

# BACK TO NATURE

WOOL RUNS ON GRASS | SUNSHINE | AIR | WATER



THE CAMPAIGN FOR WOOL  
Patron: HRH The Prince of Wales



# BACK TO

# NATURE

FEATURING MORE THAN 50 SHADES OF GREEN

## Naturally Wool

The Campaign for Wool and the Wool Carpet Focus Group have come together to highlight the many natural attributes and benefits of wool flooring.

Carpets and rugs from some of the leading wool floor companies have been aesthetically pieced together by JR Studio to create a focal point for The Flooring Show 2021. The Flooring Show is the UK's largest flooring show, and is attended by key retailers, contractors, distributors, fitters, designers and developers.

Wool is represented from the key wool growing markets of Britain and New Zealand, each known for their lofty, white wool which is ideal to create durable carpets that have a carpet pile with good bounce and recovery, and are easy to clean. Wool is the most responsible fibre to choose for the planet, with its eco and environmental biodegradable properties and longevity of wear.



## Green – The Colour of Nature

Wool carpets provide a natural foundation for our homes and the Green palette, the colour of nature, is the colour trend of the season.

Interiors are taking their inspiration from the natural world and our growing respect for the environment.

The Home has become a KEY and essential part of our wellbeing and we are looking to nature to help us create a more harmonious balance in our lives.

The wool carpets exhibited showcase a collection of sea greens, fir greens, olive greens, grey greens and grass green colours in a wool floor canvas of varying patterns and textures.

- Calming, restful, contemplative and energising as well as functional, elegant and sophisticated.
- Bringing outdoors indoors has seen swathes of green hues being introduced with something to suit all tastes however eclectic.
- Our renewed love of gardening and being outdoors is a positive and beautiful influence.
- In the garden, green is nature's anchoring colour.

Colour influences range from the verdant and vibrant to the more subtle and desaturated tones:

**Herbal and Vegetable**

**Foliage and Botanical**

**Woodland and Moorland**

**Countryside and Hedgerows**

**Shades of Water**



# alternative flooring

Alternative Flooring is passionate about putting wool back into carpet 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 supported by HRH The Prince of Wales.

This award-winning British brand design and manufacture exceptional carpets, rugs and runners that surprise, excite and delight making homes feel happy and the planet healthy. Here different feels good. Many collections celebrate the wonders of wool in fine and chunky textures and vibrant pattern. Alternative's wool carpets are stylish and sustainable and come in a myriad of designs.

Wool is beautiful and breathable. From Wool Barefoot, a luxurious deep pile carpet made from natural undyed wool and handwoven on traditional looms to Quirky patterned carpets and runners designed and made in Britain, wool brings comfort and joy to interiors.

A natural insulator, inherently fire retardant, easy to clean, biodegradable, with bouncebackability, why wouldn't you choose a wool carpet for your home?

Take a look at our refreshed website and our three brand pillars - product, people and planet. You can even watch a video we've made championing wool.

**CONTACT:**  
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hello@alternativeflooring.com  
IG @alternativeflooring

Quirky B Honeycomb Moss



**Axminster Carpets - The True Authentic.** Royal Warrant holder Axminster Carpets has been a byword for quality and craftsmanship for over 250 years. Britain's best known and most prestigious carpet designer and manufacturer.

Our high quality carpets can be found in royal palaces, the best hotels and private houses. Today, offering an unrivalled quality of sustainably sourced 100% wool and wool rich flooring, featuring our unique wool blend. Our woven to order Axminster carpets are designed and woven in house by our highly skilled team in Axminster, Devon.

Proudly attending this year's Harrogate flooring show to showcase our latest stocked and woven to order collections, including our True Authentic Underlay made from recycled materials. We will be launching two new ranges and a new bespoke point of sale item to further enhance presentation of the Axminster Carpets samples at point of purchase. Please come and visit our stand to see our latest collections and for our latest brochure.

Axminster Carpets - Beautiful to Live with.

**CONTACT:**  
01297 33533  
retail@axminstercarpets.uk  
www.axminstercarpets.uk

Axminster Devonia - Ocean Deep

  
CARPETS







# Brintons

At Brintons we believe that a carpet is never just a carpet. For over 200 years we've seen it as a way to bring a home to life, helping our customers to express themselves in ways they never thought were possible.

