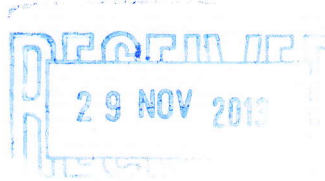




BY APPOINTMENT TO
HER MAJESTY THE QUEEN
CARPET MANUFACTURERS
VICTORIA CARPETS LTD
KIDDERMINSTER

Victoria Carpets Ltd
Worcester Road
Kidderminster
Worcestershire
DY10 1JR England

Telephone
+44 (0)1562 749 300
Facsimile
+44 (0)1562 749 349
Email
enquiries@victoriacarpets.com



27 November 2013

Dear Retailer

Please find enclosed our new price list which becomes effective as of January 1st 2014. Following feedback from you, our retailers, we have reviewed the format of our price list, replacing the current version with a simplified, easy-to-use version which is enclosed (for our full terms and conditions please contact your area sales manager).

There is never a good time to put up prices and we strive to keep increases as infrequent and as low as possible. However, energy and raw material costs have increased significantly since our last price increase, 18 months ago. Since the start of the year, wool prices have increased by over 25%, with New Zealand wool price rises even more. We have endeavoured to maintain our prices for as long as possible by absorbing these cost increases and by reducing our internal overheads, but we cannot compromise the quality of our products by using cheaper raw materials.

The effect of a 25% increase in the price of wool clearly has a major impact on the cost of manufacturing, although we have done our best to limit the increase and pass on some of the internal cost savings we have made to you. This means, as you will see in the examples below, the total increase on the wool-rich products is less than the impact of the wool price increase, let alone the impact of other raw materials and energy:

Product	Manufacturing cost increase	Price increase	Cost absorbed by Victoria
Simply Heathers 40	£1.35/m	0.74p/m	0.59p/m
Options 50	£1.70/m	£1.07/m	0.63p/m
Suede	£3.57/m	£2.95/m	0.62p/m

On a more positive note, we are continuing to invest heavily in new product to ensure you have something to offer all potential customers. This year we introduced great new ranges like Strathmore, Easicare Morton, and Heartland. Options 288 have maintained its status as your product of choice and presently we are finalising products for launching in the New Year. We have established a lead generation capability via our website (which we continue to invest in) to support retailers, have begun training days for our retailers (so far more than 100 retailers have attended these sessions), and you can expect to see some national advertising next year, along with some great new point of sale branding, retailer incentives and promotions, as well as other sales & marketing tools.

We hope all our valued customers will understand the market forces behind this increase. We are very much looking forward to building mutually successful businesses and we thank you for your continued support.

Yours sincerely

Geoff Wilding

Executive Chairman

www.victoriacarpets.com

VICTORIA CARPETS®

Established 1895

Trade Price List
November 2013



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CARPET MANUFACTURERS
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KIDDERMINSTER

