

Carpet & Rug *News*

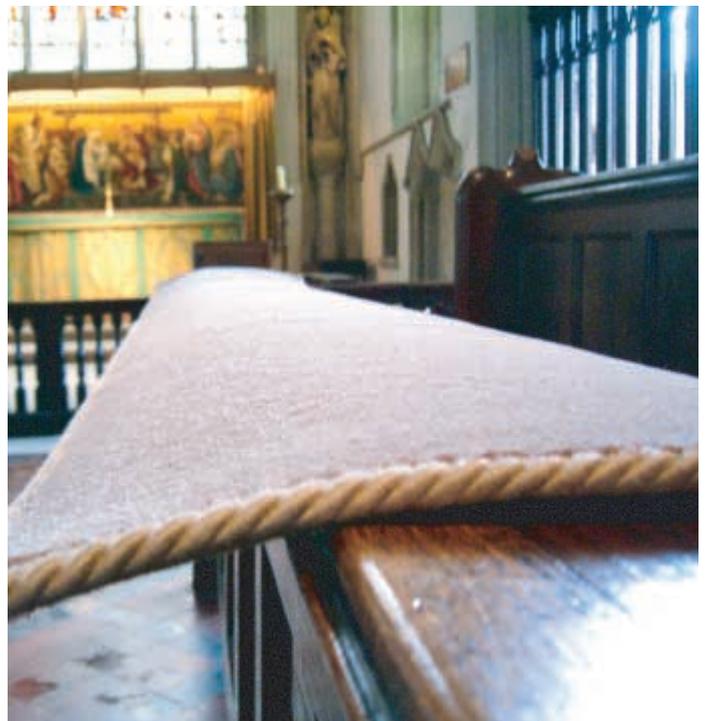


← Karndean makes its mark

Karndean are proud to announce the launch of their biggest ever national press campaign. The £1m 'Bookmark Campaign' has been designed specifically to further establish Karndean's brand in the public consciousness.

From the beginning of November a series of 'Bookmark' themed advertisements will be appearing in highly regarded national magazines including BBC Good Homes, Ideal Home and 25 Beautiful Homes.

Following this Karndean International have a comprehensive schedule of focused marketing activities.



Holy orders for Easybind →

The new Easybind method of binding rugs from Stairrods (UK) is transforming the way retailers and carpet fitters make up rugs and runners. Carpet Options of Witney, Oxfordshire specified Easybind on an altar runner and upholstery for an installation at Burford Church in the Cotswolds. It was the first time the company had specified Easybind and chose it for its elegant appearance, which it was felt added value to the installation and was suitably regal for the location.

Easybind is a new method of binding rugs and runners, which can be done on site and has a selection of 23 attractive rope trims. It is simple to apply using a hot-glue gun, is faster than other binding techniques such as over locking or binding and can be used on carpet and natural flooring.

Carpet Options was commissioned to supply a 3 metres wide runner for St. John the Baptist Church in Burford. The carpet selected was a tufted velvet construction which was complemented by the cinnamon and gold edging from the Easybind range. Carpet Options made up the runner and installed it before adding the finishing touch of applying Easybind to the upholstered pew cushions.



where we get our flooring ideas



where you get yours

To find out more about our exciting 'Bookmark Campaign' Call 01386 820107 or visit our website www.karndean.com



A cut above →

Crema Slate luxury vinyl tiles from the Polyflor Camaro Studioflor collection have been used in the transformation of a former antique shop into The Haven – an ultra-modern hair and beauty salon situated in the Hall Quay conservation area in Great Yarmouth.

Installed throughout the salon by Wymondham-based flooring contractors Town and Country Flooring, Camaro Studioflor is ideal for such high profile projects and for moderately trafficked areas in hotels, offices and similar locations.

Offering a comprehensive choice of 30 stunning natural wood and stone effects – plus elegant and imaginative borders, corners and design strips – the Camaro Studioflor collection also features surface embosses which enhance its authentic appearance without compromising performance.

