

## **CRUCIAL TRADING**

Where Inspiration Begins

FOR YOUR NEAREST RETAILER VISIT www.crucial-trading.com or call 01562 743 747 CRUCIAL TRADING

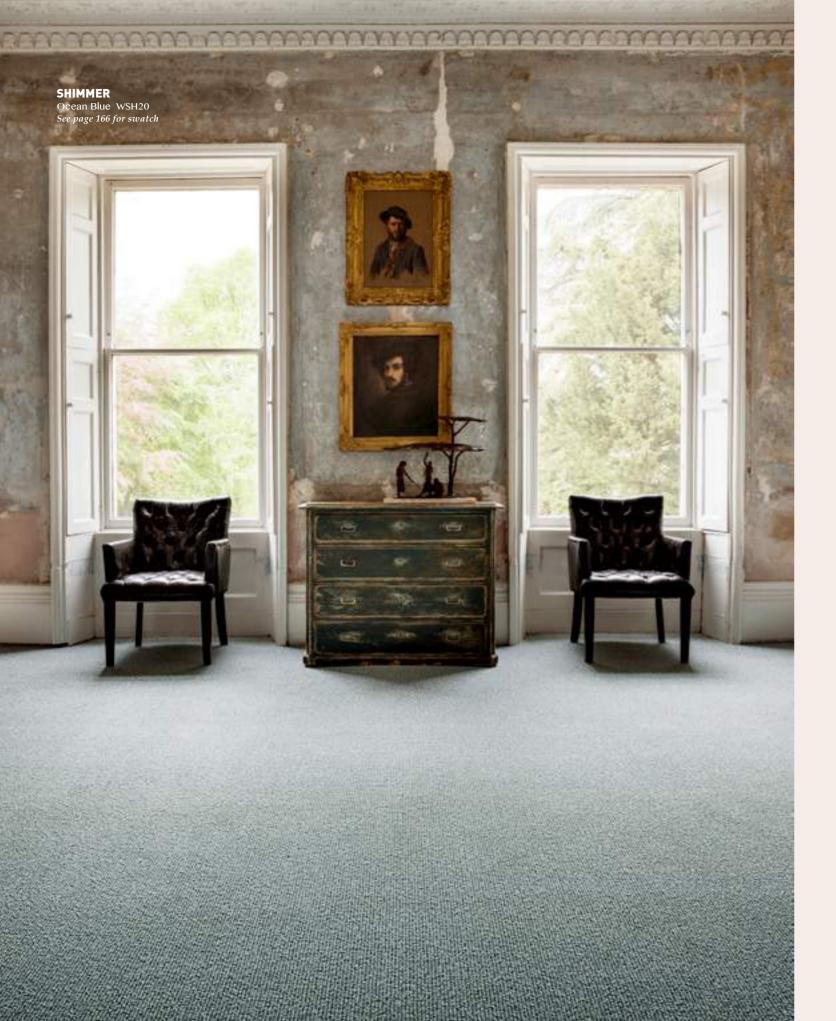
THE BOOK





The Book





Welcome to the start of your journey, where imagination flourishes, ideas form and decisions are made. We aim to inspire and delight. Choose the right floorcovering and everything else falls into place.



## CHOICE

We have plenty of it but at times it can be hard to see the wood for the trees.

A colour, a stripe, something natural perhaps? The options are endless, which is why we have given you different ways to find the right floorcovering. From the categories opposite and 'stylist selection' within each collection, to the swatch directory at the back of this brochure, there are a few ways we hope to help make your choice simpler.



04 Intense

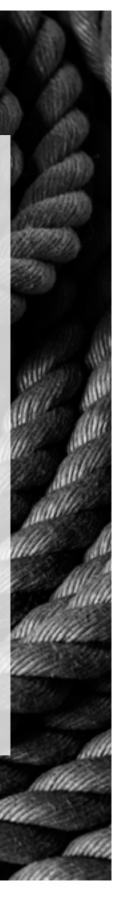
56

VIVID



## INTENSE

Just like the strength of your morning coffee, or the rich flavour of the finest dark chocolate, our intense wool and natural carpets have a deep sense of character.





### STYLIST SELECTION

Intense floorcoverings come in many weaves, textures and designs, each made to the finest quality. So whether you prefer a subtle smokey grey, or the deepest, darkest noir, you can be sure our carpets will deliver upon a bold yet timeless appeal.

### DESIGN

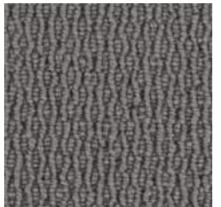
From classical single or double loop weaves to more complex patterns, or perhaps even one of our famous stripes, we're confident you'll find the perfect floorcovering for your home with just the right amount of intensity.

We all fantasise about that moment when you step out of bed, feeling your bare feet sink into a luxurious wool carpet or perhaps you prefer the tactility from one of our natural products, perfect throughout the home.

FUJI Slate FU105

TEXTURE

MONSOON Storm MS103



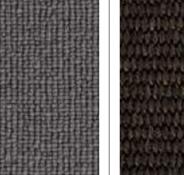
**BISCAYNE PLAIN** 

SISAL MALAWI Rustic SM105



Smoked Pearl BS118





### INNOVATION

Like every great hybrid, our sisool combines the best qualities of two of our favourite materials; the rugged charm of sisal with the soft, matt sheen of wool. See page 80 for further examples from The Blend collection.

SISOOL PLAID Rich Black SP304





SISOOL MASAI Monsoon M604







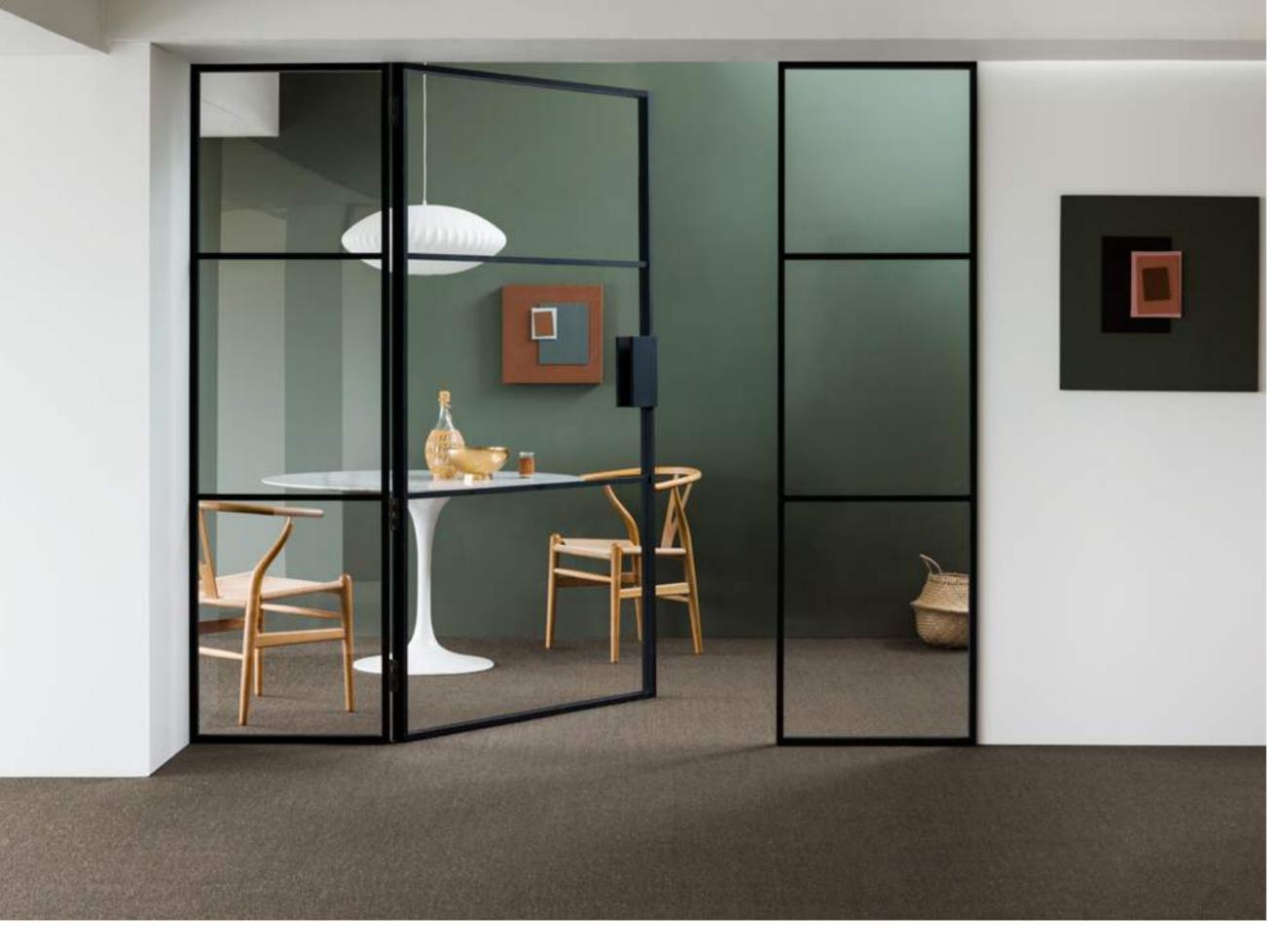
#### NATURAL MATERIALS

#### WOOL

Sourced from the vast expanses of the mountainous regions of New Zealand, comes the oldest and most luxurious form of wool, prized for its fine texture, durability and above all, purity. As a proud partner of Wools of New Zealand's Laneve initiative, we have 100% traceability back to the farm from which each sheared coat came. All farms within the scheme are regularly and independently verified as adhering to stringent animal welfare and sustainability codes of practice. And of course, all are hand-picked by Wools of New Zealand for their consistent delivery of supreme quality wool.







**SISAL MALAWI** Twine SM103 See page 195 for swatch

Sisal floorcoverings are 100% plant fibre and come in a range of intense shades. See page 94 for further examples of this tactile material within the Organic section.

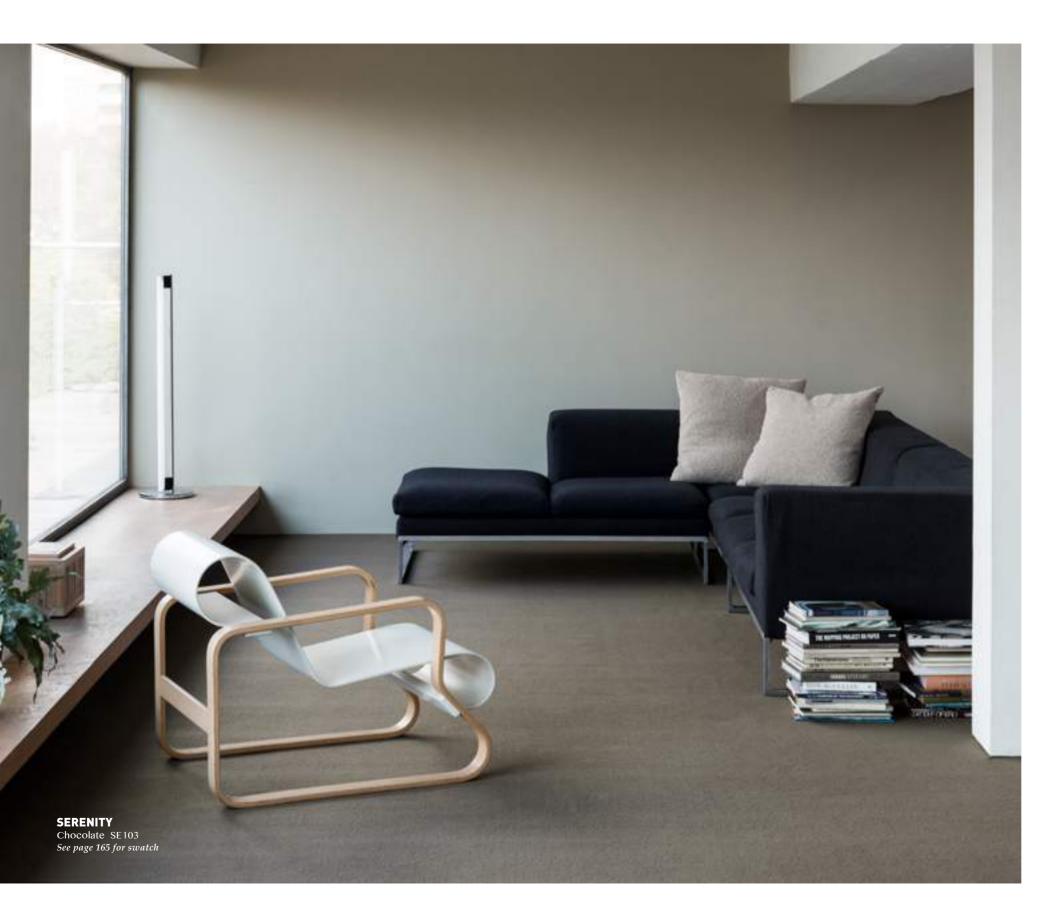


**BISCAYNE PLAIN** Raven BS119 See page 141 for swatch



**PASSION** Smokey Mist WP504 See page 162 for swatch **OREGON** Cinnamon VP104 See page 160 for swatch **OPAL** Mousey Brown OP304 See page 159 for swatch







**VENICE** Smokey WV907 Suede Delft HS6 border See page 170 for swatch and 210 for border



**SISAL SAHARA** Ebony SA103 See page 198 for swatch





**SISAL AZTEC** Maize SZ751 See page 179 for swatch



**OPAL** Mushroom OP301 See page 159 for swatch

A ALL ST

## SERENITY

As calming as a gentle wave lapping on the shore, this collection of carpets exude peace and tranquillity into their environments.





