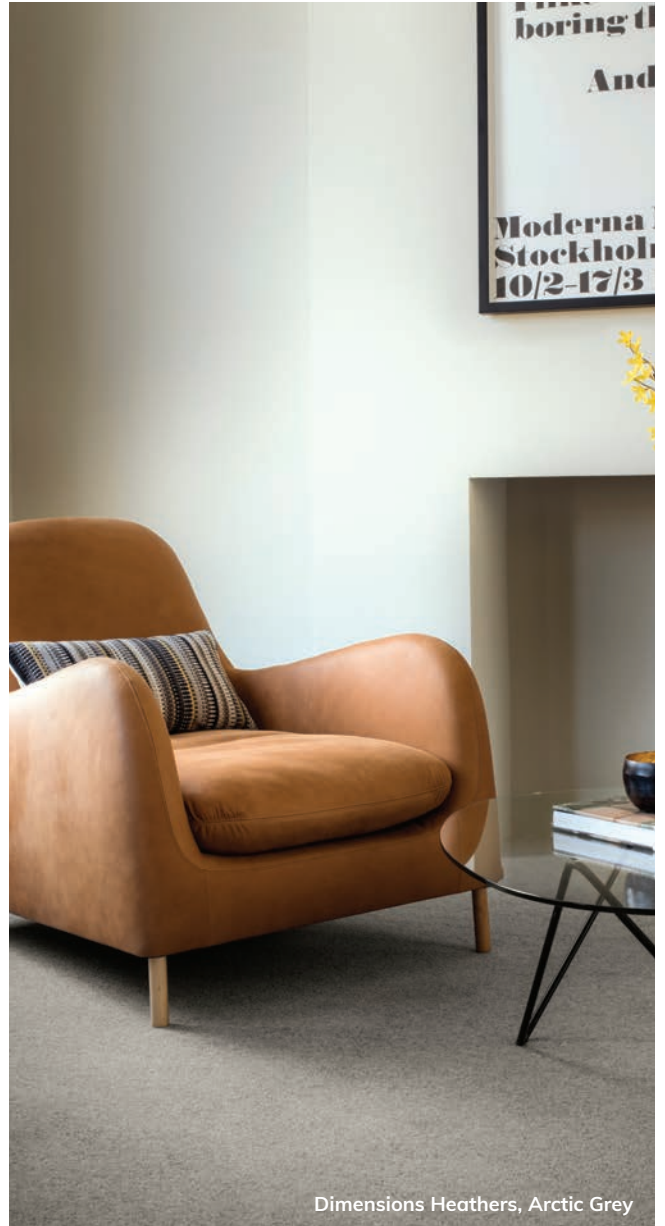


KETTLE
— HOME —

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Dimensions Heathers, Arctic Grey

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“

“The great thing about this industry is that people generally buy from people so personality and relationships count as the products must be presented....”

Graham Marshall

Colin Brown

ABINGDON
FLOORING

QUESTION TIME

Colin Brown & Graham Marshall – Sales Directors at Abingdon Flooring

In this issue of Question Time, we have two for the price of one, with two top sales directors taking part. Both Colin and Graham have been with Abingdon Flooring since it rose like a phoenix from the ashes of Carpets International back in the early 2000s. Taking over as sales directors this year, they have a wealth of experience to help drive Abingdon Flooring's future. Prior to the flooring trade, Colin worked at Kimberley Clark (Andrex/Kleenex) where he gained the tools needed for the science of selling and Graham worked as a buyer for mail order company Grattan. We were very interested to hear their views in the answers to our usual questions...

How would you describe the values that have made Abingdon Flooring so successful?

People, professionalism, product, price and presentation and if we continue to develop and excel in those areas, we should continue to be successful at what we do.

What are the biggest challenges you are currently facing?

The current uncertainty in the world economy which can have a profound effect on the stability of selling flooring and the disposable income of the consumer because of inflation, interest rates, raw material prices and oil prices.

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

To continue to invest in the presentation of their stores, as consumers are looking for an aspirational experience when it comes to any large purchase.

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

Don't be scared of making a decent margin as there is a lot of work that goes into selling a carpet to a consumer.

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

As a country we need the structure in place to allow all flooring manufacturers to be able to embrace recyclable and recycled product.

What is your favourite Abingdon Flooring product?

Colin - We have had some outstanding products however the one that sticks out in my mind is Stainfree Saxony as it launched a whole new generation of thick pile carpets for the trade and the consumer.

Graham - Carpets International was known for its cut pile prints and there we were, 20 years ago - now just coming out of administration, as Abingdon Flooring selling plain carpets!! One of our first launches was Stainfree Café, a range dominated by beiges and browns at a time when it was prints and coloured carpets!! It was a huge range and at the time looked so modern.

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

AW is a company which has driven innovation and branding through the years and is a company which it seems has always tried to search out the next big product.

What are your career highlights?

Colin - Aside from becoming Sales Director I would have to say being part of the original Abingdon team that rose from the ashes of Carpets International to make the company into the success it is today. Believe me there is nothing like nearly losing your job (with a mortgage and a pregnant wife) to focus your mind and make you appreciate what you had and gives you the determination to make the new opportunity work.

Graham - when Carpets International went into administration I received a call to be told of the situation; I was also asked if I would be part of the team which would be Abingdon Flooring. It was a fantastic time which I'm very proud to have been and still be a part of.

Outside of work, what are your passions?

Colin - Work demands a lot of my time however I have recently begun to play golf where possible although I really do need lessons. I also like spin biking which is a quick fix to keeping me sane and keeping the weight off. Obviously, the weekends are dominated by family life.

Graham - they say healthy body healthy mind and I enjoy playing sport. In between a demanding job and playing sport are the three girls in my life, which keep me on my toes!!

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

Colin - It must be my wife and two children as I can't believe I've been so lucky!

Graham - the birth of my two daughters is my proudest moment.

Do you have any regrets?

Not really, as I try, where possible, to enjoy the moment as you won't have it again.

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

Colin - Wow I have two that always spring to mind : 'you never get a second chance to make a first impression ' and 'if you don't make mistakes you're not trying hard enough' I always find they are two quotes to include in your day to day life.

Graham - be honest and true to yourself. It sounds cliché but it's stood me in good stead so far.

Which was the most rewarding role you have had and why?

Colin - It's really difficult to say as every role I've been in has been extremely rewarding as I do try to give my all from rep to the role I'm in now.

Graham - the most rewarding role was my first role when I joined CI. I didn't have a background in carpets or have any experience in selling. To find my feet and build some great friendships with colleagues and customers being a territory manager was a very rewarding role.