Whether looking for a striking Axminster pattern or a sumptuous plain Wilton from our collection, our wool-rich woven carpets make a stunning addition to any home.

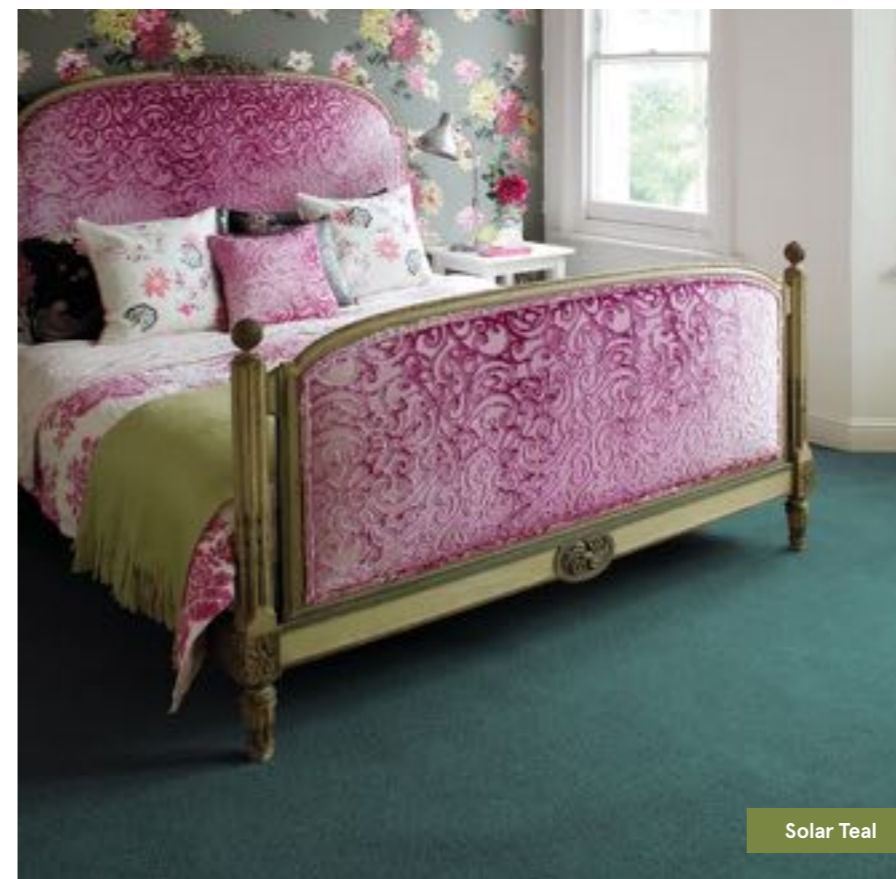
The unique blend of our design team's inspirational flair and first rate knowledge of manufacturing techniques means a Brintons carpet will work hard and it will look beautiful for years to come.

CONTACT:  
[www.brintons.co.uk](http://www.brintons.co.uk)

Bell Twist Celtic Green

Bell Twist Mangrove

Abbeyglen Wexford Plaid



Solar Teal

Brockway is a family run business, who strongly believe in British craftsmanship. All carpets are hand finished to ensure they reach the high standard of quality required.

Embedded in its workforce is the expertise of generations of carpet makers; the sons and daughters of previous staff carry forward the skills and knowledge passed down through the years. Manufactured in its own factory, Brockway has full control over the raw materials and designs that make a Brockway carpet.

Brockway beautiful wool carpets are available in plain, twist, texture and loop piles, which come in an array of bright and neutral colours, as well as striped designs.

