

KEEP WARM WITH WOOL



NATURAL | RENEWABLE | BIODEGRADABLE



THE CAMPAIGN FOR WOOL

KEEP WARM WITH WOOL

September, and the start of the meteorological Autumn in the Northern Hemisphere, reminds us that the colder weather will soon be upon us and retail will be stocking up with their winter collections.

The Campaign for Wool and The Wool Carpet Focus Group come together to showcase wool's inherent natural benefits, highlighting 'Keep Warm With Wool' demonstrating why wool is one of the most sustainable, biodegradable and versatile natural fibres on the market today, and one that keeps us warmer than carpets made of other fibres.

The theme of this campaign is important as utility bills are expected to rise again this winter and governments advocating for energy-saving measures, wool is proven to be one of the most sustainable, natural, healthy and simplest ways to help insulate homes and keep consumers warmer for longer.

Wool has so many benefits it can claim as nature's performance fibre, including the first reason why wool was used to clothe us – **TO KEEP WARM**. Wool is known the world over for its warming, insulating and thermoregulating properties, which are apparent when wool is worn, used around the home, or when using innovative ideas for new

wool product uses. **Wool offers many safety, health and economic benefits**. From soft tactile surfaces to acoustic noise reduction, warmth and longevity, wool is an entirely natural product and more relevant today than it ever has been.

It is truly a wonderful natural fibre that doesn't come at the cost of harming the planet, in fact it enhances it in so many ways, which is so important as the world battles with climate change and issues around over-consumption, emissions and non-biodegradable waste.

By highlighting some of the most innovative new carpets and rugs as well as new colours, patterns and textures from the leading wool flooring companies, showcasing how wool used in residential and commercial interiors has never been more prevalent. Wool is represented by the key wool growing markets of **Britain and New Zealand**, both ideal for crafting durable floorcoverings which have **excellent colour, bounce and recovery attributes**. Over 100 examples of the best and most innovative new products have been brought together as part of a special showcase.

Wrap yourself, and your home in wool, and **turn the thermostat DOWN**, what's not to **LOVE** about wool!

Emerging Flooring Trends

Warmth – consumers will be actively searching for furnishings that will offer protection from the cold and help reduce heating bills. Colour palettes will be natural and see a move to cappuccino, biscuit and caramel tones bringing additional ‘visual’ warmth to homes.

Naturally Stylish – undyed wool carpets are the perfect aesthetic for those looking for a simpler lifestyle and the perfect expression of personal ‘cottagecore’ style. Designs featuring florals, botanicals or foliage-inspired patterns will also form part of this trend. Craft inspired patterns will also be evident seen in patterns such as broken stripes and zig-zags. Greens will also dominate the colour palette, helping to enhance the sense of connection with the outdoors. Greens will mimic nature seen in design terms through subtly flecked and heathered yarns and coloured berbers injected with coloured neps. Aqua and water-inspired colours bring a calming and relaxed/healthy feel to homes, and are modern and contemporary.

Texture – with the pace of life increasingly busy, sophisticated soft, cosy and chunky loops, luxury twists and velvet pile flooring designs offer clever and easy maintenance solutions requiring only water and 1% detergent to keep clean. Colour palettes for this story will see warming terracotta’s, pinks, rusts and putty tones mixed with earthy neutrals, eclectic golds and mineral tones.

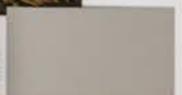
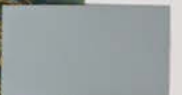
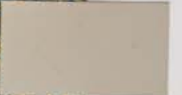
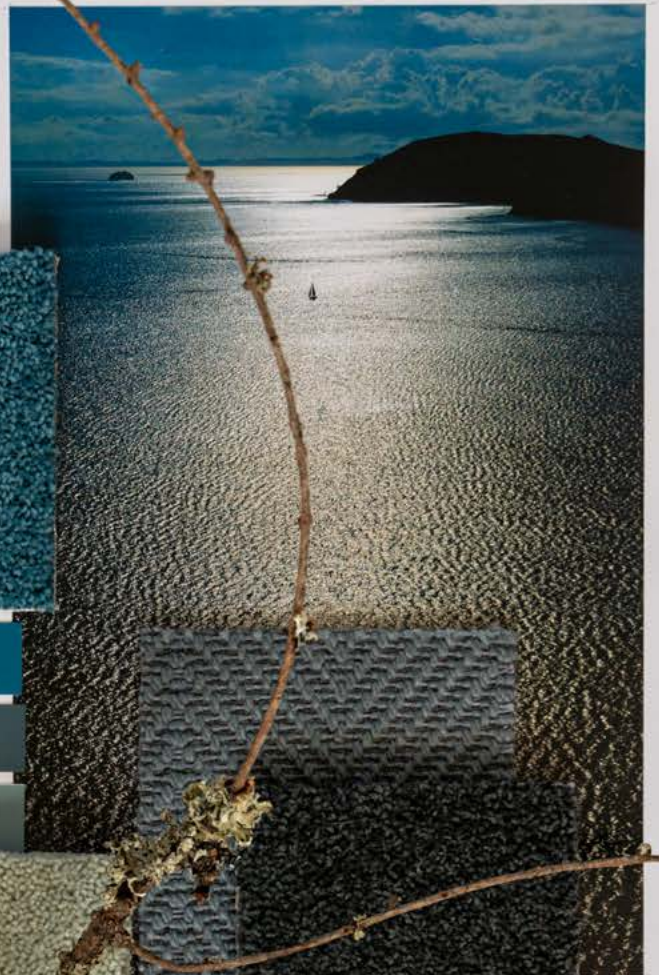
All Absorbing – With more households living in apartments and flats, the reduction of ambient noise is a priority; wool floorcoverings will help to absorb high and low-frequency sounds as well as acting to improve indoor air quality by working as an air filter and actively helping to absorb VOC’s (Volatile Organic Compounds).

British Wool – Lofty and bouncy, British wool has a crimp fibre for those seeking a textured look, with durability. Combined with New Zealand fibres (below), this offers the best blend for those seeking long-lasting luxury.

