





RECEIVED  
10 DEC 2012  
AGS

# Trade Prices

WOOL | SEAGRASS | COIR | JUTE | SISAL

Intranet Updated 11/12/12  
Database Updated \_\_\_\_\_  
Shops Informed 11/12/12 TAG  
Checked By \_\_\_\_\_

Creative Floorcoverings & Rugs by

**CRUCIAL TRADING**

DESIGN	WIDTHS AVAILABLE	TRADE PRICE CUT/m <sup>2</sup>	TRADE PRICE ROLLS/m <sup>2</sup>	SUGGESTED RETAIL PRICE/m <sup>2</sup> INC.VAT
All prices are excluding VAT except Suggested Retail Prices				
<b>SISAL</b>				
Bali	4m	£37.49	£33.74	£75.00
Basket	4m	£28.60	£25.74	£57.00
Basket Accents	4m	£28.60	£25.74	£57.00
Big Boucle Accents	4 & 5m*	£26.08	£23.48	£52.00
Big Boucle Classics	4m	£26.08	£23.48	£52.00
Big Boucle Titan	4m	£26.08	£23.48	£52.00
City	5m	£30.31	£27.28	£61.00
Harry	4m	£40.28	£36.25	£81.00
Herringbone	4m	£27.85	£25.07	£56.00
Linen	4m	£27.64	£24.87	£55.00
Malawi	4 & 5m	£36.05	£32.45	£72.00
Mysia	4m	£25.75	£23.18	£51.00
Oriental	4 & 5m*	£27.85	£25.07	£56.00
Oriental Accents	4m	£27.85	£25.07	£56.00
Panama Accents	4m	£23.46	£21.11	£47.00
Panama New Champagne	4m	£23.46	£21.11	£47.00
Sahara	4m	£30.90	£27.81	£62.00
Small Boucle Accents	4 & 5m*	£19.98	£17.98	£40.00
Small Boucle C	4m	£25.33	£22.80	£51.00
Small Boucle Classics	4 & 5m*	£19.98	£17.98	£40.00
Small Boucle L	5m	£30.31	£27.28	£61.00
Togo	4m	£43.65	£39.29	£87.00
<b>SEAGRASS</b>				
Basketweave	4m	£18.59	£16.73	£37.00
Herringbone Accents	4m	£16.23	£14.61	£32.00
Herringbone Classics	4m	£14.94	£13.45	£30.00
Fine Seagrass Basketweave	4m	£13.66	£12.29	£27.00
Fine Seagrass Herringbone	4m	£13.66	£12.29	£27.00
Fine Seagrass Original	4m	£12.53	£11.28	£25.00
Original	4m	£11.73	£10.56	£23.00
<b>JUTE</b>				
Herringbone	4m	£18.75	£16.87	£37.00
Jhutex	4m	£18.75	£16.87	£37.00
Ju-Tweed	4m	£18.75	£16.87	£37.00
All Jute comes with INTEC stain inhibition treatment.				
<b>COIR</b>				
Boucle Bleached	3.94m	£12.64	£11.38	£25.00
Boucle Natural	3.94 & 5m	£11.94	£10.75	£24.00
Herringbone Bleached	3.94m	£9.53	£8.58	£19.00
Herringbone Natural	3.94 & 5m	£9.53	£8.58	£19.00
Panama Bleached	3.94m	£9.53	£8.58	£19.00
Panama Natural	3.94 & 5m	£9.11	£8.19	£18.00
<b>WOOL</b>				
Audrey	4m	£67.14	£60.43	£134.00
Biscayne <b>NEW for 2013</b>	5m	£34.50	£31.05	£69.00
Boston	5m	£46.08	£41.48	£92.00
Chicago	4m	£48.84	£43.96	£98.00
Coast	4m	£23.70	£21.33	£47.00
Flatweave Classics	4 & 5m	£37.65	£33.89	£75.00
Fuji <b>NEW for 2013</b>	5m	£49.50	£44.55	£99.00
Herringbone Classic	4m	£30.76	£27.68	£62.00
Indulgent	5m	£60.80	£54.72	£122.00
Kansas	4 & 5m	£31.50	£28.35	£63.00
Kyoto	4m	£41.78	£37.61	£84.00
Linen n Wool	4m	£42.06	£37.85	£84.00
London	5m	£49.17	£44.25	£98.00
Lustre	4m	£23.10	£20.79	£46.00
Malabar	4m	£52.80	£47.52	£106.00
Masai	4m	£51.65	£46.49	£103.00
Mississippi	4m	£31.86	£28.68	£64.00
Mojave	4 & 5m	£31.50	£28.35	£63.00
Moloko	4m	£51.76	£46.59	£104.00
Monsoon <b>NEW for 2013</b>	5m	£55.00	£49.50	£110.00
Moscow	4 & 5m	£60.20	£54.18	£120.00
Pecos	4 & 5m	£24.75	£22.28	£50.00
Pompom	4m	£64.83	£58.34	£130.00
Romeo	5m	£41.78	£37.61	£84.00
Rustica <b>NEW for 2013</b>	5m	£37.50	£33.75	£75.00
Serenity	4m	£23.10	£20.79	£46.00
Sisool Small Boucle Classics	4 & 5m	£36.82	£33.14	£74.00
Sisool Big Boucle Classics	4m	£42.34	£38.10	£85.00
Sisool Tric	4m	£48.07	£43.26	£96.00

\*Only some products with an \* are available in 4 & 5m. The rest of the range is available in 4m only.