CONTACT:  
01562 828200  
[sales@brockway.co.uk](mailto:sales@brockway.co.uk) [www.brockwaycarpets.co.uk](http://www.brockwaycarpets.co.uk)



Lingdale Grassington



# Cavalier

Carpets

Pennine Heathers Ingleborough



**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.

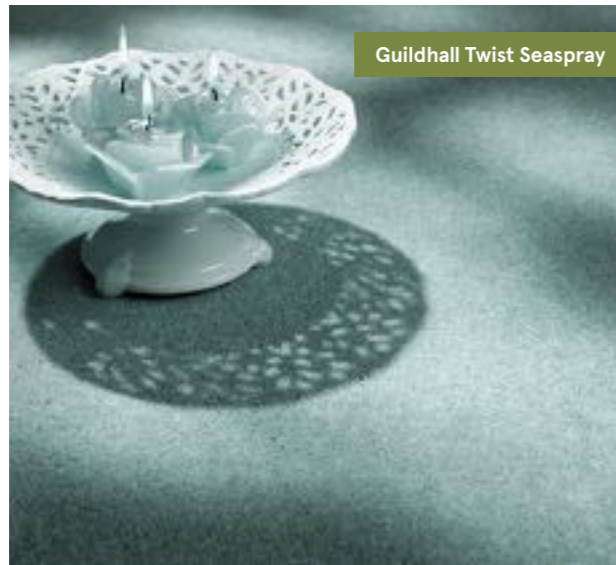
There will be plenty of new products to see on our stand, along with colour palette updates of many of our most popular ranges. Millstone and Downtown are two new wool loop pile ranges, each of which adds new layers of texture to the Cavalier portfolio.

Performer Twist, is our new super value wool rich twist, in a heavy domestic 50oz quality and six 'on trend' colours. In-keeping with ever changing decor trends, there are complete colour selection re-vamps for Cartouche Velvet, Country Collection and Pennine Heathers, and all of our ranges will be sporting our new brand look.

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[www.cavaliercarpets.co.uk](http://www.cavaliercarpets.co.uk)



Guildhall Twist Seaspray



# CORMAR

CARPET CO

**The Cormar Carpet Company is an award winning, family-run business, manufacturing carpets in the UK since 1956 from their two mills in Lancashire.**

Cormar makes and delivers carpets from their distribution sites in Hemel Hempstead and Bury to over 3,000 Cormar Carpet Company retailers, wholesalers and contractors across the UK and Ireland, using their own fleet of over 70 vehicles.

The company are proud to have won over fifty carpet and flooring industry awards, including being voted "Best Carpet Manufacturer" by readers of Interiors Monthly for the last nine consecutive years.

Cormar is a proud advocate of wool and its natural benefits, with up to 40% of all their ranges using nature's finest carpet fibre. The company's latest wool launch, was the 80% wool blend Woodland Heather Twist, which has, this year been awarded a Flooring Innovation Award in the Natural Carpets category.

**CONTACT:**  
01204 881234  
[www.cormarcarpets.co.uk](http://www.cormarcarpets.co.uk)  
[portal.cormarcarpets.co.uk](http://portal.cormarcarpets.co.uk)

Woodland Heather Twist - Meadow Light

Oaklands Collection Hyssop





# manx Tomkinson

Manx Tomkinson supplies a range of wool twist and wool loop carpets to homes across the UK. Manx Tomkinson strongly believes in the benefits of wool carpets to the UK homeowner and, as such, has launched more wool rich ranges over recent years. Most recently, Tomkinson Tweed, Natural Shades and the first carpet range to utilise the Wool Britannia yarn, Seasonal Views.

Seasonal Views is a new wool twist carpet range featuring the exclusive 100% British yarn – Wool Britannia® – sourced from the four nations of our country, spun in Yorkshire and manufactured in Lancashire. The Seasonal Views range is inspired by the landscapes, the people, our towns, cities and countryside, Seasonal Views features a semi plain and heathered collection of carefully curated colours; perfect for modern living. The beautiful colour bank ranges from Urban Grey & Back Roads to Coppiced Ash and Homestead; all evoking memories of Seasonal Views across our nation.

**CONTACT:**  
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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 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.



