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Campaign for Wool Announces Wool Floor Show London is a Sell Out!

The first Wool Floor Show London is a complete sell out! The show (23rd and 24th March) dedicated to the wool flooring sector intends to promote the superior benefits of quality wool for the floor and has the support of all major leading wool brands.

The event, a concept from HRH The Prince of Wales' Campaign for Wool and its major funder The British Wool Marketing Board will host more than twenty wool carpet manufacturers including Brintons, Axminster and Ulster Carpets, Cavalier Carpets, Kingsmead, and Mr Tomkinson. Cormar, Brockway, Manx and Westex are also on the list as are Crucial Trading, Bronte Carpets, Roger Oates and Jacaranda as well as many others.

Chelsea Football Club's Stamford Bridge is the central London venue chosen and whilst better known for football, it also hosts many top trade events. Its Great Hall has the advantage of having its own entrance and some parking outside the door as well as tube station nearby. From a wider perspective, it is also within reach of all of London's attractions within minutes.

A key feature will be a series of inspirational wool show case installations - similar to the one displayed at The Flooring Show in Harrogate where the Campaign for Wool has hosted Wool Trends for the last two years.

"It is the growing interest in the way that this more stylish approach to flooring has appealed to retailers and designers that instigated this event. It is intended to create a really vibrant and stylish showcase that empowers the story of wool for the floor." Bridgette Kelly of The Campaign for Wool said.

"This is a true first for the wool carpet industry as the visitor to this event will find the very best offer of wool flooring available in one space - not just in the UK but internationally. It is a show for designers, retailers, architects because you will not find the variety of product or this quantity and quality of wool companies exhibiting in one location at the other international shows."

Additional benefits to the visitor - are a seminar programme with the modern carpet business in mind. A designer programme will interest those working with the design community and the launch of the new WoolRetailer.com website which will introduce a fundamental strategy of support for quality retailers and connect those stores with consumers.

Bridgette Kelly added, "Wool Floor Show London is undoubtedly a new approach to marketing wool carpet - in many ways it mirrors the way buyers in fashion and fabric like the more intimate approach of dealing with smaller, seasonal shows - collections. It gives them the best and most effective use of business time. It is our belief that this approach will appeal to those retailers and designers focused on quality and good service."

Visit woolfloorshowlondon.co.uk for more information and to pre-register.