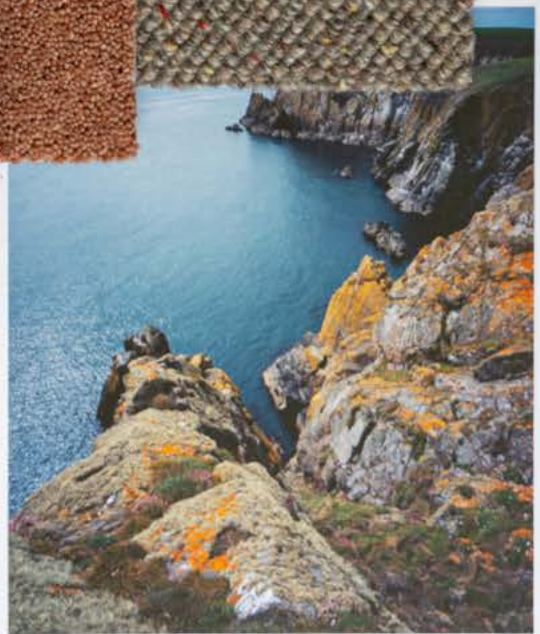
New Zealand Wool – With whiter and brighter natural fibres, this wool type is the best for showing off gentle pastel colours thanks to its soft, lustrous fibres that are both elegant and sophisticated.



Natural | Renewable | Biodegradable







Wool has many Positive Benefits and Attributes

Wool keeps sheep warm – FACT. It is no surprise then that wool is a great insulator.

Wool carpets keep your home warmer and could actually reduce your heating bills in the winter (and cosy for your feet in the winter mornings).

It is estimated that between 10-20% of heat loss in homes can be through floors, so wool floorcoverings or rugs are a simple solution that will not only help to impact and improve the overall energy efficiency of a house or apartment but will also feel warm and cosy underfoot.*

Since 60% of body heat is lost through radiation, people feel more comfortable in a room with wool. #

Comfort is increased by wool carpets reducing the loss of heat from the feet by conduction. #

Radiant heat loss from a room occupant's body to the floor is very low for wool carpets when compared to hard floor covering. #

Two identical 'model' houses, one with wool carpet, the other without, resulted in savings of heating energy of 8 to 13%, increasing with increased pile height. Tests were carried out without underlay, and further savings could be made if underlay is used. #

Savings of up to 12% were also found for cooling under the same conditions. #

Wool carpets trap a layer of still air just above their surface, thereby reducing drafts and making feet feel warmer. #



1
100% NATURAL

2
RENEWABLE
SUSTAINABLE
BIODEGRADABLE

3
THERMO-REGULATION
MULTI-CLIMATIC

4
NATURAL
INSULATOR

5
AIR QUALITY
NOISE REDUCTION

6
HARD WEARING
RESILIENT
ODOUR RESISTANT



Natural | Renewable | Biodegradable

ABINGDON FLOORING

A celebration of natural style.

This year, Abingdon Flooring celebrates 20-years of making carpets in Britain.

Over the two decades, the company has built its reputation for delivering quality, cost-competitive collections to homes across the country, including the wool-rich carpets of Wilton Royal.

With the country-look texture of loop pile carpets returning to favour in recent years, Abingdon Flooring has responded by boosting its wool-rich carpets portfolio.

New additions to the Wilton Royal family are Charter Berber Loop and Charter Plain Loop. With a range of natural colours, these 100% wool carpets are a must for retailers looking to make the most of the yarn's return to the spotlight. Supported by an enhanced instore presence with a new look point of sale, the strengthening return of wool in the relaxed, country look of loop pile carpet is also aligned to Abingdon Flooring's modern, fresh and high-energy look.

Charter Berber Loop is a stunning, high-quality carpet that consists of a palette inspired by the warmth of nature; spanning over 12 earthy rustic heathered styles. From a quaint country cottage to a modern town house, Charter Berber Loop sits comfortably within any design interior design style.

Charter Plain Loop is equally eye-catching, comprising a neutral colour palette 12 contemporary shades that will complement an interior scheme.

Each luxurious heavyweight 100% wool loop carpet is manufactured in the UK, with fleece-backing providing a luxurious feeling underfoot. As with all Abingdon Flooring carpets, the two styles are available in 2.5m, 4m and 5m widths, bettering value in any size of home or room. Moth-resistant and with a 12-year wear warranty, they are a durable and comfortable choice for anybody looking for a natural carpeting option.

Charlotte Coop, marketing manager, Abingdon Flooring, says: "While wool maybe the most traditional of yarns, it

doesn't mean that it's not without modern appeal. In fact, with 75% of consumers wanting to buy products that stand with their belief and the future of the planet a growing concern for everyone, it's perhaps a more appealing choice than ever. With this in mind, we felt it was the right time to launch new ranges while modernising the look of our Wilton Royal collection to capitalising on wool's natural origins."

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Wilton Royal Charter Berber Loop



Royal Wilton Charter Plain Loop

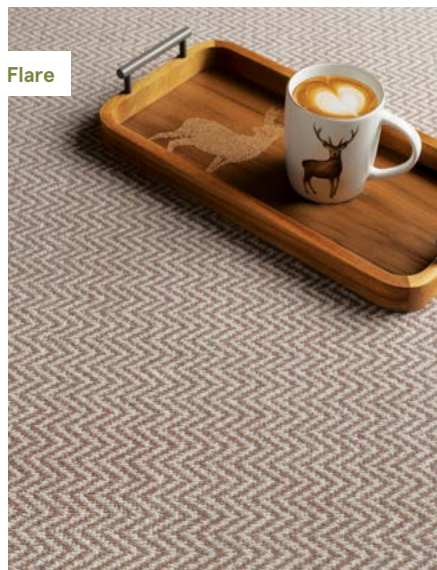


ADAM[®] CARPETS

Adam Carpets is a family business, with the fifth generation making beautiful wool-rich carpet entirely in our own factory in Kidderminster.

Carpet for homes is sold exclusively through retail showrooms across the UK and Ireland.

For many years, an Adam carpet has been made using yarn spun from 80% best quality accredited UK-grown wool. Uniquely to our business, all of the carefully blended wool selection is checked by a third party and certified as being grown entirely in the UK for each and every blend we make.



Flare



Morton Malt

Why do we go to all this effort ?

Because to achieve a carpet which consistently shows the best performance over many years on the end user's floor, the best proven raw material is wool. A carefully selected blend of wools from different sheep breeds brings the unique characteristics of each wool to achieve the best overall carpet performance.

To keep hitting these carpet performance heights which our customers have come to expect means that every year each batch of wool must be carefully monitored. High standards must be kept, however the wool crop alters from season to season. Maintaining or improving those standards ensures that the end user will continue to receive a high quality Adam carpet each and every time, which looks great for many years to come.

