

SMG NEWS

magazine



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Furlong Flooring

First choice flooring for every room



ON THE COVER:

**FURLONG FLOORING,
CAREFREE IN NIGHT SKY.**

Pictured, Universal Clic

Shaun the Sheep®

shaun loves wool



wool is...
naturally sustainable
looks better for longer
easy to clean
perfect choice for allergies



*Scan to find out
Why Wool Matters*

Shaun the Sheep returns as 'ambaaa-ssador' for The Campaign for Wool and British Wool as part of a three-year collaborative promotional campaign to help educate and promote wool flooring as sustainable and good for the planet and to highlight wool's many natural benefits when used in flooring and other areas around the home.

The following companies have collectively contributed to bring this campaign to UK retailers and consumers:

Flooring Manufacturers:

Adam Carpets • Brockway Carpets
Causeway Carpets • Cavalier Carpets,
Cormar Carpets • Manx Tomkinson Carpets
Penthouse Carpets • Westex Flooring

Yarn Spinners:

Danspin • Lawton Yarns • Lusolä

Buying Groups:

BRM, SMG

Wool Flooring Care:

WoolSafe



WELCOME

A few words from SMG...



Dear Members,

No one can say this year hasn't been eventful! The loss of Carpetright, SCS no longer selling flooring, The Floor Room closing, and the restructuring recently occurring with Victoria Carpets Plc, not to mention a new government – I don't think I've seen this much change in one year for a very long time. With challenge comes opportunity

though, and we have to be ready to make the most of any opportunities that come our way.

With Carpetright, John Lewis and SCS out of the picture for the moment, you would hope more sales would come the way of Independent Retailers, so we hope to see an increase in footfall in stores this autumn. It's a good time to make your stores super inviting to passing trade and to returning customers alike, think about how your window looks from across the street, is the store warm, well lit and clear of clutter? A good tip is to take photos of your store, inside and out, and then look back at them as if you were a customer. Does it look inviting, clean, tidy and well thought out?

It was apparent at the Harrogate Flooring Show in September that suppliers right across the board are looking to support and help the Independent Retailer to flourish in this new environment. There were lots of offers on point of sale especially, as well as new products everywhere – at all price points and in both carpet and smooths. Why not look at changing, increasing or even fine tuning your product offer and review all of the new ranges available now. Perhaps cut down the amount of sampling while still having something for everyone. After all, too much choice can be overwhelming.

If you went to the Show, you can't have missed the launch of the Shaun the Sheep (STS) Campaign – a really positive initiative, championed by The Campaign for Wool and supported by Adam Carpets, Brockway, Cavalier, Causeway, Cormar, Manx Tomkinson, Westex, Danspin, Lawton Yarns, Penthouse Carpets, BRM and SMG! We've all contributed to buy the license to use the STS branding for the next three years – there will be some fabulous point of sale items including posters, wobblers, window graphics and cardboard stand ups coming your way very soon, as well as social media templates you can download. All with positive messages about wool being an ideal material for flooring. There will be QR codes on the POS which will take the consumer to a link showing all the benefits of choosing wool. This too is aimed at driving more footfall into stores. I would ensure you have your POS front and centre in store to catch the customer's attention and make the most of this opportunity!

Now, more than ever, we need to support our suppliers. Many will have been affected by the loss of Carpetright and the change in the economic climate, we need to be extremely mindful of the fact that if we, the Independents, don't support our suppliers, we will

be at risk of losing them. Buy from SMG suppliers, support British manufacturing and support the wool trade where you can. In doing that we can support the farmers, who are not currently profiting from keeping sheep for their fleece alone. We need to think of the bigger picture when making decisions about what to sell and what to buy, we can all make a difference by making informed choices. Sorry, I'm not lecturing honest, I just feel that sometimes we get stuck in the moment and we don't think about the wider impact of the decisions we make. We have some fantastic suppliers who manufacture their products in house, who support SMG Members and who take pride in everything they do. We really don't want to lose that!

One other body I'd like to mention is the Carpet Foundation. They are working so hard to promote carpet in the media and again particularly support the Independent retailer. It is worth having a look at all the benefits they could offer you – they are especially good when it comes to product quality issues and many retailers benefit greatly from their support on that side of things. Also, behind the scenes they are working to lobby the Government to get them to understand our industry better. Aiming to make them aware of the scale of business in this trade and do more to support it. They can also help you obtain OFT approval, which will be another thing that could give you the edge in a competitive market.

As ever, at SMG we are always looking for opportunities for our retail members to gain an advantage in a difficult market. There are new initiatives coming regularly so make sure you keep an eye out. Our monthly 'Independent Retailer Update' will ensure you have all the information you need, and keep you up to date with everything we are doing.

We have some great features in this issue of SMG News, especially Question Time where we are so pleased to feature Rachel Attwood, new MD at Ball & Young. Rachel is full of energy and enthusiasm and we were so pleased that she agreed to take time to answer our questions. Turn to page 35 to read the article.

Our 'At the Sharp End' feature this month stars Jonathan Hunter, area sales manager for Ulster Carpets, so it's great to read his answers to our usual questions from 'at the Sharp End', on page 32. Also in this issue we review the Flooring Show in Harrogate and have a special feature on two very long serving members – Braddicks of Bideford and Priory Carpets of Worksop – see page 18 & 19.

All that remains for me to say is that this autumn 2024 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 2024.

Kind regards

Linda Thomas

Head of Group Operations



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ABINGDON FLOORING LAUNCHES INTO NEW MARKETS



Brushed Oak

Alongside introductions to its Stainfree and Love Story British made carpets, Abingdon Flooring have launched the Simply Smooth collection of cushion vinyl, luxury vinyl and laminate floors.

Retailers making the trip to The Flooring Show got the chance to see the latest products to come from Abingdon Flooring as it used the three-days of the UK's largest flooring exhibition to show new carpets from Stainfree and Love Story, as well as mark its entry into new markets with the launch of Simply Smooth vinyl, luxury vinyl and laminate floors.

For the nation's original easy clean carpet family, Stainfree, Abingdon Flooring has released Rustique Ultra. Complementing the successful Rustique style, this brand-new range uses a tri-colour yarn and a dense 1/10th gauge for better performance in areas of the home that see heavy traffic. New Rustique Ultra comes in 16 popular colours and features Abingdon Flooring's original and best Stainfree for Life warranty alongside a 10 year wear warranty. Complete with Abingdon's comfort fleece back, the collection is available in 2.5, 4 and 5m widths.

Continuing the legacy of Love Story's ultra-soft carpets, we also see two new styles enter the

collection in Soft Whisper and Hidden Depths. Taking inspiration from the Destiny roll range, both are soft to the touch and perform well in high-traffic areas of the home. With a yarn that bounces back time after time and a fleece backing for easier fitting and improved feel, Soft Whisper and Hidden Depths come with a Stainfree for Life promise and 10 year wear warranty. Homeowners can choose from a mix of 14 heathered and plain tones in 2.5, 4 and 5m widths.



Rustique Ultra in Walnut

Alongside the excitement surrounding these excellent additions to Abingdon Flooring's range of British made carpets, there is noticeable buzz for the launch of Simply Smooth, which includes the company's venture into luxury vinyl and laminate, as well as new cushion vinyl styles. Upholding Abingdon Flooring's reputation for great value products that deliver serious style, Simply Smooth will open up new opportunity for retailers across the UK.

Artisan and Eminence LVT collections come in six warm wood colours in both click and dryback specifications. Eminence is a versatile plank design, while Artisan is a trending herringbone range. Both feature a durable 0.55mm wear layer with an Authentic Embossed finish for a natural look and feel and are backed by a 15 year residential warranty for complete peace of mind.

For its laminate collections, which are made here in the UK, Abingdon Flooring has released the 8mm Prestige and 12mm Exquisite.

Prestige laminate is available in 12 wood effects, including natural and grey toned oaks as well as the rich dark roast walnut. Featuring an AC4 abrasion rating, the floor is suitable for use in living spaces and hallways, with a four-sided bevel that adds definition to its versatile 1288 x 195mm planks. Prestige comes with a 15 year residential guarantee.

For homeowners wanting premium laminate floors, the AC5 rated Exquisite range comes with 48-hour water protection, so it can be confidently used in bathrooms and kitchens. It also features Pro-Tec floor protection for improved scratch and stain resistance, making it suitable for busy family homes. In 10 authentic wood colours, Exquisite shares the same versatile plank size as Prestige. It enters the market with an impressive and reassuring 30 year residential guarantee.