All elements in the Camaro Studioflor collection also feature a polyurethane surface treatment for long term maintenance cost savings.



← Hall makes mark

InterfaceFlor has expanded the marketing team for the UKIMEA (UK, Ireland, Middle East and Africa) region with the appointment of Amanda Hall as Marketing Manager.

Working with Marketing Director, Karen Warner, Amanda will be responsible for the development and coordination of all marketing activities in the region and will oversee the 4-strong team which is based in the company's head office in Shelf, Yorkshire. She will also be working as part of the strategic Sales and Marketing management team.

With 13 years of international marketing experience, Amanda has worked in the security industry for much of this time and has a wide range of qualifications including a degree in data processing, a CIM Marketing Diploma and a Diploma in Export Management.



← Affordable luxury from Pownall

With toe comforting luxury, Towneley Saxony is the latest addition to the portfolio of established quality carpet ranges from Pownall Carpets.

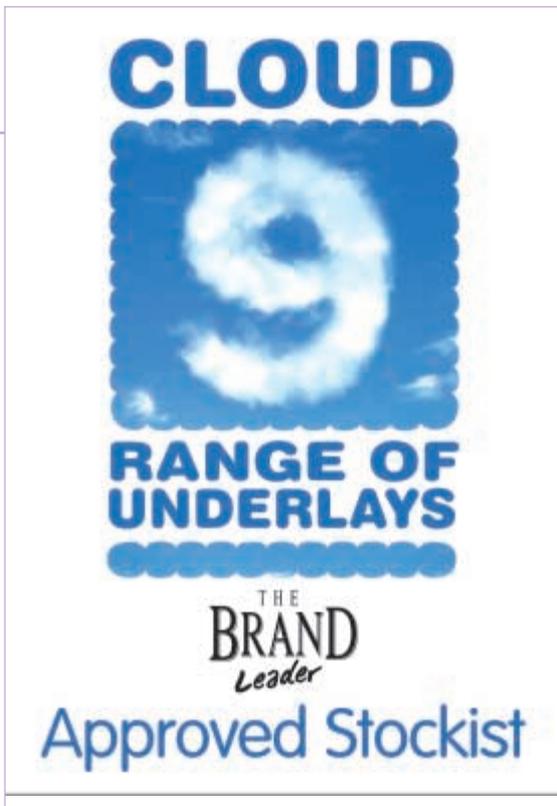
Mainly renowned for wool and wool-rich carpeting, Towneley Saxony represents part of Pownall's move into man made fibres, with the 100% polyamide fibre ensuring that the luxury provided by the soft floor is complemented by foot resistance and no worry accidents.

Available in 16 gorgeous shades reflecting the warmth and texture of the long pile, the carpet is a 5/32nd gauge, 60oz quality construction that comes in one, two, three and four metre widths for ultimate flexibility and minimal wastage.

Tim Brown, Marketing Manager of Pownall Carpets, explains the reason behind this latest launch: "We continually seek out market opportunities that will enable us to develop our reputation of providing good quality products at affordable prices. One area identified in the research carried out by our development team was the consumer's desire for a luxury product at a price that's right.

"Traditionally, luxury has been associated with expense and more importantly a high maintenance floor that wasn't deemed suitable for young families, pets or the rigours of everyday use. However, the hard wearing, soil resist treated fibres used in Towneley Saxony changes all that.

"With a more considerate price point and an inherent resistance to the stresses of everyday life, this carpet marks a change in direction, bringing that luxurious feel to more and more homeowners and marking our venture into providing even more to the consumer!"



Ryalux goes the extra miles

Ryalux, along with parent company Sirdar, has raised more than £16,000 for Leukaemia Research, Bury Hospice and Rochdale Hospice and Wakefield Hospice by organising and hosting the 40 strong Magic Carpet Ride.

