

AUTUMN 2023 ISSUE 201

SMG NEWS

magazine



CORMAR
CARPET CO

The Official Publication of SMG The National Furnishing Group

renu
sustainable recycled underlay

SAY HELLO TO SUSTAINABLE UNDERLAY, AND GOODBYE TO WASTE!

MADE FROM RECYCLED MATERIALS AND 100% RECYCLABLE.

renu® is different. A luxury underlay that is ethically sourced and seriously good for the planet.

At the end of its life, the renu can be collected and reused to create new underlay. It's what makes it so special.



interfloor

Say 'no' to waste

Learn more at interfloor.com/renu

CONTENTS

NEWS

- 08 FORBO**
Launch their new Tessera Harmony Range
- 19 AXMINSTER**
Changes made to their woven wool collections
- 20 FURLONG**
Launch the next generation of Engineered Flooring at Harrogate
- 50 HARROGATE FLOORING SHOW**
Review of this year's show

REGULARS

- 12 ANNIVERSARY CORNER**
Celebrating those members who reached milestone anniversaries of joining the Group
- 16 A LETTER FROM**
Martin Curtis, Chairman of the Wool Carpet Focus Group
- 23 AT THE SHARP END**
Featuring Jason Brimble, area sales manager for Furlong Flooring
- 26 QUESTION TIME**
Featuring Chris Isaacs, sales director at Cormar Carpet Company

FEATURES

- 10 ASSOCIATED WEAVERS**
Welcome to the World of Misura
- 32 ULSTER CARPETS**
Making a carpet fit for a King
- 38 BALTA**
Showcasing what's new at Harrogate
- 42 DECORQUIP**
Putting the 'Smart' into smart window coverings



CORMAR
CARPET CO



ON THE COVER:
KINGSTON WOODBROOK

Fairisle Cinnamon



Shoreline

BEAUTY & STRENGTH IN HARMONY

Colour shown: Marina

We've added **six new stunning shades** to our superb value Shoreline range, to bring that exhilarating feeling of a day at the beach indoors. At Penthouse we understand that now, more than ever, homeowners are looking to transform their living space into a relaxing sanctuary, so choosing one of the **18 beautiful shades** from our Shoreline range is a great place to start. Crafted with loving care by our expert team, this family friendly wool rich range is available in 40oz and 50oz options, in **guaranteed full 4m and 5m widths. Penthouse quality – naturally.**



Scan me



Working for independent retail

SINCE 1972

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



WELCOME

A few words from SMG...



Dear Members

Well, where did the summer go? Did it really start? Now the days are getting chillier and the mornings mistier and our thoughts turn to the autumn & winter months ahead. In the flooring trade we always expect October and November to be our bumper months in terms of orders, in the run up to Christmas.

Last year was a bit disappointing but this year seems to be behaving rather like the pre-Covid ones with a seasonal dip and hopefully, the autumnal rise. I can say from having visited Harrogate in September, there was certainly lots of optimism in the air.

I think this Harrogate was the best attended in many years. Everyone had fantastic new products on display and there was a real buzz in the air and suppliers were reporting that the decrease in sales seen during the early months this year, seems to have slowed down with definite signs of improvement. Certainly, everyone is investing in their product offer, in their sales teams and in extra promotions for members so the feeling all around was a very positive one.

As we think about the colder months, we all want to make our homes cosy and warm, especially with worries over fuel costs and heating bills still prevalent in people's minds. Warm colours, luxurious textures, patterns and comfort is calling. We've seen an increase in colour coming into flooring – golds, warm browns, olive green – all are having their day, along with a definite increase in popularity in loop products. Sales of rugs and throws are increasing this season and everyone wants their home to look great for Christmas. An ideal time to buy new flooring!

To ensure that we make the most of an upturn in consumer interest, it's a great time to give your store layout a shake up – perhaps featuring those warm colours to draw people inside. Possibly a seasonal window display – for autumn, or for Christmas – this really adds interest and also, making sure the store is well lit and warm makes for a comfortable customer experience. Customers will want guidance on the best product for their budget and for their home, so this is where the Independent really shines and can beat on-line retailers and the multiples hands down. Exceptional product knowledge, really listening to what the customer wants and fantastic customer service is always the strength of the independent.

All the signs are there for a decent autumn trading so make sure you are aware of all the current offers from our Approved Suppliers, all the new products with updated colourways are on

display and that you have noted any promotions that you can pass on to the consumer. Nothing like a price reduction to seal the deal. If you need anything to help, please contact us here at SMG or, get in touch with the suppliers who will always be more than happy to help – be it social media marketing materials, technical information, or general range information.

And of course, don't just sell on price, think about margin and don't be afraid to upsell – you can always move back from that if it's too high.

Anyway, enough of my pre-amble, let's get back to this issue of SMG News....

We have some great features in this issue including a review of the Harrogate Flooring Show – if you didn't attend, you missed a treat! Definite date for your diary for next year because it was absolutely buzzing. See page 50 to read all about it. This issue has another great 'Question Time' feature – we are thrilled to have the legendary Chris Isaacs, sales director at Cormar Carpet Company answering our questions. Read all about what he has to say on page 26

Starring in our 'At the Sharp End' feature on page 23, we have Jason Brimble, sales representative for Furlong Flooring. Colin has some excellent answers to our questions from his perspective on the road.

All that remains for me to say is that this autumn 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 final quarter of 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

Published by SMG The National Furnishing Group. Printed by Hartgraph Limited, Unit 2 Amersham Commercial Park, Raans Road, Amersham HP6 6JY

manx Tomkinson

Introducing

Calendar Trail the first wool loop made with Wool Britannia®, an exclusive 100% British yarn. This wool is sourced from all four countries within the British Isles.

Available in 12 colours Inspired by the calendar year, seasonal changes and our ever-changing landscapes.



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

Scan the QR code to download the app.



www.manxtomkinson.co.uk

BERRY  ALLOC

The start of a new adventure.



Premium quality laminate floors.

The premium quality of the BerryAlloc laminate floor collection is made in Belgium for all kinds of people and all kinds of lifestyle. Choose the 100% water-resistance of **Ocean+**, classic herringbone of **Chateau** or the affordability of **Connect**, matching or mixing styles for a beautifully coordinated floor that brings something special to every room.

_____ laminate.

NEW TESSERA HARMONY RANGE COMPLETES FORBO'S TESSERA UNION COLLECTION



Forbo Flooring Systems is delighted to introduce Tessera Harmony – the third and final range, joining Tessera Infused and Tessera Accord, in the Tessera Union collection. A series of affordable and available carpet tiles created to address design needs in modern commercial spaces, as well as promoting well-being and productivity within workspaces or learning environments.

Made and stocked in the UK, Tessera Harmony is a calming and organic range with a soft and balanced design, comprising 12 warm colourways, each designed to tonally blend with one another. There are six neutral shades, such as Morning Song and Linen Weft, as well as six accent colours, including Corn Silk and Lucky Shamrock.

Sharing tonally coordinated yarns, the Tessera Union collection allows the individual ranges to be combined for interesting pattern changes or single tone design schemes to be curated. In addition to this, the collection can be combined with other Tessera carpet tile ranges, such as Chroma and Layout, or even Forbo's Allura Flex Luxury Vinyl Tiles and planks – all

without the need for transition strips, additional profiles or inconvenient sub-floor build-up.

Enabling architects and specifiers to create an integrated flooring scheme containing different zones, textures and patterns, the collection as a whole is ideal for use in both workspaces and learning environments, as well as many other commercial areas.

Lewis Cooper, Marketing Executive from Forbo, commented on the new range, saying: "We're really excited to be launching our Tessera Harmony range and to have finally completed the Tessera Union collection. We now have a collection of affordable and available carpet tiles offering

differing designs and patterns, that can be easily combined or used alone to form beautiful and integrated flooring schemes within the modern workspace."

Available in 50cm x 50cm tiles, Tessera Harmony can be specified with a SOFTbac secondary backing. It is manufactured using 100% renewable energy and contains 60% recycled content by weight.

Find out more about Tessera Harmony and the Tessera Union collection here:
www.forbo-flooring.co.uk/tesseraunion



HELPING OUR PLANET HELPING OUR FARMERS

100% British yarn, for use solely in carpet, spun with wool sourced from farms situated in each of our four nations.

You can positively impact our environment & local communities by choosing the Wool Britannia® yarn.



British Farmers
 Supporting our farmers from across our four nations



Natural By Product
 Made from 100% British Wool yarn



Make a Change
 Helping our planet, helping our farmers



Wool Britannia® carpets are available via:



Please visit: woolcarpet.co.uk

Or scan the QR code to find out more information.



WELCOME TO THE WORLD OF MISURA



Misura is an ambitious brand that aims to revolutionise the world of tailor-made rugs.

Developed in Belgium by one of the country's leading rug-makers, Misura sets a whole new standard for made to measure rugs. A perfect service, a high quality product, pricing per cm² & quick delivery times are what make Misura stand out.

Centuries of tailoring tradition now enter the world of rug-making.

BESPOKE RUGS

Misura refers to the delicate art of tailoring. The world of Misura is a world of quality, where attention to detail and passion for the sartorial arts are key. Misura services retailers who want their vision and their clients' wishes translated to perfection.

Bespoke or 'made to order' means that you literally can imagine any form or size.

Thanks to their unique confection capacities, Misura can tailor any of your creations.



INNOVATIVE PRODUCT

Misura rugs are made from various unique, exceptionally soft yarns that outperform any other yarn, when it comes to soothing comfort. Thanks to their unique comfort layer & a high number of fine filaments, Misura tailor-made rugs offer a feeling of luxury and amazing comfort.

PERSONAL SERVICE

Misura caters to a market, where a highly personal service & a real relationship between the designer and the client are essential. The customer's taste, interests and lifestyle are discussed; style, cut and finishing are impeccably tailored to the client's interior project. Profit from the in-house expertise and scale.



SHORT DELIVERY TIMES

Within a few weeks, your customer receives the unique tailor-made rug at home. No more work is needed as the product is delivered to perfectly fit the interior.