RANGE	COLLECTION	FULL ROLL	CUT LENGTH	PLY	PILE WEIGHT	PILE FIBRE	SUITABILITY		STYLE	COLOURS	TOG	AVAILABILITY	
							Domestic	Contract				Metric	Imperial
WILTON	EXECUTIVE TWEED	£43.79m ²	£49.06m ²	3	54oz yd ²	100% wool	Extra heavy	Heavy	Cut / Loop	12	1.05	4.57m	15ft
	EXECUTIVE SQUARE	£37.31m ²	£41.82m ²	3	44oz yd ²	100% wool	Extra heavy	Heavy	Cut / Loop	12	1.03	3.66m	12ft
	SUPER WYNDHAM	£42.26m ²	£47.33m ²	2	44oz yd ²	80% wool, 20% nylon	Extra heavy	Heavy	Plain Velvet	20	1.20	4.57m 2.28m	15ft 7ft 5in
	ROYAL TWIST	£42.80m ²	£47.97m ²	2	58oz yd ²	80% wool, 20% nylon	Extra heavy	Medium	Plain Twist	15	0.80	4.57m	15ft
	ESTRADA	£37.31m ²	£41.82m ²	3	37oz yd ²	100% wool	Heavy	Medium	Cut / Loop	8	1.01	3.66m	12ft
VELVET	SUEDE	£37.99m ²	£42.24m ²	2	65oz yd ²	100% wool	Extra heavy	Heavy	Plain Velvet	10	2.01	5.00m 4.00m	16ft 4in 13ft 1½in
	IMPERIAL VELVET	£25.21m ²	£27.06m ²	1	45oz yd ²	80% wool, 15% nylon, 5% polyester	Extra heavy	Heavy	Plain Velvet	20	1.84	5.00m 4.00m	16ft 4in 13ft 1½in
	DUCHESS ELITE	£21.84m ²	£23.40m ²	1	34oz yd ²	80% wool, 20% nylon	Extra heavy	Medium	Plain Velvet	20	1.06	5.00m 4.00m	16ft 4in 13ft 1½in
EASICARE™	DEEP SENSATIONS	£14.39m ²	£15.64m ²	2	83oz yd ²	100% Colourloc® PP	Heavy	Medium	Deep Pile Saxony	12	2.80	4.00m	13ft 1½in
	SAXONY	£9.72m ²	£10.56m ²	2	55oz yd ²	100% Colourloc® PP	Heavy	Medium	Saxony	12	1.70	5.00m 4.00m	16ft 4in 13ft 1½in
	HEARTLAND 50	£8.66m ²	£9.53m ²	2	50oz yd ²	100% Colourloc® PP	Extra Heavy	Heavy	Twist	16	1.28	5.00m 4.00m	16ft 4in 13ft 1½in
	HEARTLAND 40	£7.64m ²	£8.40m ²	2	40oz yd ²	100% Colourloc® PP	Extra Heavy	Heavy	Twist	16	1.08	5.00m 4.00m	16ft 4in 13ft 1½in
	MORTON	£6.12m ²	£6.74m ²	2	30oz yd ²	100% Colourloc® PP	Heavy	General	Twist	10	0.95	5.00m 4.00m	16ft 4in 13ft 1½in
NATURALS	SISAL WEAVE	£21.01m ²	£22.85m ²	3	39oz yd ²	100% wool	Heavy	Medium	Loop	10	1.20	5.00m 4.00m	16ft 4in 13ft 1½in
	NATURAL STYLE	£16.40m ²	£18.22m ²	3	30oz yd ²	100% wool	Heavy	General	Loop	8 (2 designs)	0.95	5.00m 4.00m	16ft 4in 13ft 1½in
	NATURAL CO-CORD	£14.12m ²	£15.54m ²	3	29oz yd ²	100% wool	Heavy	Medium	Loop	8	0.80	5.00m 4.00m	16ft 4in 13ft 1½in
	NATURAL CO-RIB	£14.12m ²	£15.54m ²	3	29oz yd ²	100% wool	Heavy	Medium	Loop	8	0.82	5.00m 4.00m	16ft 4in 13ft 1½in
	NATURAL CO-STRIPE	£14.82m ²	£16.29m ²	3	29oz yd ²	100% wool	Heavy	Medium	Loop	4	0.80	4.00m	13ft 1½in
	RUSTIC JEWELS	£10.01m ²	£10.82m ²	2	28oz yd ²	50% wool, 50% PP	Heavy	General	Loop	8 (3 designs)	0.95	5.00m 4.00m	16ft 4in 13ft 1½in
TWIST	RADIANCE	£18.17m ²	£19.62m ²	2	50oz yd ²	80% wool, 20% PP	Extra heavy	Heavy	Twist	20	1.00	5.00m 4.00m	16ft 4in 13ft 1½in
	STRATHMORE 55	£14.96m ²	£16.62m ²	1	55oz yd ²	80% wool, 10% AC, 10% PP	Extra heavy	Heavy	Twist	12	1.80	5.00m 4.00m	16ft 4in 13ft 1½in
	STRATHMORE 45	£12.58m ²	£13.98m ²	1	45oz yd ²	80% wool, 10% AC, 10% PP	Extra heavy	Heavy	Twist	12	1.50	5.00m 4.00m	16ft 4in 13ft 1½in
	SIMPLY HEATHERS 50	£12.94m ²	£14.06m ²	1	50oz yd ²	80% wool, 20% PP	Extra heavy	Heavy	Twist	12	1.14	5.00m 4.00m	16ft 4in 13ft 1½in
	SIMPLY HEATHERS 40	£11.12m ²	£12.13m ²	1	40oz yd ²	80% wool, 20% PP	Extra heavy	Heavy	Twist	12	0.99	5.00m 4.00m	16ft 4in 13ft 1½in
OPTIONS 288	OPTIONS 288 60	£19.04m ²	£20.48m ²	1	60oz yd ²	80% wool, 20% PP	Extra heavy	Heavy	Twist	36	1.50	5.00m 4.00m	16ft 4in 13ft 1½in
	OPTIONS 288 50	£16.24m ²	£17.47m ²	1	50oz yd ²	80% wool, 20% PP	Extra heavy	Heavy	Twist	36	1.25	5.00m 4.00m	16ft 4in 13ft 1½in
	OPTIONS 288 40	£14.00m ²	£15.06m ²	1	40oz yd ²	80% wool, 20% PP	Extra heavy	Heavy	Twist	36	1.16	5.00m 4.00m	16ft 4in 13ft 1½in
	OPTIONS 288 32	£12.31m ²	£13.24m ²	1	32oz yd ²	80% wool, 20% PP	Heavy	General	Twist	36	1.10	5.00m 4.00m	16ft 4in 13ft 1½in