Wool Britannia – Meadow Hay

Wool Britannia – Patchwork Fields

Kingsmead – Artwork Spinach



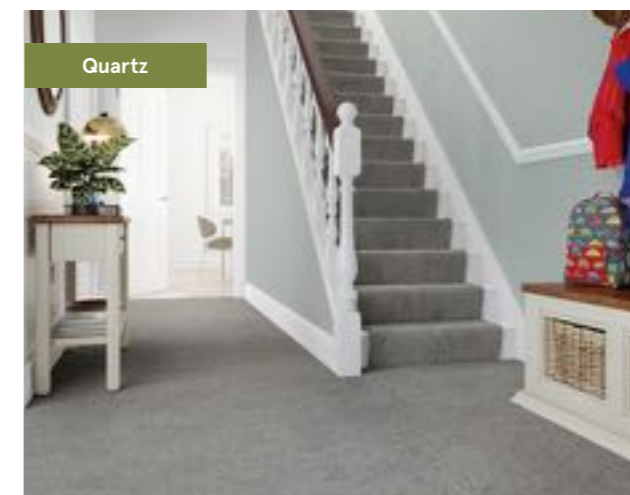
The UK carpet company with 80 owners. We're proud to be part of Britain's rich textiles heritage. Based in Lancashire, Penthouse Carpets has been a part of the British woollen textiles industry for over 45 years ago.

However, Penthouse Carpets is unusual, because our 80-strong workforce each owns a part of the company. We all know our success depends on our customers being as happy with our carpets as we are. We're passionate about designing and crafting beautiful carpets that set the standard for style, colour, and comfort.

A Penthouse Carpet is a British made, wool carpet of true quality.

Penthouse Carpets, an employee owned company in Rochdale, Lancashire, has been setting the standard for superb woollen tufted carpets for almost 50 years, using traditional fibres to create beautiful fashion in floorcoverings while providing exceptional quality and service to its customers.

We're passionate about using only the finest raw materials to create carpets of exceptional quality. From sourcing premium yarns and natural jute backing, to the care we take throughout the manufacturing process.



Pentwist Rain Forest

Pentwist Parsley

Colorado Brookside

**CONTACT:**  
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sales@penthousecarpets.co.uk  
www.penthousecarpets.co.uk





The Real Shetland Company is the leading supplier and manufacturer of genuine Real Shetland Wool products – wool sourced exclusively from the Shetland Islands. Originally formed to promote Real Shetland Wool to an international audience, our business now offers a wide range of soft furnishings, bespoke floor rugs and specialist carpets to both commercial and retail customers.

Working with JR Studio, we have created a new range of exclusive limited edition floor rugs, such as Samphire Rock which is specially featured in the Wool Trends Area at The Flooring Show. This piece, inspired by a watercolour

painting and an organic Shetland coastline, is made entirely from our own Real Shetland wool yarn.

Samphire Rock is 8ft x 5ft in size, using a combination of natural undyed greys and a vibrant 'Grass Green', tufted in a mix of 80oz cut pile and 120oz shag pile to create the unique texture. The backing is a natural hessian, bonded with natural latex.

Adam Curtis Online and The Real Shetland Company are part of our family run business network that also offers the same quality products and bespoke services in other wools. Our full floor rug range (and more) can be seen in at Adam Curtis Online ([www.adamcurtisonline.co.uk](http://www.adamcurtisonline.co.uk)).



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The natural attributes of wool create the beautiful look and feel of every Ulster carpet as well as the luxurious finish.

Ulster spin and dye all their own wool before using a patented weaving system to create award-winning carpets that are found in family homes and also the world's leading hotels, casinos and cruise ships.

That journey to creating a luxury carpet starts with selecting the right wool. Shorn from sheep with the strongest and softest coats, Ulster Carpets source this amazing natural raw material from famers across the UK, Ireland and New Zealand.

Consumer demand for interior products that are also planet friendly continue to be met through Ulster's wool-rich carpets, including the Natural Choice and Open Spaces ranges which are made from 100% wool.

Wool can also be found in Ulster's Axfelt Triple Layer Underlay, which is made from 100% recycled materials, including wool, cloth, woven carpet and old lorry and tractor tyres.