Rounding out the Simply Smooth launch are two highly affordable cushion vinyl collections, Urban and Endurance. Bringing a natural look to homes that need an easy to look after floor that's extraordinary value, Urban comes in eight stylish designs, including herringbone and a smart stone tile. Endurance delivers an improved specification and impressive levels of comfort thanks to its 4mm thickness and premium cushion backing. Endurance comes in eight wood and tile designs, including a choice of three herringbone colours.



Abingdon Flooring's Prestige Laminate.



Simply Smooth in Chestnut.

ABINGDON
FLOORING



Furlong Flooring®
First choice flooring for every room



Bridge the gap between laminate and wood flooring

Introducing

Universal Clic



Ethically
sourced



We hold UK
stock



Uni-Click
Fitting



Delivery to your
door in 24/48hrs



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New

Zenith

by

CORMAR

CARPET CO



Luxurious, heavyweight twist pile carpet. Manufactured using new and exclusive Ultralux polypropylene, this exciting new range is produced in a fine tenth gauge finish, to create a sophisticated and defined appearance in a palette of 18 contemporary shades.



THERE'S A LOT TO CELEBRATE AT ASSOCIATED WEAVERS

Associated Weavers celebrates its 60th anniversary in 2024, along with the 10th anniversary of iSense, with the Invictus brand following only 12 months later and their partnership with SMG also dating back over 30 years.

However, AW isn't looking back and in the current challenging climate the future is looking very bright following much needed investments in a trade portal, UK warehousing and logistics.

Opened fully 12 months ago; the new cut-length operation in Northampton is efficiently servicing and delivering AW cut lengths in 3 – 5 working days, which is the quickest cut length service ever by AW and consequently sales are steadily growing as customers discover this new reliable service.



Amongst many new updates are AW units with 3 new ranges, Sarno, Orinoco/Rio Grande & Yukon which are replacing the Temptation and the Vivendi ranges.

Sarno will have 2 additional designs which will be introduced early next year following a fantastic early response, giving 3 value for money, family friendly natural options in a polyester yarn with a luxurious touch.

This investment in new ranges will continue later in the year with a recolour of the popular Stainaway Tweed and the Invictus range Magnificus, all of which will be updated on in-store displays in the coming weeks.



Further investments in new products will follow in 2025, all of which were recently showcased at The Flooring Show in Harrogate.

There will be additions and changes to the Invictus collections, including a new Invictus range: Ohana (meaning family in Hawaiian) and Mahalo (meaning hello in Hawaiian) which will launch in January, both are 10th gauge polypropylene twists in 2 qualities giving AW more twist options in this ever-changing market.

This launch will be closely followed by Sirius and Orion with colour updates early in 2025 leaning towards more warmer tones.

AW is also venturing back into wool with its Cambrian and Grampian collections.

It's been a long time since AW have had any wool products and they are highlighting the sustainability story of wool by combining it with ECO FusionBac, made from 100% recycled plastic bottles. It's had a fabulous response and you will see this mid 2025.

Innovative products deserve intuitive display units and AW have won various awards for retail display and branding, Launching in

mid 2025 will be a new slimline and stylish lectern option where you will be able to choose between AW or SMG branding on all AW's new and recoloured ranges.

AW also have plans to grow their on the road sales teams at the start of 2025, ensuring they can visit every member on a more regular basis, building on over 30 years of trading together with SMG.

Finally as the autumn is here and the busy period begins, you can rely on AW for a reliable service in addition to future innovation and investment in all areas of their business.

Find out more at:
www.associated-weavers.co.uk





iSense®
SUPER SOFT CARPETS

**ASSOCIATED
WEAVERS**
CREATOR OF CONCEPTS

60

YEARS
ANNIVERSARY
CELEBRATION



SHARE YOUR #associatedweavers
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WWW.ASSOCIATED-WEAVERS.CO.UK

A UK brand
since 1964





MADE IN GERMANY

With SEBO UK being a family business, there is a story behind the SEBO Felix Graffiti! Having grown up with all things SEBO our very own talented Miss Bella Hope (15), the daughter of our directors wanted to create something stylish and on-trend, with a unique modern street twist. The Graffiti design is an expression of Bella's love for family, art and creativity and is in support of the Pink Ribbon Foundation, a cause very close to all our hearts within our SEBO family having been personally touched by Breast Cancer.



IER AWARDS
2024

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WINNER!

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ULSTER CARPETS UNVEIL EXCITING EXPANSION PLANS

Ulster Carpets are set for further expansion to meet the growing demand for their luxury carpets and rugs.

Construction work is currently underway at their global headquarters in Northern Ireland to further extend their recently completed High Speed Weaving Building and build on the success of new looms that have been developed by GTM, a company that is part of the Ulster Carpets Group.



We are already the world's largest single-site producer of Axminster and

Wilton carpets but this additional capacity will allow us to meet increasing demands from our customers across the world, said Nick Coburn, Managing Director of Ulster Carpets...All the new looms will be operational by April 2025, giving us the highest Axminster capacity in our history...This is part of a long-term investment strategy to redevelop and upgrade our manufacturing facilities and it displays our on-going commitment to manufacturing in the UK."



ULSTER CARPETS EXPANSION
Construction work is currently underway at the global headquarters of Ulster Carpets in Northern Ireland to further extend their recently completed High Speed Weaving Building.

In June, Ulster Carpets finished commissioning their fourth new high-speed loom in the last 12 months. Following the success of this initial investment, the decision was made to double the size of the High Speed Weaving Building to house a further four high-speed looms. Building work is set to be completed in December in time for the arrival of the next two new looms.

Displaying confidence during a turbulent time for the residential flooring industry, the family-owned company have invested heavily in new technology, jobs and infrastructure over the last 18 months.



We are looking ahead with confidence,

Said Jeremy Wilson, Residential Sales Director.

"We have just launched 6 new colours for our popular Habitüs range and development work on new ranges and colours for 2025 is already well underway.

With so much uncertainty in the flooring industry, this announcement provides confidence for our retailers and customers."



HABITÜS STRÖND FALLOW

Strönd Fallow is one of 6 new colours added to the Danish-inspired Habitüs collection from Ulster Carpets.



ULSTER CARPETS FOUR NEW HIGH-SPEED LOOMS

Ulster Carpets have announced an expansion to double the size of their recently completed High Speed Weaving Building to meet increasing demand for their luxury carpets and rugs.

New

DOORMATS

5% Extra Discount!

5% Extra Discount on top of standard terms
applied to all orders placed up to 1 November 2024

GAINSBOROUGH Eco coir doormats with a natural latex backing. 70 x 40 cm



HIGHLAND COW



AUTUMN FLORAL



WELCOME DAISY



CRAZY CAT LADY



TREE OF LIFE



AZTEC



HELLO SAGE



STAGS HEAD



FERN

KENTWELL ANIMALS/MESSAGE MATS Coir doormats with a pvc backing. 70 x 40 cm



MEOW 70X40CM



HORSE 70X40CM



PAW PRINT 70X40CM



DON'T STRESS MEOWT 70X40CM



VIKING INSERT LAVENDER

VIKING INSERT MATS
Coir insert mats for use with
Viking rubber surround.

53 x 23 cm

Likewise
Rugs&Matting

ITC NATURAL LUXURY FLOORING WONDERFULLY CRAFTED, WOVEN, AND DESIGNED CARPETING

FOR ULTIMATE ELEGANCE UNDERFOOT, DISCOVER THEIR BESPOKE RUGS...



ITC Natural Luxury Flooring understands that carpets for residential and commercial developments must have unique qualities and that elegance is matched by durability.

The choice of floorcoverings reflects the designers' and their client's style and taste. With this in mind, ITC offers a superb collection of broadloom, including Sisal, in four and five metre widths, many of which are available from stock in the UK.

They have recently launched two exciting new ranges that are ideal for residential and corporate hospitality. Toscane, a unique combination of durability and softness, is achieved by using a blend of recyclable materials with the resilience and practicality of wool. Bellagio, meanwhile, is a luxury faux silk solution dyed carpet in 11 contemporary colours including a deep gold, green and blue. Bellagio, with excellent built-in stain resistant properties, is a perfect choice for those seeking a hard wearing easy to clean carpet, with an opulent underfoot feel.

To meet the increasing demand for bespoke rugs, interior designers can collaborate with ITC's retailers and contractors to create a rug in a size* and shape to suit the most discerning of clients. Choose from the company's selection of silky soft nylon, sumptuous wool or durable

blend broadloom ranges and co-ordinate with one of their chic and on trend tapes for a truly stylish look.

Bespoke rugs are also offered in Sisal, an environmentally and sociably responsible product that combines sustainability, heat and sound insulating properties with aesthetically pleasing colours and designs.