**OPAL** Mushroom OP301 See page 159 for swatch

### STYLIST SELECTION

Serenity wool floorcoverings sit harmoniously in any room for those preferring a more traditional aesthetic. Mix textures and weave designs to provide interest and intrigue throughout your home.

### DESIGN

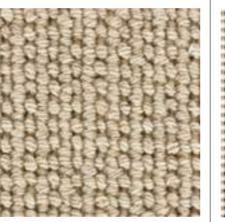
Just because this collection of carpets is more neutral in colour, does not make them an unimaginative choice. Choose from beautifully designed ranges such as Wilton Panache or Enchanted for an attention grabbing appearance.

ENCHANTED Soft Sands WE101

### BLEND

The combination of more than one material in many of our designs helps to lift the appearance of your floorcovering. Linen 'N' Wool features 40% linen and Shimmer includes 20% of a polyester fabric intertwined with the wool to catch and reflect the light.

**LINEN N WOOL** Cream WL775



WILTON PANACHE Stone P3127

Glistening Sands WSH23





SHIMMER

### SUBTLE STRIPE

Known for our bold stripes and unabashed use of colour, sometimes our more subtle stripes get wrongly overlooked. Many wool ranges come in a solid or striped colourway, such as Alluring or Oregon. Alternatively, view further subtle stripes in our swatch directory.

**OREGON STRIPE** Oyster/Stone VS101



#### ALLURING STRIPE Pepper/Stone DS102

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### NATURAL MATERIALS

#### WOOL

The most popular of floorcovering materials and it's easy to see why. It's natural, hard-wearing, versatile and supremely soft underfoot. With its insulating properties, it's the most luxurious and cosy flooring choice. Wool helps add an elegant touch to your home with different weaves and textures. For the ultimate indulgence, ranges such as Rustica, Enchanted, Passion and Oasis provide supreme comfort and warmth. Whereas the stylish Wilton ranges offer superb strength where the yarn is woven directly into the backing.







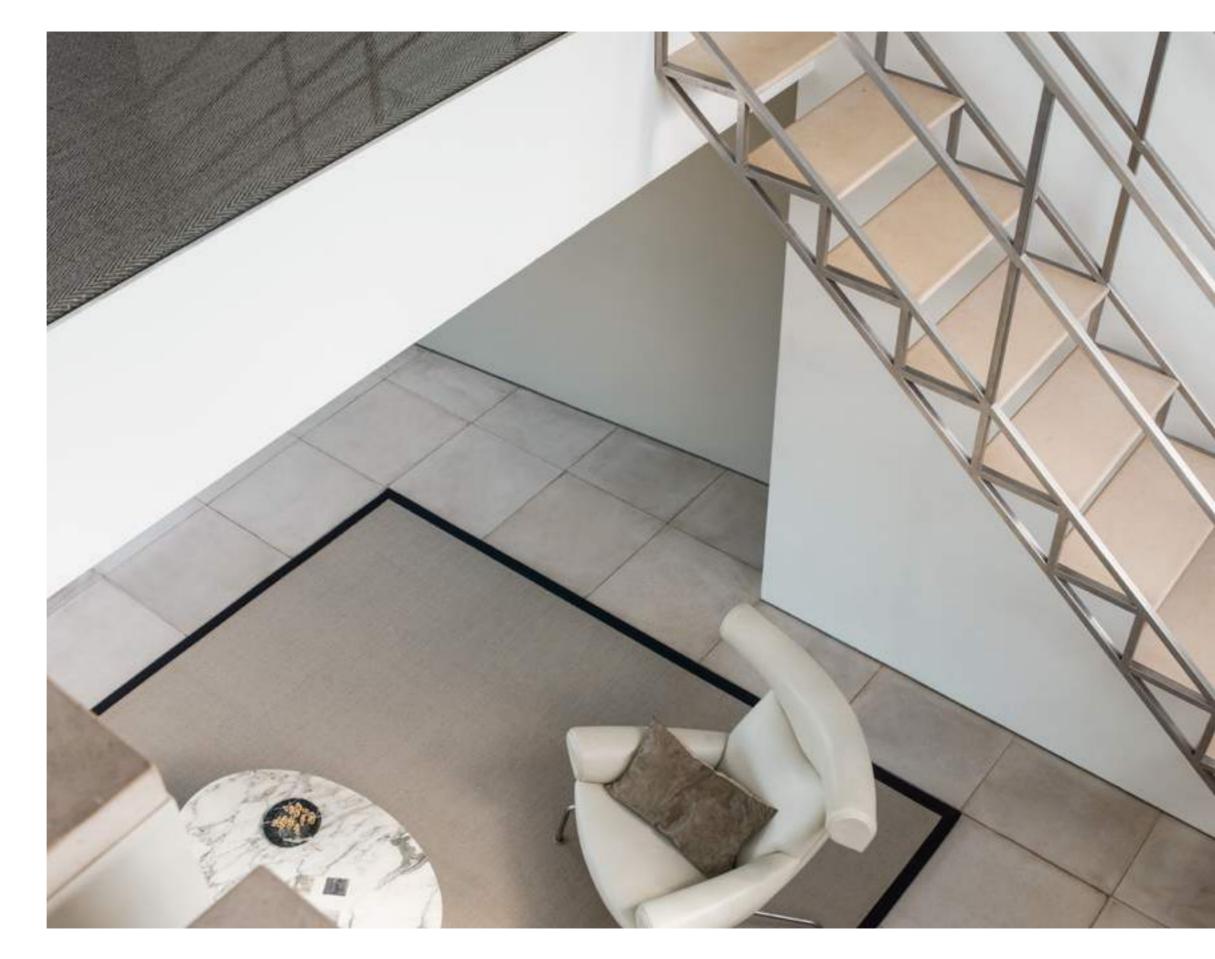
**COAST** Pebbles CS905 See page 145 for swatch





**OREGON** Oyster VP100 See page 160 for swatch





**SISAL HARMONY BOUCLE** Arctic Mist HB256 Cotton Herringbone Black C1 border See page 188 for swatch and 208 for border

Sisal products are a brilliant choice to use within a rug to add a touch of tactility into your home.













**TREASURE** Old Rope WT502 Cotton Chenille Otter CCN9 border See page 169 for swatch and 209 for border



**RUSTICA** Fawn RU103 See page 164 for swatch





ALLURING STRIPE Mousey/Cinnamon DS103 See page 137 for swatch





**OREGON STRIPE** Oyster/Stone VS101 left Mousey/Cinnamon VS103 right See page 161 for swatch





**INDULGENT** Alabaster IN503 See page 150 for swatch



**STORM** Chalk WS805 See page 168 for swatch

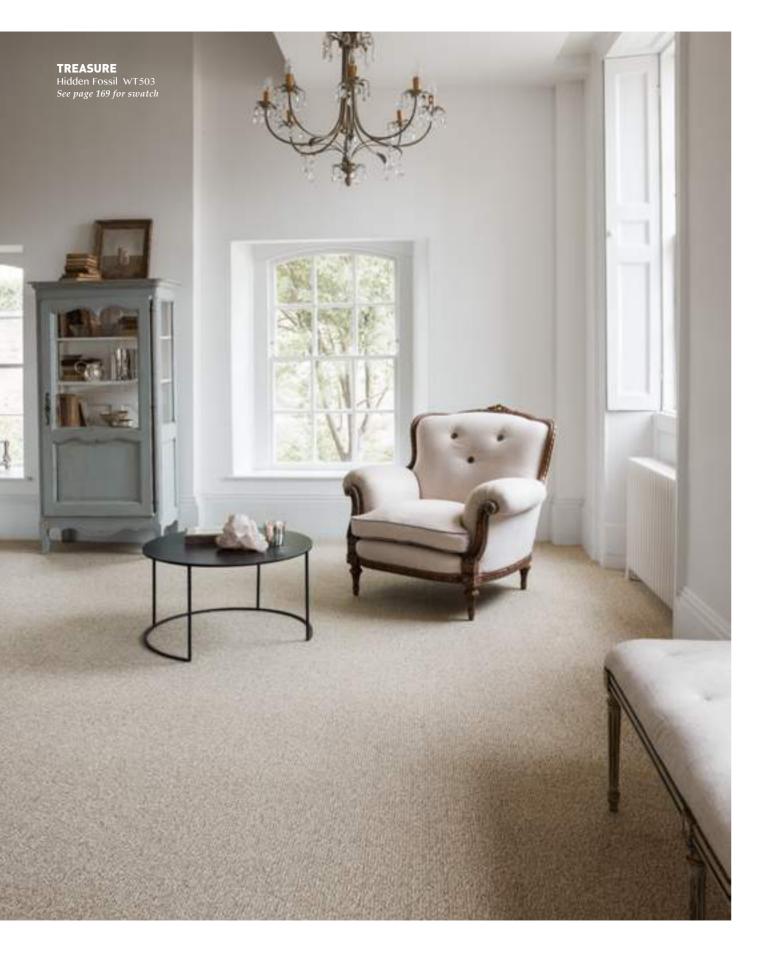




**INSPIRE** Stone Grey WI904 Cotton Herringbone Gravel C43 border Gold COR2 piping See page 151 for swatch, 208 for border and 211 for piping



**BELLA** White Lilly WB900 See page 140 for swatch







**PASSION** Soft Steel WP505 See page 162 for swatch







## VIVID

ter Bano II Pat Manhum

For the bold and unapologetic who don't shy away from daring colours and gallant patterns, the Vivid collection provides the perfect outlet for those who want their floorcovering to make a statement.



### STYLIST SELECTION

#### INNOVATION

Our Mississippi range caused controversy upon release when the industry likened it to a 'yarn user', or a mixed weave of waste ends that would be binned. Mississippi went on to spark a huge trend with our other striped ranges, which continues to grow today.

When colour is this beautiful, we know you'll want it kept looking its best for years to come, which is why we recommend a simple vacuum with a suction only cleaner without beater bars to avoid unnecessary damage.

DURABILITY

MISSISSIPPI Copper/Black WS121

#### BISCAYNE Aubergine BS109





AUDREY Daylight WFS5

#### FABULOUS Topaz WFW600





Vivid works amazingly well in a variety of property types, from 70s inspired to bold and architectural, contemporary and minimalist to traditionally classic.

### IMPACT

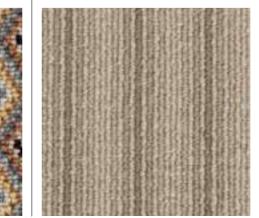
See page 212 for our aftercare advice.

We love how a vivid collection floorcovering unashamedly makes a unique statement when used as an all over carpet, but we also appreciate that sometimes a rug or simple stair runner adds just enough impact, with more fun added the bolder in colour you go.