What are the other key features and benefits ?

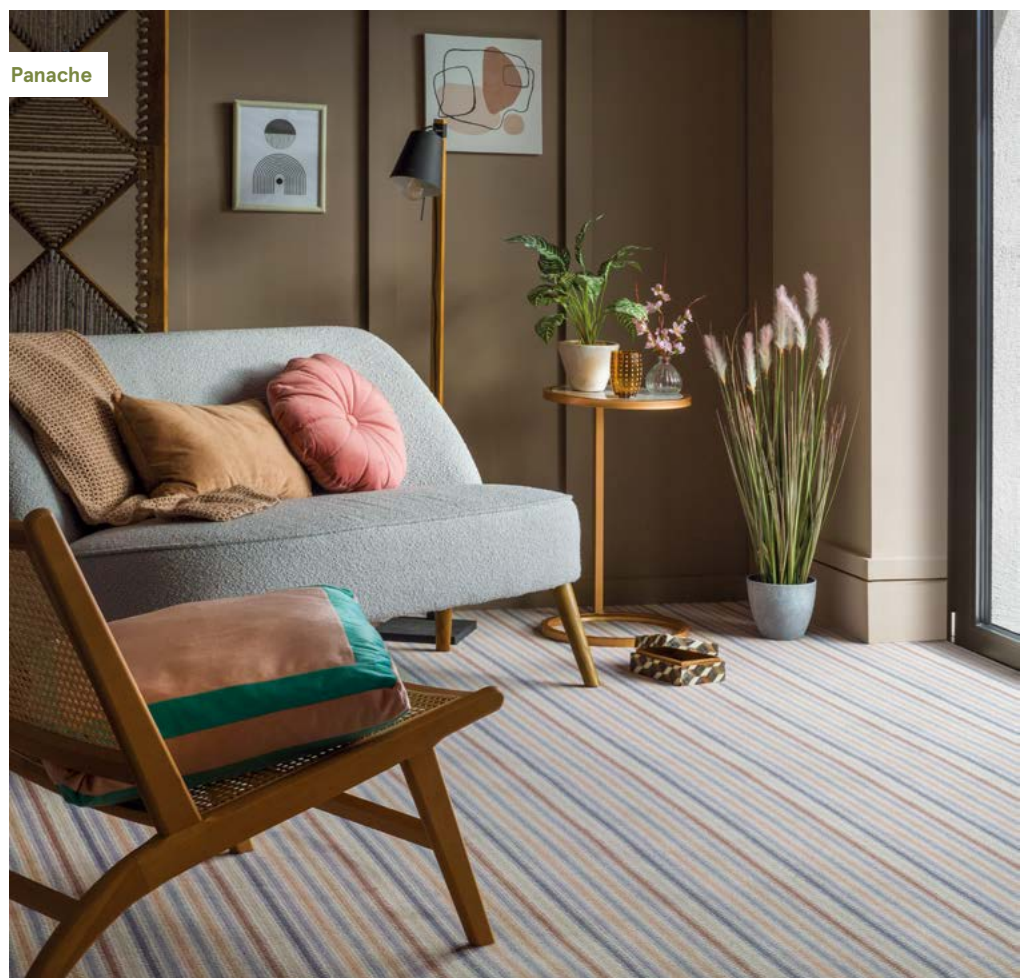
All the Adam ranges shown here and many others are made using 2-ply yarn for outstanding performance for longer – this brings the most benefit to the end user from the “spring back” characteristics in the wool that keeps the pile standing up strong.

The majority of Adam ranges benefit the end user through the insect resistant treatment to the industry gold standard Woolmark Level 2. The treatment penetrates fully all of the fibres and the carpet is protected such that before an insect's jaws close on their first bite they are killed and the carpet remains intact. Worth noting it is harmless to humans.

CONTACT

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Panache

alternative

Different feels good

Alternative is passionate about putting wool into flooring and telling the story of this natural material and its craft, the many processes and all the people devoted to the making. Each year it supports The Campaign for Wool.

This great British brand is built on the pillars of Product, People and Planet. For 27 years Alternative has given textile lovers the inspiration to put their personality on their floors with carpets, rugs and runners crafted with care and woven in the best quality natural fibres. Collections celebrate the beauty and

wonders of wool, - fine, chunky and eco ranges in plentiful textures and patterns. Wool is the ultimate comfort giver and long-lasting sustainable flooring - a natural insulator that is soft, cushioning, durable and easy to clean.

Wool Hygge joins Alternative's fine wool carpet collections. This 100% undyed wool flatweave collection makes interiors comfortable and convivial. Wool Barefoot a luxurious deep-pile carpet made from undyed wool is handwoven on traditional looms. Wool partners with stripes in the colourful design-led Margo Selby range and the

versatile tonal Wool Rhythm. The award-winning Quirky collection carpets has eclectic patterns such as geometric, florals, tartans all designed and made in Britain with top-grade British wool bringing happiness to interiors.

Explore Alternative wool collections online where you can also watch a film by Alternative championing this wonder fibre.

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Quirky Tartan Red Red Rose



Wool Rhythm Curtis



Wool Hygge Sisu Mokka

Axminster™

CARPETS

Axminster Carpets has been a byword for quality and craftsmanship for over 250 years. Britain's most prestigious carpet designer and manufacturer. Axminster Carpets high quality wool carpets, rugs and runners can be found in royal palaces, the finest hotels and private homes. As the inventor of the modern day woven carpet Axminster Carpets, holder of a Royal Warrant, was founded in 1755 by Thomas Whitty, the creator of the now famous Axminster Weave.

A company with a proud tradition of making the world's finest wool carpets for the most discerning clients.

With the highest definition traditional looms in the world, the highly skilled team continue to offer the finest carpet from its base in Axminster, Devon.

Axminster Carpets will be extending its 100% pure new wool offering to include all woven to order collections; Myth & Moor, Hazy Days and Modern Classics.

The True Authentic in British carpet weaving. Beautiful British manufacturing.