ATTRACTIVE PRICING

Being part of one of Europe's most innovative and leading rug manufacturers, Misura can benefit from the in-house expertise and scale. This advantage translates into a sharp pricing model so the client's budget can go that extra mile in creating the perfect living and working space. On top of that, prices are calculated per cm², thus the customer literally pays for what they get.



WWW.MISURA-RUGS.CO.UK

orders@misura-rugs.co.uk

Contact your buying group or local representative of Associated Weavers for more information

Anniversary CORNER

NEW REGULAR

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

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

50 YEARS



J C Williams of Helston celebrating 50 years on 1st November

45 YEARS



Frasers of Ellon celebrated 45 years on 1st September

35 YEARS



UK Carpet Syndicate of Basingstoke celebrating 35 years on 1st December

25 YEARS



Carpet Parade of Market Harborough celebrated 25 years on 1st September

25 YEARS



Carpet Gallery Westbourne celebrated 25 years on 1st October

25 YEARS



Britannia Carpets of Northwich celebrating 25 years on 1st November

25 YEARS



Rowditch Furnishers of Derby celebrated 25 years on 1st September

25 YEARS



S & J Kenny of Wellingborough celebrating 25 years on 1st November

25 YEARS



Goodman Carpets of Northampton celebrating 25 years on 1st November

Anniversary CORNER

20 YEARS



Summerling Carpets of Chesham celebrated 20 years on 1st October

20 YEARS



Carpet & Fabrics Direct celebrating 20 years on 1st November

15 YEARS



The Carpet Shed of Ilminster celebrated 15 years on 1st September

10 YEARS



Donaldsons of Carlisle celebrating 10 years on 1st November

10 YEARS



George E Bryant of Cheadle Hulme celebrating 10 years on 1st November

10 YEARS



Quality Carpets & Flooring of Cardiff celebrating 10 years on 1st December

5 YEARS



L & S Carpets of Spalding celebrated 5 years on 1st September

5 YEARS



Pauls Floors of Flixton celebrating 5 years on 1st December



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



SHARE YOUR #associatedweavers
   @associatedweavers
www.associated-weavers.co.uk

A UK brand
since 1964



THE FLOORING SHOW AND BEYOND

FROM MARTIN CURTIS, CHAIRMAN
OF THE WOOL CARPET FOCUS GROUP



Dear Reader,
The Harrogate Flooring Show has just ended and I wanted to write this article when the dust had settled - so here it is.....

The Show was by all accounts very successful. No one ever says it has been wonderful and we have taken a mountain of orders and all is great in the world, but, despite all the goings on around us, the organisers, the exhibitors and the visitors can all (well mostly all!) be pleased with the way it went.

The Wool Trends Area was well received. When it is borne in mind that it isn't there to sell anything except an idea; to spur the imagination of those who view the presentation and to encourage people to look again at the best fibre in the world for carpets and rugs, it is difficult to create a stand that performs. I do believe, following on from lessons learned last year, that we achieved more of our goals. Onwards and upwards to HFS 2024!

I also believe that most of us in the industry know that wool carpets are better than synthetic/plastic alternatives.

Our job as marketers of wool is to ensure there is a place for it in the shops and showrooms around the country and indeed the world. In order to achieve that the retailer or specifier has to know what wool offers that other fibres can't. We have all the scientific data to verify our statements but more is needed. We need to encourage those who sell the product know what it is and why it is better.

Back in the day, I started organising regular tours round our processing and manufacturing plants. We introduced visitors to Dr Mike Madden our resident mad scientist (who is anything but mad) and who is the epitome of honest scientific information. Farmers, spinners, carpet manufacturers and retailers all visited and appreciated what went into making the finest products on the market. This continues today and I know that some carpet manufacturers encourage their customers to see for themselves exactly what goes into making a living room carpet.

I hope this continues and expands because information is power and power to influence is in the hands of those at

the sharp end in front of the consumer. That is why we bother.

During the Show I had some interesting conversations. One such conversation harked back to the history of British Wool or the British Wool Marketing Board as it was then. I actually worked there as an economist and then as a marketing man and I got to see a lot of what went on. A blinkered approach to wool marketing by almost everyone and the assumption that nothing would change has been disastrous.



Trying to retrieve what has been lost is very difficult and the road is not only winding but is also long and uphill. With lack of funds and really rotten returns for wool producers, it is hard to see where we can go from here. Nevertheless, we will keep trying and hope that the retailer continues to help their customers make the correct and well-informed decision about the carpets they should consider putting in their home. Wool carpet manufacturers have a huge part to play in ensuring the survival of the sector and the protection of our families.

I don't believe wool should ever have to compete on price with inferior products. If a consumer can't afford wool then synthetics may fit the bill. I have no problem with that. Cashmere and luxury fibres have always found their place in the higher end of the market. Of course, the cheap and nasty Chinese cashmere (with a little c) garments that fell apart after a couple of uses really hurt the market a few years ago but quality retailers stayed above the melee and continued to be successful.

Merino wool has had its problems but the fibre continues to sell at high prices despite competition from "alternative wool" synthetics. It is still a battle. Keeping the customer informed and persuading them that what they are getting is the best of the best is the only way to survive. Lowering prices, lowering quality, competing on the battlefield where cheap synthetics are tribal leaders is not, in my opinion, the way ahead!

Battles ahead for sure. Greenwashing - the spurious environmental credentials of the plastics industry are being called out. New marketing campaigns are appearing that are so misleading even I had to read them twice! Do not be hoodwinked! Wool is so far ahead of synthetic alternatives it leaves them all behind in the dim murky distant world of oil processing and plastic pollution. Recent research into plastic pollution and contamination is frightening. I believe the petrochemical industry should be taxed in order to pay for repairing our environment. Not a windfall tax but a 'save and repair the damage they have done' tax.

We are probably at a crossroads. Wool prices for farmers are historically low and there is less and less incentive to grow it and look after it. Wool carpet manufacturers can insist on yarns that are made with better quality wool (yes, some wool qualities are not that good and do not make the best products) and they will see benefits through their plant with fewer breakdowns and better dyeing and finishing. Carpets will look better for longer and will prove to be the best investment for the family spending their hard-earned money.

Easy for me, some will say, and I confess it was easier to do years ago when wool marketing bodies forgot what they were supposed to be doing. Sitting back when the good times roll was not the brightest policy. Scientific research, fact and not fiction and some genuine hard work would have left the industry in a better state than it is in right now. Let's hope lessons have been learned and that we will not let the wool be pulled over our eyes once again.

Best Regards
Martin Curtis

PS Would a short easy to read leaflet which explains the benefits of wool be helpful to you and your sales teams? We have produced these before but feedback has been limited. Please let SMG know your thoughts and ideas.



THE CAMPAIGN FOR WOOL
PATRON: HRH THE PRINCE OF WALES

Wool Carpets #Naturally
WOOL CARPET FOCUS GROUP





GET YOUR HOME AUTUMN READY

Hug Rug® ECO-FRIENDLY WASHABLE COTTON MATS

We love Autumn walks and all the beautiful Autumn colours on the trees but it does mean more muddy footprints! Our fabulous Hug Rugs are super absorbent, dirt trapping and washable, perfect for helping to keep floors clean as well as giving a warm and huggy welcome home! We have lots of designs that are perfect for Autumn/Winter so make sure you are season ready.

I love Hugs and Autumn leaves



HOME 45

AUTUMN LEAVES

STRIPE 70

NATURE 14



We are all starting to get our homes ready for the cosy evenings in. A beautiful area rug is the perfect way to change up a living space and add warmth and comfort for the colder months. We have a huge selection of rugs from neutral and understated or vibrant and dramatic.



BERBER

MAINE

HUSH

BATIK

If you would like to discuss any of our ranges please contact us on **01484 863227**.

We would love the opportunity to tell you more.

Alternatively visit our trade portal at phoenix.co.uk where you can sign in or register to create an account

- Our portal offers you... • Easy ordering • Faster lead times • Access to previous orders • Delivery tracker
- Accounting access including statements & invoices • Plus discover more products from our brand portfolio

AXMINSTER CARPETS LAUNCHES 15FT WIDTH, 100% WOOL AND NEW COLLECTIONS AT HARROGATE FLOORING SHOW 2023



Britain's most prestigious carpet designer and manufacturer, Axminster Carpets is extending its sustainable offering to feature 100% pure new wool across all woven to order collections; Myth & Moor, Hazy Days and Modern Classics and now has multiple width options with 3.66m and 4.57m width now available on all woven Axminster collections.

All woven to order collections are on a 4 to 5 week lead-time.

From the Design Director, to the specialist design team and expert weavers, every part of an Axminster carpets' journey is personal and perfected.

The True Authentic in British carpet weaving. Beautiful British manufacturing.

To enquire or place an order please contact 01297 33533



GET THAT FESTIVAL FEELING WITH 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.

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



FURLONG UNVEILS ENDURA: THE NEXT GENERATION ENGINEERED VINYL FLOOR



Storm Oak



Natural Oak

Furlong Flooring is thrilled to introduce its latest breakthrough in flooring technology, Endura engineered vinyl floor. This revolutionary product represents the forefront of next-generation rigid vinyl floor solutions, incorporating the latest technologies to deliver unparalleled performance and versatility.

Endura's engineering showcases a unique combination of a flexible core structure and an improved installation experience, resulting in a stronger, less brittle joint compared to traditional SPC flooring. Remarkably lighter yet stronger, this flooring solution is designed to withstand the rigors of daily use with ease.

With 100% waterproof capabilities, Endura ensures complete protection against spills and moisture, making it an ideal choice for spaces where durability and resilience are essential, such as kitchens and bathrooms.

Endura stands out for its exceptional stability, surpassing SPC equivalents by an impressive 25%. Its superior sound absorption properties, boasting 10% better impact sound resistance, contribute to a quieter and more comfortable living environment.