The fundraising event, which took place on Sunday 27th August 2006, included a 70 mile bike ride starting at Spenbrook Mill, near Burnley, Lancashire at 8.00am and cycling the long and hilly routes to Oxford Spinning, Mossfield Mill, Unit C, Ensor Mill, Pennine Yarn Dyeing, Victoria Mills and finally finishing at Flanshaw Lane, Wakefield at 5pm.

Every stop point was manned by volunteers who are employees at each of the carpet manufacturing sites. The volunteers supplied refreshments to the hardworking and exhausted cyclists. To celebrate the Magic Carpet Ride, Sirdar hosted a BBQ party at Flanshaw Lane, Wakefield for cyclists and their family and friends to toast the success of the 70 mile bike ride.



Logo lottery could win £250

Here's a sticky situation from underlay brand leader Ball & Young which could turn into £250 worth of product for a number of their approved stockists.

In this month's issue of The Stocklists magazine is a Cloud 9 window sticker for you to peel apart and fix in a prominent position in your store window or door.

All participating retailers please fax your company details to Julie on 01536 269554 to qualify for an entry in the draw which will be held on February 14, 2007.

But beware - you need to be a Cloud 9 stockist to display the sticker and participate.

Logo stickers are also available for vehicles on request.

Ball & Young are pleased to announce their recent Associate Membership of The Carpet Foundation.

Van Gogh's snapshots

Kamdean's award winning Van Gogh range, is now available in a fantastic new sample folder, letting retailers, contractors and specifiers get a real feel for the innovative product.

With comprehensive coverage of all the Van Gogh range the folders are ideal to help select a colour for a specific project or for designers and contractors to present the products to their customers. Helpful stickers provide information on the code, description and size at a glance, while the useful screw bolt attachment means that the swatches are easy to dismantle so that swatches can be lent out.

The Van Gogh range is already well known for being fitter friendly, at 300% larger than standard vinyl planks it is quicker and easier to install. The unique distressed look means it has a heavily textured surface which is easy to keep clean and stays looking good for longer - this keeps pace with even the most demanding of commercial installations!





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← Racing ahead at Ryalux

Over 30 SMG retailers joined Ryalux for the drive of a lifetime at Donington Park last month. Every one who took part had the opportunity to drive dream cars including models such as Ferrari, Porsche and Lotus with tuition from an experienced racing driver. Go-karting and single-seat Formula Ford cars were also part of the day's driving experience.

The very successful drive of a lifetime promotion was open to all SMG members selling Ryalux and Lomas products and ran between May and August. On the day, driving skills were also tested through activities such as blind driving which required the passenger to guide the blindfolded driver around a marked out course. At the end of the day prizes were awarded for the best overall driver and for the fastest time trials.

Carl Quail, head of UK sales at Ryalux, said: "Days such as the Donington Park race day are a great opportunity for us to meet socially and build personal relationships with the retailers we work with on a day-to-day basis. It's also a way for us to personally thank everyone for the effort they put in to selling Ryalux and Lomas products."



← Securing championship result

F. Ball and Co. Ltd's market leading Styccobond F3 flooring adhesive ensured safe and secure installation of seagrass and sisal carpeting for the duration of the Open Golf Championship, recently held at the Royal Liverpool Golf Club, Hoylake.

The location was the sponsors covered hospitality areas temporarily erected for the event. Installation was by Events-Tech Exhibition Services Ltd who laid the 2,500m² of carpeting in just five days using a seven-man team, three employed in laying the 4mm plywood base and four in sticking down the carpet.

Compatible with over 70% of floorcoverings in F.Ball's Recommended Adhesive Guide, Styccobond F3 is the company's biggest-selling flooring adhesive. User friendly and high performance, it provides good wet grab and early build up of strength. It is also non-flammable, protected against biodegradation and can be used over underfloor heating installations.