Made from natural plant fibres, Sisal meets the criteria for flooring that is eco-friendly, exceptionally durable and with minimal maintenance.

For all bespoke rugs, a choice of four different finishes (blind hemmed, visible, over-locked and volume) is offered to make your rug seamlessly integrate with any interior style.

(*Minimum size 2.7m²)

ITC Natural Luxury Flooring

01622 534041

info@itcnaturalluxuryflooring.com
www.itcnaturalluxuryflooring.com

Anniversary CORNER

SMG would like to congratulate those members who have reached milestone anniversaries of being with the Group between September and November 2024.

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



Braddick's Furnishers of Bideford, celebrated 50 years in September.

35 years



E J Wade & Son of Holsworthy, celebrated 35 years in September.

35 years



Castle Carpets of Shrewsbury, celebrates 35 years in November.

25 years



Kendal Quality Carpets celebrated 25 years in September.

25 years



Colourbank of Leicester, celebrates 25 years in November.

20 years



The Flooring Company of Wimbledon, celebrates 20 years in November.

15 years



Carpet & Flooring Co of Fleet, celebrated 15 years in October.

15 years



Carpet & Flooring Co, Farnborough, celebrated 15 years in October.

10 years



Millers of Carnoustie, celebrates 10 years in November.

5 years



Station Flooring of Didcot, celebrated 5 years in September.

5 years



R.C.S. Furnishings of Wolverhampton, celebrated 5 years in September.

5 years



Dave's Carpet Warehouse of Manchester, celebrated 5 years in September.

Anniversary CORNER

5 years



Direct Carpet & Curtain Supplies of Torquay, celebrated 5 years in September.

5 years



Jim Youngman Carpets of Whitehaven, celebrated 5 years in October.

5 years



Art of Flooring in Cambridge, celebrated 5 years in October.

5 years



Pristine Flooring of Salford, celebrated 5 years in October.

5 years



Carpet Culture of Acton, London, celebrates 5 years in November.

5 years



Donny's Carpets of Falkirk, Scotland, celebrates 5 years in November.

5 years



Gower Flooring of Swansea, celebrates 5 years in November.

5 years



Mickey's Discount Carpets of Blackpool, celebrates 5 years in November.

5 years



Victoria Carpets of Dundee, celebrates 5 years in November.

5 years



Walsall Carpets & Blinds celebrates 5 years in November.

5 years



William James Carpets & Flooring of Crewe, celebrates 5 years in November.

5 years



Richard Jones Carpets of Barry, celebrates 5 years in November.

Anniversaries

BRADDICK'S FURNISHERS SMG MEMBERS FOR 50 YEARS

Braddick's Furnishers have been members of SMG for 50 years this year, but as a business their history goes back much further than that.

Braddick's first shop opened in 1897 and still stands today in Mill Street Bideford. Before that Hobert Braddick started selling furniture and small household items from a horse and trap. Hobart's father JJ ran a butchery business in Coopers Street Bideford, so Hobert would also take the horse and trap to deliver meat. Eventually Hobart managed to acquire the Mill Street shop in 1897 which was when Braddick's the Furnishers was officially born.

Braddick's first shop in Mill Street Bideford, photograph thought to be taken just prior to securing the lease.



Hobart's son Leslie joined the family business around the 1940s – 1950s, and it went from strength to strength. They specialised in selling all items of household furnishings of which many were made using local craftsmen.



▲ Braddicks Furnishers sales team at local show, Leslie pictured second in from the right, photograph taken around the early 1950s.

Later on, a successful removal business was started whereby deliveries and collections of furniture around the country coincided with removals. Leslie went on to form Braddick's Seafeld Holiday Park at Westward Ho! And the Elizabethan Club, however Hobart's passion was always in the furnishing business.

Today, in 2024 Ian's sons James, Ben & Steven have continued to diversify with Seafeld Holiday Park, a domestic & commercial rental business and the formation of Braddicks and Sherborne Funeral Directors! Like Hobart, the three of them, on a daily basis, are involved in the furnishing business dealing with both domestic and contract flooring & furnishing requirements.

Congratulations to Braddick's and we wish them many many more successful years. A true family business.

Leslie's two sons Ian and Graham followed in their father's footsteps, coming into the family business after leaving school and further expanded an already flourishing company. Graham concentrating on the Bideford end and Ian, based in Westward Ho! on the holiday and Elizabethan Club side. Further expansion during this era saw the development of the holiday park and Bideford adding an electrical business, pet shop, amusements, electrical rentals, a bargain store and an Estate Agents.

In the 1990s Ian with his sons James, Ben & Steven took sole control of the furnishing business and Seafeld Holiday Park and Graham with his son Robert concentrating on the leisure side of the business.

In 2009, the building of Stanley House and additional warehousing was completed having outgrown the old warehouse in Torrington Street.



▲ Stanley House, business having grown, Stanley House and additional warehousing were completed in 2009.



◀ James (2nd left), 4th generation of the Braddick family and his team pose proudly having received a bottle of champagne.

PRIORY CARPETS
CELEBRATE 35 YEARS TRADING

Based in Worksop, Priory Carpets and Beds are a family run business, established in 1989 and are one of the leading carpet and bed retailers in that area, as well as being one of SMG's long-standing Members.

Serving the local community for so long, they are very much in tune with the needs of their customers and have given a fantastic service over all of those years as well as continuing to develop the business to move with the changing times.

Their newly refurbished showroom offers a wide ranging selection of carpets, rugs, vinyl flooring, cushion flooring laminate and wood flooring, as well as a wide range of beds. The two-storey store has products for every price point ensuring they always have something the customer wants.

SMG are proud to have this family business as a member of our Group for so many years. Here's to another fantastic 35 years! Congratulations to you all.

Priory Carpets & Beds Celebrated by Posting on Their Facebook Page...

“We are lucky enough to have just passed our 35th year of trading and could not have gotten this far without all our wonderful and loyal customers.

Who would have thought when Tony & Richard first opened the doors on that day back in April 1989, having only owned one unit, that it would have led to now owning the other 3 buildings in that row, and being a locally established family run business for all these years!

Richard and Tony have been through 3 recessions, 1 global pandemic, had 14 grandchildren and 1 great grandchild between between them!!

Here's to the next 35 years.”



Priory Carpets also made headlines in their local 'Worksop Life' magazine.



Priory Carpets staff of 2024, ft. their four legged friend!



MARTIN CURTIS, CHAIRMAN OF THE WOOL CARPET FOCUS GROUP HARROGATE, SHAUN THE SHEEP & BEYOND...



Dear Reader,

Every now and again an opportunity arises that you should grasp without fear or second thoughts. Such an opportunity arose earlier this year and it is my pleasure to tell you about it (from my perspective).

As you will be aware I have been a Council Member for the Campaign for Wool (CFW) for several years. Not long afterwards I started the Wool Carpet Focus Group (WCFG) alongside Peter Lees and Steve Byrne. We wanted to bring wool carpet manufacturers together in order to unify marketing and promotional activities that supported their ranges.

Over the years there have been some notable successes and the amount of media coverage, especially via the CFW, has been beyond expectations. Lots of hard work goes into these projects and promotions and we thank HM King Charles III for his continued support and encouragement.



Covid was a nasty bump in the road with regard to all our activities and some had to be shelved. We had several successful Harrogate Flooring Show "Wool Trends Area" presentations and we continued with our messages as to the honest benefits we all get from wool and products made from it. No "greenwashing" here and all our claims have been backed by scientific evidence. Sustainable, renewable, healthy, flame resistant, superior appearance retention, easy to clean and more. The messages get through in part but as with most things we needed something really big to grab the attention of consumers, media, retailers and the normal person in the street.



Earlier this year I received a call from Graham Clark, marketing director of British Wool. He told me that he had been approached by the Aardman corporation who owned the rights to Shaun the Sheep. He asked if I thought the WCFG members would be interested in working on a project to help market their wool carpet and rug ranges. I had been approached by Aardman a few years earlier when I was a wool merchant and early stage wool processor. I took them to Haworth Scouring Company to look at what we did with wool to get it into shape for further processing. They really enjoyed the visit and were keen to do something with us but the costs involved were too high for a stand alone company and the idea went cold.



Until that call, that is!

I immediately sprang to life (metaphorically speaking - the knees are not what they used to be!)! "Yes." I said, not even blinking.... It was an opportunity I knew many of our WCFG members would embrace with open arms. Security in numbers (and spread costs) made it a "No Brainer" for me and we convened a WCFG meeting to discuss the project. Several carpet manufacturers and buying groups expressed their immediate support. Some didn't and I am sorry about that because it is an opportunity

for the whole sector to upgrade our status in the market place and to appeal to a younger audience. Hopefully, if they don't actively use the point of sale and social media assistance themselves they can contribute to help spread the word in a generic fashion.