Safety is paramount, and Endura meets R10 slip resistance standards, providing secure footing in residential and commercial settings alike. The

flooring is further enhanced by an advanced ceramic PUR coating, offering robust protection against scratches, stains, and UV damage, ensuring its pristine appearance is maintained for years to come.

Designed for easy care and maintenance, Endura is phthalate-free, emphasising both occupant well-being and environmental consciousness.

The flooring's wear layer comes with a commercial rating on all products as standard, featuring a 0.55mm wear layer that guarantees long-lasting performance even in high-traffic areas. The décor layer boasts natural embossed surface designs with added texture, elevating the floor's aesthetic appeal.

Endura's core technology, characterised by next-generation rigidity with flexibility, ensures effortless installation and optimal adaptation to the subfloor. Furthermore, the built-in IXPE underlay significantly reduces both reflective and transmitted noise, offering an enhanced living experience with reduced noise levels.

Endura's adaptability extends to its presentation, offering customers the freedom to choose from a variety of formats that best suit their needs. The plank option delivers a classic and contemporary look, while

herringbone adds a touch of elegance and sophistication. For those seeking a unique and stylish appearance, the tile format provides a distinctive charm to any space.

The inclusion of the Uniclic / Unidrop licensed locking systems ensures a secure and straightforward installation process, adding to the convenience and appeal of Endura.

Furlong Flooring is proud to offer a 20-year domestic warranty and a 10-year commercial warranty for Endura, providing customers with added peace of mind and confidence in their investment.

"We are excited to launch Endura, a flooring solution that embodies our commitment to innovation and excellence," said Richard Richman, National Hard Flooring Sales Director at Furlong Flooring. "Endura sets new standards in the industry, bringing together functionality, style, and durability."

To learn more about Endura and Furlong Flooring's extensive product offerings, visit Furlong Flooring or contact a member of the Furlong Flooring team to discuss requirements for your next project.

www.furlongflooring.com



FURLONG FLOORING INTRODUCES THE ECOSENSE COLLECTION: UNVEILING THE ENCHANTMENT AND AVONDALE RANGES

Furlong Flooring, a pioneer in innovative and sustainable flooring solutions, is thrilled to announce the launch of its groundbreaking EcoSense range. This remarkable collection of carpets features the Enchantment collection made with 100% recycled polyester yarn as well as the eco-conscious Avondale range manufactured from 100% recycled polypropylene yarn.

The Enchantment range, a hallmark of the EcoSense range, epitomises elegance and sophistication. Comprising two exquisite sub-ranges, Elite and Luxe, Enchantment carpets are designed to elevate any space. Featuring the award-winning Combi-bac® backing, these carpets are not only durable but also adaptable to various environments. Available in widths of 4 and 5 metres and a choice of weight, Enchantment uses 100% recycled polyester fibre. The carpets are moth-proof, bleach cleanable, and serve as an eco-friendly flooring option, aligning with Furlong Flooring's commitment to sustainability.

Another addition to this collection is Avondale, a standout product in the EcoSense range, made with 100% recycled polypropylene fibres. Available in both Plain and Heathers variations, Avondale boasts a 2-Ply yarn construction, offering the perfect blend of style and eco-consciousness. Like Enchantment, Avondale carpets are available in widths of 4 and 5 metres, and they are moth-proof, bleach cleanable, and backed by a 7-year warranty. This launch reaffirms Furlong Flooring's dedication to providing top-tier eco-conscious flooring solutions without compromising on quality or performance.

"Our EcoSense range, featuring the Enchantment and Avondale collections, underscores our unwavering commitment to provide eco-friendly products," said Ian Collacott, Sales Director at Furlong Flooring. "We believe that beautiful and functional flooring can also be environmentally responsible, and we're proud to offer these options to our customers."



Enchantment Luxe, Peacock



Avondale Heather,



Twilight and Avondale Plain, Poiana

For more information on the EcoSense range and Furlong Flooring's commitment to sustainable flooring solutions, visit Furlong Flooring or contact a member of the Furlong Flooring team to discuss requirements for your next project.

www.furlongflooring.com



Buoyant

UPHOLSTERY



Cancun



Introducing the Cancun

A luxurious addition to any living space. Offering a range of sumptuous fabrics and scatters and a choice of metal or wood feet.

at the SHARP END

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

This issue we are delighted to meet Jason Brimble, Regional Sales Manager for Furlong Flooring in our 'at the sharp end' feature. Jason has been with Furlong Flooring for 21 years, man and boy. Starting off on telephone sales, he moved out onto the road in 2009 and hasn't looked back. Covering Somerset, Wiltshire, Gloucestershire & Dorset, we are so glad Jason agreed to take part and we were extremely interested to hear his answers to our usual questions.



HOW DID YOU GET INTO THE TRADE?

I started off working in the office at Furlong Flooring answering the sales calls at the age of 16 and progressed through the business from there.

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

I would say the increase in hard flooring presence and sales in store, especially LVT. Carpet shops have, over time, become "flooring shops" in order to adapt to the changing market.

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

Carefree Twist is a must have in my opinion. It's a perfect all-rounder. It's durable, hard wearing, stylish and at a very affordable price.

AS A REPRESENTATIVE WHAT ARE YOUR BIGGEST CHALLENGES?

Well stores are not getting any bigger, so to get more POS in store proves to be a challenge at times. However, I find that working with the retailer to make sure they are displaying the correct products to fit their market is key and part of my job that I really enjoy doing.

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

A retailer who is willing to invest in their business, whether it be by improving POS or by increasing the amount of marketing they do. It's crucial to ensure that their business stands out from the competition.

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

I still believe the internet is a constant market challenge. Consumers can tend to use stores for knowledge which unfortunately, in some cases, results in them searching online to find the cheapest price on the product they like, rather than go with the excellent all round service a retailer can offer. Rebranding for me is still a great option to combat this. I would also say a major challenge is the lack of young fitters coming into the trade which is a shame as the knowledge of some of the experienced fitters who are coming the end of their service is not being passed on. The flooring courses available now have helped and are a great idea, but you can't beat working alongside experience.

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

Try not and have goods delivered on the day of fitting! This may be an unpopular response as I know space/storage can be an issue with some of the smaller stores, but unfortunately this still happens on a regular basis. We as a manufacturer have great service levels to the UK market with a lot of my area covered by a minimum of three days a week for deliveries, but you need to allow for any unforeseen circumstances arising.

OUTSIDE OF WORK, WHAT ARE YOUR INTERESTS?

I'm a season ticket holder for Bristol City so that's my Saturdays sorted. I love spending time with the family, especially taking the daughter to the classes of the many interests she now has!

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

I can't imagine really as it's all I've known... scary really.

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

Treat people how you like to be treated.

www.furlongflooring.com

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

FURLONG FLOORING IS A BRITISH FLOORING MANUFACTURER AND SUPPLIER WITH A LONG HERITAGE. WITH OVER 30 YEARS' EXPERIENCE, THEY SUPPLY TO RETAILERS, CONTRACTORS, BUYERS AND HOUSE BUILDERS TO OFFER A FULL RANGE OF FLOORING SOLUTIONS FOR EVERY ROOM. DELIVERING ON PRICE, STYLE & QUALITY AS WELL AS BACKING THAT UP WITH OUTSTANDING SERVICE COMMITMENTS, FURLONG OFFER A COMPLETE PORTFOLIO OF FLOORING PRODUCTS WITH SOMETHING FOR EVERY TASTE AND BUDGET.