Plain sailing for Bond Worth →

Moorcroft Twist, the new 100% pure wool twist from Bond Worth is proving a dangerous temptation for loyal Bond Worth customers. Moordale Mills; one of Bond Worth's most loyal customers climbed to the top of a yacht mast in order to check stock and confirm an order for the new range.

Sales office stalwart Janet Yarranton who received the phone call and immediately recognised the customer's voice commented after the call, "there were a few pauses during the conversation and I had to ask if William was OK. When he replied he was at the top of a ship's mast in the Mediterranean, I was speechless." It transpired that the ship's mast was the only place he could get a consistent mobile signal.

For the less adventurous members of the retail industry Moorcroft 100% Wool Twist is available in both 4m and 5m widths by telephoning 01562 745000.

← Wood look - with carpet feel!

Everyone loves the fresh clean lines of wooden floors against whitewashed walls, yet all too often wooden flooring is expensive, hard underfoot and too noisy. Heuga's new range, Wood Work, ticks all the boxes: combining the look of wood with the soft feel of carpet – the perfect solution for that New England look without the fuss.

Reflecting the richness of natural wood, WoodWork is available in five effects: pine, oak, redwood, ash and chestnut. The range is also surprisingly luxurious – meaning that you can create a beautiful interior without having to endure sore feet!

Allowing real creativity, you can install the tiles in two different ways to create a quarterturn or brick effect. Hardwearing, long lasting and stain resistant, they can be used in all areas of the home. They are also bleach cleanable, meaning you can simply wipe up any spills and splashes with ease. If a tile does become damaged, it may simply be swapped for one somewhere else in the room.

WoodWork retails at £29m².





Brontë goes for Burton

Brontë Carpets have appointed Stewart Burton as the new agent for Scotland. Stewart is a well respected agent and has a wealth of experience in the carpet trade. Stewart will provide Brontës any colour; any width service to the whole of Scotland. Stewart's mobile number is 07831 286464 and tel/fax 0131 663 5788.

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← Sebo cleans up

Sebo's BS46 is a specialist upright commercial vacuum cleaner that provides maximum performance, outstanding reliability and easy maintenance.

The comfortable handle grip, low handle weight and easy movement allow for long periods of use. In addition, the 18" cleaning width creates fast cleaning of large areas and the flat-to-the-floor design and telescopic tube system provides an overall cleaning flexibility.

The BS46 vacuum cleaner ensures superior carpet cleaning results by using a non-slip toothed belt and electronic height control guidance. The three-layer sealable bag and multi-stage filtration ensures minimal noise and overall reduces environmental pollution.

Each vacuum cleaner comes complete with changeable brush strips and the low cost bags and filters and the reasonably priced, readily available parts, make the vacuum cleaner economical and easy to maintain.

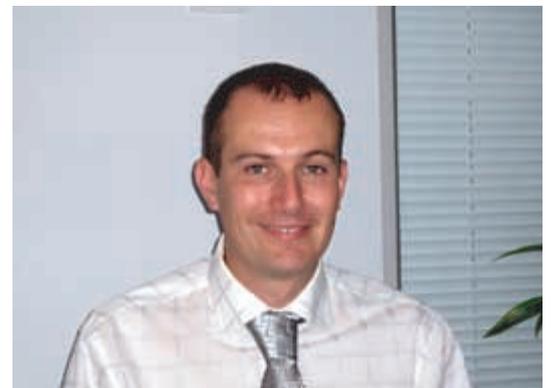
Cormar boosts sales team →

Neil Evans has been appointed as Cormar Carpets new south west sales representative.

With over ten years of experience in sales 33-year-old Neil has joined the company to further strengthen the sales team and is set to maximise business in the south west, including Devon and Cornwall.

"I am delighted to have been given the opportunity to join one of the top independent carpet manufacturers in the country and look forward to meeting and establishing new contacts across the area in the coming months," says Neil, who lives in Somerset.

Married with three children, Neil spends his weekends coaching a girls' football team in which his 11-year-old daughter plays.