**BISCAYNE PLAIN** Primrose BS112



**CHICAGO** Pewter CH702



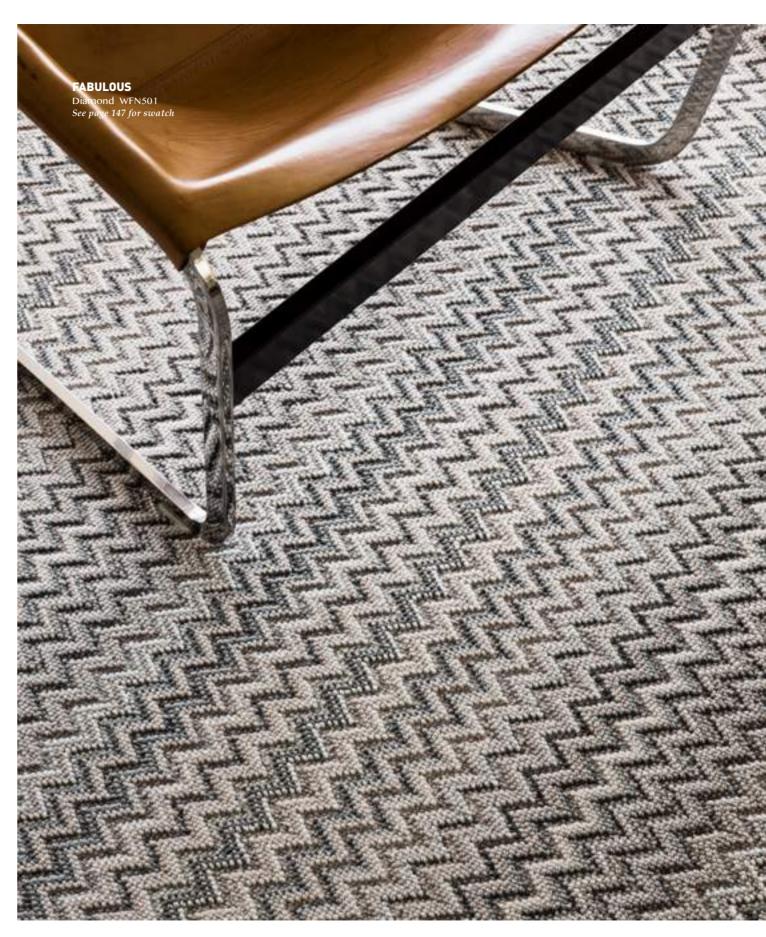


### NATURAL MATERIALS

### WOOL

Wool is the perfect material for adding an injection of colour into your home. It can be dyed into an array of colours and woven into many patterns and textures, transforming your home without compromising on quality. Look to make a statement with daring stripes in Mississippi, Biscayne and Audrey ranges or introduce the wow factor with the Fabulous range, featuring an attention grabbing zig-zag pattern which is both dynamic and effortlessly chic.

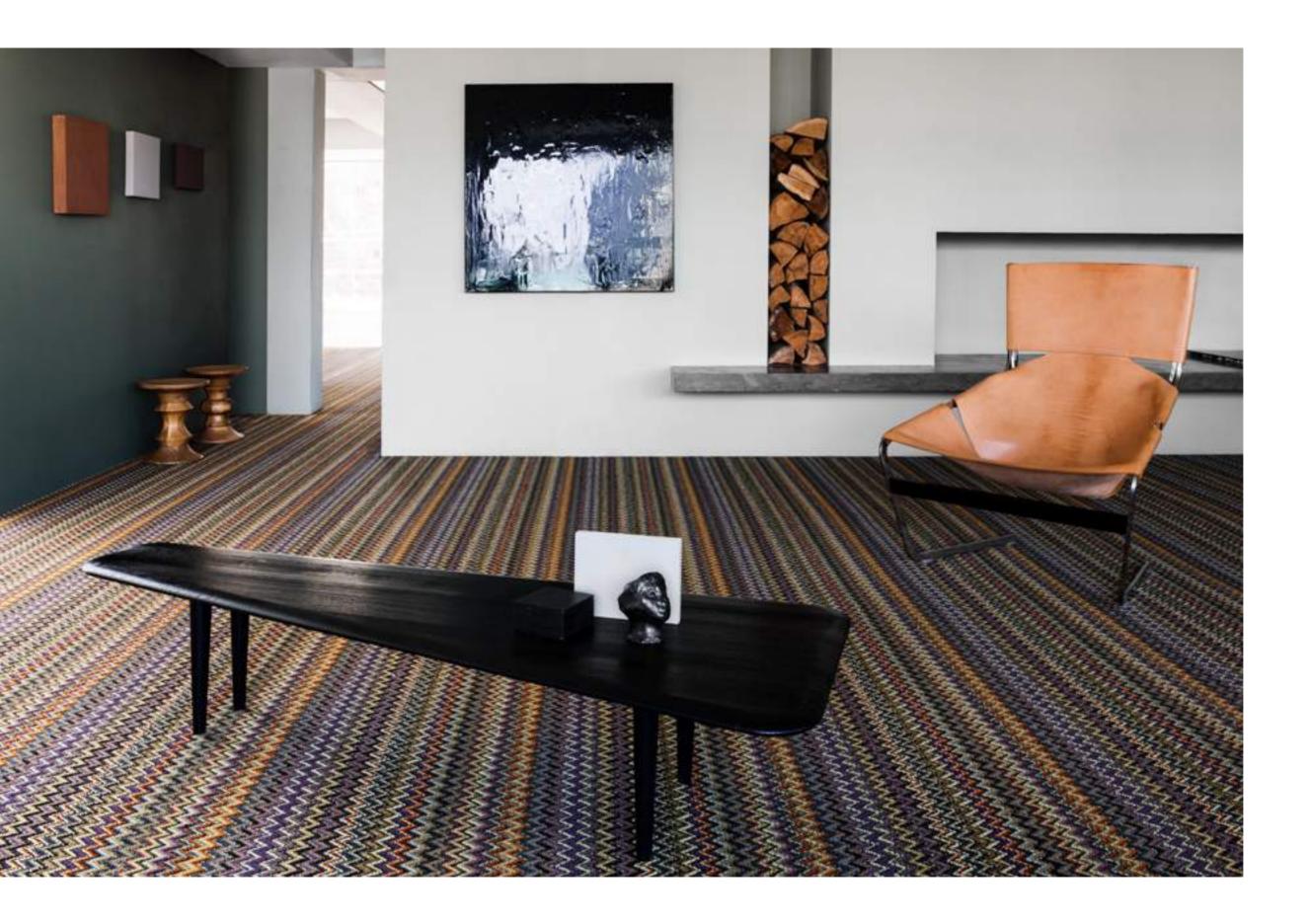






**FABULOUS** Emerald WFN502 Cotton Picallo Damson CP10 border See page 147 for swatch and 209 for border





# **FABULOUS** Emerald WFN502 See page 147 for swatch



**BISCAYNE PLAIN** Primrose BS112 Leather Aubergine HL12 border See page 141 for swatch and 210 for border





**FABULOUS** Ruby WFW603 See page 147 for swatch

> SISAL BOUCLE ACCENTS Scarlet C858 See page 199 for swatch

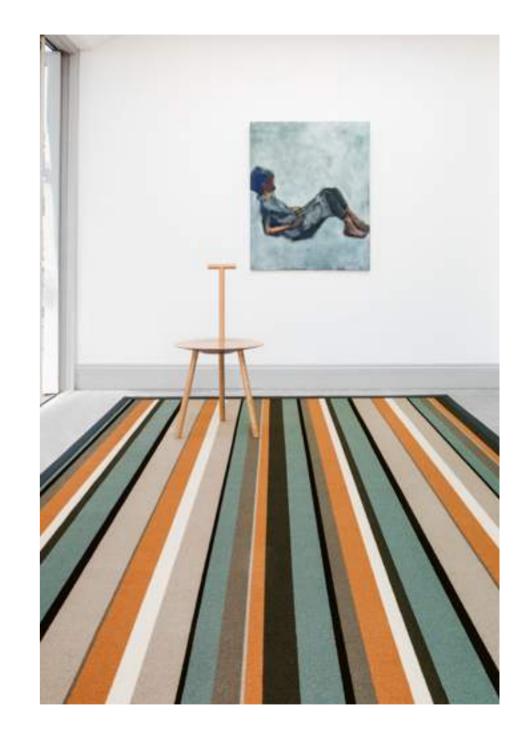
ee page 199 for swatch

Sisal is available in a range of stunning vivid colours, from vibrant reds, earthy greens to the richest of blacks. See page 94 for further examples from the Organic collection or view all swatches in the directory to pick your perfect floorcovering.





AUDREY Twilight WFS8 *left* Daybreak WFS6 Cotton Picallo Hunter Green CP5 border *right* See page 139 for swatch





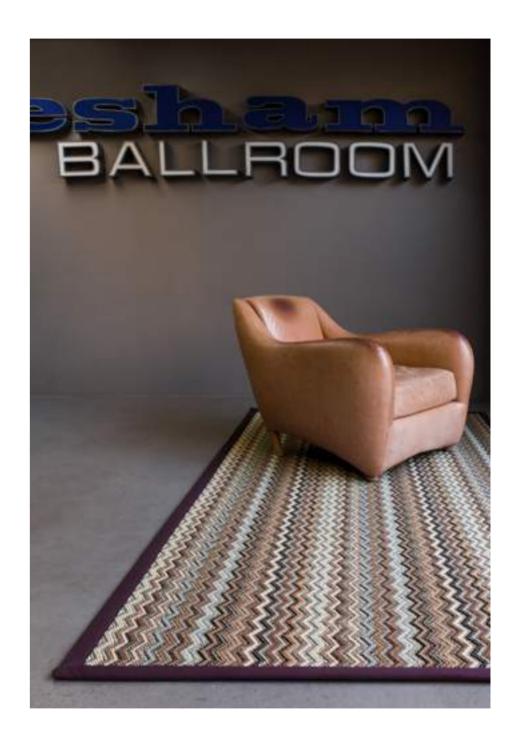
**MISSISSIPPI** Copper/Black WS121 Linen Twill Seville LT13 border See page 155 for swatch and 209 for border



AUDREY Midday WFS3 See page 138 for swatch

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FABULOUS Topaz WFW600 Cotton Picallo Damson CP10 border See page 147 for swatch and 209 for border



**BISCAYNE** Pacific BS110 Suede Delft HS6 border Ivory COR6 piping See page 143 for swatch, 210 for border and 211 for piping



**CHICAGO** Sage CH709 See page 144 for swatch



**BISCAYNE PLAIN** Carnation BS113 See page 141 for swatch







# THE BLEND

Like many industry artisans, we know it's the balance of individual ingredients and components that create a new distinctive blend. In this case, the soft sheen of wool with the rugged charm of Sisal.



### STYLIST SELECTION

The Sisool blend provides a stunning point of difference to the usual and expected. The wool's presence ensures that it is no longer banished to entrance halls or simply just to rugs, as the carpets still feel gloriously soft underfoot.

#### VARIETY

Just because the Sisal part of our blend comes from a plant fibre, does not mean all Sisool blends are shades of au natural. Choose from clean whites, through caramels, trend-setting greys to the richest of blacks.

### DURABILITY

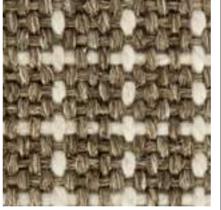
Each Sisal bayonet is dried in the scorching Tanzanian heat, expelling all moisture, which creates an exceptionally durable, yet malleable fibre, strong and resilient and ready for blending with our soft, supple wool.

SISOOL MASAI Soft Grey M607

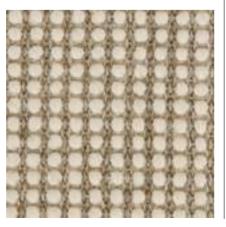
SISOOL PLAID Misty Grey SP303

SISOOL MASAI





SISOOL TRIC Ivory M805





### VERSATILITY

The durable nature of Sisal combined with supple wool makes this material perfect for areas of high footfall. Alternatively, they make strong, striking rugs, perfect for centring your room layout around or unifying a space.