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Brintons

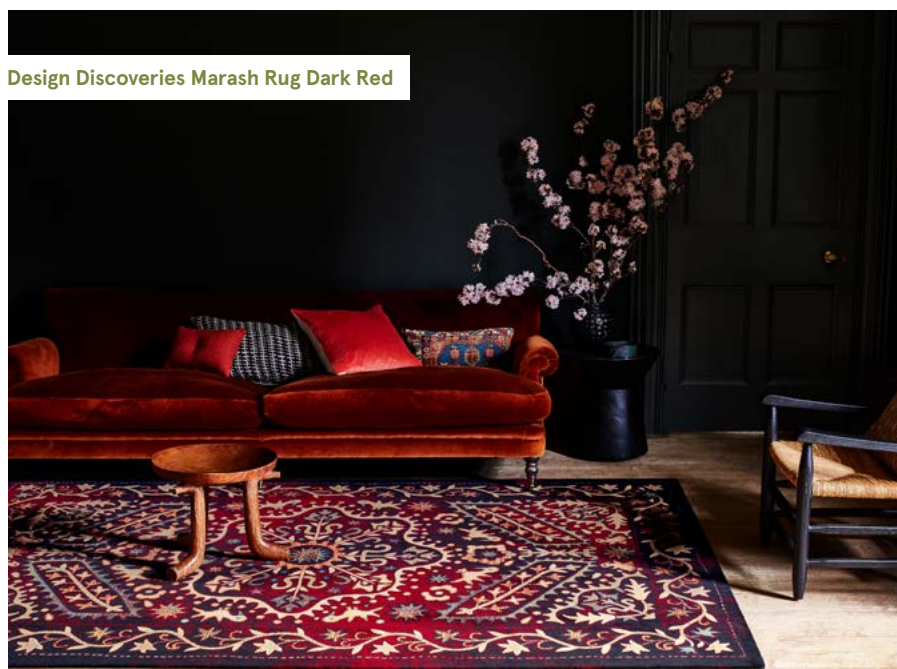
Brintons has been at the forefront of the global carpet manufacturing industry since 1783. At Brintons we bring a space to life by creating outstanding carpets and rugs for both the residential and commercial markets.



Purely Natural Flora and Fauna Woodland Stag Cloud



Purely Natural Plaid Bonnibel Stone



Design Discoveries Marash Rug Dark Red

Design Discoveries

We are delighted to announce our latest rug collaboration with the V&A (Victoria and Albert Museum) the world's leading museum of art, design and performance.

Drawing inspiration from the outstanding archives of the V&A, Design Discoveries sees Agnella by Brintons and the V&A come together to celebrate design, craftsmanship and manufacturing.

Featuring 17 beautiful rugs in contemporary colourways, the range has been created by carefully choosing historical textiles and wallpapers from the V&A's collection to create a very special collection of wool rugs designed by our in-house design team with today's interiors in mind.

Purely Natural by Brintons

Natural, renewable and completely plastic-free, Purely Natural by Brintons is a brand new series of three carpet collections in a choice of patterns, plaids and co-ordinating plains. Woven using 100% undyed British wool with a cotton, jute and natural rubber latex backing, the collections offer a more sustainable and renewable choice for homes without compromising on quality and durability.

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

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

Traditional plaids have been reimagined in contemporary natural colours to make them bang on trend and plain twists have been woven using the same natural wool to perfectly complement the patterns.

CONTACT

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BROCKWAY

THE HOME OF WOOL CARPET

Brockway has been designing and producing premium quality carpets in Kidderminster since 1964. The business is family-run with a skilled and experienced workforce who combine real craftsmanship with the latest environmentally aware technology and the finest raw materials to create innovative, beautiful, and desirable floor coverings.

Natural underfoot

All Brockway carpets are made with pure new wool, which gives a luxurious, high-quality product. Superior looks and durability aren't the only benefits, our award-winning carpets also play a part in helping sustain traditional farming communities.

Wool carpets create a level of comfort, warmth and cosiness that simply can't be replicated by other types of flooring. It provides effective sound insulation, reducing noise from foot traffic and absorbing sound from within the room and between floors, leading to a calmer, quieter atmosphere in your home. Wool carpet gives your floor a safer non-slip surface which can prevent accidents and acts as a cushion in the event of a fall.

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Rosedale



Helvellyn



Romney



Lakeland Herdwick Basketweave



CAUSEWAY

— C A R P E T S —

Causeway Carpets is a premium carpet and rug company with manufacturing facilities in Portugal.

Causeway Carpets is growing, in more ways than one ...despite still being a new kid on the block in the UK & Ireland market. Causeway is growing in popularity, reputation and in size of its portfolio.

Causeway Carpets operates under Lusotufu a broadloom carpet business. With our long established heritage, Lusotufu Carpets have become a household name with a reputation for quality and performance. The company is proud of its 90 year history and today, continues to manufacture residential and commercial broadloom carpets in all fibres, while specializing in the production of wool broadloom products.

Our stunning and versatile ranges of cut pile or loop pile wool carpets are available in array of sublime, earthy tones creating the ideal foundation for your interior space.

Our choice of fibre is wool with over 90 years of experience this has taught us that wool is not only 100% natural, biodegradable and renewable, but is also a brilliant fibre for design innovation and overall performance on the floor.

CONTACT

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www.causewaycarpets.com

Camberley Textures - Hessian



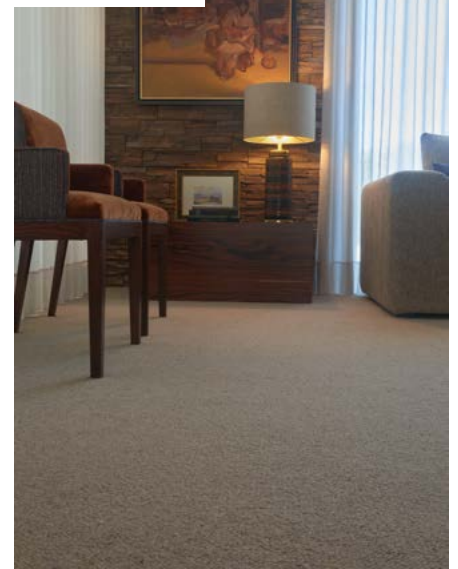
Firenze Blossom - Silver Sage



Chelsea Elegance - Tusk



Country Life - Rye



Cavalier Carpets

Cosmopolitan - 'Teal'



Cavalier Carpets - The Family Carpet Maker.

As a second generation British family owned business, our commitment to quality, product knowledge and building lasting relationships remains key.

Families are all about relationships, and today, our lineage extends far beyond just our owners.

Our family values are at the core of our business, and we count our employees, our customers and industry partners as valuable members of the Cavalier family. We offer a diverse range of quality carpets for the whole family, featuring environmentally friendly wool based options.

Be amongst the first to preview the rising star in our award winning wool rich twist line-up, an exciting new subtle 1/8th gauge tufted graphics.