Fresh look for Pownall

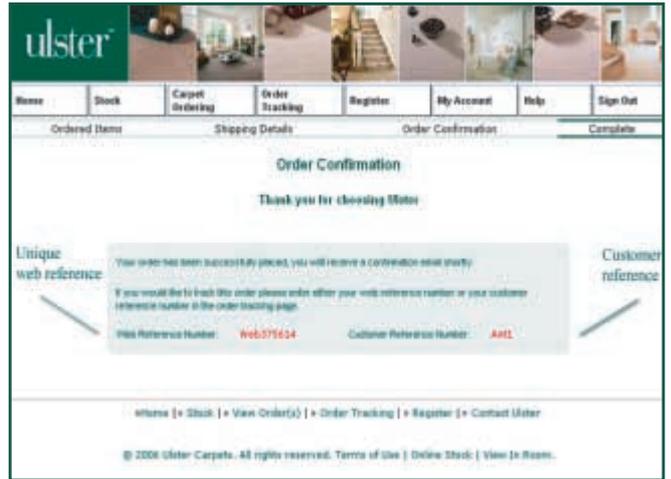
"We have identified that the success of Pownall Carpets has been its ability to deliver premium quality mid-range carpet constructions backed with attentive service," begins Tim Brown, Marketing Manager, Pownall Carpets, discussing the recent re-branding of Pownall Carpets.

"Firstly, we wanted to maintain this key identity, but update our corporate image to reflect the same values – tufted carpets with a crafted quality – in a fresh and future proof way. We wanted the new branding to project a more modern image and attract a younger purchaser and so open up new avenues for Pownall Carpets and corporately we needed a logo that would better suit the existing styles of our sister companies Ryalux and Lomas."

The re-branding of Pownall Carpets will encompass the entire portfolio of contract and residential carpets, which will all fit under a new logo designed to represent core values and the aspirations of this leading brand.

Tim Brown continues: "When the Sirdar Group acquired William Pownall it was acutely aware of its family roots and wanted to preserve this key selling point. So far it has been extremely successful at maintaining the family company ethics of fine carpet manufacturing backed by attentive and thorough service and the new identity has been conceived to reflect this. Reaction from the trade has been extremely positive and we look forward to rolling out the new livery on point-of-sale over the coming months."

Ulster updates web service



Over the years Ulster Carpets has been responsible for leading the industry with groundbreaking technological developments and their latest initiative is no exception. The second phase of the Ulster Web Service has just been launched which will further enhance functionality and ultimately the level of customer service.

The first phase gave retailers direct access to Ulster's stock levels 7 days a week, 24 hours a day as well as allowing customers to search by stock range, design, width or by matching batch. Now fully operational, the second phase enables customers to place orders online, receive an acknowledgement via email with the added facility of tracking their order from placement to delivery.

Jonathon to be Midlands man



An old face is welcomed to a new position with the Bond Worth sales force this Christmas. Jonathon Taylor takes up a new role as sales representative for the Midlands area after more than thirty years service in various roles within Bond Worth. Jonathon who has more recently been involved in sales support has extensive knowledge of Bond Worth; its products and the complexities of axminster production.

Eamonn Prescott, UK national sales manager said, 'I am pleased to welcome Jonathon to our team, he has all the attributes of a successful representative along with an unrivalled knowledge of the product and the company, he will be a genuine asset to our valued retailers and to Bond Worth Limited.

Over the coming weeks Jonathon will be visiting all the retailers on the area. However should anyone wish to contact him, he can be reached on 07778 498451.