New Colours by BROCKWAY®



New Dimensions colours, same outstanding quality

BROCKWAY

THE HOME OF WOOL CARPET

A family business | Made in Britain

www.brockway.co.uk

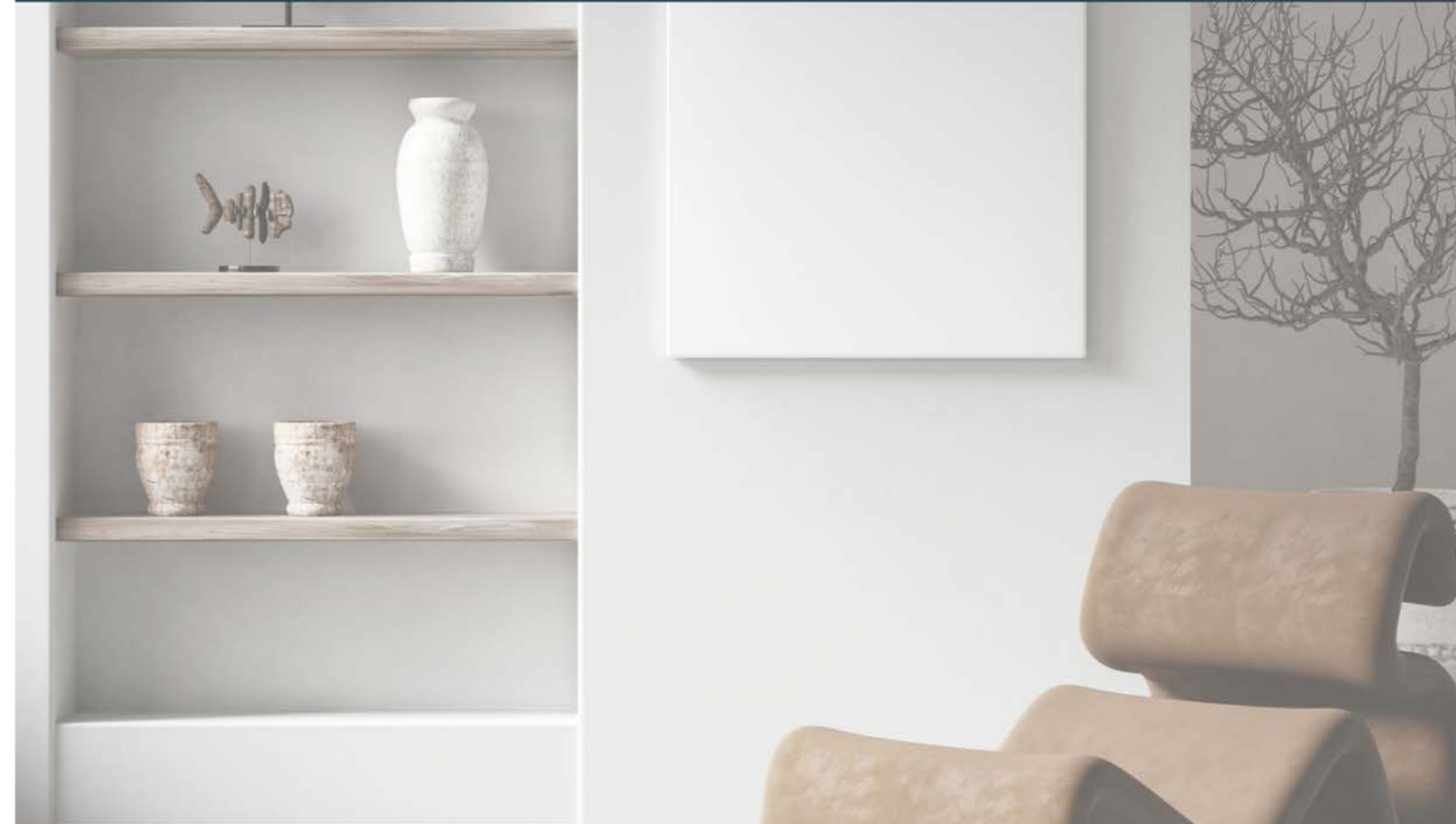
sales@brockway.co.uk

01562 828200



natural origins

100% wool loop



Available in three modern designs



Rib



Herringbone



Boucle

Eight natural shades

4 & 5m widths

Action Bac backing

100% wool

In stock now

ADORE YOUR FLOOR

Hugh Mackay
Parkview Road West
Hartlepool
TS25 1HT

Tel: 01429 892555
Email: sales@hughmackay.co.uk



...ultimately, it's all been about selling carpet and that gives me the same buzz as it did when I first started"

CORMAR
CARPET CO

QUESTION TIME

Chris Isaacs, Sales Director at Cormar Carpet Company

We are thrilled to have industry legend Chris Isaacs, sales director at Cormar Carpet Company featured in this edition of Question Time. Chris has been with Cormar for the past 27 years and has seen a huge amount of change during that time, making him ideally placed to give his insight and wisdom in responding to our usual questions....

Firstly Chris, prior to working at Cormar, which other companies did you work for?

I left school at 16 and went to work at Perring's in Harlow, a large furniture and carpet retailer across the South East. After 5 years there, I went to work at an independent furnisher, alongside my father and brother, called London & Stansted, in Stansted Essex. After four years there I got my first field sales role with Abingdon Carpets where I stayed for 9 years, until finally joining Cormar in November 1996.

How would you describe the values that have made Cormar Carpet Company so successful?

Our values are a result of being a family-owned business. That personal touch means that we care what our retailers and consumers are looking for from us. Just as importantly we care about our internal staff who are all part of the Cormar family. It translates into an empathy that makes us customer focused, to get things right first time and ensuring Cormar retail customers continue to be part of our wider extended family.

What are the biggest challenges you are currently facing?

Not only ensuring we continue to offer new, innovative and exciting products, but equally improvements to service that our retailers really value. Like with all design and innovation, people often don't know what they want until they see it. It's our job come up with those new and exciting products and services, that keep Cormar ahead of the game.

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

We are all consumers so think about what makes you feel valued when you go shopping. It's not only the environment, pricing and the displays, it's the way staff approach you, finding out your requirements, being interested and helping you find a solution to your purchasing problem. If the store makes you feel good and want to buy, look at how that translates into your own business. It's all about exceeding consumers expectations and making yourself stand out from the crowd.

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

Embrace technology and all the positive aspects it has to offer. Coming from an era where tombolas were thought of as innovative

and calculators made estimating easier, today there are many tools that can equally make a retailer's life easier. Whether that is trading electronically or utilising social media to attract customers they all have their place in today's connected world.

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

With so many family and legacy businesses dominating the market, it tends to be more evolution rather than revolution. However, with second, third and even fourth generations now in charge, the drive to improving displays, modern ways of working and the whole customer experience is changing things.

What is your favourite Cormar product?

That's an easy one, it's our Trade Portal. It is without doubt the best in the market, providing numerous features that makes our retailers life as easy as possible to trade with us. It's a product that never goes out of style or fashion, but one we continually develop and is highly valued by our retailers.

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

Those manufacturers that sell aspiration and quality, mainly the hard flooring companies as their products tend to stand out due to design, carpet is more challenging to project as a product.

What are your career highlights?

There are many achievements that I can recall, from my first job in Perring's carpet department getting excited selling a flokati rug, to getting my first sales rep role with the then family-owned Abingdon, to the last 27 years at Cormar. Ultimately it's all been about selling carpet and that still gives me the same buzz today as it did 45 years ago.

Outside of work, what are your passions?

The obvious one is my long-suffering wife Katie of 40 years, quite how she continues to put up with being the last one to get carpet fitted is amazing. My other passion is Rugby, it's not just the game, but the ethos, enjoyment, respect, discipline and team solidarity, I believe business can learn a lot from the wonderful game.

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

I often talk about those few influential people you meet on your life's journey that have a significant impact on you. Sometimes it's family, work colleagues or other inspirational characters. Some of these entrust you with positions that you might feel are difficult and challenging, but the biggest reward is when they commend you on your achievement, knowing you have not let them down, a true emotional bond.

Do you have any regrets?

The answer to that is generally given as none, however when I was representing Perring's at The Ideal Home Exhibition in 1979, I had a chance to see Earth, Wind & Fire at Wembley and did not take the opportunity. I have seen them many times live since, but to have seen them in their heyday would have been brilliant, suppose it emphasises take every opportunity that comes your way.

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

Those that know me understand I have numerous sayings covering wide ranging topics, although they all tend to focus on achieving. Picking one of those out would be "Things happen if you make them happen" if you want to succeed you have to do the hard yards to reap the rewards, there are no short cuts and its in your own hands.

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

All of my roles have involved selling carpet and getting a sale today is as rewarding as ever. However, building the sales team at Cormar as we have today fills me with great pride. It not only supports the current sales function, but equally provides a solid platform to grow further into the future. It's just like watching your family grow up, take on new responsibilities and continue your legacy going forward.

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

Never worked in any other industry, however if any other industries are as exciting, fun, frustrating, rewarding, competitive, long serving and full of as many characters as flooring, then they are very lucky or possibly non-existent!

www.cormarcarpets.co.uk

Duralay[®]

Underlay Experts Since 1952



Number one brand for hard-wearing underlays

Don't compromise on comfort, durability or reliability.

Fitted in prestigious locations across the globe, our world renowned Durafit underlays are a perfect fit for commercial flooring installations, with specialist solutions for:

- Contract Applications
- High Traffic Areas
- Underfloor Heating
- Wood
- Laminate
- LVT

Kersaint Cobb

Folded Angle

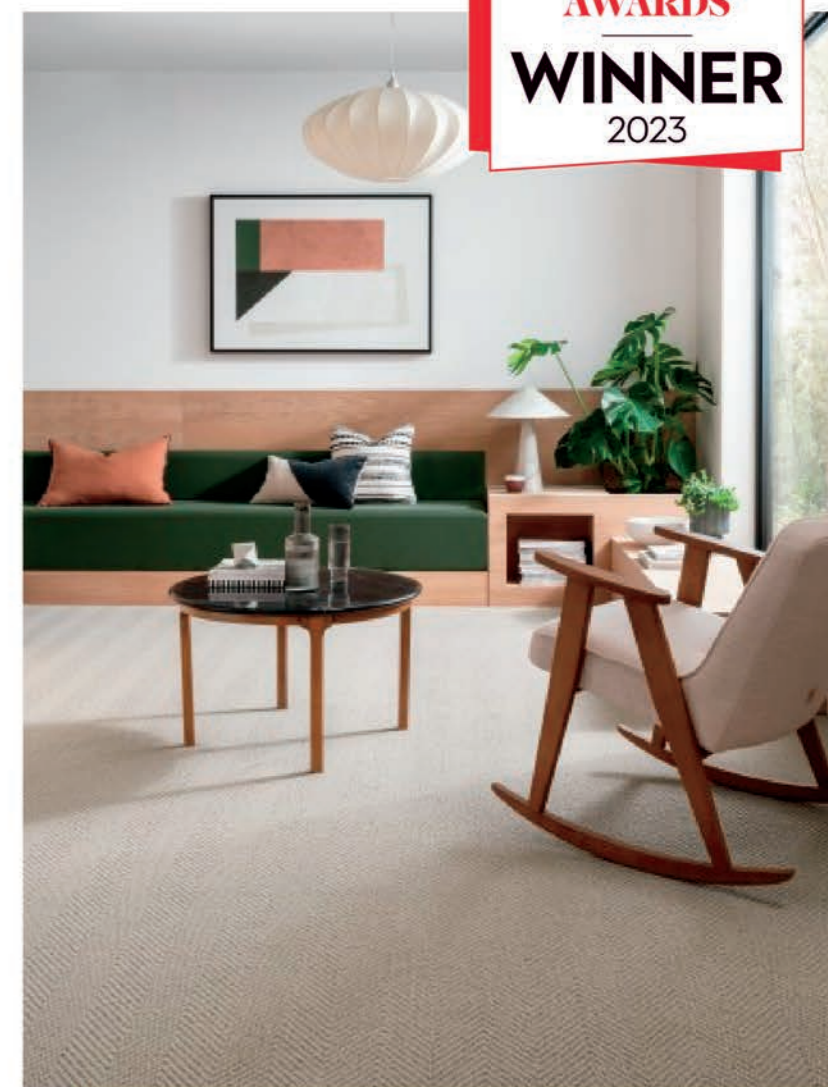


Winner of the Ideal Home Best Flooring category for the Natural Flooring Collection.

Folded Angle is inspired by the formation of angles and chevrons, creating pattern with a Japanese influence.