DESIGN	WIDTHS AVAILABLE	TRADE PRICE CUT/m <sup>2</sup>	TRADE PRICE ROLLS/m <sup>2</sup>	SUGGESTED RETAIL PRICE /m <sup>2</sup> INC.VAT
All prices are excluding VAT except Suggested Retail Price				
<b>WOOL Continued</b>				
Sumptuous	4m	£57.33	£51.40	£115.00
Wilton Panache	4m	£58.43	£52.59	£117.00
Wilton Style	4m	£58.43	£52.59	£117.00
Wilton Svelte	4m	£58.43	£52.59	£117.00
Wilton Vogue	4m	£58.43	£52.59	£117.00
Wool n Country	4 & 5m	£21.39	£19.25	£43.00

<b>UNDERLAY</b>				
Crucial Double Stick	per roll (11m x 1.37m)	£64.53	£58.08	£129.00

Broadloom average roll lengths - Wool 25m and others 30m. Cutting charge on roll lengths - £3.00 per cut

## CUSTOM MADE RUGS

Each floorcovering can be made into a custom made rug. We can create rugs to your design requirements in any size to a maximum of 7m x 5m (subject to the width of the floorcovering).

These can be complemented by single or double borders with piping combinations from our selection of Leather, Suede, Cotton or Linen borders.

### BORDER OPTIONS



1. Single border



2. Border with piping



3. Double border

### BORDER COST

	Single bound/lm		Double bound with Cotton, Linen or Piping/lm		Double bound with Leather/lm	
	Trade price/lm	Suggested retail price/lm inc. VAT	Trade price/lm	Suggested retail price/lm inc. VAT	Trade price/lm	Suggested retail price/lm inc. VAT
Cotton & Linen (Cotton Herringbone, Linen Herringbone, Linen Basketweave, Linen Boucle, Linen Twill and Piralla)	£8.09	£16.40	£11.72	£23.50	£23.54	£48.00
Texture (Pepper, Cotton Chenille)	£9.08	£18.40	£12.76	£25.60	£26.91	£54.20
Leather* & Suede*	£17.99	£36.80	£23.54	£48.00	£27.89	£56.20

\*As natural hides are used, the borders will show joins every 40-120cms

### HOW TO CALCULATE THE PRICE OF A CUSTOM MADE RUG

Calculate the area of the broadloom to be used, in square metres.  
Calculate the length of the border(s) required (perimeter of rug), in linear metres.  
Add the two amounts together to find the rug price.

#### Note:

Rugs and runners over 4m in length (maximum 7m) and less than 2m in width will be subject to a 25% surcharge.

#### Example:

Your customer asks for a 2.45m x 1.50m rug in Sisal Small Boucle Classics with a Cotton Herringbone border.

#### Firstly price the broadloom:

2.45m x 1.50m = 3.68m<sup>2</sup> Sisal Small Boucle Classics @ £19.98m<sup>2</sup> = £73.53

#### Then price the border:

[Calculate the perimeter of rug for the linear meterage of border].  
2 sides @ 2.45m + 2 sides @ 1.5m = 7.9 linear metres @ £8.09/lm = £63.91

#### Total price of the rug:

Broadloom @ £73.53 + Border @ £63.91 = £137.44

This is your price - you need to add your margin on top.

### BORDER WIDTHS

Rugs can be finished with single or double borders, with or without piping.  
The approximate amount of border showing on the rug surface for each border type is\*:

Cotton Chenille	55mm
Cotton Herringbone	55mm
Leather and Suede	55mm
Linen Basketweave	55mm
Linen Boucle	55mm
Linen Herringbone	55mm
Linen Twill	55mm
Pepper	100mm
Picallo	55mm
Piping**	10mm

Single border widths are shown above. To calculate the width for double borders, simply add your choice of two borders together. For example, if you choose a Picallo border with piping, the total width showing on the rug surface will be 65mm. A Linen Boucle with Pepper border will be 155mm.

\* All above finished sizes may be + or - 10mm as a result of the crafting process.

\*\* Please note that you cannot choose piping on its own - it must always be added to another border.

## CARE PRODUCTS

We would recommend that you always request INTEC Stain Treatment to be applied to your natural floorcoverings when ordering – it ensures that every fibre is protected by a polymer shield to resist the absorption of stains and dirt and helps to prolong the life of the floorcovering. INTEC is environmentally friendly, completely safe and does not affect the colour or the texture of any floorcovering.

Our Stain Removal & Cleaning Set is formulated specifically for natural fibres and includes a cleaning solution for all-over cleaning and a spot cleaner for specific spills. Also included are a brush and cloth to apply the solutions.

	Trade price	Suggested retail price inc. VAT
INTEC Stain Inhibition Treatment	£1.35/m <sup>2</sup>	£3.65/m <sup>2</sup>
Crucial Trading Stain Removal & Cleaning Set	£15.00	£29.50

## CRUCIAL TRADING

### Trade Prices

BROADLOOM, RUGS & BORDERS JANUARY 2013

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