SISOOL TRIC Slate M809



SISOOL PLAID Natural Calico SP300





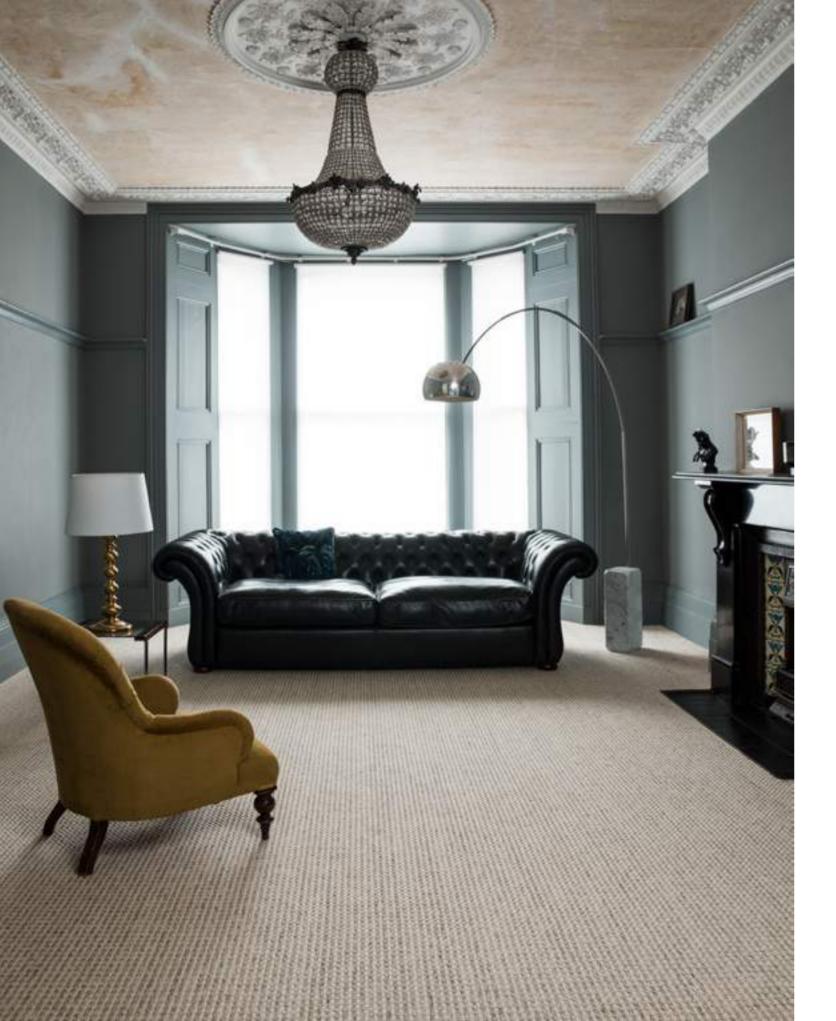
#### NATURAL MATERIALS

#### SIS00L

We've never been ones to shy away from innovation and as such, we were the first to create a new blend of floorcovering, never before used in the UK. Sisool is the blend of natural plant fibre material sisal, with natural material wool. We knew it would polarise opinion, but as we were set up to be different and as natural leaders in our field, we knew this special combination would be a success within the British market. To see why, order your free sample today and see the tactile charm of our sisool ranges for yourself.







**SISOOL MASAI** White Mist M606 See page 175 for swatch



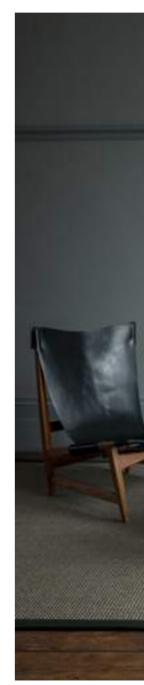








**SISOOL TRIC** Slate M809 Olive Leather HL7 border See page 177 for swatch and 210 for border







**SISOOL MASAI** Eclipse M601 Leather Steel HL17 border See page 175 for swatch and 210 for border

SISAL GRAND HERRINGBONE Praline GH100 Cotton Herringbone Pebble C42 border See page 187 for swatch and 208 for border

# ORGANIC

Extraordinarily true to their original plant fibre, this family of organic, natural materials make a simple, stylish statement.





SISAL GRAND HERRINGBONE Praline GH100 Cotton Herringbone Pebble C42 border See page 187 for swatch and 208 for border

### STYLIST SELECTION

The organic, plant fibre family consists of Sisal, Jute, Seagrass and Coir, each rustic and tactile in their own right. But don't banish them to the entrance hall, their individual charm works wonders throughout the home.

### SEAGRASS

Arguably our sturdiest material that looks great throughout the home or within a rug design. Choose from a variety of weaves; Basketweave, Herringbone or Original.

### JUTE

Weaved into stunning, classic designs that date back to the nineteenth century – choose from Herringbone, Jhutex or Ju-Tweed each in a beautiful natural finish.

BASKETWEAVE Natural SBW

#### HERRINGBONE Natural JT900

### SISAL

Originally used to create strong and resilient twine, we use this stunning natural material to create graceful and exotic carpets to add intrigue to your home.

#### BASKET Brown T308



### COIR

Once spun into yarn, this hardy floorcovering creates an inviting and exotic aesthetic. Choose from natural or bleached in Herringbone, Panama or Boucle weave.

#### BOUCLE Natural BN



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#### TOGO Burnt Sienna TG453







#### ORGANIC Plant fibres

#### SISAL

Sourced from Brazil, China and southern Tanzania, the Sisal plant is one of nature's true survivors – evolved to thrive in a punishing climate with little rainfall in summer. Once stripped and dried for 30 days it is ready to be crafted into the treasured floorcovering fit to grace your home.

#### JUTE

The Mahanadi Belt monsoon season sees an explosion of healthy, green Jute stems, made tougher by the fertile, coastal waters. Once it has been ret (immersed into slowrunning water) and stripped, the fibres are ready to be weaved into our collection of gorgeous designs.

#### SEAGRASS

Sourced from Vietnamese and Chinese plantations, this hardy grass has to withstand copious amounts of ocean salt, raging typhoons and the heat of the Far Eastern sun before being woven into our signature styles of Original, Herringbone and Basketweave in both Normal and Fine weaves. COIR

Our Coir comes from coconuts grown and handpicked along the Keralan shoreline. After being suspended in water for 10 months they are beaten to separate the fibres. Once dried, cleaned and spun, the coir is transformed into flooring as invting as its original setting.







SISAL HARMONY HERRINGBONE

Soft Steel HH258 left Warm Grey HH259 below See page 191 for swatch









**SISAL GRAND HERRINGBONE** Chestnut GH101 See page 187 for swatch





#### **SISAL TOGO** Burnt Sienna TG453 See page 203 for swatch



**SISAL HARRY** Zinc D705 See page 192 for swatch









SISAL HARMONY HERRINGBONE Elegant Iron HH260 See page 191 for swatch



SISAL GRAND HERRINGBONE Praline GH100 Cotton Herringbone Pebble C42 border See page 187 for swatch and 208 for border



# SISAL HARMONY HERRINGBONE Pacitic Blue HH250 See page 190 for swatch

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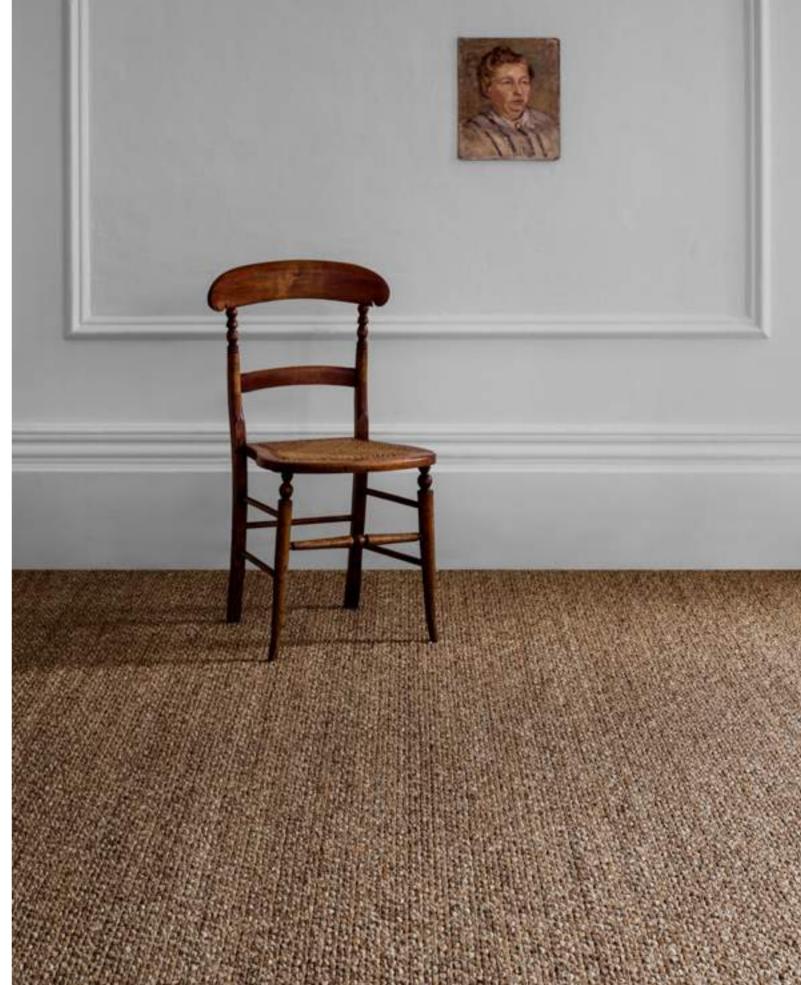
**SISAL HARMONY BOUCLE** Soft Steel HB258 See page 189 for swatch

SISAL HARMONY BOUCLE Sweet Barley HB254 See page 188 for swatch





**SISAL DIVINE** Roasted Coffee SD104 *left* Rich Caramel SD103 *right* See page 186 for swatch







**COIR** Boucle Natural BN *left* Herringbone Bleached HBB *top* Panama Bleached PB *middle* Boucle Bleached BB *bottom See page 204 for swatches* 







# **BESPOKE RUGS**

CONNA-

Take control and channel your inner designer with tailor-made rugs to meet your exact requirements. Colossal choice of material and vast nuances of colour combine to bring your exact vision to life.





### THE BLANK CANVAS

The start of every artist's journey begins with a crisp, clean surface, primed and ready for their latest interpretation; a vivid, unabashed use of colour or cool hues of monochromatic modernity. With hundreds of options across wool, sisal, sisool, seagrass, jute and coir, you can build your bespoke rug to match your exacting requirements and create your next masterpiece.

#### MATERIAL

First settle on your rug's material. Thick, sumptuous wool for that indulgent underfoot feeling, the rustic charm of one of our Organic plant fibre materials or perhaps the blend of both with our sisool ranges?

SERENITY Jasmine SE101

#### SISAL TITAN Apollo D593

COLOUR



JUTE





Natural JT803

### PLACEMENT

We believe that your floorcovering should inspire your décor choices. However, the benefit of a bespoke rug is that with millions of combinations, you can choose to perfectly compliment your existing interior design.

Rugs can both unify and define a space depending on placement. Larger rugs can inject personality or character into a room. Alternatively, use this bespoke service to create attention grabbing stair runners.

ALASKA Arctic Fox AL202





MISSISSIPPI Gold/Amber WS102



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#### THE PERFECT FRAME

Choosing a frame means so much more Like an additional mount, our 10 colours than simply protecting your work of art. Whether you pair your chosen rug design with one or two borders, you can the centrepiece it surrounds. Piping sits select the perfect frame from a range of quality materials. Choose from over 100 colours in cotton, leather or even suede for the ultimate tactile finish.

### THE FINISHING TOUCH

of cotton piping add impact and further detail to your creation to perfectly offset a touch of tactility (you'll get an instant on the inside of your border and comes in a range of colours from subtle Ivory through to striking Ebony, to perfectly complement each of our carpet ranges.

### SIZE

All that remains is to choose your size; larger for greater impact or small for just online quote for your dimensions), place your order and the skilled craftspeople in our Kidderminster workshop will set about realising your design with all the care and attention you'd expect from us.





SISAL SMALL BOUCLE C Old Heritgae CC988 Suede Nutmeg HS1 border See page 200 for swatch and 210 for border



**AFFLUENCE** Corn Silk AF421 Leather Steel HL17 border See page 135 for swatch and 210 for border







WILTON VOGUE Ash V3129 Cotton Herringbone Pale Lemon C34 border See page 173 for swatch and 208 for border

WILTON PANACHE Stone P3127 Worn Leather Evergreen OL4 border See page 171 for swatch and 210 for border









**ALASKA** Grey Wolf AL203 Linen Basketweave Midnight LBW58 border Graphite COR12 piping See page 136 for swatch, 209 for border and 211 for piping

Let your imagination run free with our online rug builder, designed with the latest technology and with meticulous detail so you can experience the most interactive, immersive and realistic digital version of your bespoke rug creation.

crucial-trading.com/rug-builder



## SWATCH DIRECTORY

Within this section, you'll find every single material, weave and colourway in our extensive portfolio, each with exquisite detail so you can really see the quality of your choice.





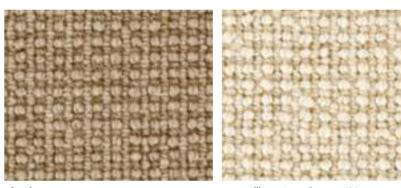
From the palest of creams through to the most vibrant of colours, from the thickest, indulgent weave, through to the complex pattern, deliberate the entire wool portfolio from Crucial Trading.