New bespoke service from Treadplates

TREADPLATES who have been designing and manufacturing wooden thresholds with or without decorative inlays for twenty years, now offer their customers a bespoke service. This has proved to be extremely successful in helping fitters overcome problems when joining different types of flooring. For information on this service or to request a brochure and display material please contact TREADPLATES on

Telephone: 01608 685414 Fax: 01608 685665
Email: info@treadplates.co.uk

Goodacre's 'Rossetti' offers rich colour and designs

Rationalization has been a huge part of Goodacre's agenda in the last few years and whilst change is always difficult, in today's increasingly competitive market, it is something that many carpet manufacturers have to consider:

Goodacre, like so many others had to take 'the bit between the teeth' and as a result manufacturing of their quality axminster carpets is now done from their base in Poland.

"Major change is difficult both from a business point of view and on a personal level too. But this move has produced so many positives. We can now invest far more in design and new ranges, so that we can offer a product that is right for today's market." Said Phil Pond, Sales Director of Goodacre Carpets.

Indeed Goodacre has placed design and colour at the forefront of their plan and the influences of Design Director and experienced trend forecaster Victoria Redshaw are now starting to shine through.

Goodacre's new 'Rossetti' range offers four designs (three in four colourways and one in seven) with matching borders and is part of their 'Modern Classics Collection'.

These unashamedly, romantic designs, are influenced by Dante Rossetti, the painter and poet who spent his final years in the Lake District. Rossetti was notably the founder of the Pre-Raphaelite style, a look that has recently become very strong in home product and which Goodacre has now taken to the floor:

'Autumn Song' is an arrangement of delicate stems and leaves on open ground, 'Loves Nocturne' features Roses on a sweeping trellis design, 'Sudden Light' comprises swirling ornate scrollwork on a dappled ground and 'Dreamland' offers trailing groups of ornamental flowers. The colourbank oozes rich sophistication with raspberry, chocolate, gold, green and this season's surprise success story... black.

Victoria Redshaw said, "The Rossetti range is a really brave move by Goodacre. They have listened to my advice as a trend

forecaster and allowed me freedom as their Design Director. These designs and colours will be unique in the carpet industry. There is more bravado to come."

The range is produced in 100% British Wool and will be available in 12' width with runners available in 10' width.

Christmas Wishes - As Christmas beckons, British Wool sends all friends in the industry seasonal good wishes for a very Merry Christmas and a happy and prosperous New Year.



Liz Ambler retires after 19 years with BWMB

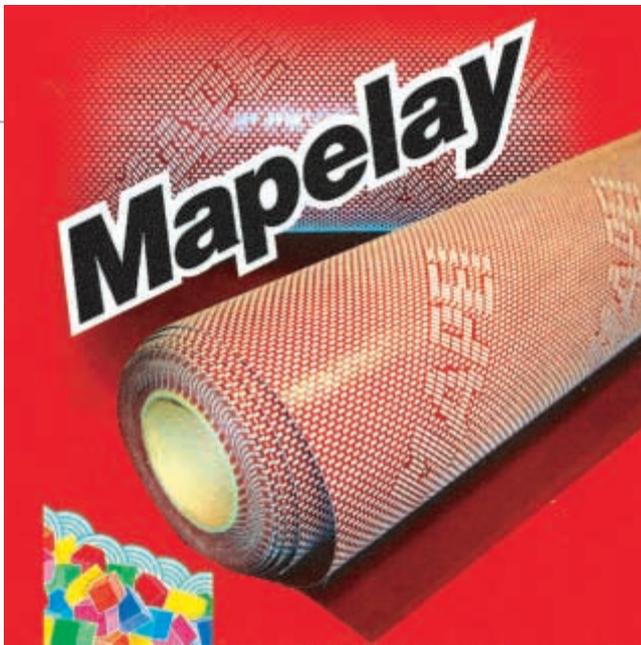
Liz Ambler, Press and PR Manager with the British Wool Marketing Board will retire at Christmas after nineteen years in the job.

Liz, has enjoyed a long and successful career in the media having started her career with the BBC in London, before going on to develop a following for her own programme - 'Liz Ambler on Sunday' with BBC Radio Leeds.

She joined British Wool in 1987 to work on corporate affairs, farming and industrial public relations. As a keen supporter of the British farming community, it was a job, which she undoubtedly made her own.