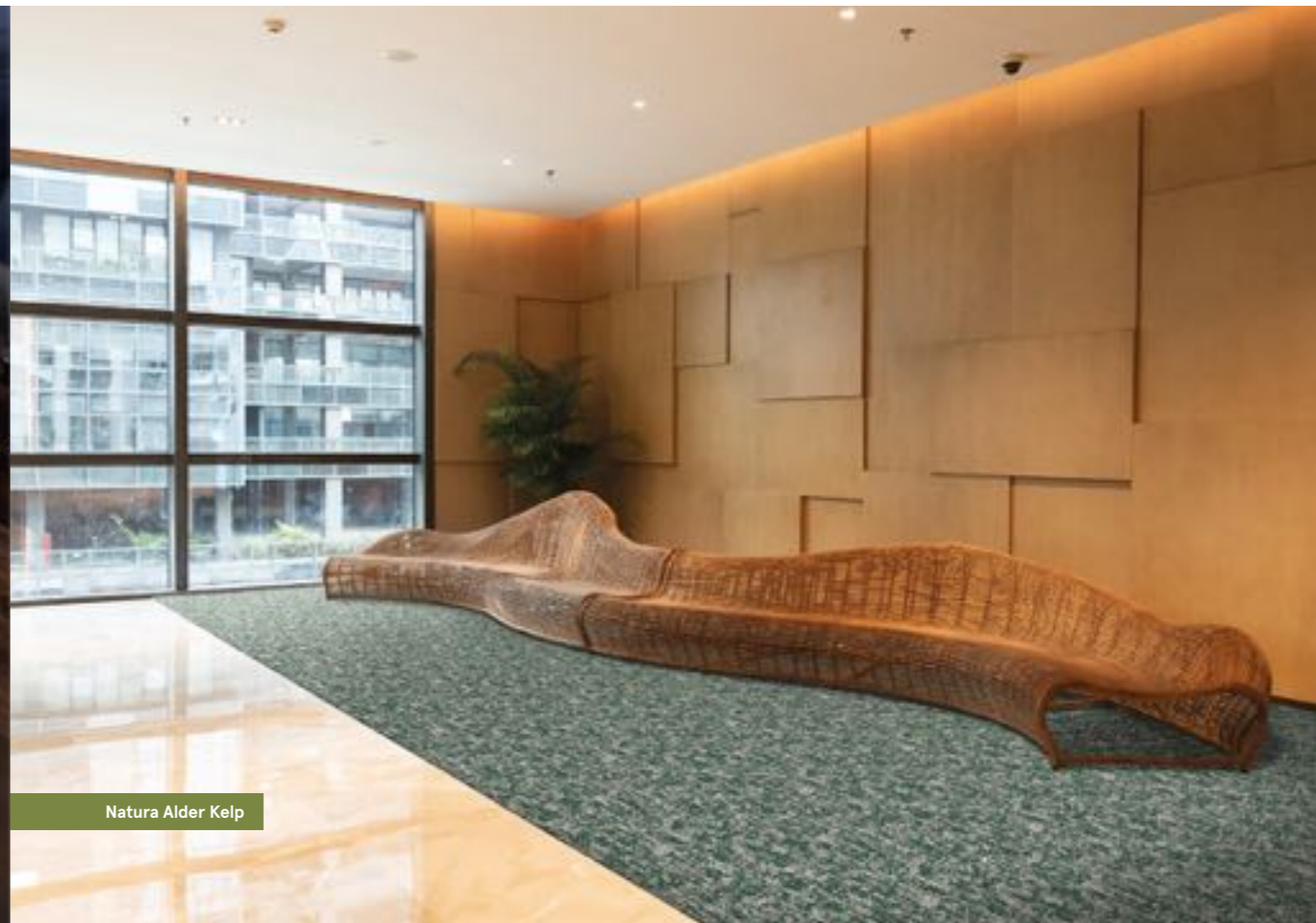
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Grange Wilton Kew



Samphire Rock Rug



Natura Alder Kelp



## 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 Royal Highness The 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 the 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 Royal Highness'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](http://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.



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.

### 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 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.

### 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.

### 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 mop 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.

### 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.

### 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.

### 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.

Feel Better in the home, office and contract environment in relation to VOC's, safety and comfort

## Feel Better #ChooseWool

For more info visit:

[www.campaignforwool.org](http://www.campaignforwool.org)

[www.britishwool.org.uk](http://www.britishwool.org.uk)

[www.woolcarpetsnaturally.org](http://www.woolcarpetsnaturally.org)





# Feel Better Wool

#Choose

#feelbetter  
#choosewool  
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