A design statement encompassing colour with minimal tones, reflecting today's modern living.

Ideal Home
LIVING ROOM AWARDS
WINNER
2023



Design shown: Tessellation

Folded Angle is made from 100% New Zealand wool, available in 5m width and 6 contemporary colours.

For further information on this award-winning collection, contact us on:

T. 01675 430 430

E. sales@kersaintcobb.co.uk

W. kersaintcobb.co.uk



interfloor

Trusted underlay experts for over 70 years
Choose Duralay interfloor.com/duralay

Join Carpet Recycling UK to help make the UK carpet and textile flooring sector more sustainable!

In 2021 it was recorded that 485,915 tonnes of carpet and textile flooring waste was generated in the UK. Through our direct support, our members and the wider waste and recycling sector diverted 81% from landfills into various treatment and recycling options.

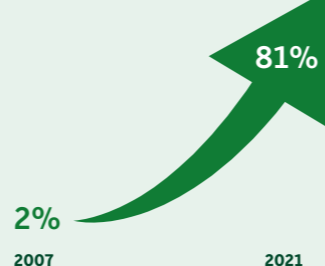
- C** Carpet Recycling UK is a not-for-profit membership association set up in 2007.
- A** We are an independent trade **association** with over 135 members covering the entire supply chain.
- R** We **respond** and advise on best practice for the reuse and recycling of all types of carpet and textile 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 commitment to sustainability through case studies and entering our awards.
- T** **Textile flooring** includes broadloom carpet, carpet tiles, event carpet, rugs and underlay.
- W** We engage with the supply chain to identify and promote Circular Economy initiatives to the **wider** network.
- 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 working across the supply chain to develop more sustainable and environmentally friendly solutions for carpet and textile flooring 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

MOVING CARPETS FROM WASTE TO RESOURCE



Thank you to our Core Members



ESSENTIALS



The EA Collection

With washed oak tops, a beautifully painted finish, and chrome elements, our EA collection seamlessly blends rustic warmth with contemporary design, adding a classic but stylish feel to any home.

Available in 2 colours and items across living, dining and bedroom this exciting new collection is already proving popular with customers old and new.



☎ 01536 444960
 ✉ sales@kettlehome.co.uk
 🌐 www.kettlehome.co.uk



KETTLE
HOME



CARPET FIT FOR A KING

After months of secrecy, Royal Warrant holders Ulster Carpets are proud to reveal that they designed, manufactured and installed over 1,000m² of majestic wool rich Axminster carpets for the Coronation of King Charles III at Westminster Abbey.

This year marks the 85th anniversary of Ulster Carpets, a fourth-generation family-owned company, and this momentous milestone will be marked by a place in history.

Nick Coburn CBE, Group Managing Director, said, "When my grandfather founded Ulster Carpets, he could not have envisaged that his company would earn such a unique honour.

"There is a real sense of pride at being involved in the Coronation and we see this as a tribute to the hard work and dedication of generations of our staff over the last 85 years."

This isn't the first time that Ulster Carpets have worked with the Royal Family. Last year, Ulster became one of the final companies to receive a Royal Warrant from Queen Elizabeth II, having worked on a number of projects for the Royal Household.

Joyce McIvor, UK and Ireland Contract Sales Director, led the team at Ulster Carpets on the historic Coronation project, working in conjunction with leading events company, Identity.

"We are thrilled to play a major part in this historically significant event. We were recommended to Identity by the Royal Household, which demonstrates the high esteem in which Ulster Carpets are held.

"Working closely with Identity we developed a range of colour samples for the Royal Household to choose from. We also had to consider the technical aspects of the construction such as pile height and direction, to ensure the carpet not only looked sensational, but performed to the very highest standards on the day.

"Our attention to detail shone through at every stage and that is testament to the dedication of our hard-working staff. We have worked for a host of prestigious clients across the world but this ranks as one of the most important projects in our 85-year history."



The majestic wool rich Axminster carpets for the Coronation of King Charles III at Westminster Abbey were manufactured by Ulster Carpets. Photo by Andrew Matthews - WPA Pool/Getty Images

Lois Norman, a Senior Field Designer based in Ulster's London Design Studio, took inspiration for the carpet colours from several sources.

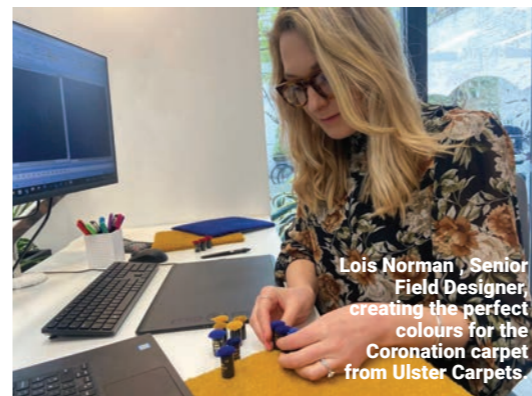
"We researched past Coronations and historic events at Westminster Abbey and also took into consideration elements such as the colour of the robes and adornments the King would be wearing, the prominent tones within the Abbey and even the Heraldic cyphers of the Royal Household.

"A more unusual aspect for us was that we had to consider how the carpet would look on TV. Everything had to work together in harmony and, in the end, the final choice of colours was influenced by Queen Elizabeth II's Coronation - a fitting tribute to the

dedication she displayed during her years of service to the nation.

"This is by far the most prestigious project I have ever worked on and one I am so proud to have been involved in." For the Coronation, Ulster Carpets commissioned another family business, Trade Carpet Company, to install the two resplendent carpets at Westminster Abbey.

Joyce added, "Trade Carpet Company have again proven their expertise and we are delighted with the professional installation at Westminster Abbey for the Coronation. It has been a pleasure to continue our long-standing relationship on such an important project."



Lois Norman, Senior Field Designer, creating the perfect colours for the Coronation carpet from Ulster Carpets



Pictured with the Royal Blue carpet for the Coronation of King Charles III are Nick Coburn, Group Managing Director, and Joyce McIvor, UK and Ireland Contract Sales Director, with representatives from different departments at Ulster Carpets (back row, from left) Hannah Topping, Manu Thomas, Andrew Carson, and Sarah Moffett.



Every step of the process was carried out by the expert team at Ulster Carpets.

Every step of the process was carried out by the expert team at Ulster Carpets.

Ulster Carpets were responsible for the design, manufacturing and installation of two carpets for the Coronation. Every element took place in Ulster Carpets' state-of-the-art manufacturing plants, all located within the UK.

The Royal Blue carpet was installed in The Nave and North and South

Transepts while the Regal Gold carpet adorned the Theatre of Coronation which is central to the ceremony.

The Coronation carpets were woven on a new generation of patented PSYLO™ looms, developed exclusively for Ulster Carpets by Griffith Textile Machines (GTM) based in Washington, North East England.

The processing and spinning of the wool for the Coronation carpets

was carried out by Yorkshire-based Ulster Yarns.

www.ulstercarpets.com





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.

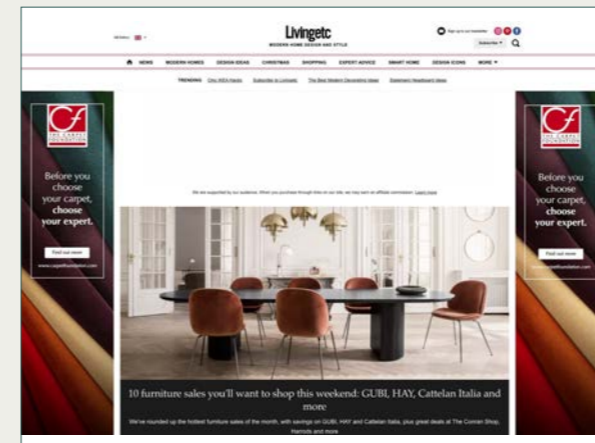


We are not just inspired by nature; we are a 100% natural fibre company owned by farmers.



www.woolsnz.uk

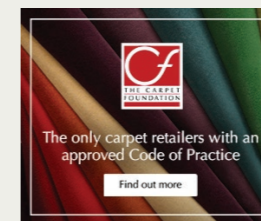
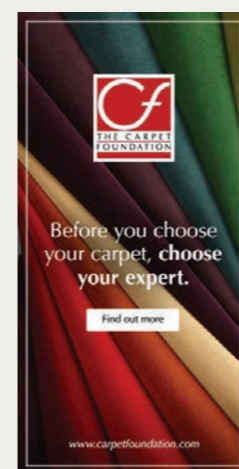
CHAMPIONING CARPET & SUPPORTING RETAILERS



CARPET FOUNDATION RUNS ITS LATEST ONLINE CONSUMER ADVERTISING CAMPAIGN

The Carpet Foundation is currently in the middle of their latest online consumer advertising campaign. Believing that 'If it ain't broke, don't fix it' they are using the same four leading home interest magazines – www.homesandgardens.com www.livingetc.com www.idealhome.com and www.realhomes.com – with the same imagery in the same formats.

They see no reason to change anything as they are outperforming all online industry benchmarks in terms of response. The objective remains to promote Carpet Foundation independent retailers as the people to buy carpet from. The campaign started on 25th September and runs into November.



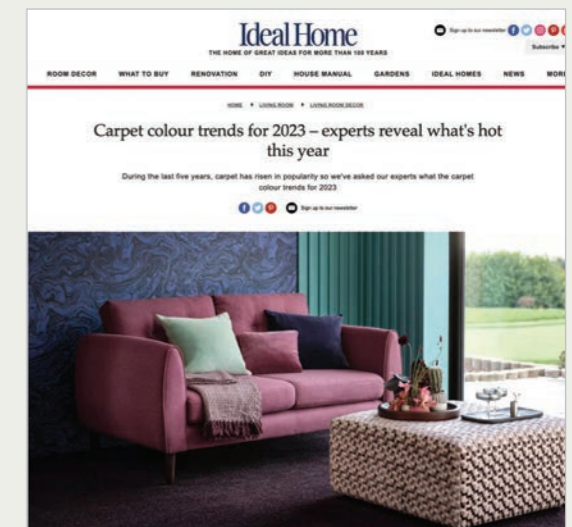
HELP AND ADVICE FROM THE TSI

There is a very helpful outlet that is totally free of charge that we would heartily recommend to all our members. It is a Trading Standards Institute initiative called Business Companion and can be found at www.businesscompanion.info You will find on here all the latest updates on laws relating to consumer rights, contracts, selling etc. It really is a handy aide memoire about the latest regulation on how retailers and consumers interact. Have a look.