A native of Bradford, the historic heart of the UK textile industry, Liz has always had that ingrained Yorkshire common sense and hard-work ethic approach to her work. Upon this she has forged many enduring professional and farming friendships over the years.

Commenting on her time with the Board Liz said, "When I joined the BWMB, to build up its press and pr activity in 1987, I never thought I'd be staying for nearly 20 years but I've enjoyed the time tremendously. I suppose I arrived with a belief in British textiles and British farming and, despite all the difficulties in both industries over the years, I still do. And the job has offered so much variety, fun and delightful people. I've been very lucky."



← Solving substrate problems

Mapelay is a fibreglass-reinforced PVC waterproofing and isolating sheet, for the internal laying of resilient and textile flooring on cracked or particularly dirty or damp substrates. It is extremely flexible and will adapt perfectly to the underlying substrate, it is easy to cut, does not absorb damp, is perfectly stable and is practically impervious to changes in temperature. Mapelay also improves the thermal insulation and soundproofing of the substrate on which it is laid.

Floorcoverings bonded to Mapelay remain stable over long periods of times (as long as the floorcovering itself is not subject to excessive movement) and will support any kind of non-excessive traffic. It may be removed together with the floor covering (if flexible enough) and rolled up to leave the substrate in its original condition without having to carry out any special cleaning operations.

CF targets new housing →

In a further move to add value for its 1100 strong Registered Specialist Retailer network, the Carpet Foundation has signed a deal with primelocation.com to buy the names and addresses of 10,000 prospective home movers every month.

Backed by leading independent estate agents such as Knight Frank, Humberts, Hamptons and FPD Savilles, primelocation.com is the leading property portal for the middle to top end of the housing market. 45,000 individual users register each month and there are over 200,000 properties, nationwide, on the site. All registrations supplied by primelocation.com have opted in to receive third party mailings and there are never more than 20 commercial partners at any one time.



Rupert Anton, CF marketing director said: "We are always looking to enhance the benefits of membership and moving home is one of the key reasons for purchase in the flooring market. All the leads are MPS screened and the initial feedback from retailers has been very positive. There is a good strategic fit between primelocation and our independent retailers."



← Niall nails it for Brontë

Brontë Carpets have increased the territory for their successful sales agent Niall Martin.

Niall provides a first class service to his current Brontë customers and will now cover a greater area due to the retirement of Bernard Andrews. Brontë are pleased to announce that Niall will now cover Central London/Oxon/Berks/Bucks/Cambs/ Essex/Suffolk/Norfolk.

Niall's mobile is 07866 735772 - Tel/Fax: 01628 541497.

Easybind

We have introduced a totally new concept in flooring, called **Easybind**. It is an alternative to carpet whipping that can be applied quickly and easily on-site, using a hot glue gun. This means a complete installation on the fitters first visit, eliminating travel and time costs to and from the whipping company and the second appointment to fit the carpet.

See a video fitting demonstration on www.easybind.co.uk



Pheasant Tail	Greenwells Glory	Zulu
March Brown	Teal & Green	Grouse and Claret
Coch-y-Bonddu	Blue Dumm	Alexandra
Invicta	Grey Dumm	Doobry
Cinnamon and Gold	Black Spider	Iron Blue
Cow Dung	Butcher	Olive Dumm
Johns Moth	Peter Ross	Green Peter
Heather Moth	Grenadier	

Stairrods (UK) Ltd
 Unit 6 Park Road North Ind Est, Blackhill,
 Consett, Co Durham, DH8 5UN
 Tel: 01207 591176
 Email: sales@stairrods.co.uk www.easybind.co.uk

NEW STRETCHER DESIGNED TO REDUCE IMPACT

We are at present testing out a new stretcher from Orcon in America. This stretcher is designed to reduce the impact on the fitters knee. This is obviously quite prominent in the American market where litigation is quite rife. Having said this the NICF and FITA strive not only to improve fitting techniques but also the quality of working life which is why we are testing this product at the moment.