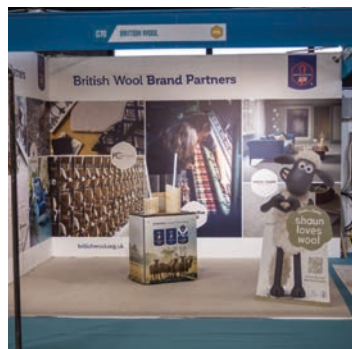
Graham also spoke to the Campaign for Wool and it transpired that they had been approached some time ago regarding a special Shaun the Sheep promotion but the costs were astronomical. Combining all our efforts and working with key members of the industry we managed to get the project underway.

Fast forward to the Harrogate Flooring Show.

Hours and hours of meetings and discussions took place to decide upon the design of the point of sale material that could be used to promote wool ranges with Shaun the Sheep (STS). Thank you sub committee for all your work. You will have seen it displayed on the Wool Trends Area stand at the Flooring Show. The giant model of STS attracted a lot of attention and more than a few visitors to the stand wanted to shepherd him back home with them!

One image stands out in my mind above all others from the Show. A young boy had his arms round STS and didn't want to let go. I am positive that when point of sale material is distributed to carpet retailers that they will get the

same reaction from customers. Early in the new year actual wool, yes real wool, STS and Shirley toys will be available to carpet retailers for them to display or offer to customers. These will be available at trade prices, fully licensed by the Aardman Corporation. Trying to get the woolly materials approved and toy designs formulated has been a mammoth task but once again it guarantees the authenticity of the campaign and will be beneficial to everyone involved. More news on the toys in due course.



Harrogate was the start of a minimum 3 year association with STS and it could continue for longer if all parties deem it advantageous to do so. I have a feeling that when underway in retailers showrooms the point of sale material and the messages regarding wool and its benefits will guide consumers to make a better informed choice as to what they will bring into their homes.



As a bit of a postscript I admit to watching STS videos with my grandchildren. They love it! Movie night is great with popcorn and treats and not just for me - for them also! The videos are really funny. Well worth looking them up on YouTube or wherever and prepare to let the cares and woes wash away with a few episodes.

Baaaaaaack later with an update or two. Many thanks for reading.

Best Regards
Martin Curtis

Chairman Wool Carpet Focus Group
& Council Member HM The King's
Campaign for Wool



THE CAMPAIGN FOR WOOL
Patron: HM King Charles III

Wool Carpets #Naturally



WOOL CARPET FOCUS GROUP



REGULAR - A LETTER FROM...

ABINGDON
FLOORING

Simply
SMOOTH

Discover

THE NEXT GENERATION IN FLOORING

Introducing our latest products to the market, where you'll find the perfect blend of Laminate, Luxury Vinyl Tile flooring, and enhanced vinyl ranges.

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ABINGDON FLOORING LAUNCHES SIMPLY SMOOTH

Abingdon Flooring is entering the cushion vinyl, luxury vinyl and laminate markets with the launch of Simply Smooth.

Known for British made carpets that bring quality and value to homes, Abingdon Flooring is entering the competitive luxury vinyl and laminate markets with the launch of Simply Smooth. Unveiled at The Flooring Show, the collection is presented on three new stands, showing floors that uphold Abingdon Flooring's reputation for great value products that deliver serious style. To round out the collection, the luxury vinyl and laminate ranges are also joined by two new cushion vinyl styles.

The Artisan and Eminence luxury vinyl collections feature on a single stand, showing six warm wood colours available in both plank and herringbone. Eminence comes as the plank design in both dryback and click specifications, while Artisan is the trending herringbone range, also in dryback and click. Both feature a durable 0.55mm wear layer with an Authentic Embossed finish for a natural look and feel. Both floors are backed by a 15 year residential warranty for complete peace of mind.

For its first laminate collections, which are made here in the UK, Abingdon Flooring has released the 8mm Prestige and 12mm Exquisite. Each range is shown on a dedicated stand.

Prestige laminate is available in 12 wood effects, including natural and grey toned oaks as well as the rich dark roast walnut. Featuring an AC4 abrasion rating, Prestige is suitable for use in living spaces and hallways, with a four-sided bevel that adds definition to its versatile 1288 x 195mm planks. The floor comes with a 15 year residential guarantee.

For homeowners wanting premium laminate floors, the AC5 rated Exquisite range is feature laden. With 48-hour water protection, it can be



Simply Smooth in Chestnut Herringbone

confidently used in bathrooms and kitchens and features the innovative Pro-Tec floor protection for improved scratch and stain resistance, also making it suitable for busy family homes. In 10 authentic wood colours, including neutral greys such as silver ice oak, Exquisite comes in the same versatile plank size as Prestige. Exquisite comes with a confidence inspiring 30 year residential guarantee.

Simply Smooth offers cushion vinyl in two highly affordable collections, Urban and Endurance. Bringing a natural look floor to homes that need an easy to look after floor that's extraordinary value, Urban comes in eight stylish designs, including herringbone and a smart stone tile. Endurance delivers an improved specification and impressive levels of comfort that's to its 4mm thickness and premium cushion backing. Endurance comes in eight wood and tile designs, including a choice of three herringbone colours.

Charlotte Coop, marketing manager, Abingdon Flooring, says,



We're really excited to have launched Simply Smooth at The Flooring Show and the response it received was fantastic. We're known for supplying independent retailers with good quality carpets that represent an affordable choice for homeowners and we're taking these values through to the new Simply Smooth collection. We are sure that our entry into these new markets will build upon this foundation and open up new opportunity for retailers."

For further information,
Call, 01274 655 694
Email, sales@abingdonflooring.co.uk
Visit, www.abingdonflooring.co.uk

ABINGDON
FLOORING

FORBO LAUNCHES FLEXIBLE ADHESIVE FREE LVT SOLUTION



Allura Click Flexcore
63412 Blond Timber

Forbo Flooring Systems has launched its new Allura Click Flexcore range, an adhesive-free click-format LVT with a flexible core, ideal for quick and easy floor renovations over uneven or poor condition subfloors.

Traditional 'rigid core' Luxury Vinyl Tile (LVT) products can often be inflexible and brittle in nature, meaning that in heavy traffic environments they can be damaged and break if there are irregularities in the subfloor, particularly at the joints. Allura Click Flexcore combines the benefits of Forbo's Allura LVT with an integrated foam underlay, offering a more flexible solution that can bridge the gaps in poor, uneven or sloped subfloors, for a more forgiving fit.

Installations as large as 1000m² can be completed without the need for expansion joints using Allura Click Flexcore, which is easy to handle and can be cut by hand with a knife.

With 20 dB impact sound reduction, Allura Click Flexcore is also effective at minimising transmitted noise and is ideal for heavy footfall areas.



Allura Click Flexcore
62418 Charcoal Concrete



Allura Click Flexcore is perfect for older buildings where the existing subfloor is poor or needs to be preserved as part of a wider renovation project, often seen in hospitality and residential refurbishments.

It's a fast-flooring solution that uses the same trusted 'angle-down' click system for which Allura Click Pro is renowned.

Where previously contractors may have had to screed over or rip up existing flooring, they can now install Allura Click Flexcore instead, saving them significant time on site.

Contractors can save further time onsite, as well, as there is no need for a separate underlay install and each tile can be cut by hand using a knife."

Donna Hannaway

Head of Marketing UK and Ireland, at Forbo.



Half Installation - Allura Click Flexcore
3641 Light Serene Oak



Allura click Flexcore 63636 canyon
cement

The new collection contains 20 different colourways, 14 woods and 6 stone and tile, with four-sided bevelling for a superior aesthetic. Made using 100% PVC, Allura Click Flexcore contains 29% recycled content by weight and is fully recyclable, making it circular ready. Additionally, being an adhesive free solution, each plank can be easily lifted up and re-purposed in another area of a building, or separate project altogether, maximising its useful lifespan.

Find out more about this new collection, here:
www.forbo-flooring.co.uk/Flexcore



FLOORING SYSTEMS

NEW



Furlong Flooring®

First choice flooring for every room



Mothproof



Bleach
cleanable



100% Recycled
PP Yarn



Perfect for busy
households



Up to 10-year free
wear and stain
warranty

**The
best just
got better**

with Carefree Twist
and Carefree
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Alternatively, visit furlongflooring.com
or email enquiries@furlongflooring.com

CARPET | LUXURY VINYL TILES | LAMINATE | WOOD | VINYL

FURLONG FLOORING UNVEILS REVAMPED CAREFREE AND CAREFREE TWIST RANGES

EXCITING NEW COLOUR BANKS -THE BEST JUST GOT BETTER



CAREFREE IN HUSKY

Furlong Flooring is delighted to introduce the newly revamped Flagship Carefree Twist carpet ranges, featuring 16 stunning on-trend colour options to suit various interior styles and preferences. Manufactured by Regency Carpets in the UK, these updated collections beautifully blend style and durability.