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

The great thing about this industry is that people generally buy from people so personality and relationships count as the products must be presented. It also feels like you're chatting to friends when you are doing business over a cup of tea. Believe me the grocery industry I started in is nothing like that in fact I don't think they have salespeople anymore as it's all just centrally ordered.

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M: 07974 141919
E: ian.henderson@penthousecarpets.co.uk

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Christine Searle

M: 07939 051608
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David Harris

M: 07801 538763
E: david.harris@penthousecarpets.co.uk

Areas covered:
Hertfordshire, Essex, North London, West London and East London.

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Chris Gee

M: 07919 047930
E: chris.gee@penthousecarpets.co.uk

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M: 07753 983714
E: emily.davis@penthousecarpets.co.uk

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E: simon.beeby@penthousecarpets.co.uk

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Gavin Walters

T: 07711 353 982
E: gavin.walters@penthousecarpets.co.uk

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Graham Wood

M: 07825 171482
E: graham.wood@penthousecarpets.co.uk

Areas covered:
Somerset, Devon and Cornwall.

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Nigel Woollard

M: 07767 213236
E: nigel.woollard@penthousecarpets.co.uk

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M: 07774 695333
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A HISTORY IN FLOORING BY BALL & YOUNG

This year marks the 40th anniversary of Ball & Young, the company was founded in 1983 by Martin Ball and Jim Young, and is based at Corby Enterprise Zone, located here after the redevelopment of the area.

Ball & Young, part of The Vita Group, has now been at the vanguard of innovation within the flooring market for 40 years. The company originally launched with The Royal Leaders Collection; a High-Quality Rubber Sponge Collection of underlays.

The success of The Royal Leaders Collection saw the company's reputation for excellence grow, and the Ball & Young name became synonymous in the marketplace for high quality products and reliable service.

From its inception the company continued to grow both in sales and reputation, which brought it to the attention of British Vita (now The Vita Group), who saw the opportunity to diversify their product portfolio. In 1989 Ball & Young was purchased by the worldwide foam and fibre giant.

The innovators

By 1995 Ball & Young were ready to launch their industry pioneering product, Cloud 9 - the revolutionary underlay that was a game changer for the sector. The underlay is made from foam trim offcuts, shredded and rebonded into new foam underlay and was the start of Ball & Young's long history of working sustainably. Unveiled at the NEC Birmingham, Cloud 9 went on to win the award Best New Product in the Marketplace!

The start of the Circular Economy

Cloud 9 underlay by Ball & Young truly is sustainability in action. The concept of preventing unwanted trim and offcuts from Furniture, Mattress Manufacturing and Automotive industries, which would ordinarily have been sent to landfill, being recycled and repurposed into carpet underlay.

100% of the trim generated within The Vita Group, is re-used and re-purposed, including the trim from Vita Group customers – which we call the 'take-back off-cut initiative'. This means that Vita is a net consumer of trim and stops 20Kt of trim foam going to landfill each year. Over 250Kt of foam trim has been diverted from landfill to date.

Ball & Young aim to achieve net zero CO2 emissions no later than 2050 and zero to landfill by 2040. Since March 2021, 100% of our electricity comes from wind source, backed by REGO Certifications.

Unusable trim solutions

Ball & Young's Eco Cushion utilises reticulated PU foam - previously was sent to landfill as it could not be repurposed. However, through extensive R&D work out of our state-of-the-art Innovation Centre, we have developed a system where a technical mix of PU in Eco Cushion allows water to pass through very efficiently, which exceeds P.G.A. & R.F.U. requirements.

The takeback off-cut initiative is now in full swing. Post fitting off-cuts are diverted away from landfill, collected from Flooring Contractors and then recycled back into Carpet Underlay.



Ball & Young's portfolio includes products to suit many applications from Wood Laminates, Stretch Fitted and Double Stick Carpet Installations, including High Traffic areas in Commercial, Hospitality and Flame-Retardant Underlays for the Marine Sector.

Ball & Young underlays are multifunctioning. From underlays to support your underfloor heating system, a great Cloud 9 insulator to keep your house warmer in the colder months, or money saving underlays that help you save money and reduce your energy costs, Ball & Young has an underlay to suite everyone's needs.

Our purpose and values continue to guide all that we do, whether that's our focus on the well-being and safety of our staff and our customers or our ambitions to work more sustainably.

As part of the Vita Group we operate a responsible, resourceful and safe business. We commit to – and invest in reducing waste, increasing recycling

and reuse of raw materials, and conserving natural resources in pursuit of a net zero footprint. We are proud of our achievements and will continue to push forwards.

Ann Shaw MD for Ball and Young has been with the business 33 years, under her stewardship, the brand has continued to grow and develop, now the operations are split over three facilities, boast modern technology and are proud to have credible and verified accreditations.

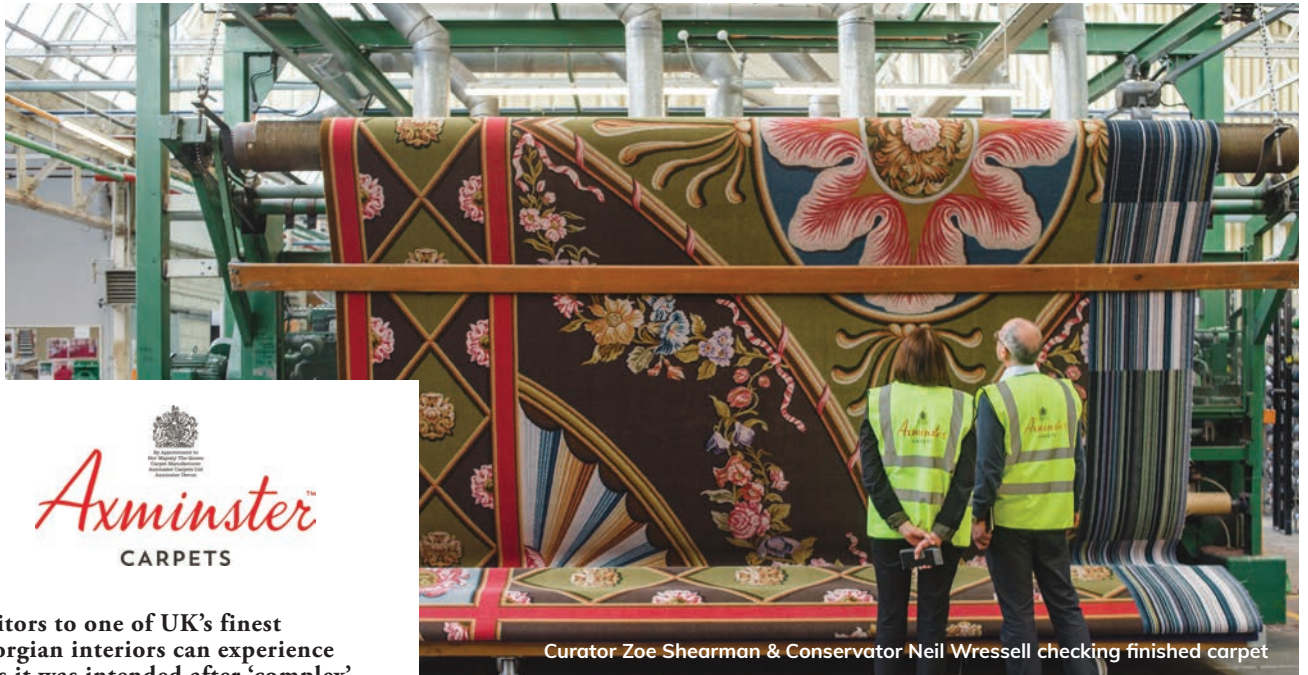
Thank you to our customers, suppliers and most importantly all our employees for making these the best 40 years we could have hoped for, a history of memories, achievements and passion. Here's to the next 40 years and generations to follow.