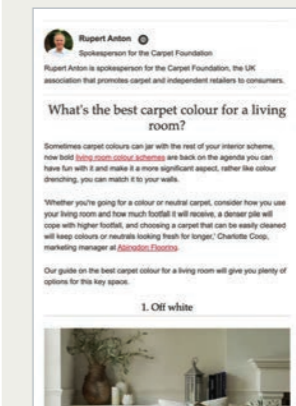
MEDIA COVERAGE FOR CARPET

As well as advertising online, they are also getting a lot of editorial exposure online! Recently they have contributed to, and featured in, three in-depth articles on www.idealhome.co.uk.

The first one looked at colour trends currently and featured extensive opinion from them together with quotes from Andrew Giquel of Ulster and Beccy Cash from Victoria together with images from Abingdon, Brintons, Brockway and Ulster. See the full article here: www.idealhome.co.uk/living-room/living-room-decor/carpet-colour-trends



They also ran a piece on choosing carpet and the Foundation gave extensive advice and supplied images. www.idealhome.co.uk/diy-and-decorating/how-to-buy-a-carpet-74220



Finally, along with Abingdon, Crucial Trading and Cormar, The Foundation gave their views on the best colour carpet for a living room. Images were used from all three of the above manufacturers plus from Brockway. Carpets

www.idealhome.co.uk/living-room/living-room-decor/whats-the-best-carpet-colour-for-a-living-room

www.carpetfoundation.com



TELENZO
CARPETS

DELFT SQUARE

Our latest collection, a 2ply wool loop inspired by modern living, 8 carefully chosen shades and tones of neutral texture, combined with contemporary interiors. A beautiful minimal texture that has been carefully designed to give a sophisticated backdrop to any interior scheme, organic with movement our construction adds a stylish dimension to the floor space.

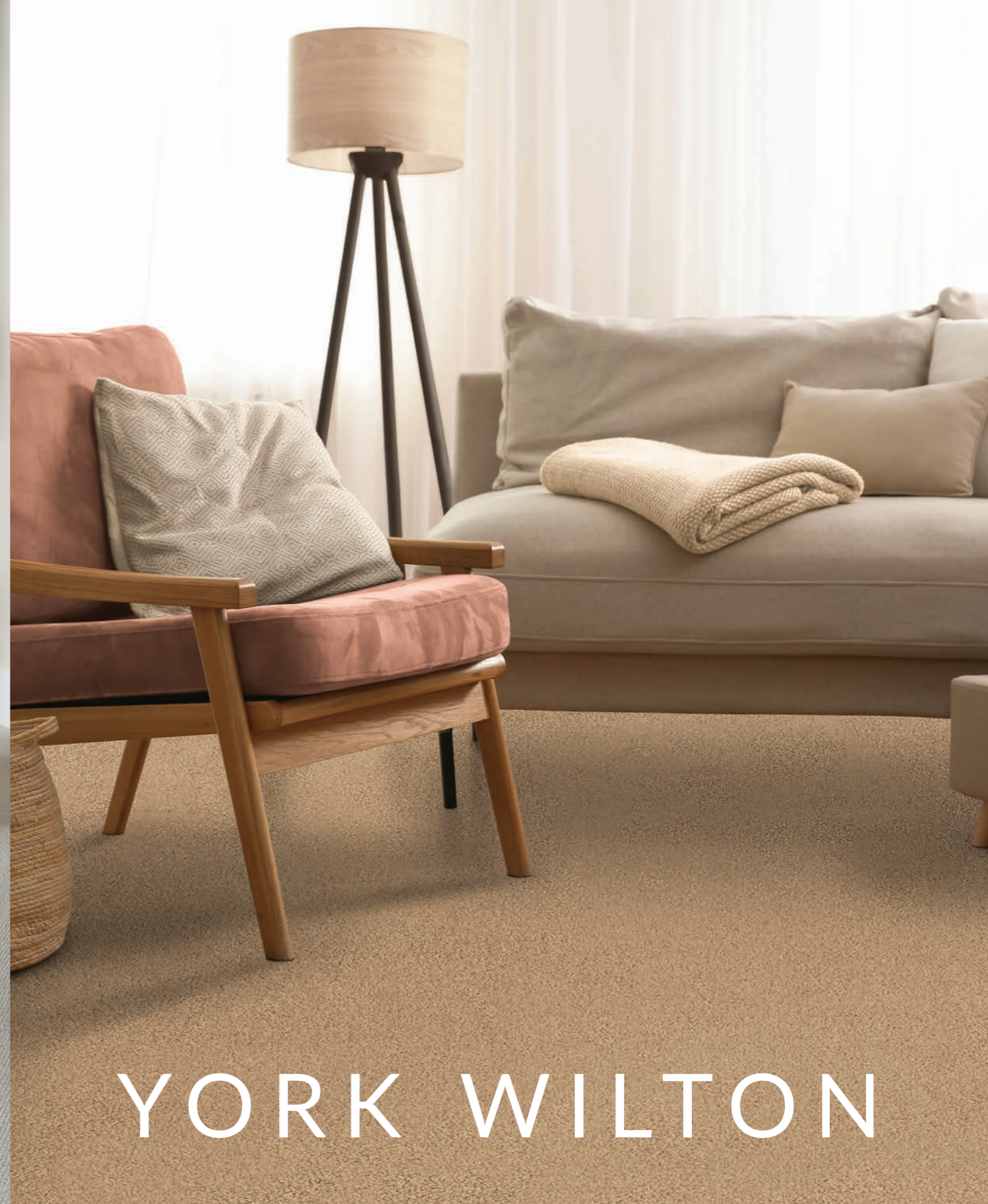
STYLE & QUALITY ASSURED. NATURALLY.

Telenzo Carpets

01827 831497

www.edeltelenzocarpets.co.uk

Scan QR code to register for the Online Retailer Portal



YORK WILTON

Celebrating 30 years of York Wilton

To mark three decades of success, Ulster Carpets have increased the number of colours in the York Wilton range to an amazing 60! The addition of warmer neutrals and earth tones brings this collection right up to date and it now offers a fantastic array of choice.



ulsterTM

THE FLOORING SHOW IN HARROGATE WAS EXCITING FOR OUR BALTA TEAM.

We're delighted to unveil not only our eagerly awaited "Made in Heaven" ranges, Crescent, Eclipse, and Sublime, but also a dazzling array of 8 new collections integrated from Millennium Weavers that promise to transform your living spaces.

Balta's commitment to excellence led us to combine 8 exquisite Millennium Weavers ranges into our assortment, allowing us to offer an even wider selection of stunning flooring options. Among these, the 4 new ranges — Feeling, Addiction, Obsession, and Tradition — stand out in both traditional beige and cool grey tones.



FEELING:

Indulge in the luxurious touch of this polypropylene Heatset frisé carpet. With a 1/10" cut pile weighing 1750 grams, it's available on action back in 4m and 5m widths. "Feeling" boasts a textured effect cut pile that exudes high-end quality.

Its range of modern, practical colors, Heavy Domestic rating, and suitability for general contract locations make it the perfect choice for any home.

OBSESSION:

Dive into luxury with this polypropylene Heatset frisé carpet featuring a 1/10" cut pile weighing 2200 grams. Available in 4m and 5m widths on action back, Obsession offers a deep pile saxony texture that is suitable for any home. It's fresh colour palette complements modern fashion trends, delivering a touch of opulence to your space.

ADDICTION:

Another remarkable addition to our lineup, Addiction features a polypropylene Heatset frisé construction with a 1/10" cut pile weighing 2200 grams. Ideal for a wide range of spaces, it comes in 4m and 5m widths on action back.

TRADITION:

For those seeking a budget-friendly luxury wool carpet, Tradition is the answer. This 100% Wool line offers cut and bouclé options in nature-inspired tones, weighing 820 grams. Available in 4m and 5m widths on action back, it comes in two loop structures; plain and linear effect. Tradition combines the durability of wool with its substantial weight, making it suitable for various areas in your home.



Balta doesn't just stop at rolls; you can also order these new collections in custom cuts, readily available on lecterns.

We're thrilled to present you these exquisite ranges in the coming weeks, bringing you the latest in flooring elegance.

At the Harrogate Flooring Show, Balta also launched 4 captivating roll lines, designed in the trendiest colours of the moment and offered at irresistible price points.

Meet Ottawa, Sandy Lake, Sentimental, and Darwin; polypropylene heatset frisé carpets with a 5/32" cut pile, available on action back in 4m and 5m widths.

OTTAWA:

A 1200-gram Luxury Heavy Twist Pile carpet, Ottawa comes in 12 modern, attractive colours, suitable for heavy domestic and general contract locations.

SANDY LAKE:

Weighing in at 1500 grams, Sandy Lake is a Luxury Heavy Twist Pile carpet, also available in 12 contemporary colours.

SENTIMENTAL:

At 2200 grams, Sentimental boasts refreshed colours and timeless greys and beiges in its 12 shades. Soft to the touch, it's family-friendly and incredibly resilient.

Darwin:

The heaviest in the collection at 2550 grams, Darwin features 10 on-trend colours and offers the ultimate luxury feel in a 100% polypropylene carpet. For the beloved "Made in Heaven" soft carpet line, Balta Carpets

For the beloved "Made in Heaven" soft carpet line, Balta Carpets introduces three new qualities:

- Sublime
- Eclipse
- Crescent (pictured)

These styles embody the luxurious look and feel of Made in Heaven, with a silk-like quality derived from Balta Carpets' polyester yarn.