The Carefree Twist and Carefree Ultra ranges are designed to meet the highest standards of performance, making them ideal for any home environment. These robust twist carpets are available in two distinct qualities, ensuring that every household can find the perfect fit. Known for being easy to clean and highly durable, they are an excellent choice for busy homes.

Carefree Twist and Carefree Ultra carpets are mothproof, bleach cleanable, and come with up to a 10-year free wear and stain warranty, offering complete peace of mind to homeowners.

In addition to being mothproof and bleach-cleanable, both ranges come with up to a 10-year wear and stain warranty, providing homeowners with complete peace of mind.

“We are excited to bring to the market our signature Carefree range with fresh new shades while upholding the superior craftsmanship our customers know and trust... This relaunch exemplifies our ongoing pledge to provide flooring solutions of exceptional quality.”

Ian Collacott,
Sales Director at Furlong Flooring.

With these enhancements, the Carefree Twist and Carefree Ultra ranges truly live up to the statement: Carefree - The Best Just Got Better, offering a carpet that excels in both style and performance.

www.furlongflooring.com



Furlong Flooring

First choice flooring for every room

WESTEX LAUNCHES NEW CARPET RANGES WITH FIRED EARTH AND INTRODUCES ELYSIAN COLLECTION

WESTEX, A LEADER IN PREMIUM FLOORING SOLUTIONS, IS THRILLED TO ANNOUNCE THE LAUNCH OF TWO NEW CARPET COLLECTIONS, IN COLLABORATION WITH FIRED EARTH AND THROUGH THE INTRODUCTION OF THE ELYSIAN COLLECTION. THESE NEW RANGES COMBINE CUTTING-EDGE TECHNOLOGY, SOPHISTICATED DESIGN, AND TIMELESS ELEGANCE, REAFFIRMING WESTEX'S COMMITMENT TO DELIVERING HIGH-QUALITY PRODUCTS FOR THE MODERN HOME.

Fired Earth Carpet Collection: The Perfect Blend of Beauty and Durability

In an exciting new partnership, Westex has joined forces with the renowned interiors brand, Fired Earth, to create the Fired Earth Carpet Collection. Known for its iconic ranges of luxury paint, tiles, and home furnishings, Fired Earth has extended its brand into the world of premium flooring.

Drawing inspiration from 18 of Fired Earth's best-selling paint colours, this stunning new collection is available in three luxurious carpet textures, loop, velvet, and twist. Each texture brings the warmth, style, and comfort that has become synonymous with the Fired Earth name, translating the brand's elegant colour palette into a versatile and durable flooring solution. Whether it's adding a soft neutral tone or a more dramatic statement, the Fired Earth Carpet Collection offers a sophisticated flooring option to suit any interior space.

Additionally, the collection includes a range of flat weave carpets, available in two refined designs and 12 elegant colour options. These flat weaves are thoughtfully designed to complement any existing interior scheme, offering versatility and timeless style that seamlessly blends with various décor aesthetics. This collaboration marks an exciting new chapter for Fired Earth, broadening its portfolio to include flooring solutions that reflect the same level of craftsmanship, attention to detail, and luxury that the brand is celebrated for.



Flatweave design, Derwent



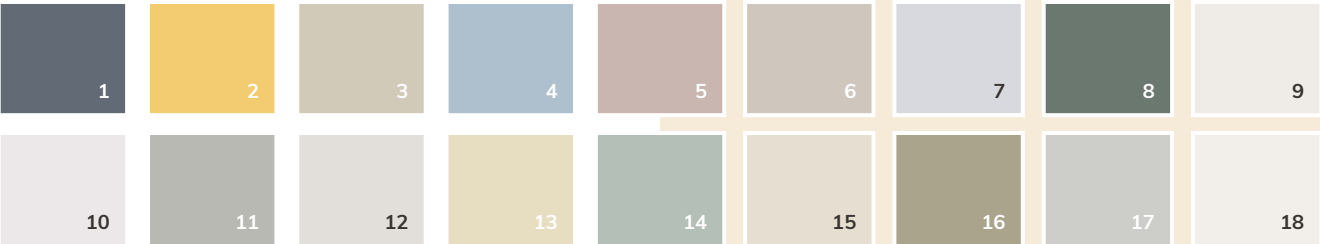
Flatweave design, Wharfe.



Fired Earth Carpet Collection in Hebble Twist, Goldfinch.

Fired Earth Collection Colour Options, inspired by Fired Earth's best selling paint colours.

- 1. Tempest 2. Goldfinch 3. China Clay 4. Smoke Blue 5. Masilla 6. Malm 7. Pearl Ashes 8. Dartmouth Green 9. Flake White 10. Manna Ash 11. Granite 12. Garden Folly 13. White Ochre 14. Ultramarine Ashes 15. Canvas 16. Tundra 17. Modernist White 18. Oyster



INTRODUCING THE ELYSIAN COLLECTION: INNOVATION MEETS ELEGANCE

In addition to its partnership with Fired Earth, Westex is proud to unveil **The Elysian Collection**, a luxurious velvet carpet range crafted with the latest **SilkTex Technology**.

This advanced technology delivers a level of softness and sheen that is unparalleled in the industry, while ensuring superior resistance to pilling and stains. The result is a carpet that offers both beauty and durability, maintaining its elegant finish even under the demands of everyday use.

Available in two exquisite qualities and a palette of 15 muted tones, **The Elysian Collection** is designed to enhance the ambiance of any room. The combination of superior performance and aesthetic appeal makes this collection an ideal choice for homeowners and designers seeking a luxurious yet practical carpet solution.

With its silky texture and sophisticated colour range, **The Elysian Collection** is a statement of understated luxury, perfect for creating serene and stylish spaces that exude comfort and class.



The Elysian Velvet Collection.

WESTEX EXPANDS FLOORING PORTFOLIO WITH NEW ADDITIONS

To further support its extensive flooring offerings, Westex's updated price list is now available, reflecting its dedication to maintaining competitive pricing while introducing new and innovative products.

The price list also includes a full overview of Point of Sale (POS) materials that customers can take advantage of. Westex's local representatives will be visiting customers to discuss these new collections and help determine specific POS requirements during their next visit.

Additionally, Westex is pleased to announce its upcoming expansion into wood flooring, with the Origins wood range...

Set to debut in early 2025. This expansion marks an exciting step for the company as it continues to broaden its portfolio and offer comprehensive flooring solutions that meet the evolving needs of its customers.

www.westexflooring.com

westex.
FLOORING EXCELLENCE



westex.

FLOORING EXCELLENCE

ELYSIAN COLLECTION



Standard Colours
15 to choose from



2 Fold Tufted Yarn
helps prevent crushing
& pile reversal



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



SilkTex
for a supersoft feel



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



To order samples and visualise your
flooring choice visit **westexflooring.com**



Working together with



Introducing our new hard flooring and cushion vinyl collections



Elevation & Craftsmen

LAMINATE

Elevation

- 8mm
- 10 wood designs
- Made in Britain

Craftsmen

- 12mm
- 4 designs
- Made in Britain

Foundations & Timberland

CUSHIONED VINYL

Foundations

- 2mm
- 10 designs
- Cuts available on 3m & 4m
- Rolls available on 2m, 3m & 4m.

Timberland

- 4mm
- 6 planks
- 4 herringbone
- Cuts & rolls on 3m & 4m widths

Abode

LUXURY VINYL TILE

- Planks x10 designs (dry back & click)
- Herringbone x6 designs (click only)
- Parquet x6 designs (dry back only)



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www.baltafloorcoverings.co.uk



at the SHARP END

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

Jonathan Hunter is area sales manager for Ulster Carpets covering all of Scotland (except Dumfries area). He has been in the trade for more than 33 years, with 20 years at Ryalux, 10 years with Adam Carpets and now more than 3 years with Ulster Carpets, selling mainly top end product ranges. He has a wealth of knowledge to share. With that experience in mind, Jonathan is ideally placed to give us his view 'from the sharp end'.

How did you get into the trade?

I was 19 and, at that time, training to become a Quantity Surveyor and my father, who was an Agent with Ryalux Carpets, was looking for help covering Scotland. Good timing as the building company I was working for were struggling and the William Lomas brand was about to launch.