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REWEAVE OF NATIONAL TRUST'S MOST IMPORTANT CARPETS




Axminster
CARPETS

Visitors to one of UK's finest Georgian interiors can experience it as it was intended after 'complex' reweave of National Trust's most important carpets

- **Reweave of National Trust's most significant carpet allows visitors to fully experience one of the finest Robert Adam interiors for first time in more than 40 years**
- **Axminster Carpets rebuilt its largest loom – the first and only loom of its kind in the world – to accommodate the vast carpet**
- **Huge carpet in Saltram's Saloon has been recreated by Axminster Carpets, whose founder, Thomas Whitty, wove the original more than 250 years ago**
- **Visitors to the Devon house can now get up close to paintings by Joshua Reynolds & Chippendale furniture, previously only seen from a distance**
- **Reweave is final phase in a major five-year project to conserve Saltram's Saloon**

For the first time in more than 40 years, visitors can enjoy one of Britain's finest early Georgian interiors as its designer intended, after its spectacular Axminster carpet – the most significant in the National Trust's care – was recreated by the firm whose founder wove the original in the same Devon town in 1770.

Historic local firm Axminster Carpets rebuilt its largest loom to enable the weave, the most complex commission it

has undertaken in its 268-year history. John and Theresa Parker asked the fashionable Scottish designer and architect Robert Adam to design every detail of the Saloon at Saltram, near Plymouth, in around 1768. He designed a huge 13.5m x 5.9m one-off carpet to echo the pattern of the exquisite plasterwork ceiling above, with festoons of flowers and ribbons, bands of diamonds and fans in pinks, blues, browns and greens.

But for decades, visitors have been unable to appreciate Adam's no-expense-spared interior scheme as it was meant to be, or to see the details and artworks in an elegant, harmonious whole. Curator Zoe Shearman said:

“For a long time the fragility of the carpet stopped visitors from entering all but the edges of the room. Rolling one end protected the carpet but meant people were passive observers of the room and could not see the carpet in its entirety. “Then, we commissioned a drugget, a protective floor covering for part of the space. This allowed visitors to walk the length of the room but obscured the beautiful central medallion of the carpet's design.”

Now, the Trust has worked with Axminster Carpets, whose founder, Thomas Whitty [1], wove the original carpet in the 18th century, to reweave two partial copies that can be laid over the original. These will allow visitors to enter and appreciate the lavish room as John and Theresa Parker did, while protecting the precious carpet.

The full-length protective reweaves, each covering two-thirds of the carpet's width, will be regularly rotated. Initially, one copy will be placed along the fireplace wall; after 18 months to two years, it will be cleaned, repaired and stored by bespoke flooring specialists Linney Cooper and the second copy will be laid along the opposite wall. This approach will allow the original carpet to rest and extend the life of the reweaves to up to 30 years.

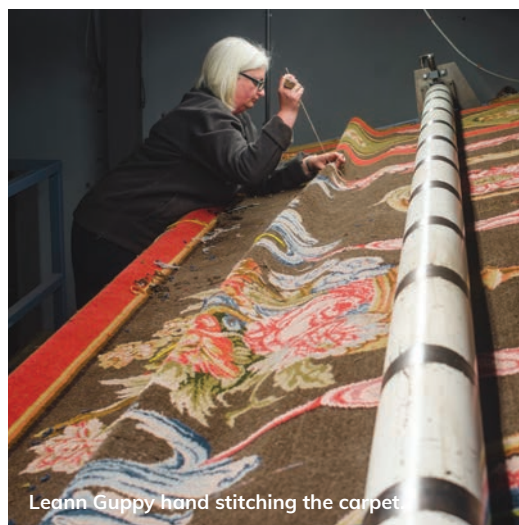
Following the reweave, people can get up close to artwork and furniture that for many years could only be seen from a distance, including paintings by Sir Joshua Reynolds, a suite of Chippendale