#### AFFLUENCE

Suitability	Heavy domestic, stairs & rugs
ibre	100% Wool
Backing	Jute
vidth	4m & 5m
Jnderlay	Crucial Vital underlay recommended
	Moth Protection
	All swatches at 50%



Battleship AF425 See page 36



Biscuit AF420

Corn Silk AF421 See page 126



Iron AF423

Ash AF422

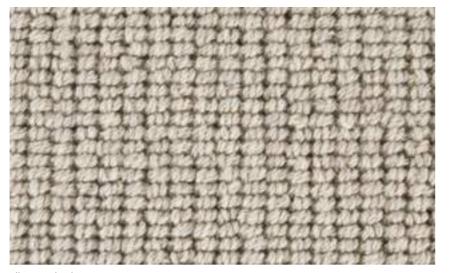
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#### ALASKA

Suitability	Heavy domestic, rugs
Fibre	100% Wool
Backing	Action Bac
Width	4m
Underlay	Crucial Vital underlay recommended
	Moth Protection
	All swatches at 50%

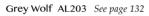


Silver Squirrel AL206 See page 27



Arctic Fox AL202





Harbour Seal AL204

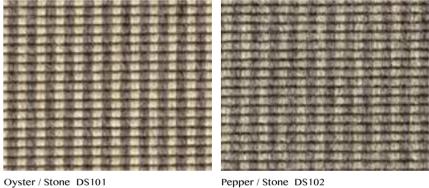
Polar White AL205



Suitability	Heavy domestic, stairs & rugs
Fibre	100% Wool
Backing	Action Bac
Width	4m
Underlay	Crucial Vital underlay recommended
	All swatches at 50%

Cocoa / Ash DS104 See page 37







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Mousey / Cinnamon DS103 See page 42

#### AUDREY

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Wool
Backing	Action Bac
Width	4 <i>m</i>
Underlay	Crucial Vital underlay recommended
Pattern Repeat	66.6.cm   99.9cm (WFS6/S7 only)
	All swatches at 17%



Sunrise WFS1



Sunset WFS2



Midday WFS3 See page 73









Daybreak WFS6 See page 71





Twilight WFS8 See page 70





#### BELLA

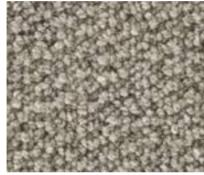
Suitability	Heavy domestic, stairs & rugs
Fibre	100% Wool
Backing	Jute
Width	5 <i>m</i>
Underlay	Crucial Vital underlay recommended
	Moth Protection
	All swatches at 50%



White Lilly WB900 See page 51



Spring Blossom WB901







Vintage Rose WB903



Grey Orchid WB904

#### **BISCAYNE PLAIN**

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Wool
Backing	Action Bac
Width	5 <i>m</i>
Underlay	Crucial Vital underlay recommended
	Moth Protection
	All swatches at 50%



Oceanic BS114 See page 78



Primrose BS112 See page 67

Carnation BS113 See page 79

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Mascarpone BS116



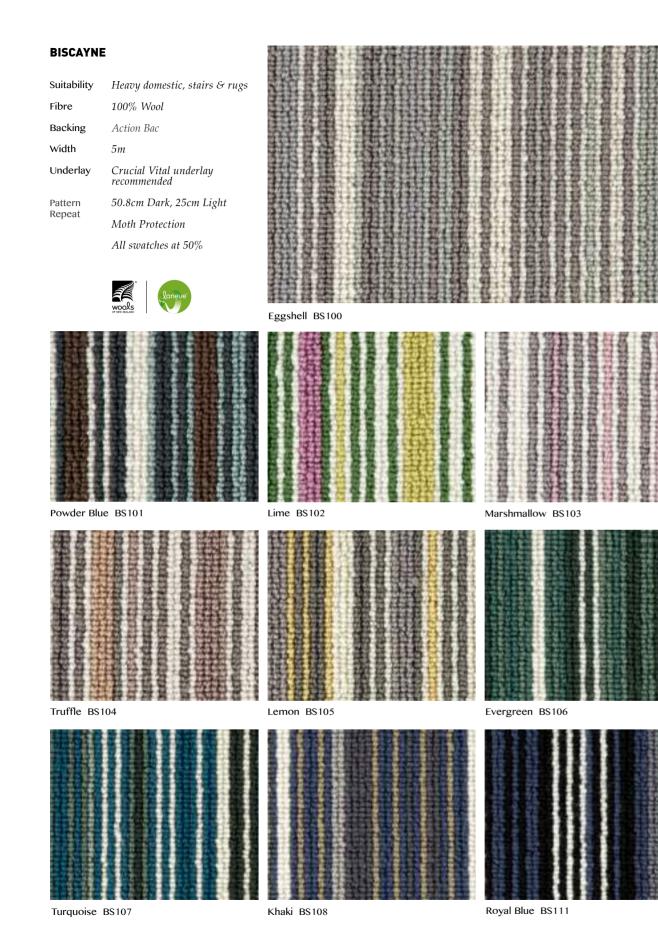
Smoked Pearl BS118

Clearwater BS115





Raven BS119 See page 12

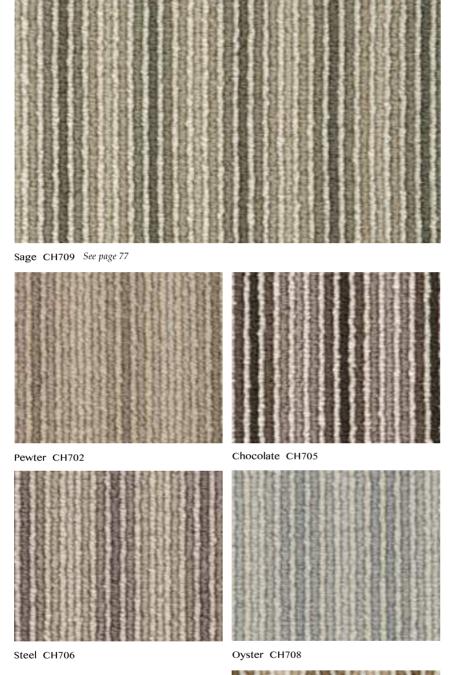




Pacific BS110 See page 76

### CHICAGO

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Wool
Backing	Action Bac
Width	4m
Underlay	Crucial Vital underlay recommended
	Тесоттеписи
Pattern	4.8cm
Pattern Repeat	



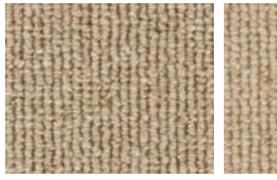
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Sand CH710

### COAST

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Suitability	Heavy domestic, stairs & rugs	
Fibre	100% Wool	
Backing	Action Bac	
Width	4m	
Underlay	Crucial Vital underlay recommended	1
	Moth Protection	京都
	All swatches at 50%	
		11

Pebbles CS905 See page 29



Driftwood CS900

Dune CS901

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Rockpool CS903



Pier CS906



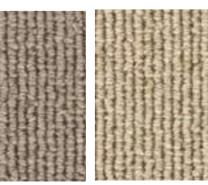




Sand CS902







Cove CS907

### ENCHANTED

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Wool
Backing	Jute
Width	5 <i>m</i>
Underlay	Crucial Vital underlay recommended
	Moth Protection
	All swatches at 50%



Castle Grey WE104 See page 53



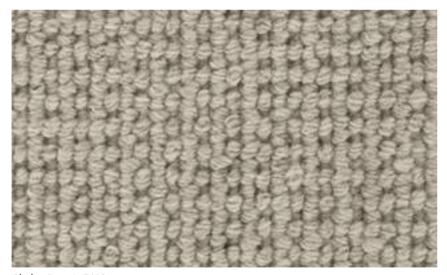
Cool White WE100



Soft Sands WE101



Morning Mist WE102 See page 35

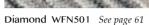


Cinder Grey WE103

### FABULOUS

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Wool
Backing	Action Bac
Width	5m
Underlay	Crucial Vital underlay recommended
Pattern	50cm
Repeat	Moth Protection
	All swatches at 25%









Topaz WFN500

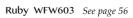


Opal WFN504

Topaz WFW600 See page 75







Emerald WFW602





Ruby WFN503





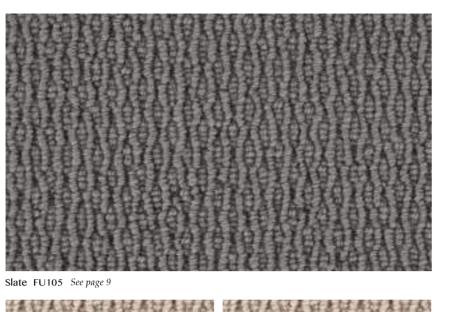
Diamond WFW601



Opal WFW604

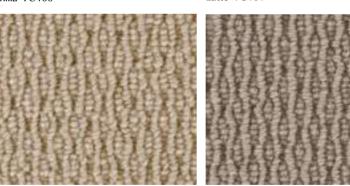
FUJI

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Wool
Backing	Action Bac
Width	5 <i>m</i>
Underlay	Crucial Vital underlay recommended
	All swatches at 50%

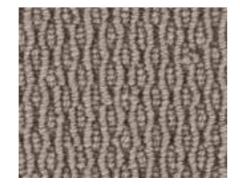


Vanilla FU100

Latte FU101



Mocha FU102

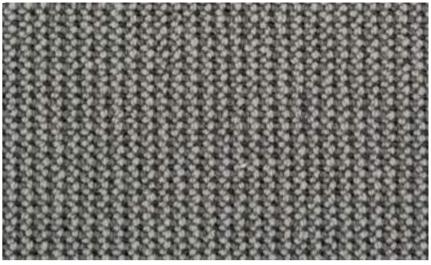


Truffle FU104

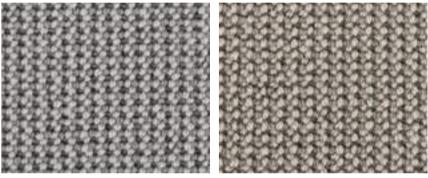
Coffee FU103

### GRACE

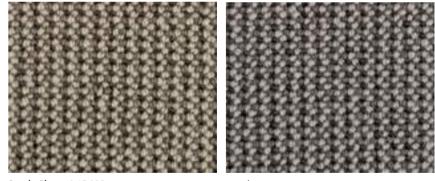
Suitability	Heavy domestic, stairs & rugs
Fibre	100% Wool
Backing	Action Bac
Width	5m
Underlay	Crucial Vital underlay recommended
	Moth Protection
	All swatches at 50%



Ocean Pearl WG105 See page 40



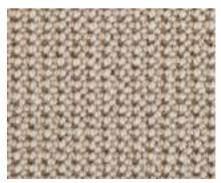
Sky Blue WG100



Sandy Shore WG102

Smooth Pebble WG101

Rocky Cove WG103



Summer Cloud WG104

### INDULGENT

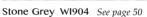
Suitability Heavy domestic, stairs & rugs 100% Wool Fibre Backing Action Bac Width 5mCrucial Vital underlay Underlay recommended All swatches at 50%

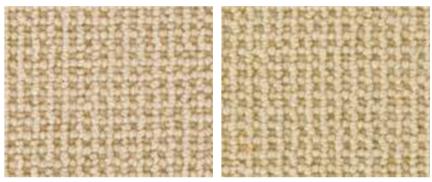


Caramel IN505

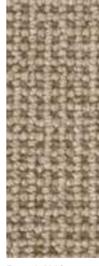
### INSPIRE

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Wool
Backing	Jute
Width	4m & 5m
Underlay	Crucial Vital underlay recommended
	Moth Protection
	All swatches at 50%

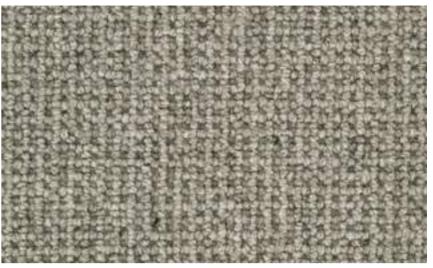




Oatmeal WI900



Fawn WI903



Natural White WI901



### JASMINE

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Wool
Backing	Jute
Width	5 <i>m</i>
Underlay	Crucial Vital underlay recommended
	Moth Protection
	All swatches at 50%



Silver Thistle WJ202 See page 48



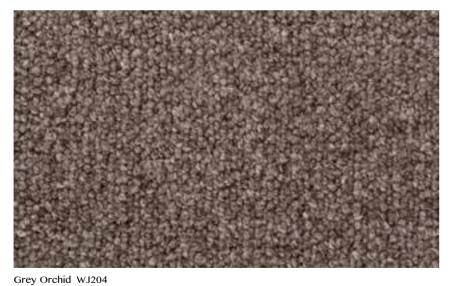
White Lilly WJ200



Spring Blossom WJ201



Vintage Rose WJ203

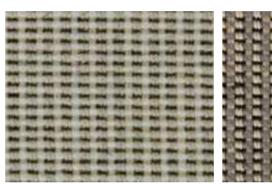


### LINEN N WOOL

Suitability	Heavy domestic, stairs & rugs
Fibre	55% Wool, 45% Linen
Backing	Jute
Width	4m
Underlay	Crucial Vital underlay recommended
	Moth Protection
	All swatches at 50%
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Cream WL775 See page 28