Called, 'Companions', it has been cleverly designed to co-ordinate with our outstanding 'Cosmopolitan' range.

With a delicate three tone palette of stipple effect yarns for each of its colourways, it shows off an air of sophistication along side any plain carpet.

CONTACT

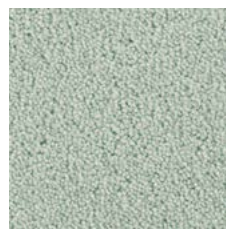
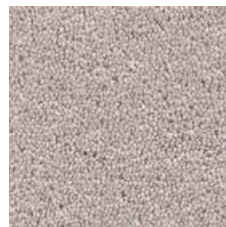
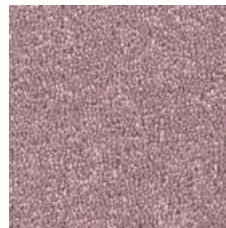
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Companions



CORMAR

CARPET CO

Cormar Carpet Company is an award-winning, British, family-run business who have been designing and manufacturing high-quality carpets since 1956 at their two mills in Lancashire.

Cormar manufacture a wide range of wool and wool blend carpets such as the recently launched Hampstead range – a classic wool twist carpet available in two qualities, Supreme & Deluxe. Cormar's carpets are made and delivered from their distribution sites in Hemel Hempstead and Bury to over 3,000 Cormar retailers across the UK and Ireland, using their own fleet of vehicles. Cormar have won over fifty carpet and flooring industry awards, including being voted 'Best Carpet Manufacturer 2023' by readers of Interiors Monthly.

CONTACT

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portal.cormarcarpets.co.uk

Hampstead – Fossil



Pembroke – Toasted Almond



Fairisle – Cinnamon



Fairisle – Ridgemist





HUGH MACKAY

GREAT BRITISH CARPETS

Hugh Mackay Carpets have been designing and manufacturing high quality wool and synthetic carpet for over 100 years. Our history in this sector is extensive and has laid the foundation on which we continue to grow.

Keeping up with new trends Hugh Mackay have recently launched 2 new products. The Natural Origins is a 100% wool loop, made in a single ply yarn. The range consists of three designs; rib, boucle and herringbone giving the consumer a varied choice. It is available in 4 & 5m widths and in a selection of 8 colours. The Durham Alternates is an award winning, 100% New Zealand wool loop, in a 3 ply yarn. This range compliments the Durham Twist range and is available in 10 colour options, 2 designs: herringbone and boucle and in 4 & 5m widths. Whatever your budget, these 2 ranges deliver the highest quality in design, colour and durability.

Axminster has always been at the forefront of our portfolio and this year will see the launch of 5 new ranges and re colouring of a further 6 existing ranges.

The next product launch in October 2023 will be the Deco Range. This iconic range has been a staple collection within the Hugh Mackay portfolio. Deco will undergo a transformation and the new remodelled range will consist of wool loops in plains and stripes, jacquard flat weaves and generic natural flatweaves. The range will contain 43 selections which will be heavily focused on design and colour. For more information, please visit our stand at A33 where all ranges will be on display.

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Natural Origins



Aran Herringbone



Aspen Herringbone



Autumn Warmth Herringbone

Kersaint Cobb

Winner of the Ideal Home Best Flooring category for the Natural Flooring Collection.

Folded Angle is inspired by the formation of angles and chevrons, creating pattern with a Japanese influence.

A design statement encompassing colour with minimal tones, reflecting today's modern living.

Folded Angle is made from 100% New Zealand wool, available in 5m width and 6 contemporary colours.

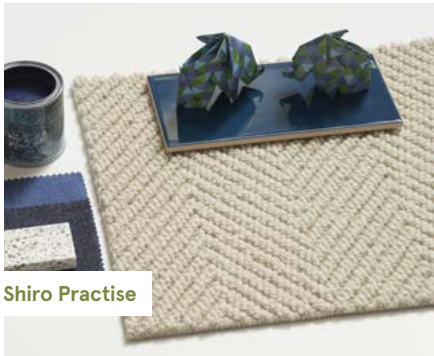
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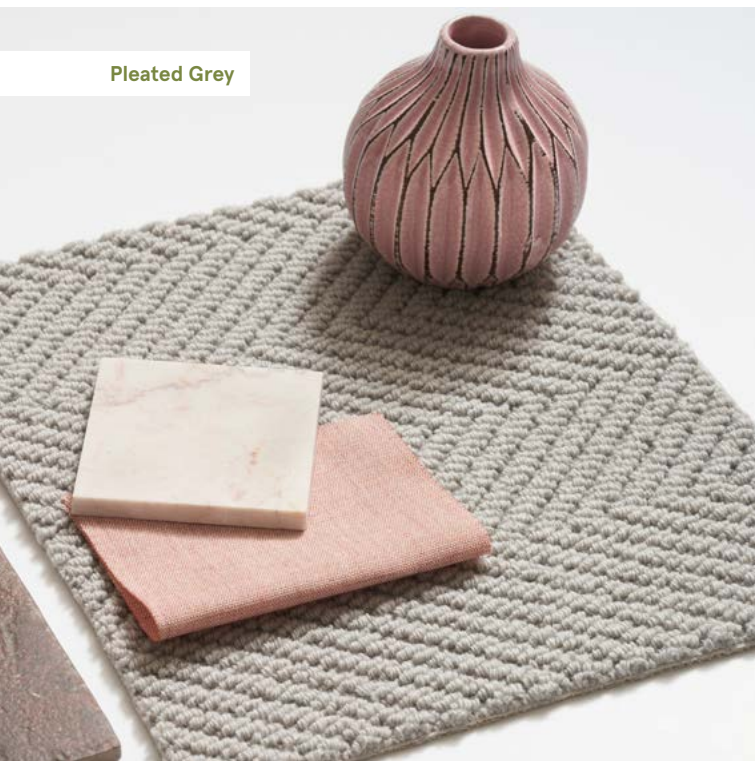
www.kersaintcobb.co.uk

Tessellation



Shiro Practise

Pleated Grey



IvoryPaper





Kingsmead began by creating synthetic carpets for the mass market and now also supplies wool and nylon carpets too. Kingsmead is also a member of the Carpet Foundation and has won numerous industry awards over the years. This has contributed to building a trusted reputation for supplying high-quality carpets that are engineered to stand the test of time.