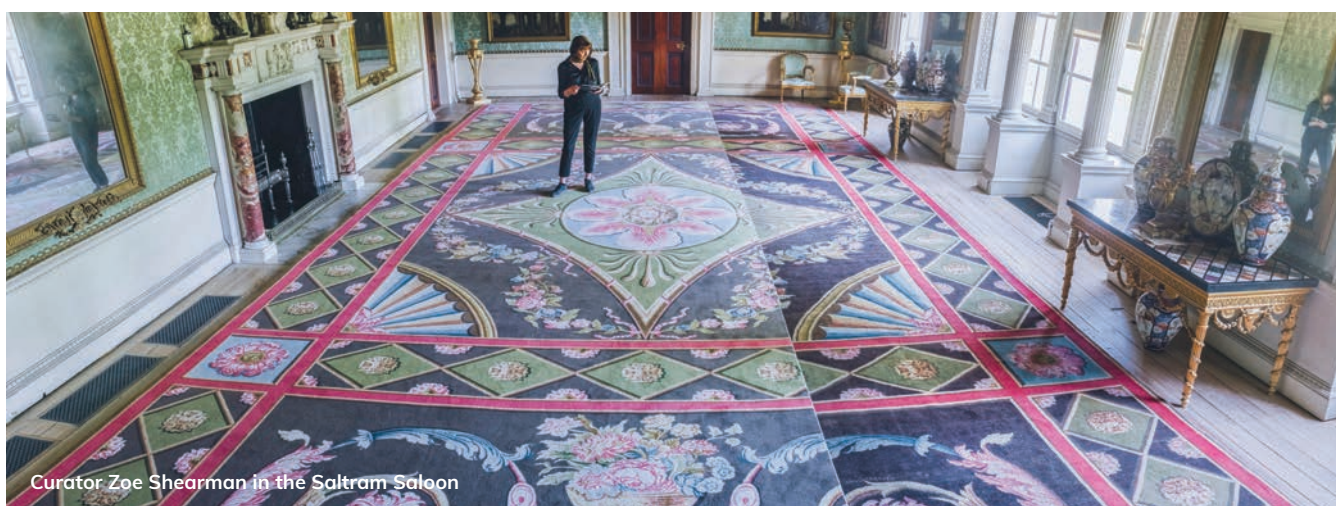
Curator, Zoe Shearman



Axminster staff Emma Tytherleigh & Leann Guppy



Leann Guppy hand stitching the carpet



Curator Zoe Shearman in the Saltram Saloon

gilt and silk armchairs and sofas and an early 17th century copy of Titian's painting *The Andrians*, said to have been bought by Joshua Reynolds for the family. Zoe continued:

“The Saloon was part of a scheme of fashionable improvements at Saltram, a space for extravagant entertaining, laughter and making social and political connections. And the carpet was at its heart, with the chairs, tables and torchères all arranged around the edges to allow the 3D-effect of the design to really shine.

“It wasn't until the 1750s that carpet factories were set up around London and in Axminster, providing wealthy homes with warm, colourful and luxurious floor carpets. With its sheer size, beauty and novelty, the Saltram carpet must have been a truly impressive sight – and it still is today.”

Axminster Carpets' six-week reweave involved 22 thread colours and 96,130 changes of bobbin (the cylinder on which the yarn is wound), each change taking from three hours to one day to complete. Axminster Carpets' Design and Innovation Director Gary Bridge said:

“Building the 15ft loom was a huge task that took 20 months. It is the largest 8-pitch mechanical loom in existence, allowing for a fine, detailed weave on a great scale.

“In more than 40 years in the industry, this is the most complicated weave I have ever worked on – and I believe the most complex ever attempted.”

Most of the wool was British, specially dyed to give an appropriate antique appearance. Gary and his team made more than 50 visits to Saltram to check thread colours against the original carpet. Zoe said: “The original carpet was woven at Thomas Whitty's Axminster factory, probably by his wife and children, who would have sat alongside each other as they hand-knotted the wool. Because of its size and complexity – with its many decorative motifs – we think it took about a year to complete.

“We're very grateful to the teams at Axminster Carpets and Linney Cooper, whose expertise in design, hand-finishing, installation and ongoing care has enabled us to complete this once-in-a-lifetime project.”

The carpet reweave is the final stage of a major Saloon conservation project which began in 2017 and gave visitors the opportunity to watch the work in-situ. This included cleaning and consolidating the plaster ceiling by Cliveden Conservation and cleaning and repairing the original carpet, undertaken by a team of local textile conservators. The conservation project was funded by the National Trust and the Wolfson Foundation.

Zoe concluded:

“We know that John and Theresa Parker were discerning patrons who collaborated with the finest artists and craftspeople and expected the highest standard of design and quality. The carpet and room as a whole were once enjoyed only by the fortunate few, but we're proud that now everyone who visits us can see the Saloon back to its Georgian splendour.”

For more information about Saltram, visit nationaltrust.org.uk/saltram

KEITH MORGAN JOINS TELENZO CARPETS



Keith Morgan

Keith Morgan joins Headlam as National Sales manager for Telenzo Carpets

Keith “This move is an exciting one for me. After the success we had created with Hugh Mackay and Thomas Witter, it was time for a new challenge, and when I heard that Telenzo were looking for someone to head up the sales team it really wasn’t a difficult decision to make. For those that don’t know me my heart is in retailing, having worked in retail for 35 years.”

Telenzo are currently running a promotional offer exclusive to SMG customers of their lecterns which were launched alongside their rebrand in 2022. The 36” lecterns take up very little floor space whilst holding all Telenzo ranges on one lectern.

With a price reduction and a rebate offer for the entire cost of the lectern based on sales this is a great offer to take advantage of, contact Keith for more details.

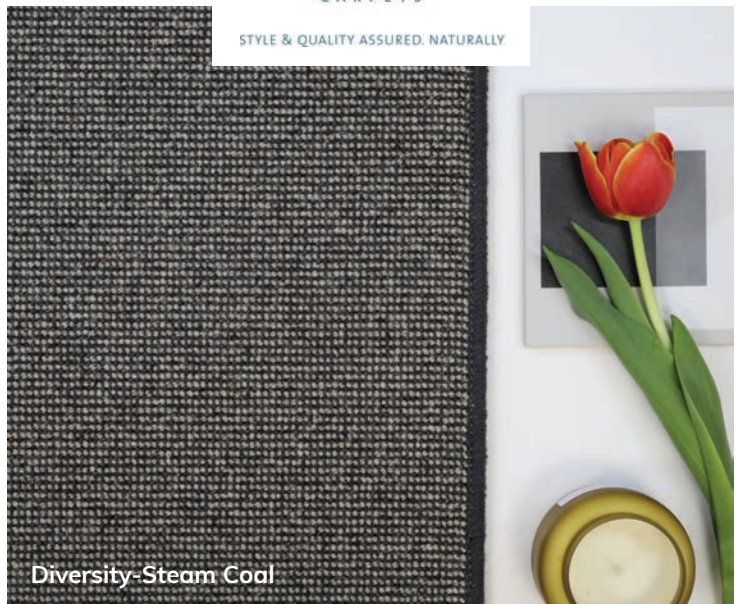
Tel: 07789 616358

E: keith.morgan@telenzocarpets.co.uk

www.edeltelenzocarpets.co.uk



Cormo, Squirrel Pink



Diversity-Stream Cool

JASON PETHARD JOINS LX HAUSYS



Jason Pethard has joined Headlam as National Sales Manager for the LX Hausys brand.

With a wealth of experience in smooth flooring during his time at Forbo, Jason is the ideal person to drive the LX Hausys brand into the domestic retail market.

Jason will be contacting as many SMG accounts as possible but if

you have any queries on unitary or product in the meantime, he is available to help.

Tel: 07789 616354

E: Jason.pethard@hfdtamworth.com

www.lghausys-floors.co.uk



Tufting into the future...

...a recent delivery of of a large container at our Selous Road production facility in Blackburn.