I worked with my father for a very successful 12 years and it was the best grounding I could have had in this trade.

What have you seen change the most in the last five years?

LVT is now a big feature in most retailers and taking a lot more showroom space. Consumers are now putting it in all areas of the home, upstairs and down.

The grey 'soft touch' trend is finally slowing down now (thank goodness) and colour / design are coming back, which is great for a company like Ulster Carpets and the offer we have.

What's your favourite product?

Grange Wilton would be my favourite range. Beautifully finished multi width wool/nylon twist with a lovely modern range of 40 colours.

Which sells most in your area?

Loops are selling very well and are a great growth area for the whole company. Ours being multi width and beater-bar friendly is a big plus. Colour is starting to make a comeback - even here now with Ulster recently launching 6 earthy colour tones to our chunky Habitüs loop range. We also offer an edge taping service which I am about to use in my own new house, for a loop stair runner.

As a representative what are your biggest challenges?

Traffic. 😊 Joking aside, Scotland is a large area to cover and trying to keep to a 6 to 8 week journey cycle is not easy. Our job is in front of the retailers but a lot of work these days is on the phone and taken up with online correspondence.

Of all the retailers you visit what common denominator contributes to them being successful?

Having good, experienced staff who have a real interest in product knowledge and passion for what they do. Also, the ones who invest or even just ring the changes in their showroom display and point of sale.

What do you see as the key market challenge for retailers at the moment?

The cost of living crisis has been very tough on the high street. After a very buoyant first year coming out of Covid we have seen a real slowdown. Our mid to top end of the market has held up better, but it has still slowed. The High Street is a tough place to be but I have no doubt the best place for a consumer to shop for carpets and get the best advice and service is with the Independent retailer.

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

Invest in their showroom and show the consumer more inspiration with colour and design. Showroom carpet is often overlooked and an easy way to help influence a consumer especially with some colour or design. Grey has been the easy option for a while now

but really doesn't look inspiring when a showroom is covered in it.

Our pattern Axminster still sell well, and we are about to introduce Roomvo to our new Website which hopefully my retailers will adopt. This will really help the consumer in store see carpet, especially our patterns, down in a room and how it can work.

Also less is more. As long as it includes Ulster Carpets!

Outside of work, what are your interests?

Cycling is my main passion but I also love hill walking with my family and our dog Flynn with a few Munros bagged.



If you didn't work in this industry what would you be doing now?

Probably something involved in the outdoors. I love being out and about travelling with this job and could never imagine a desk job now.

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

My father who was in the trade for 40 years always lived by the mantra...

'Don't do unto others anything you wouldn't want done to yourself' and this has always stood me in good stead.

www.ulstercarpets.com

ULSTER CARPETS HAS MANAGED TO COMBINE THE CORE VALUES OF A FAMILY-OWNED BUSINESS WITH ATTRIBUTES OF A MAJOR GLOBAL MANUFACTURER BY STILL RETAINING THE VISION OF THE COMPANY FOUNDER, GEORGE WALTER WILSON WHO ESTABLISHED THE BUSINESS IN 1938. ULSTER CARPETS ARE THE LARGEST SINGLE SITE PRODUCER OF AXMINSTER AND WILTON CARPETS IN THE WORLD. EVERY PART OF THE MANUFACTURING PROCESS IS MANAGED WITHIN THE UK, FROM THE PROCESSING OF THE WOOL AT ULSTER YARNS IN DEWSBURY, THROUGH TO DYEING, WEAVING AND FINISHING AT CASTLEISLAND. THIS LEVEL OF CONTROL RESULTS IN THE UNRIVALLED QUALITY OF AN ULSTER CARPET.

ulster™



HABITÜS

Soak In The Scandi

Continuing with the contemporary look of our Danish-inspired Habitüs collection we have added 6 new colours.

Using 100% wool for the pile yarn, this Tufted Loop range is available in 5m, 4m, 3m, 2m and 1m MultiWidths that are suitable for heavy wear applications.



ulster™




Ball & Young Ltd
A Vita Group Company

“

I do love
Charleston;
the red roses
are great...”



ULTRAFRESH



THERMAL INSULATION



ENVIRONMENTALLY FRIENDLY



STRETCH FIT



LUXURY USE

Ball & Young's Cloud 9,
Charleston

QUESTION TIME

Rachel Attwood, Managing Director of Ball & Young

In this issue of Question time, we are thrilled that Rachel Attwood, new MD at Ball & Young has agreed to answer our questions in this regular feature. Rachel previously worked for Cemex (cement manufacturer), Velux, Saint Gobain and came into the role at Ball & Young directly from Travis Perkins. She has had a wealth of experience in manufacturing and has a view of the wider picture outside of flooring, so Rachel is ideally placed to answer our usual questions.

How would you describe the values that have made Ball & Young so successful?

Putting the customer at the heart of what we do in terms of service and also making sure that the quality of the product we produce is consistently good; our customers rely on us to deliver great quality product, when we say we will, every time.

What are the biggest challenges you are currently facing?

Like retailers the cost of living has squeezed sales this year making it tough for everyone.

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

Stocking products that consumers love, like Cloud 9, means we can convert those enquiries to sales & keeping up to date with the trends consumers are asking about. Take underfloor heating, research we conducted showed that 20% of carpet is now being fitted over underfloor heating so to let consumers know that is an option.



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

Independent retailers do a great job and with the changing face of the national retailers they continue to offer consumers a great service. Thinking ahead, legislation will get us all thinking about how we recycle products especially when replacing floorcoverings so making space and investing in this early will save you money in the long run.



What is your favourite Ball & Young product?

I do love Charleston; the red roses are great – especially as I am a Lancastrian!

Aside from Ball & Young, which other manufacturer do you most admire and why?

I think M&S is doing a great job for womenswear on the high street; creating products at a price point that attract shoppers, making sure supply chains are robust so items don't go out of stock and driven by a new CEO that has amazing attention to detail – it all culminates in a great offer!

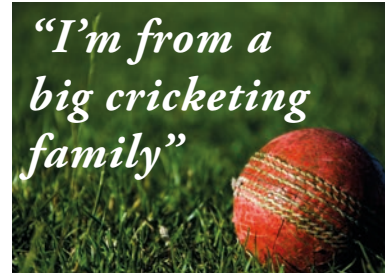
How does the flooring industry differ from other industries you have worked in?

It's very different as the independent retailer is the lifeblood to the whole supply chain whereas in other industries the internet has taken over. Being part of a family's story both in terms of making their homes and also running their businesses is the really attractive part of working in flooring.

Outside of work, what are your passions?

I play netball... still!

And I love going to the theatre and reading. I'm also from a big cricketing family so follow Lancashire & England plus watch my son and husband play most weekends.



Do you have any regrets?

I don't really do regrets, not about big life decisions. Although I'd say if I'd been a mother younger I would have had loads of kids but I rather ran out of time!

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

My dad always said every decision is 50:50 & it's your job to try and improve the odds.

www.ballandyoung.com

Ball & Young Ltd
A Vita Group Company

WOOL IS ASTHMA AND ALLERGY SAFE

Wool carpets are proven to improve indoor air quality, trapping dust and allergens in their structure until vacuumed away.

Wools of New Zealand is a proud gold sponsor of the Asthma and Respiratory Foundation of New Zealand who, having looked at the science around wool carpets, now recommend installing wool carpets, along with other measures, as one of the best things to you can do to create a warmer, dryer, asthma friendly home.

Wool removes indoor air contaminants.

Polluted indoor air can lead to discomfort, reduced efficiency and even ill health.

Wool carpet has been shown to rapidly neutralise formaldehyde, nitrogen dioxide and sulphur dioxide, common contaminants in today's indoor environment.

Not only does wool neutralise these contaminants more quickly and completely than synthetic carpet fibres, it does not re-emit them.

Wool carpet may continue purifying the air for up to 30 years.





Home of consumer finance

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

Loans available from £150 to £3,000

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

No FCA Authorisation required

Ongoing training and support helpline

Optima in partnership with paymentassist

REVIEW OF THE FLOORING SHOW HARROGATE 2024

Again, this year the Show had a fantastic buzz to it. There were 5 halls full of suppliers of flooring, accessories and services – every aspect was covered, and it was such a good opportunity to see the flooring trends for this year and next year showcased all in one place.

Here is a summary of the highlights from everything we saw there...

The biggest wow of the show was the launch of the brand-new Shaun the Sheep concept for Independent retailers. Over the next three years, Shaun will feature in stores across the country highlighting the properties of wool and why it makes such a great material for flooring. Look out for more details in your Independent Retailer monthly magazine.



▲ Shaun the Sheep makes an appearance on the Penthouse stand.