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Pale Grey WL776

Slate WL777



Black WL779

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Dark Grey WL778 See page 123

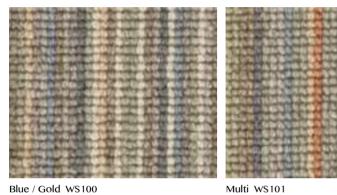
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### MISSISSIPPI

Suitability	Heavy domestic, stairs & rugs	茶書
Fibre	100% Wool	10
Backing	Jute	22
Width	4m	(注意)
Pattern Repeat	10 <i>cm</i>	
Underlay	Crucial Vital underlay recommended	
	Moth Protection	
	All swatches at 50%	

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Black / Silver WS110 See page 62



Gold / Amber WS102

Blue / Gold WS100

Pastels WS113

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Khaki / Cream WS108	В

Burgundy / Blue WS111



Lime / Red WS114

Plum / Green WS112

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Chocolate / Blue WS115

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Copper / Black WS121 See page 72

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Lime / Blue WS117

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Black / Sapphire WS120

Blue / Ginger WS122







Jade / Cream WS118



Red / Plum WS123

### MOLOKO

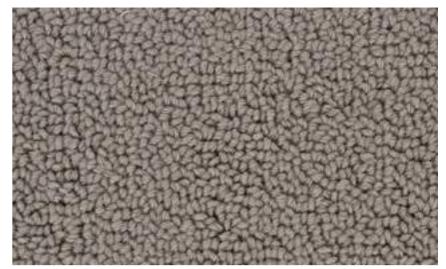
Suitability	Heavy domestic, stairs & rugs	
Fibre	100% Wool	
Backing	Action Bac	
Width	4m	
Underlay	Crucial Vital underlay recommended	
	Moth Protection	
	All swatches at 50%	



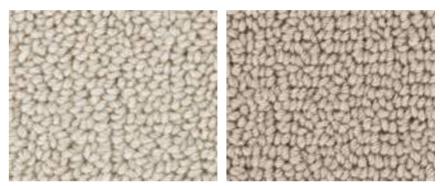
Fawn WO908

### MONSOON

Suitability	Heavy domestic, stairs & rugs
ibre	100% Wool
Backing	Action Bac
width	5m
Jnderlay	Crucial Vital underlay recommended
	All swatches at 50%



Storm MS103

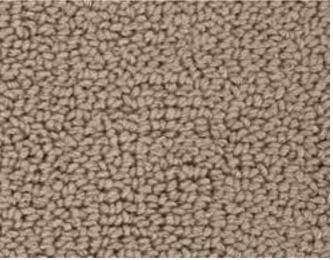


Jasmine MS100



Suede MS102

Almond MS101



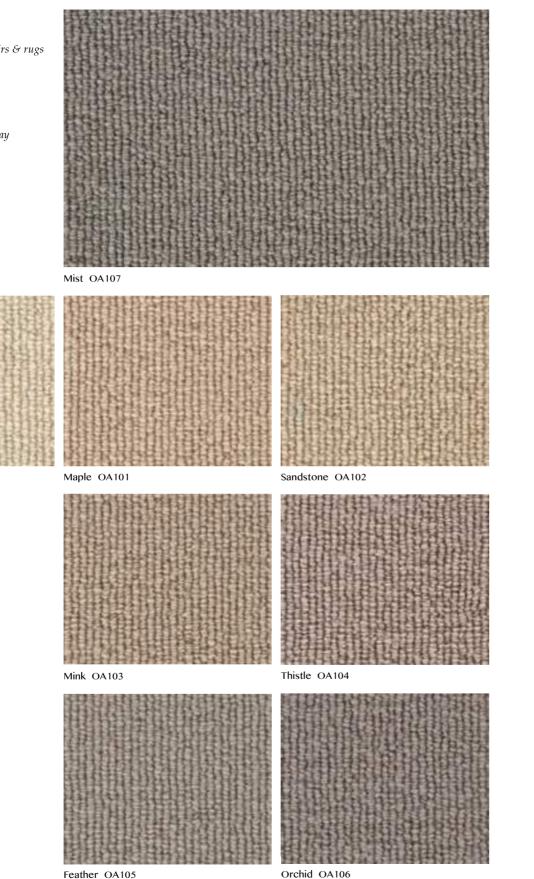
### OASIS

Ivory OA100

Heavy domestic, stairs & rugs Suitability 100% Wool Fibre Backing Jute Width 4m & 5m Crucial Vital underlay recommended Underlay

Moth Protection

All swatches at 50%



Feather OA105

### OPAL

Suitability	Heavy domestic, stairs & rugs	田
Fibre	100% Wool (Undyed)	注音
Backing	Jute	<b>#</b> ##
Width	4m & 5m	111
Underlay	Crucial Vital underlay recommended	語言
	Moth Protection	111
	All swatches at 50%	
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Mushroom OP301 See page 22

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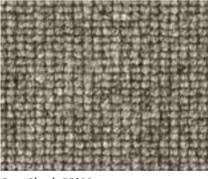
Mousey Brown OP304 See page 15





Willow OP303





Grey Cloud OP305

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Ivory OP306

### OREGON

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Wool
Backing	Action Bac
Width	4 <i>m</i>
Underlay	Crucial Vital underlay recommended
	All swatches at 50%



Oyster VP100 See page 30



Pepper VP101



Mousey VP102



Stone VP103



Cinnamon VP104 See page 14

### **OREGON STRIPE**

Suitability	Heavy domestic, stairs & rugs								
Fibre	100% Wool								
Backing	Action Bac								
Width	4 <i>m</i>								
Underlay	Crucial Vital underlay recommended								
	All swatches at 50%								



Oyster / Stone VS101 See page 44





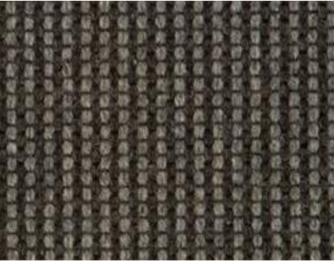
Oyster / Pepper VS100



Cocoa / Ash VS104

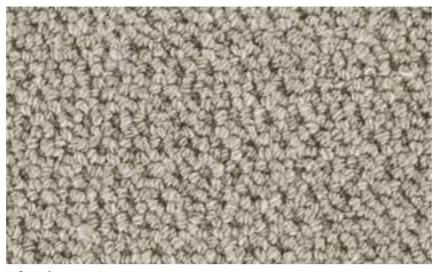


Mousey / Cinnamon VS103 See page 45



### PASSION

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Wool
Backing	Jute
Width	5m
Underlay	Crucial Vital underlay recommended
	Moth Protection
	All swatches at 50%



Soft Steel WP505 See page 54



Linen WP501







Biscuit WP503

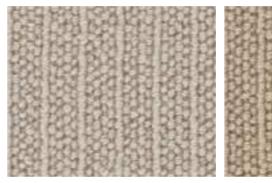


Smokey Mist WP504 See page 13

### ROMEO

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Wool
Backing	Action Bac
Width	5m
Underlay	Crucial Vital underlay recommended
	All swatches at 50%

Chalk RE300



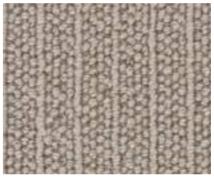
Ivory RE301

Fawn RE302

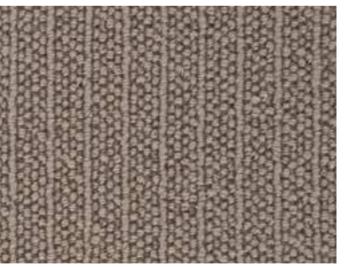








Mist RE303



### RUSTICA

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Wool
Backing	Action Bac
Width	5 <i>m</i>
Underlay	Crucial Vital underlay recommended
	Moth Protection
	All swatches at 50%



Arctic White RU100

Marble RU101



Pale Grey RU102

Buffalo RU104

### SERENITY

Suitability	Heavy domestic, stairs & rugs
Fibre	35% Wool, 65% Polyprop
Backing	Action Bac
Width	4m
Underlay	Crucial Vital underlay recommended

All swatches at 50%



Fawn SE100

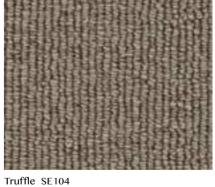


Cotton Candy SE102



Chocolate SE103 See page 16

Jasmine SE101





5723336

Orchid SE105

### SHIMMER

Suitability	Heavy domestic, stairs & rugs
Fibre	80% Wool, 20% Pes
Backing	Action Bac
Width	5 <i>m</i>
Underlay	Crucial Vital underlay recommended
	Moth Protection
	All swatches at 50%



Diamond White WSH21

Oyster Pearl WSH22

Glistening Sands WSH23

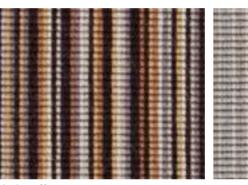
10

Stardust Grey WSH24 See page 34

### SPIRIT

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Wool
Backing	Action Bac
Width	4 <i>m</i>
Pattern Repeat	20cm
i accorri	20cm Crucial Vital underlay recommended

All swatches at 50%



Black Coffee WST301

Grey Seal WST302

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### STORM

Suitability Fibre 100% Wool Backing Jute Width 4m & 5m Underlay

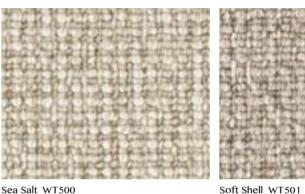


Caramel WS803

### TREASURE

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Wool
Backing	Action Bac
Width	4m & 5m
Underlay	Crucial Vital underlay recommended
	Moth Protection
	All swatches at 50%





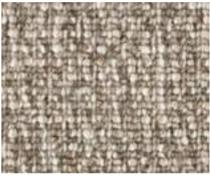
Sea Salt WT500





Silver Jewel WT504





Old Rope WT502 See page 38



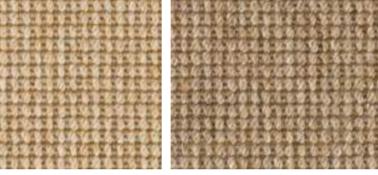
### VENICE

Suitability	Heavy domestic, stairs & rugs
Fibre	10% Wool, 90 % Polypropylene
Backing	Action Bac
Width	4 <i>m</i>
Underlay	Crucial Vital underlay recommended

Moth Protection

All swatches at 50%





Straw WV901

Willow WV902

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Taupe WV906

### WILTON PANACHE

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Wool
Backing	Woven
Width	4m
Underlay	Crucial Vital underlay recommended
	Moth Protection
	All swatches at 50%





Chalk P3123

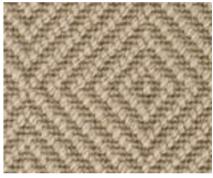


Willow P3125



Slate P3128

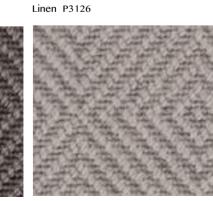




Lichen P3124







Ash P3129

### WILTON SVELTE

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Wool
Backing	Woven
Width	4 <i>m</i>
Underlay	Crucial Vital underlay recommended
	Moth Protection
	All swatches at 50%



Chalk SV3123







Willow SV3125

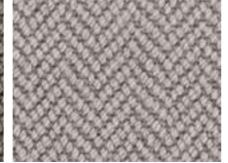




Linen SV3126



Slate SV3128



Ash SV3129

### WILTON VOGUE

S

Suitability	Heavy domestic, stairs & rugs
ibre	100% Wool
Backing	Woven
vidth	4 <i>m</i>
Jnderlay	Crucial Vital underlay recommended
	Moth Protection
	All swatches at 50%



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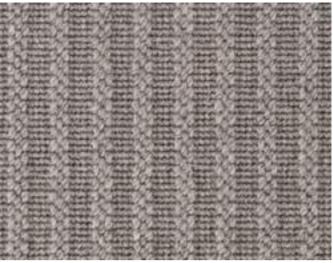
Chalk V3123

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Willow V3125

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Stone V3127



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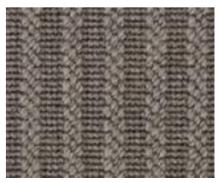


Lichen V3124

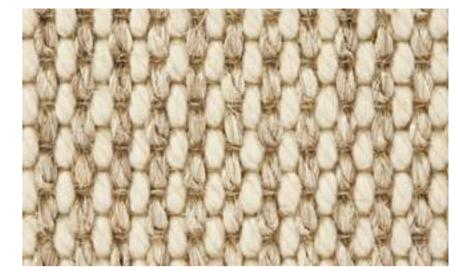




Linen V3126



Slate V3128



White Mist M606 See page 86

SISOOL MASAI

Suitability

Fibre Backing

Width

Underlay

Heavy domestic, (Except stairs) & rugs

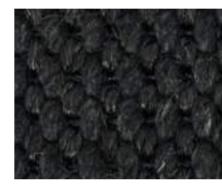
Crucial Vital Double Stick underlay recommended

Moth Protection All swatches at 50%

60% Sisal, 40% Wool

Latex

4m



Eclipse M601 See page 18



Desert M603

# **SISOOL**

From the palest of creams through to the most intense blacks. A smaller capsule of products here for consideration but each perfectly formed and exquisitely designed so they're all the choice you'll need.