Enclosed was the latest addition to our already extensive array of tufting machinery. Our new machine, built by world leaders in carpet manufacturing machines, CMC located in Chatanooga, Tennessee USA



The half million pound investment we have made, further strengthens our position as one of Europe's leading players in the Graphics Tufting market. This machine with a width of 5 metres, 1/8th gauge pitch, servo yarn and cloth feed plus a double sliding needle bar attachment which delivers improved productivity and efficiency.



meet Ian...

warehouse manager,
here for twenty six years,
you can count on him
to find 'that' roll !



Quality carpets,
from our family
to yours.

Cavalier Carpets

www.cavaliercarpets.co.uk




TELENZO
CARPETS

STYLE & QUALITY ASSURED. NATURALLY.

T: 01827 831497 | sales@telenzocarpets.co.uk | www.edeltelenzocarpets.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



beds
by Silentnight

stylish bedrooms
start with the bed



5
5 year
guarantee

made
in the UK

sustainable
timber materials

Sleek and minimal, plush and indulgent. Whatever your style, it starts with a Silentnight bed. Handmade in the UK using our premium upholstery fabrics, and sustainable FSC® (C104461) certified timber materials.

Available from [Silentnight.co.uk](https://www.silentnight.co.uk) and your local independent retailer.



ABINGDON FLOORING UPDATES STAINFREE FOR LIFE



British carpet manufacturer Abingdon Flooring has updated its Stainfree for Life promise, bringing a lifetime guarantee against food and drink spills for its popular Stainfree and Love Story collections.

For homeowners wanting a carpet that stands up to family life, Abingdon Flooring's Stainfree and Love Story collections have always been a popular choice. Both these collections benefit from the Stainfree for Life promise, giving peace of mind that occasional spills can be cleaned without lasting stains being left behind.

Thanks to the latest no-stain technology, Abingdon Flooring has been able to update Stainfree for Life. Owners of Stainfree and Love Story carpets now enjoy protection against most household food and drink stains - Stainfree for Life guarantees carpet replacement should the stain not be removed by professional cleaning.

Charlotte Coop, marketing manager, Abingdon Flooring, says:

“Stainfree has been synonymous with Abingdon Flooring since we introduced it many years ago on the original collection. Since then, fibre technology has taken a leap and the latest generation of carpets are softer, more resilient and better protected from spills penetrating the fibre surface. That’s allowed us to update our promise and make sure that everyone enjoying our Stainfree and Love Story carpets can benefit from the confidence and peace of mind that comes with a Stainfree for Life carpet.”

One of the biggest benefits of the company’s no-stain technology is that it makes carpets easier to clean using normal household products. Dealing with spills quickly is one of the best ways to minimise the risk of permanent staining.

Abingdon Flooring provides step by step cleaning instructions and has a dedicated customer care team ready to help carpet owners with any care questions.

Purchasers of Stainfree and Love Story carpets can register for the Stainfree for Life promise online at <https://www.abingdonflooring.co.uk/stainfree-for-life/>.

To uphold the guarantee, the carpet must be installed by a qualified fitter in accordance with BS 5325 and be professionally cleaned once every two years.

For further information,

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

ABINGDON
 FLOORING

BMK ARE MAKING THEIR MARK WITH HARD FLOORING



Firmfit Encaustic Tile collection



Firmfit Pre-grout tiles

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.

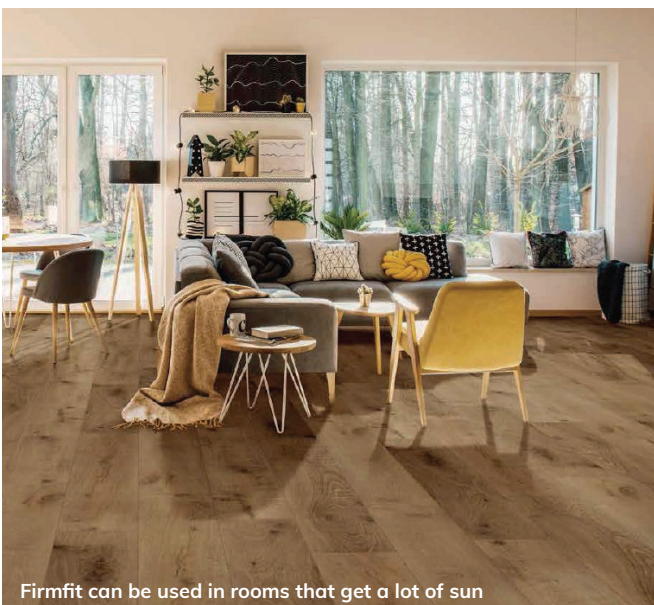
In recent years BMK have also become a market leader in the UK supply of SPC products through their exclusive Firmfit range. Having had huge success with the Firmfit Original range, they have just launched their brand new Firmfit Pre-grouted and Encaustic Tile collection, as well as the brand new Firmfit 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.

Visit: www.firmfitfloor.com/uk



Firmfit can be used in rooms that get a lot of sun



The range is supported by toast rack stands



Wools of New Zealand truly is the most planet friendly fibre choice.

We work in harmony with nature, not against it, to ensure we consistently provide 'Wool for a Better World' and products that don't cost the earth.



All our wool is grown on our own farms, each one sequestering an average 4.5 Kt of carbon.



Great brands use our purest wool to create carpets that perform, without costing the earth. This includes the Ulster Carpets Laneve™ Open Spaces range.



We are not just inspired by nature; we are a 100% natural fibre company owned by farmers.





Balta... better and stronger!

We are delighted to introduce our exciting range of 7 new products which are all available on display.

Our **Stainsafe®** Collection features top-quality polypropylene ranges that prioritize cleanability and easy use in everyday home life. With our focus on providing you with peace of mind, we are delighted to introduce our most recent launch, **Pinnacle**, boasting fresh colours that are sure to enhance your living spaces.

Our **Made in Heaven** collection offers strong carpets that are not only visually stunning but also offer a super-soft feel that will transform your spaces into cozy havens. The additions of **Crescent**, **Eclipse** and **Sublime** embody modern elegance and showcase our ongoing commitment to innovation and style.



For customers seeking the epitome of luxury and elegance, our **Woolmaster®** collection is the ideal choice. New additions are **Prestige Design**, **Prestige Twist 50** and **Luxury Weave** and exude sophistication and durability.

In addition to our refreshed product offer, we are dedicated to providing you with an even **better service** and **stronger support**. Over the past few months, we have been diligently working on expanding our business operations in the United Kingdom in order to provide an even better service to our customers. We are also pleased to announce the opening of our **new warehouse in Worcester**. This strategic move allows us to ensure faster delivery and closer proximity for cuts and rolls, enabling us to better meet your needs. Our enthusiastic sales team is ready to assist you with any inquiries you may have, guiding you through the process of selecting the perfect carpets for your home or project.