Shaun the Sheep concept lead by The Campaign for Wool & British Wool. ►



ABINGDON FLOORING

Abingdon had a big reveal which delighted visitors - their first collection of smooths.

They showcased some fantastic LVT ranges, some laminate and a new collection of vinyls. Simply Smooth was simply stunning!



BALL & YOUNG

Ball & Young Showed they mean business...

...With development of a fantastic brochure that SMG Members will be able to access giving you everything you need, all in one place – products, specifications, fitting recommendations and of course, prices.

AXMINSTER CARPETS

As always, Axminster has a very sophisticated look to their stand.

They were showing retailers the new colourways being introduced into Devonia, Moorland and Simply Natural ranges as well as the innovative new designs they are adding into the woven to order collections. [Look out for a special collaboration](#), SMG & Axminster are working on something exclusive for SMG Members... This will be launched early 2025!

PENTHOUSE

Driving home their wool & colour message.

On their fantastic stand they were showing retailers the new colourways in the popular Crofter range.

CORMAR

Launch of their gorgeous velvety Zenith range.

They gave retailers the opportunity to see the full collection of all their products. There was quite a crowd on their stand every day!

VICTORIA

Showcasing a fabulous engineered wood range - Victorious!

As well as the stunning Victorious, they displayed the relaunched and stunning LVT Universal. Their stand really highlighted the full gambit of everything they can offer to an Independent retailer and they really are focusing on Independents.

ASSOCIATED WEAVERS

AW celebrated their 60 years anniversary.

Their stand drawing quite the crowd, at points you couldn't walk through their aisle. There were lots of new ranges to see – which will be coming into the market over the next 6 months and some very nice, scented candles for visitors!



BALTA

There was lots going on, with new products to show.

These included a re-vamped LVT range, laminate offer and a vinyl stand. They also previewed new carpet ranges that will be coming into stores in the next few months.

FURLONG FLOORING

Wowed everyone with a brand new wool twist.

Furlong launched a brand new wool twist! No one saw that coming! A beautiful, affordable twist in on trend colours – look out for Timeless Classic and Deluxe coming to your stores over the coming weeks. Furlong never disappoint – always having new developments and new products to show – in both their extensive smooth flooring offer as well as their carpet ranges.



TELENZO

A designer feel.

Looking contemporary, Telenzo used mood boards to showcase their products.

ULSTER CARPETS

Great news regarding investment & expansion of their production facilities.

There are brand new looms going in at the Northern Ireland factory, helping them to keep up with demand. They also showcased their new colourways in Habitus, their new visualiser and previewed some future plans.

WESTEX

Collaboration with Fired Earth.

Westex had some fabulous products, in a collaboration with Fired Earth paints – absolutely beautiful colourways and finishes.

CAVALIER CARPETS

Generating a lot of interest in their new award winning Wool Tweed.

Also showcasing the latest additions to their wool loop offer – Coastal, Hawk and Owlet.

INTERFLOOR

Flying high with Treadaire-nauts!

Along with colour co-ordinating drinks and cakes for visitors. Not only that but visitors at the show could enjoy a Bakers Dozen offer for orders placed on the stand.



FELLS, KINGSMEAD & MANX TOMKINSON

Eye-catching point of sale.

This made their stands very busy, having drawn retailers in. There was also some great deals to be had on the day.

BROCKWAY

A showcase of all three of their brands.

With Floorlove, Brockway and Grosvenor Wilton, there's something for every price point and all excellent quality wool products and all made in the UK.

ADAM CARPETS

Adam Carpets had a gorgeous new loop range to preview -Fine Malvern Loop.

This new product is made from 100% New Zealand Wool it has a beautiful rustic finish and fantastic warm neutral colourways which combined two colours in three of the options and three colours in the other three giving a very innovative defined finish to the loop.



LX HAUSYS

Showcased their new stand units.

The stand units are compact, practical and really look good. The products are fantastic at excellent price points so they drew visitors to their stand.



www.theflooringshow.com



Brintons

Bring **your** home to life with Brintons carpets

100% undyed British wool carpets with plant derived backing materials.
Visit brintons.co.uk to view the collections.

Purely
Natural
by Brintons

PURELY NATURAL BY BRINTONS

Natural, renewable and completely plastic free, **Purely Natural by Brintons** is a brand new series of carpet collections in a choice of patterns, plaids and co-ordinating plains.

Woven using 100% undyed British wool with a cotton, jute and natural rubber latex backing, the collections offer a more sustainable and renewable choice for the home without compromising on quality and durability.

By combining wool with plant derived backing materials the **Purely Natural** collections are the first independently certified 100% biobased carpets by Brintons.



Purely Natural Flora & Fauna in
Bracken et al



Purely Natural Flora & Fauna
in Woodland Stag Cloud

Taking inspiration from nature, the Flora and Fauna collection boasts large scale flowers, leaves and animals brought to life through the natural flecked colours of the blended undyed wool.

Traditional plaids have been re-imagined using the natural palette to create a fresh, modern update to this timeless design and the use of undyed wool in Marrakesh and Fresco perfectly highlights the Moroccan inspired motifs and swirls of these Brintons classics.

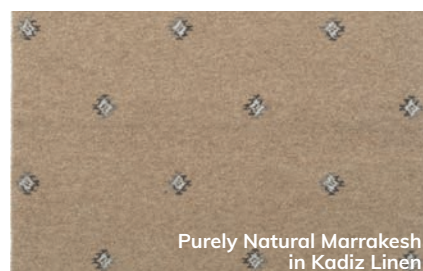
To complement the patterns, two plain collections in a choice of eight natural colours are available.



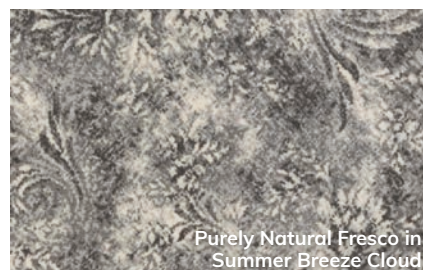
Purely Natural Chroma
in Wentworth Brown



Purely Natural Plaids
in Bonnibel Stone



Purely Natural Marrakesh
in Kadiz Linen



Purely Natural Fresco in
Summer Breeze Cloud

AN EASIER WAY FOR PUBLIC TO DISPOSE OF CARPETS & TEXTILE WASTE

Safe disposal of carpets and other textile flooring waste has just become easier for domestic households in the UK thanks to a new online resource launched by Carpet Recycling UK (CRUK).

Their innovative database – the first of its kind – provides users with information on their local authority Household Waste Recycling Centres (HWRCs) across the country which accept carpet and other textile flooring waste.

Key features of the new www.recyclemycarpet.co.uk website include:

- A user-friendly search function allowing consumers to quickly find disposal options in their area
- Comprehensive coverage of all UK local authorities
- Direct links to council websites for up-to-date disposal guidelines
- Tailored information on HWRCs and programmes specific to each postcode



This dedicated website allows the public to find their local council operated waste and recycling centre where they can safely dispose of their carpet and textile flooring waste.

This will help to provide a convenient and free of charge solution to a bulky waste stream, which would otherwise have been a costly and problematic issue.

This will also reduce the amount of waste being handled by fitters, or being returned to the retailers, and help to improve recycling rates for these materials."

Cathie Clarke,
CEO of Carpet Recycling UK



CRUK says the launch of its database comes at a 'crucial time' as the UK government plans to standardise recycling collections across local authorities by March 2026. The new resource will help consumers to navigate the current varied landscape of disposal options and prepare for forthcoming changes.

“By providing easy access to local information, we aim to develop wider awareness and create better accessibility for the disposal of carpet and textile flooring waste across the country,” adds Cathie.

The website not only aids consumers but also supports the carpet industry's move towards a more sustainable economy.

It complements recent innovations such as the UK's first carpet recycling facility, opened by Innovate Recycle in Northampton.

Consumers can access the database at, www.recyclemycarpet.co.uk

The Carpet Recycling UK team behind the project encourages feedback and will continually update the resource to ensure it remains a valuable tool for sustainable carpet disposal across the UK.