Savannah M602



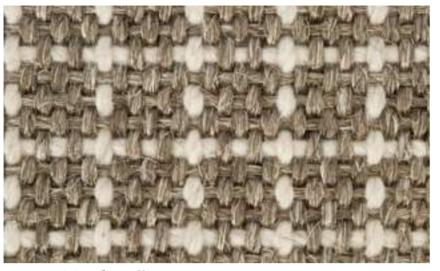
Monsoon M604



Soft Grey M607

### SISOOL PLAID

Suitability	Heavy domestic, stairs & rugs
Fibre	80% Sisal, 20% Wool
Backing	Latex
Width	4 <i>m</i>
Underlay	Crucial Vital Double Stick underlay recommended
	Moth Protection
	All swatches at 50%



Warm Grey SP302 See page 88



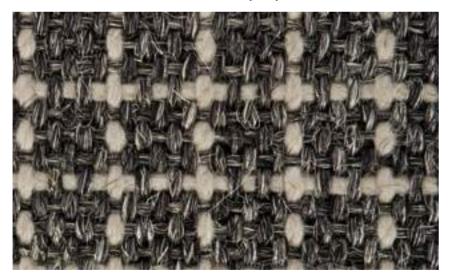
Natural Calico SP300



Chalk White SP301



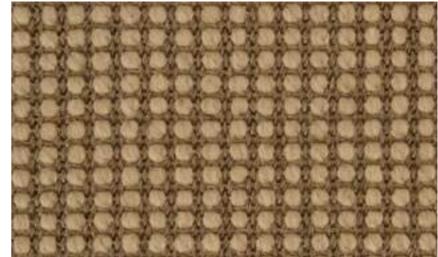
Misty Grey SP303



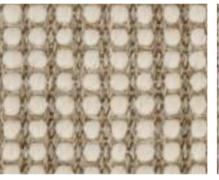
Rich Black SP304 See page 90

### SISOOL TRIC

Suitability	Heavy domestic, stairs & rugs
Fibre	60% Sisal, 40% Wool
Backing	Jute
Width	4 <i>m</i>
Underlay	Crucial Vital Double Stick underlay recommended
	Moth Protection
	All swatches at 50%



Caramel M807 See page 80



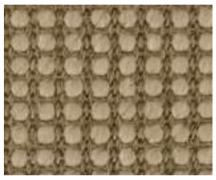
Ivory M805



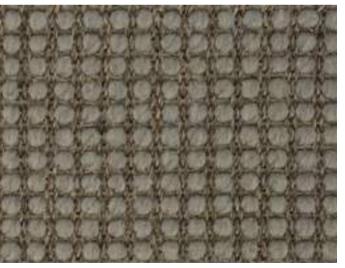


Slate M809 See page 91





Mocha M808





### Maize SZ751 See page 21

SISAL AZTEC

100% Sisal

Crucial Vital Double Stick underlay recommended

All swatches at 50%

Latex

4m

Suitability

Fibre Backing

Width

Underlay



Cocoa SZ750



Cinders SZ753



For those who favour the additional tactility, peruse the plant fibre collections of Jute, Sisal, Coir and Seagrass to find the perfect fit for you.







Alabaster SZ752 See page 128

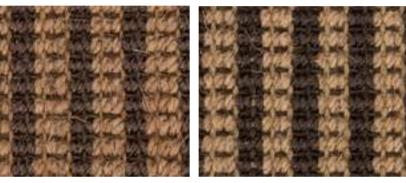


### SISAL BALI

Suitability	Heavy domestic, stairs & rugs
Fibre	67% Sisal, 33% Coir
Backing	Latex
Width	4m
Pattern Repeat	3cm
Underlay	Crucial Vital Double Stick underlay recommended
	All swatches at 50%



Ruby CB251 See page 120



Taupe CB250





Ebony CB253

### SISAL BASKET

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Sisal
Backing	Latex
Width	4 <i>m</i>
Underlay	Crucial Vital Double Stick underlay recommended

All swatches at 50%





Brown T308



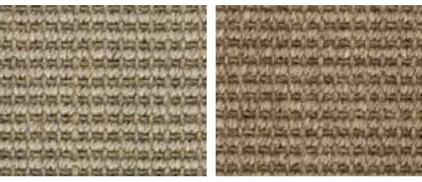
### SISAL BIG BOUCLE ACCENTS

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Sisal
Backing	Latex
Width	4m & 5m*
	*available in both 4m & 5m widths
Underlay	Crucial Vital Double Stick underlay recommended

All swatches at 50%



Black E680 See page 130



Aluminium E658

Antique Gold E659\*



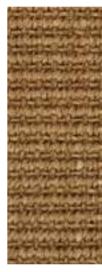
Brown E684\*

### SISAL BIG BOUCLE CLASSICS

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Sisal
Backing	Latex
Width	4 <i>m</i>
Underlay	Crucial Vital Double Stick underlay recommended
	All swatches at 50%



Corn E312



Coco E313



### SISAL BIG BOUCLE TITAN

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Sisal
Backing	Latex
Width	4 <i>m</i>
Underlay	Crucial Vital Double Stick underlay recommended

All swatches at 50%



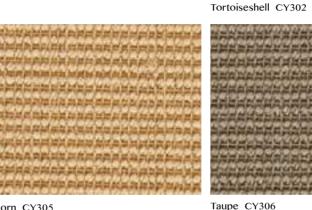
Apollo D593



Jupiter D592

### SISAL CITY

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Sisal
Backing	Latex
Width	5m
Underlay	Crucial Vital Double Stick underlay recommended
	All swatches at 50%



Corn CY305



Charcoal CY308



Tawny CY309







Mink CY307



### SISAL DIVINE

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Sisal
Backing	Latex
Width	4 <i>m</i>
Underlay	Crucial Vital Double Stick underlay recommended
	All swatches at 50%



Rich Caramel SD103 See page 117







Grey Pearl SD101



Soft Praline SD102









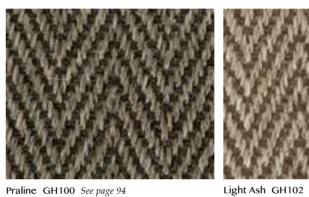
Golden Sands SD106

### SISAL GRAND HERRINGBONE

Suitability	Heavy domestic, stairs & rugs Contract Rated
Fibre	100% Sisal
Backing	Latex
Width	4m
Underlay	Crucial Vital Double Stick underlay recommended
	All swatches at 50%



Chestnut GH101 See page 104



Praline GH100 See page 94

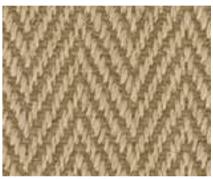


Pearl GH104



Fossil GH105





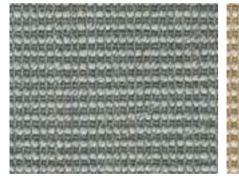
Golden Sands GH103

### SISAL HARMONY BOUCLE

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Sisal
Backing	Latex
Width	5 <i>m</i>
Underlay	Crucial Vital Double Stick underlay recommended
	All swatches at 50%



Sweet Barley HB254 See page 114



Pacific Blue HB250

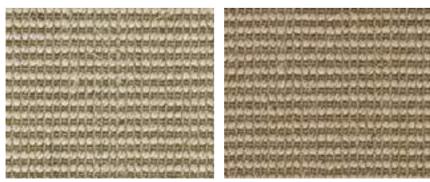
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White Sands HB251



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### Cool Ivory HB253



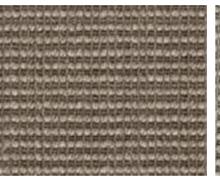
Arctic Mist HB256 See page 32

Moon Frost HB257

Light Caramel HB255



### Soft Steel HB258 See page 115



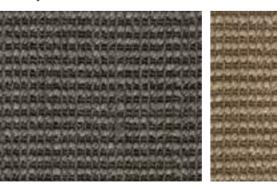
Warm Grey HB259

Elegant Iron HB260

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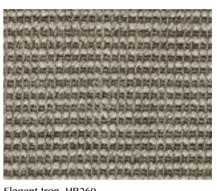
### Pearl Grey HB262

### Smooth Pebble HB263



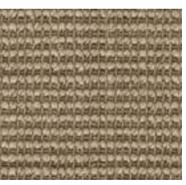
Dusty Stone HB264

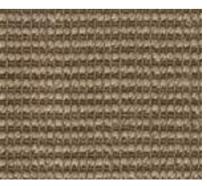
Gentle Fawn HB265





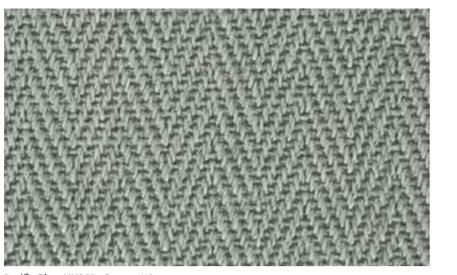
Fresh Silver HB261





### SISAL HARMONY HERRINGBONE

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Sisal
Backing	Latex
Width	5 <i>m</i>
Underlay	Crucial Vital Double Stick underlay recommended
	All swatches at 50%



Pacific Blue HH250 See page 113

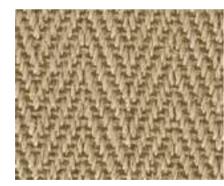


White Sands HH251



Rich Cream HH252

Cool Ivory HH253



Sweet Barley HH254

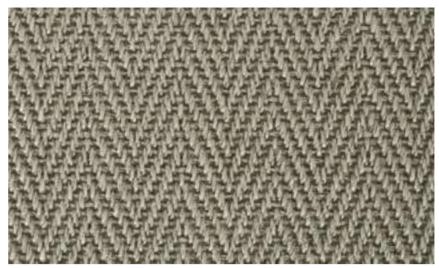








Moon Frost HH257



Soft Steel HH258 See page 100



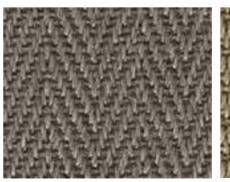
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Warm Grey HH259 See page 101



Pearl Grey HH262

Smooth Pebble HH263









A LL LL IL

Elegant Iron HH260 See page 112

Fresh Silver HH261



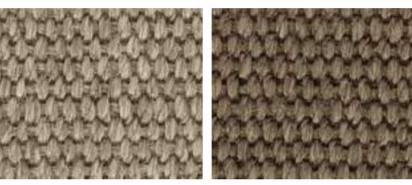


### SISAL HARRY

Suitability	Heavy domestic, stairs & rugs				
Fibre	100% Sisal				
Backing	Latex				
Width	4 <i>m</i>				
Underlay	Crucial Vital Double Stick underlay recommended				
	All swatches at 50%				



Zinc D705 See page 109



Aluminium D704

Gunmetal D706



Brass D707

### SISAL HERRINGBONE

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Sisal
Backing	Latex
Width	4 <i>m</i>
Underlay	Crucial Vital Double Stick underlay recommended

All swatches at 50%



Topaz E110



Light Honey E400



Mist E402



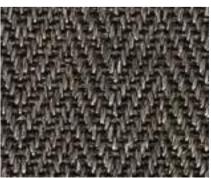
Mocha E404

Dark Honey E401



Oatmeal E403





Flint E405

### SISAL LINEN

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Sisal
Backing	Latex
Width	4 <i>m</i>
Underlay	Crucial Vital Double Stick underlay recommended
	All swatches at 50%



Gold C7100



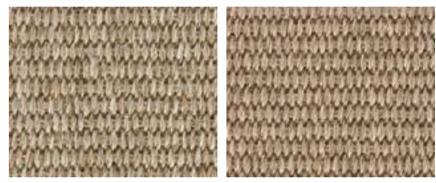
Silver C7101

### SISAL MALAWI

Suitability	Heavy domestic, stairs & rugs Contract rated
Fibre	100% Sisal
Backing	Latex
Width	4m & 5m
Underlay	Crucial Vital Double Stick underlay recommended
	All swatches at 50%