For more information on our new product launches, please contact your sales representative or contact our sales office on 03303 411 410.



Real Shetland
Wool, British
Wool & Cashmere
throws also
available

Exclusive **Real Shetland Wool** yarns,
bespoke carpet and rug ranges available
from The Real Shetland Company

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Premium LUXURY

The perfect option with superior quality 100% wool, 3ply loop in twelve contemporary natural colour ways.



Charter Plain Loop

Drysdale



Get in Touch

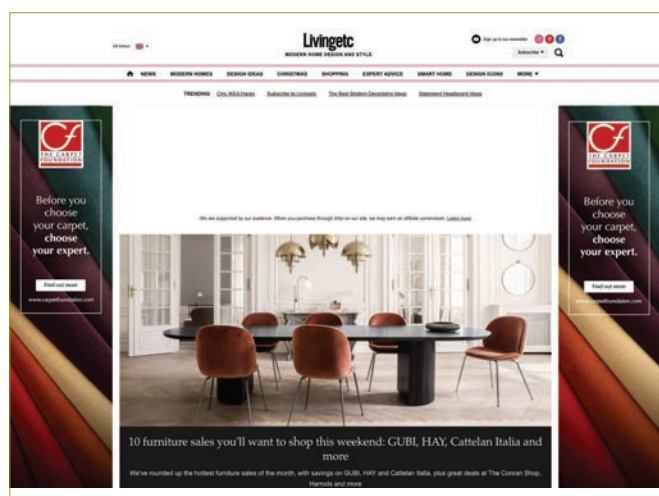
sales@abingdonflooring.co.uk

www.abingdonflooring.co.uk

01274 655 694



CHAMPIONING CARPET & SUPPORTING RETAILERS



ONLINE SPRING CONSUMER ADVERTISING PROVES ANOTHER HIT

Our first burst of consumer online advertising in 2023 ran from the 6th March on and off until the 21st May using four leading home interest magazines – www.homesandgardens.com www.livingetc.com www.idealhome.com and www.realhomes.com – with the objective again of promoting Carpet Foundation independent retailers as the people to buy carpet from. In this period, visitors to our website were up 65.40%, new users were up 65.23% while overall page views were up 19.23% on the corresponding period in 2022 (when we launched our online campaign).

Andrew Stanbridge, Carpet Foundation Chief Executive said: “All the indications are that our creative and messaging continues to strike a chord with consumers – and suggests that there is still a healthy appetite for carpet. Interestingly, and perhaps indicative of the market, for the first time Real Homes (lower demographic) was the least productive title – although still outperforming the industry norm. This also perhaps gives further credibility to the stats as it is representative of market conditions from what we hear. Encouragingly, our burst in March this year was our second most successful so far, bettered only by October/November last year. As an aside, we outperform all matrices used by Future and, indeed, we have been used as an exemplar organisation by Future in talks with other prospective clients.”

MEDIA COVERAGE FOR CARPET

We continue to get carpet in front of consumers editorially, both in print and online. The May issue of Real Homes included an article on how best to revamp rooms and pattern power came to the fore as they used an image of the Boho Collection in Summer Breeze from Ulster Carpets. It took up a whole page!

AUTUMN CONSUMER ONLINE ADVERTISING

Following on from the success of our latest burst of consumer online advertising, we can confirm that it is our intention – the economy and market conditions permitting – to recommence our online consumer advertising in the Autumn. Watch this space for further details nearer the time!

Q AND A WITH INTERIORS MONTHLY MAGAZINE

In May we sat down with Andrew Kidd, editor of Interiors Monthly, and explained what we do at the Carpet Foundation, the benefits to our members and our hopes for future.

What is the purpose of the Carpet Foundation?

Independent retailers are a vital route to market for manufacturers and our role is to support them and promote them to consumers. This is particularly relevant at the moment as there is renewed interest in ‘buying locally’. We can do things collectively that most companies can’t do on their own such as promoting carpet to consumers nationally; running a Code of Practice for our retailers; giving independent and impartial advice; dealing with negative stories about carpet and talking to Government.

How do you know your message is getting through to consumers?

We can see that when we advertise, for example, on consumer websites, visits to our website shoot up – and one doesn’t visit a carpet website for fun! While the Code of Practice may not be a ‘deal opener’ we do know it is a ‘deal clincher’. As for advice, again looking at our website statistics, by far and away the most popular pages are ‘Find your local retailer’ and ‘General buying advice’.

So what?

Without us, independent carpet retailers wouldn’t have a consistent, collective and coherent voice or be promoted nationally while for suppliers, our benefit is best summed up by the Chief Executive of a manufacturer: “The Carpet Foundation is like an insurance policy. You never know when you are going to need it but when you do, you thank your lucky stars you have it.”

What does the future hold?

Digital is the way forward, both in terms of communicating with consumers but also with the industry at large. We’ve been around for 21 years and adapting our business model has stood us in good stead.

How many members do you want?

We are a ‘marmite’ organisation – we know that. Obviously, we would like more members but we just want to be big enough numerically to make a meaningful contribution for our Retail and Patron members.

If you could wave a magic wand, what would you like?

A greater understanding of the role of Trade Associations within an industry of our size. As one member said to us: “If you didn’t exist, we’d have to invent you”.

www.carpetfoundation.com





BY APPOINTMENT TO
HER MAJESTY THE QUEEN
CARPET MANUFACTURERS
VICTORIA CARPETS
KIDDERMINSTER

VICTORIA™

Carpets

NATUREBORN



Preferred
pricing terms
available for SMG
Members, contact
your ASM

New

TUDOR CO-ORDINATES

Taking the best selling colours from our beloved Tudor Twist range. 20 plain and 4 co-ordinating stripes create a modern colour palette with a splash of colour.



To find out more, contact 01562 749300 or email sales@myvictoria.co.uk

myvictoria.co.uk

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?