Perfect Home is a stunning wool carpet where traditional meets modern. Bringing a sense of familiarity and fashion to your home to create a stylish blend of past and present.

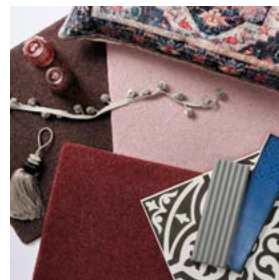
Perfect home is ideal for those looking for a brand-new carpet with a cosy feel! Perfectly representing the modern heritage trend, it blends tradition and history with a modern outlook, creating a comfortable and familiar yet exciting and new feeling in any room.

Comprised of exclusive 100% British Wool Britannia Yarn, Perfect Home is not only dirt-repellent, but also resistant to oil-based soiling, making it easier to keep clean. This makes it well suited for family homes with pets and young children. Wool also helps regulate temperature within a room to stay cool in summer and warm in winter which can reduce household bills and carbon emissions through trapping air within its fibres. This carpet is also treated with Ecolan, a non-insecticide which makes it moth resistant. In addition, the 100% British wool ensures support for our farmers!

Wool Britannia is a yarn which has been developed by the Headlam Group Plc in partnership with British Wool and with the support of Campaign for Wool. Every linear metre of the yarn includes Wool sourced from farms situated in each of our four nations – England, Ireland, Scotland & Wales, making it a



Perfect Home Chesterfield



truly British wool. The aim of this yarn is to increase the usage of British wool in carpets and, in turn, help local farmers and the planet.

Choose from 20 incredible colours: whether it's the cool green Limestone, the deep blue Bloomsbury or the inviting grey Heirloom, there's a perfect colour for everyone!

If you love the sound of Perfect Home then head over to the kingsmead website to learn more about this exciting range.

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Perfect Home Cocoon

manx Tomkinson

Manx Tomkinson has been producing carpets for over 100 years. We understand the need to select the carpet that best matches your needs in terms of durability, appearance and colour and all of our ranges have been developed to assist your requirements in these areas.

Seasonal Views is a 80/20 wool twist carpet range featuring an exclusive 100% British yarn – Wool Britannia® – inspired by the landscapes, the people, our towns, cities and countryside. Influenced by the great British landscape, our Seasonal Views carpet collection blends outdoor living with home comforts. Celebrating all four corners of the British Isles, this collection is sustainable, natural and resilient. 16 Colours available in 2 weights, you will find a range of organic tones inspired by the landscapes, the people, our towns, cities and countryside.

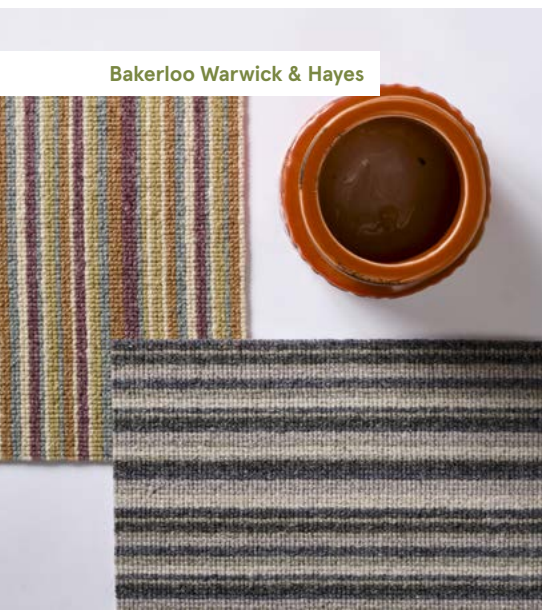
Visit our website to order your samples today www.manxtomkinson.co.uk/range/seasonal-views/

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Ideal Home
**LIVING ROOM
AWARDS**
WINNER
2023



Buying a Penthouse Carpet means buying a British made wool carpet of true quality. When buying a Penthouse carpet, you are investing in true, British wool quality. The sort of quality that comes when the people who make your carpet really care.

Every person working at Penthouse Carpets owns a part of the company; we know our success depends on your satisfaction.

We're passionate about our high quality, beautiful wool carpets that exceed expectations for comfort, warmth, and durability.

We're only happy if we know you're happy.

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Stateside - Goldsboro



Colorado - Delta



Carlton - Sienna



The
Real Shetland Company



We have had the pleasure of working with wool sourced exclusively from the Shetland Islands for nearly 20 years. In this time, we've developed countless carpets, bespoke floor rugs and other woollen products for both ourselves and trade customers.

As a family-based business, we have three generations' experience in the

wool industry which we believe comes across in the quality of our products.

While we specialise in Real Shetland Wool, we also work with other wools from around the world.

Should you be interested in stocking our products or have us develop products on your behalf, we would love to speak with you.

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Samphray



Lerwick Chunky



Fetlar Chunky



RSW Stripe Rug




TELENZO
CARPETS

At Telenzo, we specialize in producing distinctive wool loop carpets. Innovation, high product quality and a high level of service are core values within our business.

Telenzo is renowned for their 100% wool and wool blend tufted carpets and for high quality man-made fibre carpets. The striking and sophisticated designs are created with the considered consumer in mind.

Telenzo has over 100 years of experience, producing quality carpets since 1918.

Widely recognised for creating products that not only beautiful in design but also construction.

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Delft Square - Walnut Cashmere





ulster™

From the company's inception, wool has been the central component to every Ulster carpet.

This year marks the 85th anniversary of Ulster Carpets and as they look to the future, wool remains an integral part of their plans.

Offering an extensive range of Axminster, Wilton and Loop carpets, there is at least 80% wool in each one. Ulster Carpets also offer a number of 100% wool ranges as well to

customers. Wool along with cloth, woven carpet and lorry and tractor tyres is also found in Ulster's Axfelt Triple Layer Underlay made from 100% recycled materials.

Sourcing premium wool from farmers across the UK, Ireland and New Zealand, Ulster spin, dye and weave this natural raw material into luxury carpets that are found in family homes and the world's leading hotels, casinos and cruise ships.

Marking another important anniversary, this year Ulster Carpets expanded the York Wilton range to 60 colours.

It is 30 years since Ulster Carpets started weaving Wilton carpets and since York Wilton was first introduced in 1993 it has been a mainstay in their collection.