Twine SM103 See page 11



Wicker SM100



Hemp SM102



Coconut SM101





Bark SM104



Rustic SM105

### SISAL ORIENTAL

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Sisal
Backing	Latex
Width	4m & 5m
Underlay	Crucial Vital Double Stick underlay recommended
	All swatches at 50%



Platinum E108 See page 99



Topaz E100







Copper E102



Carbon E109

### SISAL PANAMA NEW CHAMPAGNE

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Sisal
Backing	Latex
Width	4m
Underlay	Crucial Vital Double Stick underlay recommended

All swatches at 50%







Natural E220



Brown E222

Black E221



### SISAL SAHARA

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Sisal
Backing	Latex
Width	4m
Underlay	Crucial Vital Double Stick underlay recommended

All swatches at 50%

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Ebony SA103 See page 19

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Gold SA101

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Copper SA102

### SISAL SMALL BOUCLE ACCENTS

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Sisal
Backing	Latex
Width	4m & 5m*
	*available in both 4m & 5m widths
Underlay	Crucial Vital Double Stick underlay recommended
	All swatches at 50%

Scarlet C858 See page 69



Aluminium C658\*

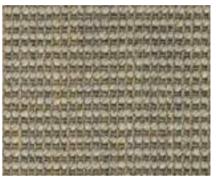
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Black C714

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Steel C716\*







Antique Gold C659\*







Brown C715



Limestone C719\*

### SISAL SMALL BOUCLE C

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Sisal
Backing	Latex
Width	4 <i>m</i>
Underlay	Crucial Vital Double Stick underlay recommended
	All swatches at 50%



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Smoke CC982

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Silver CC981



Anthracite CC989

### SISAL SMALL BOUCLE CLASSICS

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Sisal
Backing	Latex
Width	4m & 5m*
	*available in both 4m & 5m widths
Underlay	Crucial Vital Double Stick underlay recommended
	All swatches at 50%

Moonstone C656



Light Honey C651

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Bronze C654\*







Ginger C653\*



### SISAL SMALL BOUCLE L

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Sisal
Backing	Latex
Width	5 <i>m</i>
Underlay	Crucial Vital Double Stick underlay recommended

All swatches at 50%



# ger CL33

Ginger CL232

### SISAL TOGO

Suitability	Heavy domestic & rugs
Fibre	100% Sisal
Backing	Latex
Width	4m
Underlay	Crucial Vital Double Stick underlay recommended
	All swatches at 50%



Burnt Sienna TG453 See page 106



Smokey Grey TG450



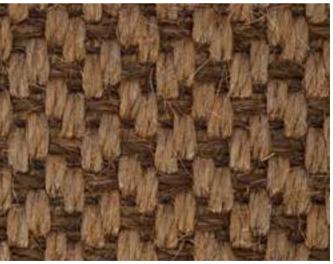
Warm Earth TG452







Desert Sand TG451



### COIR

Suitability	Heavy domestic, stairs & rugs
Fibre	100% Coir
Backing	Latex
Width	3.94m & 5m*
	*available in both 3.94m & 5m widths
Underlay	Crucial Vital Double Stick underlay recommended

All swatches at 50%



Boucle Natural BN\* See page 118



Herringbone Bleached HBB



Herringbone Natural HBN\*



Panama Bleached PB



Panama Natural PN\*



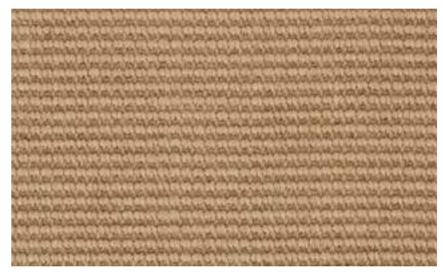
Boucle Bleached BB

### JUTE

Suitability	Light domestic, (except stairs) & rugs
Fibre	100% Jute
Backing	Latex
Width	4m
Underlay	Crucial Vital Double Stick underlay recommended
	All swatches at 50%



Herringbone JT900 See page 103



Jhutex JT700 See page 103



Ju-Tweed JT803 See page 102



### SEAGRASS

Suitability	Heavy domestic & rugs
Fibre	100% Seagrass / *weft is sisa
Backing	Latex
Width	4m
Underlay	Crucial Vital Double Stick underlay recommended
	All swatches at 50%



Fine Herringbone FSGH\* See page 110





Herringbone Red Weft SGH-2\*

Fine Basketweave FSBW





Herringbone Classic SGH\*



Fine Orginal FSG\*

Original SG\*

## **BESPOKE RUGS**

To craft your bespoke rug, simply pick any floorcovering featured in the entire swatch directory and pair with your own choice of border(s) and even piping to create your personalised masterpiece. With hundreds of border options across cotton, leather and even suede and with 10 piping selections to select from, you'll be spoilt for choice.

Cotton Herringbone Black C1	Cotton Herringbone Espresso C5	Cotton Herringbone Cafe C6	Cotton Herringbone Camel C7	Cotton Herringbone Ecru C8	Cotton Herringbone Cream C9
Cotton Herringbone Olive C10	Cotton Herringbone Bottle C11	Cotton Herringbone Midnight C15	Cotton Herringbone Cherry C16	Cotton Herringbone Rhino Brown C17	Cotton Herringbone French Navy C20
Cotton Herringbone Chestnut C22	Cotton Herringbone Ruby C23	Cotton Herringbone Carmine C24	Cotton Herringbone Tamarind C26	Cotton Herringbone Peat C28	Cotton Herringbone Fallen Leaf C29
Cotton Herringbone Chambray C30	Cotton Herringbone Fawn C31	Cotton Herringbone Down C32	Cotton Herringbone Wheat C33	Cotton Herringbone Pale Lemon C34	Cotton Herringbone Creme de Menthe C37
Cotton Herringbone Aluminium C38	Cotton Herringbone Slate C39	Cotton Herringbone Pearl C41	Cotton Herringbone Pebble C42	Cotton Herringbone Gravel C43	Cotton Herringbone Blue Lagoon C44
Cotton Herringbone Smokey Grey C45	Cotton Herringbone Sage C46	Cotton Herringbone Steel C47	Cotton Herringbone Praline C48	Cotton Picallo Cream CP1	Cotton Picallo Ginger CP2
Cotton Picallo Caraway CP3	Cotton Picallo Beaujolais CP4	Cotton Picallo Hunter Green CP5	Cotton Picallo Navy CP6	Cotton Picallo Sleet CP7	Cotton Picallo Black CP8

Cotton Picallo Oceanic CP9	Cotton Picallo Damson CP10	Cotton Picallo Apple CP11
Cotton Chenille Honey CCN2	Cotton Chenille Oatmeal CCN3	Cotton Chenille Taupe CCN4
Cotton Chenille Arabica CCN10	Cotton Chenille Sand CCN12	Linen Twill Fawn LT1
Linen Twill Doe LT5	Linen Twill Squirrel LT6	Linen Twill Cocoa LT8
Linen Twill Terracotta LT17	Linen Twill Slate LT18	Linen Twill Grain LT19
Linen Basketweave	Linen Basketweave Camel LBW52	Linen Basketweave Chambray LBW53
Rhino Brown LBW51		2
RUINO BROWN LBWS1		



Cotton Picallo Moroccan CP12



Cotton Chenille Dun CCN5



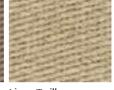
Cotton Picallo Fushia CP13



Cotton Chenille Champagne CCN1



Cotton Chenille Otter CCN9



Linen Twill Marble LT2



Linen Twill Tortilla LT10



Linen Twill Ecru LT3



Linen Twill Nutmeg LT11



Linen Twill Vanilla LT4



Linen Twill Seville LT13



Linen Twill Moss LT20



Linen Twill Black LT23



Linen Basketweave Ecru LBW50



Linen Basketweave Cafe LBW54 Espresso LBW55



Linen Boucle Malt\_LSB1





Linen Boucle Caramel LSB2



Linen Basketweave Black LBW56



Linen Boucle Raspberry LSB5

Linen Boucle Silk LSB6	Linen Boucle Gunmetal LSB7	Linen Boucle Graphite LSB8	Linen Boucle Damson LSB9	Linen Boucle Walnut LSB10	Worn Leather Parchment OL1
Worn Leather Tobacco OL2	Worn Leather Oakwood OL3	Worn Leather Evergreen OL4	Leather Espresso HL1	Leather Cappuccino HL2	Leather Black HL4
Leather Pewter HL6	Leather Olive HL7	Leather Midnight HL8	Leather Ivory HL10	Leather Stone HL11	Leather Aubergine HL12
Leather Mustard HL13	Leather Rhino HL15	Leather Lemon HL16	Leather Steel HL17	Suede Nutmeg HS1	Suede Ivory HS2
Suede Chocolate HS3	Suede Ebony HS5	Suede Delft HS6	Suede Stone HS8		



### THE THINGS YOU NEED TO KNOW

Once you've been inspired and found the perfect floorcovering for your home, there are a few things you need to know, before vou commit.

We're certain that no matter what your choice, as long as you follow the advice

### FREE SAMPLES:

A huge part of the appeal of our natural floorcoverings is more than just their inspirational aesthetic. To appreciate their tactile quality, you really need to see them up close. You can order up to five free samples from our website crucial-trading.com so you can be sure your selection is both the perfect feel and colour.

### WHERE TO BUY:

Crucial Trading stockists can be found by visiting our 'Find a Retailer' section on our website crucial-trading.com or by calling 01562 743 747.

### VITAL UNDERLAY:

Vital Combination Underlay is made from 100% recycled wool and jute felt with a backing of recycled vehicle tyres. With a thickness of 11mm it is suitable for all areas of the home and features good sound and thermal insulation, perfect for domestic wool floorcoverings.

Vital Double Stick Underlay is suited to wool, sisool, sisal, jute, coir and seagrass products and offers superior, long-lasting performance with added recovery from indentations. Available in 6.5mm or 9mm thickness for higher traffic areas in both residential and commercial installations.

of your local, expert retailer, have the carpet properly installed and treat it with a little love, your carpet or rug will continue to look its best for years to come, transforming your home into an environment you can be proud of.

### **AFTER CARE:**

Each floorcovering has its own unique charm with wool, seagrass, coir, jute and sisal working brilliantly throughout the home. All should be used with caution in high moisture areas such as bathrooms and kitchens and jute is best confined to areas of low-traffic where it will wear well. Bleached coir can revert back to its natural colour. If you'd like to discuss each material's suitability for your home, please consult your local, expert Crucial Trading retailer or visit crucial-trading.com.

### **GETTING IT INSTALLED:**

WHAT ROOM?:

Plant fibre floorcoverings should be installed by a specialist, using the correct installation products, to ensure you get the most out of your investment. Wool can be installed the traditional way. Contact your local, expert Crucial Trading retailer which can be located on our website crucial-trading.com

### ABOUT NATURAL FLOORCOVERINGS:

Because our products are all made from natural materials, there will be slight variations in the yarn, weave and colour, which is all part of the charm of a natural floor. During its lifetime, your floorcovering will naturally lighten in colour.

A simple vacuum with a suction only cleaner, with no beater bars, will avoid damage and keep your treasured floorcovering looking its best.

Most of the plant fibre and wool materials have a degree of stain resistance but some, like jute and sisal, are more prone to marking from liquids. For this reason, we advise you to opt for INTEC stain inhibition treatment on your new floorcovering, which we'll take care of before it's delivered. (With Jute products, it comes as standard with no extra cost). INTEC is suitable for all our products and works by coating every fibre in a polymer shield, which reduces the impact of spills.

If and when accidents do happen, tackle them as quickly as possible using a clean white cloth to soak up the liquid, without rubbing the floorcovering. We also advise you to keep the Crucial Trading Stain Removal & Cleaning Set at hand. Available from retailers, it includes specially developed cleansing and shampooing solutions, together with applicators and full instructions on how to deal with a variety of spills. For more information on after care, installation and maintenance, visit our website crucialtrading.com to download our full guide.

### MOTH PROTECTION:

A vast majority of our wool carpets have been treated with a moth repellent to keep your carpet looking its best. For more information, please refer to the swatch directory.

### ETHICAL, SUSTAINABLE & QUALITY FLOORCOVERINGS:

Crucial Trading is a proud partner of Wools of New Zealand's Laneve initiative, which gives 100% traceability back to the farm from which the wool came. All farms within the scheme are regularly and independently verified as adhering to the stringent animal welfare and sustainability codes of practice. And of course, all are hand picked by Wools of New Zealand for their consistent delivery of supreme quality wool.

### PIECE OF MIND:

Crucial Trading are proud members of The Carpet Foundation, which means we adhere to the rigorous standards of service and consumer codes of practice, approved and monitored by the Trading Standards Institute. So you know we will provide expert, impartial advice and ensure you find the perfect floorcovering for your personal requirements.







Designed and produced by Reef Design.