With various price points, they bring luxury, comfort, and stain resistance to your home, ensuring everyone can enjoy the heavenly feel of Made in Heaven.



Upgrade your space with Balta Carpets today!



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.



OUR CARMAN PRICING MATRIX

SOLUTIONS

Carman, Cloud-based flooring business management solutions. Fully customised packages available to tackle problems faced by flooring professionals

- Carman customisation and personalisation
- Cloud infrastructure setup PC/Laptop/Mobile/Tablet/Printer setup
- Create, track, and manage unlimited quotes, customers and orders
- Access to Carman communications pack with innovative, multi award winning marketing & contact features
- Access to Carman Companion mobile application (IOS & Android)
- Xero accounting software API link and SAGE & QuickBooks import functionality via Excel/CSV
- Carman internal diary with IOS/Android Carman Companion integration
- Access to Carman Site Manager for commercial and contract users
- Access to Carman Stock Manager & Stock Movements
- Real-time stock visibility, desktop & Android
- Dedicated account management team
- Creation and support for multiple companies and/or company locations under one account
- Carman cutting table manager
- Carman distribution manager
- Dedicated supported and maintained cloud server
- Advanced warehouse management via desktop and Android application
- Business Intelligence powered by Microsoft Power BI, analyse your Carman Enterprise data for in-depth data visualisation and reporting.

RETAIL

For retail users holding minimal stock.

ERP

For small to medium stockholders and multi-site operations.

ENTERPRISE

Large scale, multi-site stockholders with multiple storage and dispatch networks and retail stores.

SOLUTIONS	RETAIL	ERP	ENTERPRISE
Carman customisation and personalisation	✓	✓	✓
Cloud infrastructure setup PC/Laptop/Mobile/Tablet/Printer setup	✓	✓	✓
Create, track, and manage unlimited quotes, customers and orders	✓	✓	✓
Access to Carman communications pack with innovative, multi award winning marketing & contact features	✓	✓	✓
Access to Carman Companion mobile application (IOS & Android)	✓	✓	✓
Xero accounting software API link and SAGE & QuickBooks import functionality via Excel/CSV	✓	✓	✓
Carman internal diary with IOS/Android Carman Companion integration	✓	✓	✓
Access to Carman Site Manager for commercial and contract users	✗	✓	✓
Access to Carman Stock Manager & Stock Movements	✗	✓	✓
Real-time stock visibility, desktop & Android	✗	✓	✓
Dedicated account management team	✗	✗	✓
Creation and support for multiple companies and/or company locations under one account	✗	✗	✓
Carman cutting table manager	✗	✗	✓
Carman distribution manager	✗	✗	✓
Dedicated supported and maintained cloud server	✗	✗	✓
Advanced warehouse management via desktop and Android application	✗	✗	✓
Business Intelligence powered by Microsoft Power BI, analyse your Carman Enterprise data for in-depth data visualisation and reporting.	✗	✗	✓

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.

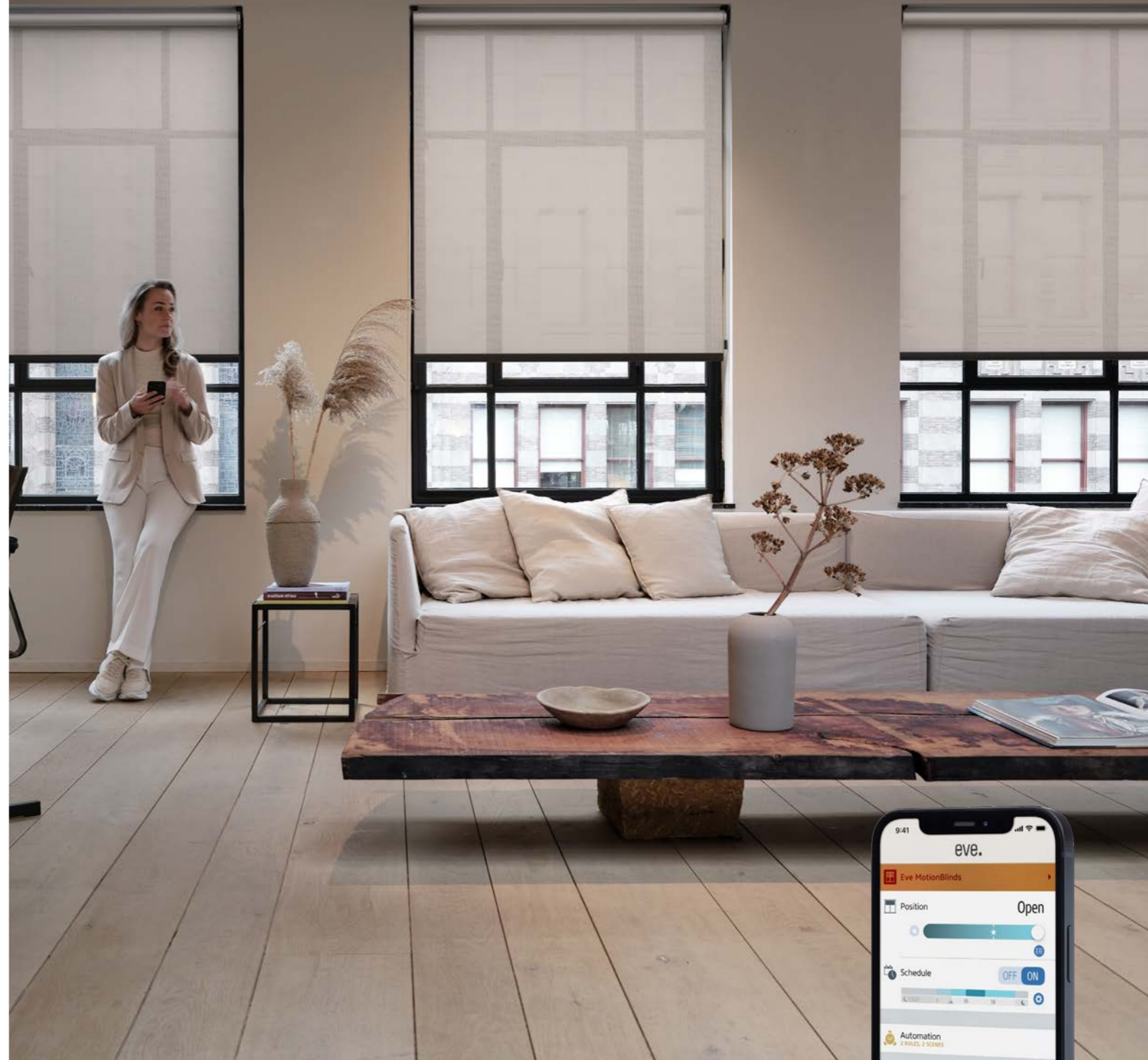
Design and Aesthetic Appeal

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



eve. | MOTIONBLINDS

The most advanced smart technology for window shadings that is revolutionising the smart home industry. Decorquip shading powered by Eve MotionBlinds is the next must-have to complete any smart home.

Cavalier Carpets



THE FLOORING SHOW
HARROGATE



It was great to be back at Harrogate to Celebrate 50 Years of Cavalier

Visitors came to say hello, and take a trip down memory lane, as well as having a few glimpses in to the future.

so, what's NEW ?...



Unveiled at the show was our brand new 'Elixir', a stunning addition to our increasingly popular Polyester collection, which offers super strength together with superior softness. This brand new range comes in two qualities; the practical 45oz Regal and the extravagant 78oz Imperial in twelve contemporary tones, in a choice of widths.

In addition, were the new colours in our highly successful Stain-less Distinctions range which offers 3 practical weights using 100% stain resistant Polypropylene in 4m & 5m widths.



meet David...

over 20 years at Cavalier, he cuts all our samples, you could say every one has his stamp on it!

Quality carpets, from our family to yours



Visitors to the stand were amongst the first to preview our latest development in our award winning wool rich twist line-up, an exciting new subtle 1/8th gauge tufted graphics.

Called, 'Companions', it has been cleverly designed to co-ordinate with our outstanding 'Cosmpopolitan' range. With a delicate three tone palette of stipple effect yarns for each of its colourways, it shows off an air of sophistication along side any plain carpet.



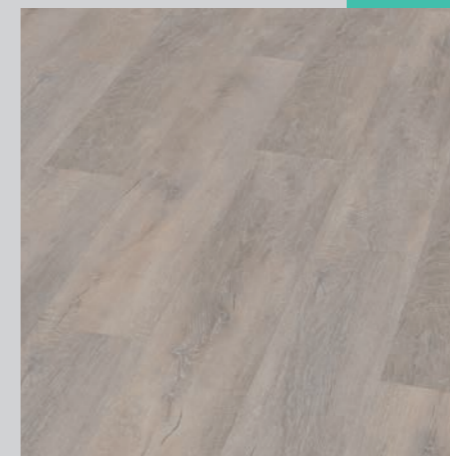
At this years show we introduced no less than three NEW loop pile qualities. 'Coastal Loop', 'Hawk Loop' & 'Owlet', are all made using the finest un-dyed, 100% Wool yarns to the highest specifications. Each range has its own unique texture and appearance which will surely find a place in the current trend for natural decor.

ONE
FLOOR
UK

Oneflor UK
Inspired by nature. designed for living



WORKSHOP 55



The collection is made of 30 ultra-realistic decors. from subtle oaks to nurnt woods. from classical concretes to industrial metal designs. corroded and oxidized by time.

HOME30 CONCEPT



With 24 exclusive and authentic natural colours. Home 30 brings the premium look your home deserves. 3 colourways are also available in a herringbone pattern to bring a fashionable atmosphere into your home.

Be at One with your floor!

www.oneflor-uk.co.uk
Email: info@oneflor-uk.co.uk





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

VICTORIA™

Carpets

EasiCare

New FIRST IMPRESSIONS

COMING THIS AUTUMN

www.myvictoria.co.uk

First Impressions - Well-dressed

WOOLSAFE ASSOCIATE RETAILERS COMPLETE THE WOOLSAFE VIRTUOUS CIRCLE

‘virtuous circle’

noun
a recurring cycle of events, the result of each one being to increase the beneficial effect of the next.