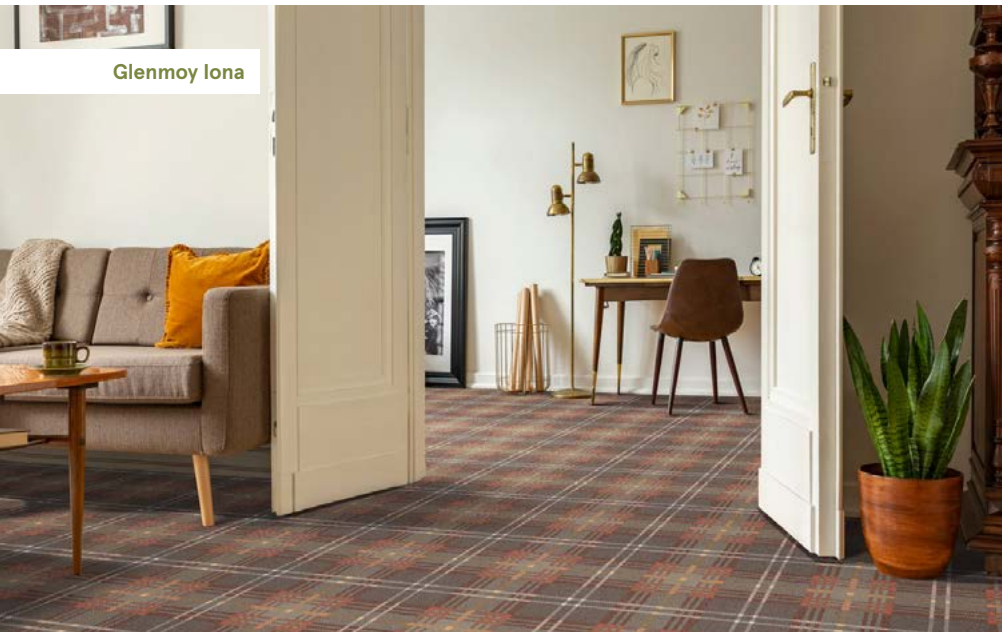
The latest release of 11 new colours introduces warmer neutrals and earth tones. Matching the current trend of home-owners bringing the outside in, these stylish colours reflect feelings of safe, warm spaces at home. The new colours also connect with earth's natural materials and echo relationships with our resources.

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Glenmoy Iona



York Wilton Stoneware



Natural Choice Textures Teeswater

VICTORIA™

Carpets & Design Floors

Victoria Carpets have been manufacturing flooring since 1895 and are going from strength to strength. Not only with their product offer, but also their established reputation within the flooring industry. Having won Manufacturer of the Year for the second year running, they are proud to back this award with new ranges and new styling to match.

Launched in 2013, Strathmore has been a vital range within the Natureborn wool portfolio that offers consumers a Berber wool blend. Ten years later, in March 2023, they introduced a new colour palette that was inspired by the fauna and flora of the Scottish Highlands. This gave the much-loved range the refresh it needed to stay current with today's interior trends.

As a company Victoria always strives to give consumers plenty of options, as they know flooring can be both a personal and big decision. Seeing loop style carpets gaining popularity, their next launch was Tudor Co-ordinates. An extension to the long-standing Tudor Twist range. Taking 20 of the bestselling colours, they created a range of 100% wool loop pile carpets which allows both twist and loop to be mixed. But why stop there? Stripes are also a design essential, so they included 4 linear designs into the collection that also call from the same colour palette. This is a range that really has it all.

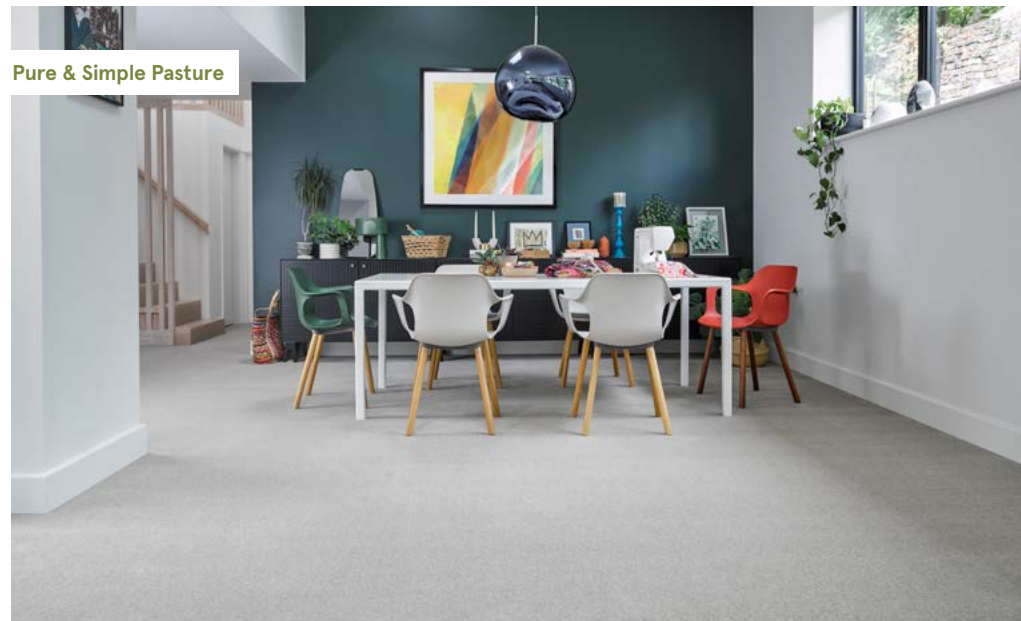
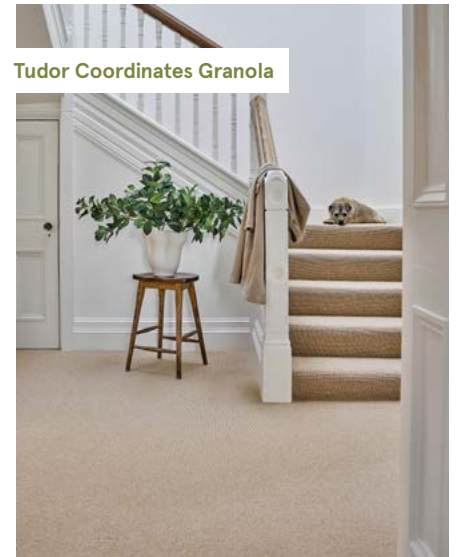
Due to launch in Autumn 2023, their first undyed wool offer, Pure & Simple will hit the stores. The colour palette is quite literally untainted and features the rawest shades from nature such as browns, beiges, and cool neutrals. Knowing they wanted a range to encapsulate the origins of wool and showcase where the yarn comes from, the colour names, such as Pasture, Flock and Graze honour this along with minimalistic imagery that will accompany the launch.