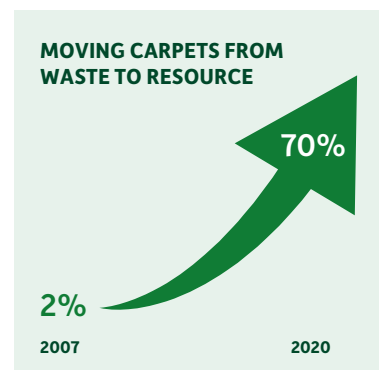
- C** Carpet Recycling UK is a not-for-profit membership association set up in 2007.
- A** We are an **association** of 136 member companies.
- R** We **respond** and advise on best practice for reuse and recycling of commercial textile flooring waste.
- P** We **provide** support and advice throughout 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



Heavy Duty Rugged Doormats

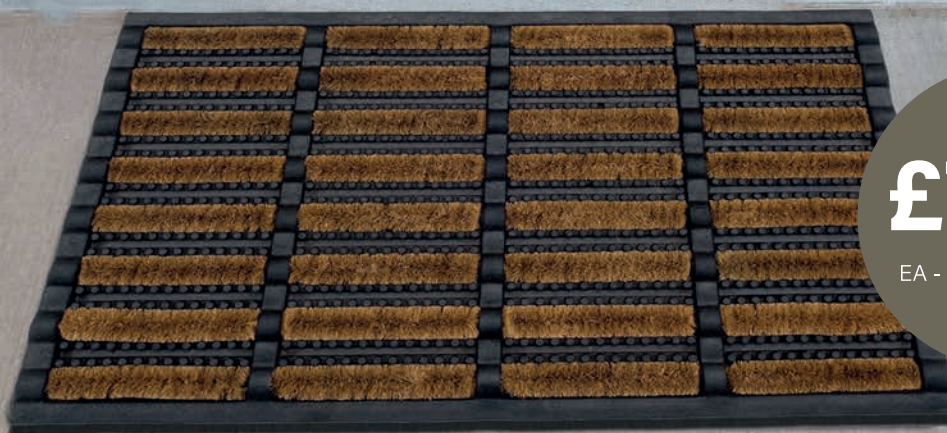
100% Natural Coir With Robust Rubber Scraper Pins



£5.99

EA - Sold In Packs of 5

Rockall Doormat 75 x 45cm



£7.49

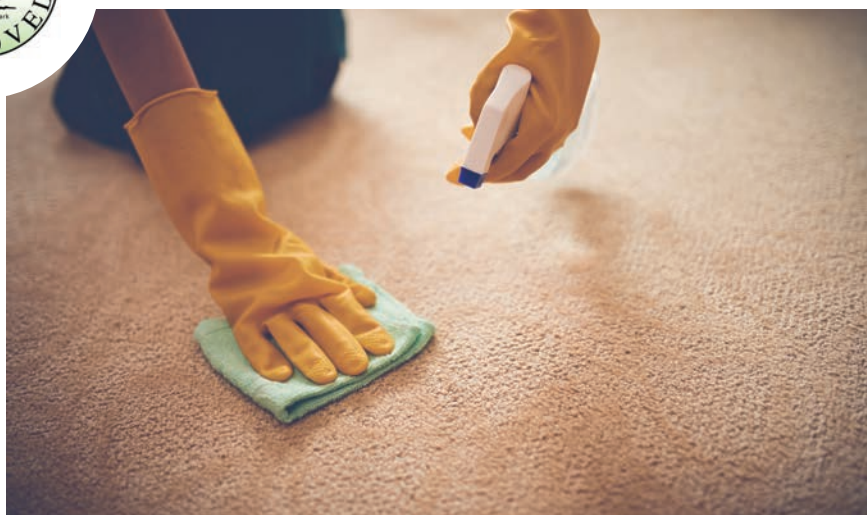
EA - Sold In Packs of 5

Dirtstopper Doormat 75 x 45cm

IS 'BLEACH CLEANING' YOUR CARPET A GOOD IDEA?

If you walk into any carpet retailer up and down the land you will find posters, stickers and labels proclaiming that certain 'stain proof' carpets are 'bleach cleanable'. There are even images on sample books and in magazine advertising showing pictures of children on carpets together with an image of a bottle of bleach.

So, is cleaning your carpet with bleach a good idea? Well, consider the following facts and make your own mind up.



Bleach can damage the carpet backing and sub-floor

When carrying out spot removal not all the cleaning solution will remain on the carpet's surface, some will soak down to the backing; this is especially true of polypropylene carpet. So, even if the carpet's face fibre is tolerant to strong chemicals, as the bleach migrates down the pile it can damage the carpet backing and underlay. If tracked around it may also damage the fibre and strip colour from other, non-polypropylene carpet in your home.

Bleach is hazardous, especially to children and pets

Bleach remains active unless it is 'neutralised'. Do you know how to neutralise bleach? The vast majority don't. If your pet comes into the home with wet feet and walks over, or sits, on the area that has been treated with bleach they could potentially suffer chemical burns. Babies crawl over, and children play on the carpet, why would you put them at risk?

Bleach is bad for your respiratory system

All the while you are leaning over a spill and cleaning it with a bleach solution you are breathing it in. Bleach is bad for your lungs and causes other side effects including skin burns, damage to the nervous system, asthma flares, headaches, migraines and vomiting.... remember it was used in world war one as a weapon. If you can smell it then it is doing you harm!

Bleach is bad for the environment

Bleach pollutes the air and water supply, accumulating over time. It is consumed first by micro-organisms which serve as food for larger species, and then as you continue up the food chain each species accumulates an ever increasing level of toxins.

Bleach is not even a good cleaner!

Although a fairly good disinfectant, bleach has no detergency and is therefore no more effective at cleaning than water.

.... it smells pretty bad too!

If you want to remove a spill from any carpet, regardless of the fibre type, you should use a dedicated carpet spot remover. WoolSafe don't sell them, but we do have a very long list on our website www.woolsafe.org of all the best ones on the market.

You can also get correct advice from our care leaflets and on the award-winning WoolSafe Carpet Stain Removal Guide App. Free to download on any mobile device.

T: 01943 850817

E: office@woolsafe.org

www.woolsafe.org

www.woolsafeacademy.org

HONEYCOMB BLINDS: ENHANCING ENERGY EFFICIENCY AND TEMPERATURE CONTROL



The terms honeycomb or cellular describe what is essentially a variation of pleated blinds that traps air between two layers of fabric (in cells, or honeycombs) and they have become an increasingly popular choice for homeowners and businesses due to their unique blend of style and functionality.

As a retailer, it's crucial to understand the practical features of honeycomb blinds, focusing on their energy-saving properties and ability to regulate indoor temperatures. By harnessing these advantages, you

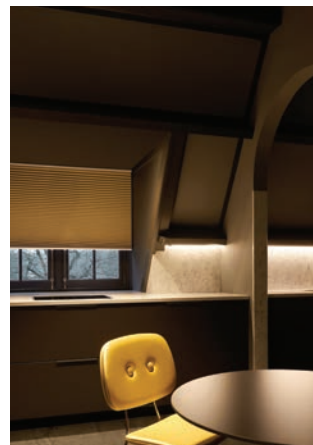
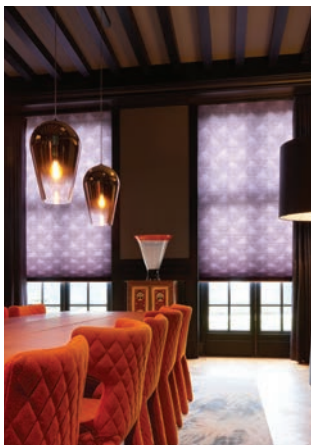
can effectively meet the needs of your environmentally friendly and energy-conscious customers.

