



**For Immediate Release
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Wool Floor Show London - A New Wool Trade Showcase for the South!

The Campaign for Wool, British Wool and the wool industry are launching a fabulous trade event for the South. Wool Floor Show London will provide a Spring event for wool carpet manufacturers to fly the flag of quality wool carpets in an area of the country where much of the product is sold.

The event, which is a key part of the Campaign for Wool and British Wool Marketing Board's promotional activity will see some of the best manufacturing carpet companies gather together to support the many new dynamic promotions which are powering the wool industry forward.

One of these is an important new website for independent wool retailers. WoolRetailer.com will be launched live at the show and is a promotional vehicle for wool carpets that has already received the backing and support of many key manufacturers and buying groups.

The WoolRetailer.com platform includes a wool educational standard that is planned to give retailers and sales personnel 'Wool Specialist' status and provide them with access to materials and promotional packages to support their business. Retailers will benefit from registering with the website that offers both retailer and consumer appeal. The aim is to ensure that consumers can find a quality wool retailer in their locality and that wool retailers can gain more knowledge, status and access tools to help them be better informed so they can sell wool carpets.

There will be stunning inspiration installation areas designed in association with leading stylists and magazines helping to see new consumer trends.

A true highlight of the event is the **Campaign for Wool's Wool Carpet Awards** which will put wool pride at the heart of this event and celebrate its amazing performance, quality and style.

The venue selected for this new event is the Chelsea Football Club Stadium, which is a perfect location - offering both parking and easily accessible public transport being only a short distance away at Fulham Road tube station. The highlights of central London are quite literally minutes away and there are a host of restaurants within walking distance too. The event is free to attend and we hope that all retailers will put it on the calendar – official registration will start soon.

'Wool has been building up to a magnificent crescendo and Wool Floor Show London is going to be the most impressive and stylish statement for wool flooring yet!' Bridgette Kelly of the Campaign for Wool said

Ends

For further information please e-mail:- wfs1@campaignforwool.org