The WoolSafe Organisation has set about creating a WoolSafe Virtuous Circle to benefit all our stakeholders from those in the carpet supply chain, to those responsible for the care and maintenance of carpets.

In addition to the WoolSafe Approved Product accreditation (since 1991), WoolSafe Approved Service Provider network (1999), and WoolSafe Academy (2012), WoolSafe have introduced Associate Manufacturer (2017) and now WoolSafe Associate Retailer (2023) programmes.

This is how the WoolSafe Approved Virtuous Circle benefits all:

Associate Carpet Manufacturers and Retailers

Associates work with WoolSafe to deliver the correct maintenance advice to end users. Recommending WoolSafe Approved products and Service Providers helps wool carpet owners to get the best lifetime value from their textile flooring.

WoolSafe Approved Products

Using the correct chemistry avoids issues and improves carpet performance leading to improved consumer satisfaction.

WoolSafe Academy

Professional training is given to carpet and rug cleaners, raising the knowledge and skill levels within the industry. This leads to better understanding of flooring products on the market and how to maintain them safely and effectively.

Approved Service Providers

A global network of WoolSafe Approved Service Providers competent to clean wool carpet effectively, using safe products, means both residential and commercial clients get the best returns on their investments. This leads to total product satisfaction and repeat sales! This completes the WoolSafe Virtuous Circle which we believe is a great benefit for everyone.

Benefits of WoolSafe Associate Retailer membership

Associate Retailers are quality carpet and rug suppliers working with WoolSafe to ensure that the carpets and rugs that they sell perform best and maintain their appearance longest. Members are listed on the WoolSafe website with a logo and link to their website.

WoolSafe helps Associate Members in a variety of ways including:

- Creating correct carpet care advice for consumers through websites and leaflets.
- Offer a hotline for customer queries regarding cleaning and stain removal taking away liability from members for giving incorrect advice.
- Provide spot and stain removal wizards and step-by-step videos on how to remove most common household spills which can be embedded on your website.
- Advice iFrames that cover everything incl. mats, vacuuming, spot cleans, DIY cleaning.
- Free and discounted carpet performance testing.
- Technical advice and help from the WoolSafe team around the world.

If you would like to join us as an Associate Retailer or Manufacturer, please contact: Steve@WoolSafe.org

T: 01943 850817
www.woolSAFE.org



You can see on the graphic where each of the programmes fit in to the virtuous circle.



FEATURE - WOOLSAFE

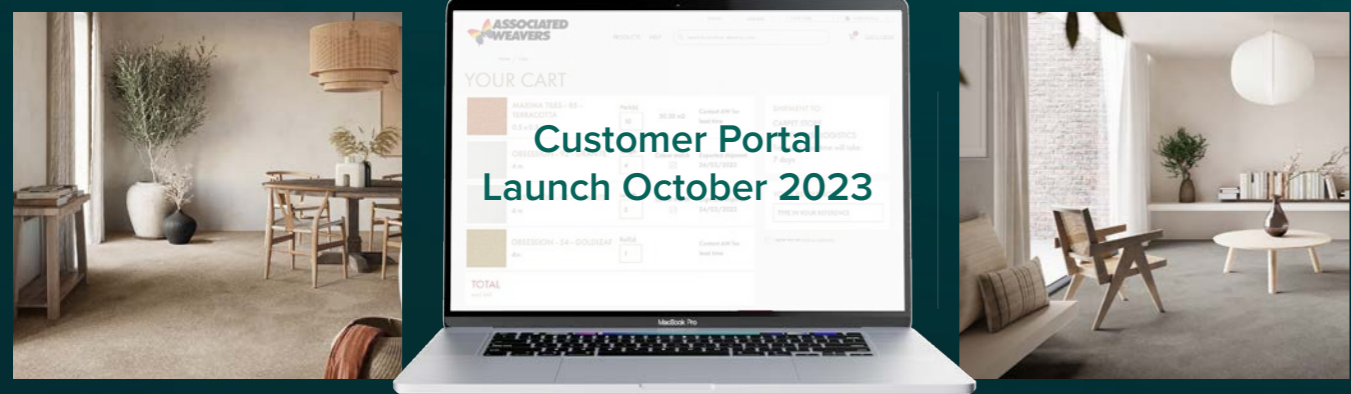


- ✓ UK Headquarter & Academy @ Halifax
- ✓ Warehouse & Cut length-service 6,000 carpet rolls & 3,000 LVT pallets @ Northampton
- ✓ Logistics & Transport @ Doncaster & Harlow



We've got UK covered

NEW CUT LENGTH DELIVERY NETWORK
delivery within 3-5 working days



SHARE YOUR #associatedweavers
 @associatedweavers
 www.associated-weavers.co.uk

A UK brand since 1964

BROCKWAY® Natural Loops are only available from BROCKWAY®



Quality you know your customer will love. The Original Natural Collection.

BROCKWAY

THE HOME OF WOOL CARPET

A family business | Made in Britain

www.brockway.co.uk

sales@brockway.co.uk

01562 828200

THE FLOORING SHOW HARROGATE 2023

The Flooring Show 2023 at Harrogate Convention Centre was the place to be this September. Back to its previous best in terms of visitor numbers and quantity & quality of exhibitors after the last two more difficult years where attendance was affected by Covid and then by the late Queen's funeral.

There was a fantastic buzz about the exhibition with every supplier we visited showing new ranges, new unitary and

offering some fabulous Show only deals. Some of our super stand out highlights were:

Abingdon – launching two fantastic velvet-like ranges – Pure Elegance and Captivation – sure to be massive best sellers with top end luxury at an affordable price.

Balta – announcing at the Show that the Millennium Weavers brand is now going to fall under the Balta product offer, Balta showcased some fabulous roll only ranges at unbelievable price points

which will definitely be firm favourites with our roll stockist members.

Brockway – featuring Floor Love and Grosvenor Wilton ranges as well as their own, they showed that they have something for every price point, all with the surety of their British manufactured quality.

Cavalier – celebrating 50 years in the Industry, Cavalier showcased some fantastic new loops – hitting the current trend perfectly.

Cormar Carpet Company – as always the Cormar stand was a go-to for everyone and they didn't disappoint. Launching their new range Kingston at the show – this is sure to be a top seller for this autumn.

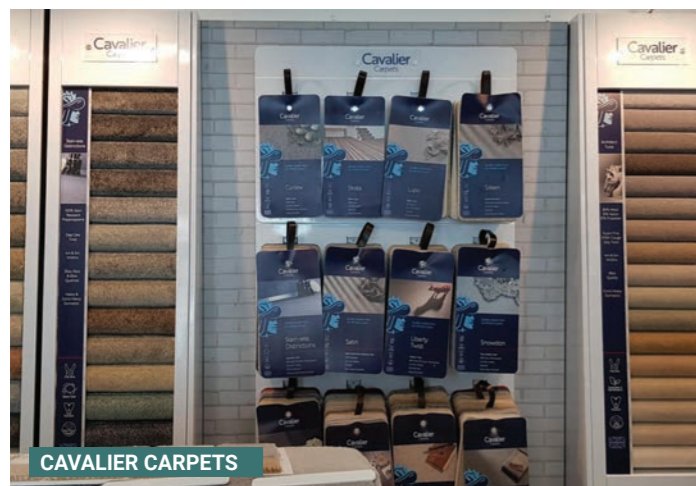
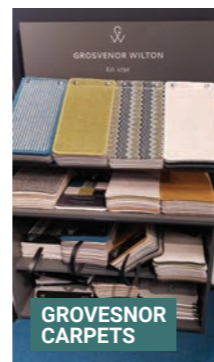
Furlong Flooring – what an amazing array of new and innovative products. The main theme of all of their new ranges was sustainability – with recycled yarn featuring strongly. With these great products, each with an environmental story Furlong are absolutely on point with their comprehensive flooring offer.

Hugh Mackay – once again their stand was stunning. Hugh Mackay have something for everyone – fabulous Axminster ranges showcasing pattern and colour, beautiful design inspired re-launch of the top selling Deco range and their comprehensive product offer under the Q brand.

Penthouse Carpets – made a dramatic statement of colour at the Show – fabulous graphics, striking new stand units and a modern palette of colours with their products – there's nothing not to love about these products.

Victoria Carpets – another stunning stand featuring TV graphics on their wall units – a fantastic touch which draws customers to their product offer. With all of their ranges looking beautiful and supported by their inspiring marketing, they never fail to impress.

Westex – an extremely classy stand and product offer. Their display units are innovative and sleek in design giving the customer a designer experience within any store.



Everyone had new products on show and what was clear from seeing their ranges is that colour is definitely coming back! No longer a sea of grey we've got blues, greens and golds featuring strongly. It's also clear that loops are extremely in vogue for this autumn – chunky, fine, herringbone design, boucle, in both wool and synthetic, naturals and colours – we saw them everywhere.

As well as carpet, there was a fantastic representation of LVT, Laminate and Vinyl products at the Show – the quality and durability of these products has hugely increased since they first became available and this has never been more obvious than when you get to see the variety and the quality at the show.

There is truly so much to see and so many interesting products and suppliers exhibiting – it's got to be a must visit for the diary in 2024.

CLOUD



RANGE OF UNDERLAYS

WE DID IT AGAIN!

Three wins for Ball & Young.

CFJ FLOORING INDUSTRY AWARDS:

Underlay Manufacturer/Supplier of the Year 2023

FLOORING INNOVATION AWARD WINNER:

Environmental Category - EcoVadis Gold Accreditation for Ball & Young

INTERIORS MONTHLY AWARDS:

Best Underlay Manufacturer 2023



MADE IN THE UK
TO BS 5808
AND BS EN 14499



SCAN TO SEE OUR
SUSTAINABILITY
STORY