We will endeavour to give a fuller report in the next Stocklist.

EXPERIENCED WORKER PRACTICAL ASSESSMENT (EWPA)

Having spent considerable time and effort to establish the EWPA route for resilient floorings we are disappointed with the actual response, although we have had a considerable number of phone calls to discuss this route.

Some flooring contractors believe that their operatives only need to complete a health and safety test, and this will be enough to get them on site with a temporary card. This is taking a big chance. If there is an accident on site you could still be prosecuted, even with health and safety test certificates. It is fair to say that contractors have a duty to ensure that their employees are fully trained. It is irresponsible of those who do not want to invest in training, but try anything to get their employees on site regardless of the consequences.

We do accept that the textile and the timber NVQ qualifications also require the EWPA route. By the time you read this article we will have written to CITB and City and Guilds to push these two categories through as soon as possible. We have already drawn up the draft for these two categories so we only need the green light.

FITA

FITA are delighted to announce that they are to be supported on their one-day moisture evaluation courses by a leading person within the moisture reading technology industry. A further announcement will be made in due course.

PRESSURE SENSITIVE ADHESIVES

Have you had trouble with your pressure sensitive adhesive not grabbing as efficiently as you expected it to?

We have recently investigated two installations where the moisture levels for sub-floors have been at the top end of dry and just in to the 'at risk' levels of moisture content where the pressure sensitive adhesives have lost their grab.

We accept that this could have been two isolated cases but if you have had a similar problem please let us know so that we can pass on this information to the various adhesive manufacturers for them to evaluate the situation.

Please email or write in to the NICF office with your comments.

WORLD TEAM FITTING CHAMPIONSHIPS

And yes, we have changed the name from European to accommodate teams from other countries. We have had considerable interest from as far afield as Japan, America and other far flung countries around the globe. Most of these delegations will be meeting with the organisers in Domotex shortly.

Why not come and support the UK team which is being represented by Steve Sidney of Sunderland Carpet Centre, Chris Poser of The Floor Show, Matt Bourne of Bourne Carpets and not forgetting our UK judge Mr Steve Ramsden. PS. John Roberts may have had something to do with the organisation!! Look out in future issues if you wish to be considered for the 2008 team.

USEFUL WEBSITES

www.nicftd.org.uk www.fita.co.uk www.cfa.org.uk

FITA - Provisional Training Dates 2006

COURSE	DURATION	DATE	LOCATION
basic carpet	5 days	22-26 January 2007 5-9 March 2007	Loughborough Nelson
intermediate carpet	5 days	12-16 February 2007 19-23 March 2007	Nelson Loughborough
advanced carpet	5 days	26-29 March 2007	Nelson
carpet tile	2 days	22-23 February 2007	Nelson
laminate / floating wood	2 days	11-12 January 2007 1-2 March 2007	Loughborough
basic wood	3 days	8-10 January 2007 26-28 February 2007	Loughborough
intermediate wood	3 days	12-14 February 2007 26-28 March 2007	Loughborough
sanding and sealing	2 days	15-16 February 2007 29-30 March 2007	Loughborough
domestic vinyl	2 days	19-20 February 2007	Nelson
safety and solid vinyl	4 days	15-18 January 2007 12-15 March 2007	Loughborough
vinyl / design tile	4 days	29 January 2007 1 February 2007	Nelson
estimating and planning	2 days	15-16 March 2007	Loughborough

ONE-DAY UPSKILLING COURSES

sub-floor preparation	19 January 2007	Loughborough
moisture reading	15 March 2007	Nelson
stretching	2 February 2007	Nelson

For more information, visit www.fita.co.uk

PRESENTATION DAYS

Parador	6 February	Loughborough	Free
Ardex	24 January 21 February 14 March	Nelson	Free