The Perfect Blend of Style and Functionality

Honeycomb blinds feature a dual-layered fabric with pockets, forming their signature honeycomb structure. The fabric is often available in the same colours, patterns and textures as a standard single-pleated blind, ensuring compatibility with any decor. With the pull cord suspended between the layers, the light leakage usually associated with standard pleated blinds is eliminated.

Energy Efficiency

Energy efficiency is a top priority for many consumers, making honeycomb blinds a standout choice. Their cellular nature creates an insulation blanket, trapping air inside the air pockets. This design helps to regulate room temperatures, resulting in lower energy costs and a more sustainable living environment. By offering blinds that can reduce heat loss in the winter by over 40% and minimize heat absorption in the summer by nearly 80% you provide your customers with a compelling solution for energy conservation.



Temperature Control Made Easy

Introducing motorised options can further enhance temperature regulation. These blinds can be seamlessly integrated into smart home networks or automated to open and close based on specific parameters. By automating their blinds, customers can effortlessly maintain a comfortable indoor climate while reducing energy consumption.

Serenity with Noise Absorption

Honeycomb pleated blinds excel in noise absorption thanks, once again, to their cellular structure.

They effectively suppress outside noise and dampen indoor noise reflections, creating a peaceful and serene environment.

Privacy and Aesthetics in Perfect Harmony

Honeycomb fabrics provide various levels of transparency to cater to privacy needs. From transparent to blackout options, customers can strike the perfect balance between natural light and privacy. The cellular structure also hides cord holes, enhancing privacy, light control, and aesthetics.

Honeycomb pleated blinds offer an unbeatable combination of energy efficiency, temperature control, noise absorption, and privacy. As a retailer, showcasing these features and their benefits will enable your customers to make informed decisions.

To learn more or book an appointment with your local Decorquip representative, call 029 2088 0811 or email info@decorquip.com.



MAKE MORE OF OUTDOORS FOR SS23

Start the outdoor season right with exclusive promotions on Mambo Outdoor Living Sets. With no minimum order and everything in stock, you can start spring with fantastic deals for your customers.

Save
49%

6 Seat Firepit Dining Set Printed Glass Top - Grey

GARDEN SET 14

Promotion Price
£1,150.00

Stockist Price
£2,259.99



MAM-02-20TFP-PRI-G x1
MAM-03-DCH02-DG x6

x6

Save
49%

6 Seat Firepit Dining Set Printed Glass Top - White

GARDEN SET 15

Promotion Price
£1,150.00

Stockist Price
£2,259.99



MAM-02-20TFP-PRI-W x1
MAM-03-DCH01-LG x6

x6

Save
65%

4 Seat Dining Set Plain Glass Top - Grey

GARDEN SET 28

Promotion Price
£499.99

Stockist Price
£1,425.00



MAM-02-SQTPL-PLN-G x1
MAM-03-DCH02-DG x4

x4

Save
65%

4 Seat Dining Set Plain Glass Top - White

GARDEN SET 29

Promotion Price
£499.99

Stockist Price
£1,425.00



MAM-02-SQTPL-PLN-W x1
MAM-03-DCH01-LG x4

x4

Save
61%

4 Seat Dining Set Printed Glass Top - Grey

GARDEN SET 30

Promotion Price
£575.00

Stockist Price
£1,475.00



MAM-02-SQTPL-PRI-G x1
MAM-03-DCH02-DG x4

x4

Save
65%

4 Seat Dining Set Printed Glass Top - White

GARDEN SET 31

Promotion Price
£575.00

Stockist Price
£1,475.00



MAM-02-SQTPL-PRI-W x1
MAM-03-DCH01-LG x4

x4

VISIT OUR NEW WEBSITE TO ORDER YOUR MAMBO
OUTDOOR LIVING 2023 SEASON PROMOTIONS

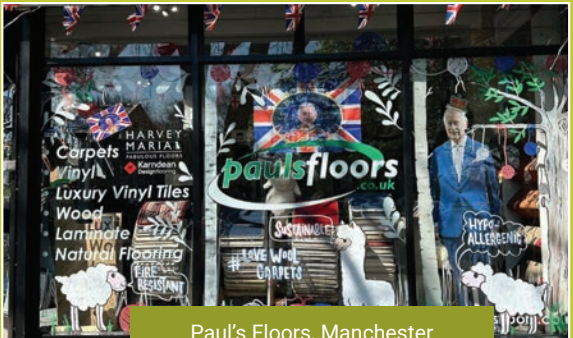
www.kettlehome.co.uk



THERE WERE SO MANY GREAT ENTRIES, THE FOLLOWING HIGHLY COMMENDED RUNNERS UP ALL RECEIVED LUXURY SHETLAND WOOL THROWS FROM THE REAL SHETLAND COMPANY:



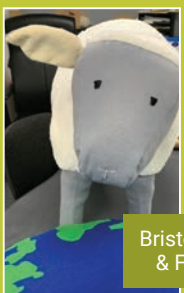
Alpine Carpet Warehouse, Daventry



Paul's Floors, Manchester



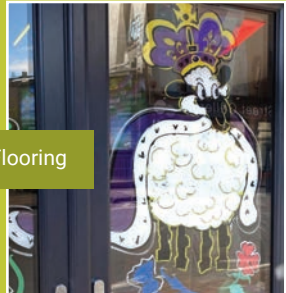
Arditti Carpets, Taunton



Bristol Carpet & Flooring



Bristol Flooring



Fashion Carpets, Tunbridge Wells



Milners of Leyburn



Superior Finish Flooring, St Ives



Spectra Carpets, Biggleswade



RDF Carpets & Flooring, Windsor



Barsleys Department Store, Tonbridge



Fairway Carpets & Curtains, Bamber Bridge



Culm Valley Carpets, Collumpton



Sturtions & Tappers, Bournemouth



Hoppy Hall Carpets, Romford



New

Fairisle

by

CORMAR

CARPET CO



A natural, chunky loop pile carpet manufactured
in a collection of heather shades

Inspired by the Shetland Islands, Fairisle is made from
100% Pure New Wool in a premium quality 3-ply yarn and comes
with a 10-year Wear Warranty for added peace of mind.



www.cormarcarpets.co.uk