

## David Guyan

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**Sent:** 11 May 2018 10:00  
**To:** [raynesbranch@mr-carpet.co.uk](mailto:raynesbranch@mr-carpet.co.uk)  
**Subject:** March 2018 News

News from **The Carpet Foundation**

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May 2018

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# Foundation News



March news for Carpet Foundation members...

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## **Carpet Foundation** secures unique government approval

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Chartered Trading  
Standards Institute  
ADR Competent Authority

The Carpet Foundation is approved by Government under the Alternative Dispute Resolution for Consumer Disputes Competent Authorities and Information Regulations 2015

**The Carpet Foundation** has become the only Government approved Alternative Dispute Resolution (ADR) supplier in the UK carpet industry.

### *What does this mean?*

Consumer law has changed, and all retailers now legally need a dispute resolution process. **If retailers do not have one, they must, legally, tell their consumers.** If retailers are not in a trade organisation, or regulated, they can still use anyone for disputes, but they have to tell their consumers that their ADR supplier is not approved by the Government. **We do not make the law – but we do comply with it. And so do all our retail members.**

### *What do you have to do?*

Nothing! Because you are a member of the Carpet Foundation, it is business as

usual.

**What about non-CF members?**

They are not so fortunate. They will have to find an ADR supplier. And there is no hiding place for them. Sticking their heads in the sand will only lead to trouble for them.

**What should I do?**

Use this fact as a competitive advantage. It puts you ahead of the game. Milk it!

**Promoting** our retailers

Continuing our programme of advertorials, the May issue of **Homes & Antiques** focussed on the benefits of buying carpet from our independent retailers. Support your local independent was our message.



Britain has always been a nation of shopkeepers, and a good mix of independent retailers makes for a much more vibrant high street. Indeed, it's these independent retailers who are often the lifeblood of communities, so it's little wonder many people are heading back to their local butchers, bakers and dedicated stores – and that includes carpet shops.

**LOCAL HEROES**

On average, we only buy carpet every seven years, and as it's often a big purchase, it's important to buy from people you can trust. The Carpet Foundation has 450 independent retailers nationwide, most of which are small or family-owned, and have been selling carpet in their local area for generations. These businesses are run with dedication by proud and passionate people who genuinely know everything there is to know about carpet. And with quality carpets to suit all budgets and requirements, you can also be assured of good old-fashioned personal customer service, so you'll buy the carpet that is right for you.

**CODE OF PRACTICE**

All Carpet Foundation retailers operate under a Consumer Code of Practice approved by the Chartered Trading Standards Institute. It guarantees you a certain level of service so you won't get any nasty surprises on the bill, and, in the highly unlikely event of a problem, there is an agreed dispute resolution process. Carpet Foundation members are the only carpet retailers in Britain allowed to follow this Code of Practice, and they're all individually monitored to ensure compliance.



The Carpet Foundation is supported by leading suppliers to the UK carpet industry, including: Associated Weavers; Brockway; Brintons; British Wool; Cavalier; Cormar; Cloud 9; Crucial Trading; Telenzo; Hugh Mackay; Kersaint Cobb; Kingsmead; Penthouse; Regency Carefree; SEBO; Thomas Witter; Ulster; Victoria and Whitestone Weavers.

Come and see us at the  
**National Buying Group  
Flooring Show**



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If you are planning a visit to Solihull next week and the **National Buying Group Flooring Show**, do come and see us... we would love to see you.

We will be promoting our **ADR** approval and explaining in detail what it means for members – and non-members.

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### **New data protection** legislation

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New data protection legislation comes into effect on **25th May 2018**. With immediate effect, businesses must obtain consent from consumers to send them marketing materials, offers etc.

It is no longer sufficient to give them the opportunity to 'opt out'. They must 'opt in'.

Businesses must also be able to demonstrate that they are storing their database in a safe and secure manner.



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