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

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introducing
9 *New
Colours*

Crofter

BEAUTIFUL BERBER

Colour shown: Rye

Crofter, our beautiful, **timeless cut pile berber** range is crafted at our mill in Lancashire using a blend of the finest wools, to give a top quality finish; complemented by our traditional sustainable jute backing, for easy fitting and lasting good looks. This **stylish yet practical carpet** is now available in **18 subtle must have shades**, in a choice of 40oz and 50oz, and 4m or 5m guaranteed full widths, to create a warm welcoming feel to any home. **Penthouse quality – naturally.**



For samples and further information please call
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Working for independent retail

SINCE 1972

THE CARPET FOUNDATION REPORT:

CARPET FOUNDATION EMBARKS UPON LATEST ONLINE CONSUMER ADVERTISING CAMPAIGN

The Carpet Foundation has begun another round of online consumer advertising. The burst, which will see their ads appear over 600,000 times across:

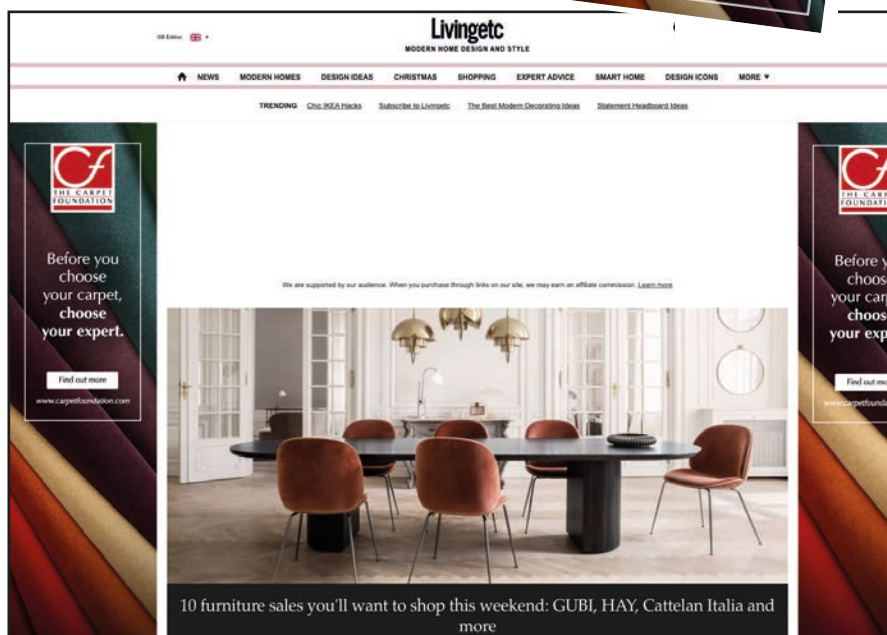
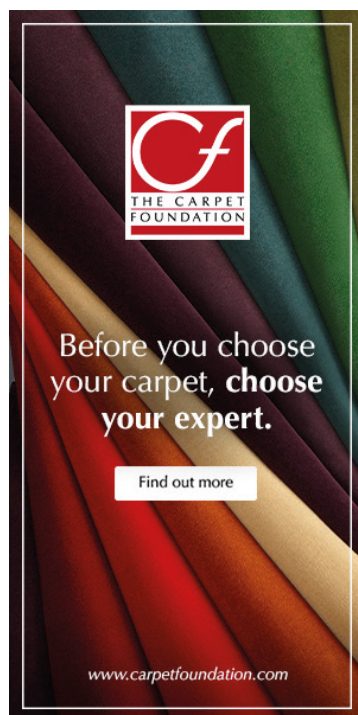
- www.idealhome.com
- www.livingetc.com
- www.homesandgardensmagazine.com
- www.realhomes.com

Lasting eight weeks until the middle of November.

As before, the objective of the campaign is to promote Carpet Foundation independent retailers as the people to buy carpet from. Four different advertisements are used, all with the call to action to 'buy from one of our experts' and direct consumers to the Carpet Foundation website.

This latest burst aims to build on the success of previous campaigns. In 2023:

- All 3 bursts exceeded industry benchmarks for both Mixed formats and Roadblocks
- The industry benchmark for Roadblocks is 0.72% and the Foundation averaged well over 1.2%
- The industry benchmark for Mixed Formats is 0.06% and the Foundation averaged circa 0.1



We deliberately kept our powder dry in the first part of 2024 as we knew an election was imminent and that always results in the hand brake being put on by consumers across all areas of significant spend. Now the Election is well and truly behind us, and with other major outlets in the industry going out of business or pulling out of flooring, we feel now is the ideal time to actively promote our retailers as the people to buy carpet from.

Big noises are being made about building more houses, increasing home ownership, making the planning system more consumer friendly and building on the 'grey' belt so we want to ensure that our retailers gain more than most from these intentions.

Every time we advertise, we see significant increases in visits to our website, and page views, in comparison to the same periods last year. The imagery clearly resonates well with the carpet buying public and all advertisements, and titles, perform above the industry norm. Fingers crossed this is the case again!"

Andrew Stanbridge
Chief Executive
The Carpet Foundation

www.carpetfoundation.com



**PURE
VINYL
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	GOOD	BETTER	BEST
Thickness	1.9 mm	2.5 mm	3.8 mm
Wear layer	0.15 mm	0.25 mm	0.25 mm
Warranty	5 years	10 years	12 years
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Backing	Felt		

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The biggest leap forward in underlay for light years, continues...

With a bold mission to put the Tredaire name at the forefront of customers' minds, our pioneering campaign is bringing the UK's favourite underlay brand to new audiences yet to discover the incredible feeling of Tredaire's product range.



National TV and radio campaign

A dynamic trio of TV, radio and digital advertising to educate consumers about the inimitable feeling of Tredaire underlay.



Groundbreaking retailer support

Propelling POS into a new dimension with brand new sample range designs, display units, banners, floor mats, window stickers and much more!

Don't miss out

Contact your Territory Manager for more information and your mission pack.

interfloor www.interfloor.com
Interfloor Ltd, Haslingden, United Kingdom BB4 4LS

tredaire.co.uk/trade

FURLONG FLOORING UNVEILS LUXURY DEEP PILE CARPET PROVENCE CLASSIC



UK flooring leader Furlong Flooring is thrilled to launch its latest offering, the Provence Classic and Deluxe deep pile saxony carpet. Manufactured with 100% Carefree polypropylene yarn, the stain-resistant and easy-care Provence carpet will bring elegance and comfort to any interior space.

For homes seeking luxurious comfort, the Provence range is a perfect blend of luxury and style with a deep plush pile ensuring comfort underfoot with every step. Crafted from Furlong's exclusive Carefree fibres, these two-ply carpets are not only durable but with 12 colour options and two weights they allow homeowners to express their personal taste in any living environment and will complement interior design aesthetics.

Beyond their visual appeal, Provence Classic and Deluxe offer many practical advantages. Offered in versatile 4 and 5 metres widths, these deep pile

saxony carpets are moth-proof, bleach cleanable and feature the revolutionary Combi-bac backing, an award-winning material that offers both flexibility and robustness, setting it apart from traditional carpet backings.

Manufactured by Regency Carpets in the UK which means stock levels will always remain high and reliable, Furlong Flooring stands behind the quality of this exceptional range, with a seven-year warranty for Classic and 10 year warranty for the Deluxe, for added piece of mind.

In addition, Furlong Flooring has its 'Room Viewer' visualisation tool. This tool, which users can access direct from the company's website, is designed to allow people to see exactly what each type of flooring will look like in their own rooms or offices.

For more information on the Provence Classic and Deluxe carpets and other carpets from the extensive Furlong range, visit www.furlongflooring.com or contact a member of the Furlong Flooring team to discuss requirements for your next project.



Furlong Flooring

First choice flooring for every room



Furlong Flooring®

First choice flooring for every room



Mothproof



Bleach
cleanable



2 ply yarn



Perfect for busy
households



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Comes in two weights:
Classic and Deluxe



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Alternatively, visit furlongflooring.com
or email enquiries@furlongflooring.com

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Lakeland Herdwick, Kentmere Weave

BROCKWAY

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Kentmere comes in two design styles - Weave and Loop. The undyed natural tones of the wool bring a beautiful palette which will add depth and warmth to a room.

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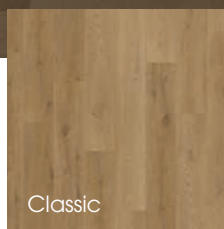
High sound reduction (22 dB)

Suitable for underfloor heating

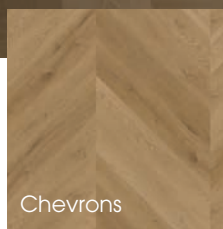
100% waterproof

Easy to install

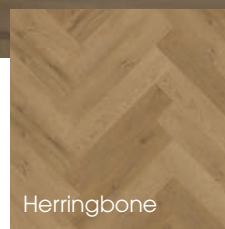
Low VOC, phthalate free and 100% recyclable



Classic



Chevrons



Herringbone



Room viewer
ONEFLOR DESIGN

*See our flooring
← in your room*

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This stunning addition incorporates a
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