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westex.

FLOORING EXCELLENCE

Elevate your interior with the understated luxury of premium wool, for over 40 years Westex has manufactured and supplied premium quality woollen carpets and are delighted to announce the launch of our new undyed Loop ranges.

Each carpet is manufactured using only the finest 100% wool, undyed yarn, carefully selected to maintain the inherent natural qualities of this exceptional material. Our range of 6 chunky loop designs will complement a range of interior styles and are available in a range of natural muted tones.

All of these ranges are available in 5 colour matched widths: ensuring a perfect fit for any interior space and reducing waste for the customer.

To ensure your continued satisfaction, all products in this range are treated with the Westex protective treatments, including stain resist, moth guard, fresh guard, and allergy guard. These features will maintain the beauty and longevity of your Westex carpet for years to come.

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Sawley Smoke



Laverton Volcano



Kirkmond Caraway



Butterwick Taro

About The Campaign for Wool

The Campaign for Wool was launched in 2010 to educate consumers about the benefits of wool and help to support and grow the wool industry. Run by a coalition of industry groups convened by His Majesty King Charles III, when he was Prince of Wales, the Campaign works to engage consumers through exciting fashion, interiors, artisan and design lead activities centering around Wool Week each year.

The Campaign for Wool is a global endeavour initiated by its Patron, in order to raise awareness amongst consumers about the unique, inherent natural, renewable and biodegradable benefits offered by the fibre in fashion, furnishings and everyday life. And importantly, that wool not only biodegrades in soil, adding nutrients back to the earth, but it also biodegrades in the ocean and water and therefore wool does not impact the planet with microfibre and plastic pollution. Choosing wool will help to safeguard the planet for future generations.

The Campaign for Wool is jointly funded by some of the world's largest woolgrower organisations. Key nation partners include British Wool, Australian Wool Innovation/The Woolmark Company, Cape Wools South Africa and Campaign for Wool New Zealand. All have shown incredible support and contributed to the global success of His Majesty's Campaign for Wool since its inception.

About Wool Carpet Focus Group

The Wool Carpet Focus Group was formed with the sole mission of promoting wool as a carpet fibre. Creating a unique space on www.woolcarpetsnaturally.org that highlights wools key properties and performance benefits to consumers, including the safety aspects of choosing a wool carpet, care and cleaning.



THE CAMPAIGN FOR WOOL
Patron: HM King Charles III

Wool Carpets #Naturally



WOOL CARPET FOCUS GROUP



Wool is one of the most versatile natural products in existence. Wool provides many natural benefits including sound absorption, controls moisture in the atmosphere, and absorbs Volatile Organic Compounds creating a comfortable and safe environment in the home. There's a reason why people have been making use of this wonder fibre for more than 4,000 years.

Natural Insulator

The crimp in a wool fibre provides consistent resilience to ensure insulation efficiency. Used in the home, wool insulation helps to reduce energy costs and prevents the loss of heat energy, thus reducing carbon emissions. As wool contains moisture, it is fire resistant, extinguishing itself when the source of flame is removed. It is also a very effective for airborne and structure borne acoustic insulation, significantly reducing noises that can be heard throughout a building. Wool fibres are breathable, meaning they can absorb and release moisture without reducing thermal performance unlike fibre glass-based products. Wool does not support combustion and will extinguish itself in the event of fire.

Noise Reduction

Wool carpets and interiors have two distinct advantages to significantly improve the acoustic performance of a room, as it acts as a sound absorber and reduces impact noise.

Sound absorption is important in both commercial and residential applications because it assists in creating a more pleasant environment in which it is possible to eliminate or reduce unwanted or unpleasant sounds and focus on those which are desired.

Wool Carpet is Naturally Safe

Wool is not known to cause allergies and does not promote the growth of bacteria. It can even reduce floating dust in the atmosphere as the fibre's microscopic scales are able to trap and hold dust in the top layers until vacuumed away.

Naturally Easy to Clean

Wool is shielded from stains like 'water off a sheep's back' due to its protective outer membrane. This natural shield locks out liquid, allowing more time to blot up spills before they go deep into the fibres. Wool carpets' natural resistance to spills and stains allows them to be cleaned easily with a natural water solution of mild detergent. Unlike polypropylene carpets which are cleaned with bleach, leaving toxic residues.

When accidents and deep stains occur, there are times when you need to call on a specialist. WoolSafe are a cleaning industry service provider, devoted to promoting best practice in wool carpet and rug care, they can provide information on safe and effective cleaning solutions and details of approved and accredited wool flooring care specialists at locations across the UK and abroad. www.woolsafe.org Stand C1/2.

Naturally Beautiful for Longer

Wool fibres have a natural spring structure, this means the carpet pile is hard wearing and will bounce back quickly and keep its surface shape for longer than any other carpet. Ideal for busy areas in the home with high floor-traffic and can withstand the toughest demands providing longevity when compared with man-made fibres.

Wool Carpet is Healthy

Wool naturally reduces dust particles, provides thermal insulation allowing the room to remain a comfortable temperature, converts sound energy to heat, therefore dissipating noise, and is comfortable to walk on.

Naturally Ocean-Friendly

Because it is biodegradable, wool has less impact on aquatic life and artificial waste build up in oceans. Instead, wool will organically break down, leaving our oceans and waterways safe and clean.

Naturally Flame Resistant

Wool provides peace of mind, because wool won't melt or burn. A lit match will simply smoulder before being extinguished – nature's own safety feature.

Air Quality

When used in interior textiles such as carpets and upholstery, Wool absorbs and locks away pollutants such as volatile organic carbons (VOCs) from the air more rapidly than other fibres.

Safe to Touch and Work With

Wool is perfectly safe to touch and requires no specialised safety clothing or equipment. Wool insulation is easy to install, causes no irritation to the eyes, skin or lungs and wool fibres present no hazard to health.

#KeepWarmWithWool #ChooseWool

For more info visit:

www.campaignforwool.org

www.britishwool.org.uk

www.nzwool.co.nz

www.woolcarpetsnaturally.org

Find out Why Wool Matters here:



#woolweek
#keepwarmwithwool
#whywoolmatters
#choosewool
@campaignforwool
campaignforwool.org



THE CAMPAIGN FOR WOOL