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News from **The Carpet Foundation**

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January 2019



Foundation News

News for **Carpet Foundation** members

Celebrating **20 years!**



2019 marks the **20th anniversary** of the Carpet Foundation, the brainchild of the late Michael Brinton and Mike Mills of Ulster.



The cynics said it would never happen but today, 20 years on, we are still here, battling for the industry and independent retailers.

Our Chairman, John Duncan, was on board at the outset. "I remember being sounded out by Michael Brinton – and I immediately said 'yes'. I thought it was

a genuinely brilliant idea. The industry needed then, and needs now, a proactive voice and a front. A lot of water has gone under the bridge since we started, but I am proud to have been part of it since the beginning and I genuinely believe the Carpet Foundation has done, and will continue to do, a marvellous job for the industry.”

We will be marking our **20th anniversary** throughout the year. From us all, thank you for your wonderful and valued support.

Dispelling the myth **about asthma**



SAFE & STYLISH

Research by The Carpet Foundation confirms that carpet is a smart choice for homeowners looking for beautiful flooring that's both practical and healthy to live with

Carpet has always been a popular choice for British homeowners. As well as contributing to the style of a room thanks to the huge variety of designs available, there are many practical benefits, too. Carpet adds warmth underfoot, creating a cosy retreat, and also helps to insulate our homes and reduce noise pollution.

Some people believe that carpet isn't the best option for asthma and allergy sufferers because the fibres can harbour dust mites. But a recent review of research by The

Carpet Foundation has confirmed this not to be the case*. The humidity in carpet is too low for dust mites to thrive. In fact, its three-dimensional structure acts like a sponge and soaks up most of the mites and allergens, which can then be removed with regular vacuuming**. This prevents pollutants from becoming airborne, meaning they can't be inhaled, so air quality is improved.

Wool carpet is especially good for creating a healthier home environment. It absorbs common airborne pollutants and holds them in the pile, helping to improve

air quality***. The Carpet Foundation regularly reviews research on asthma and there is no scientific evidence to suggest that removing carpet is beneficial to asthma sufferers. So if you or someone in your family has asthma, you can be confident that carpet is a sensible option.

For peace of mind, buy carpet from a retail member of The Carpet Foundation, with a Code of Practice approved by the Chartered Trading Standards Institute. For further information and advice on choosing carpet, please visit carpetfoundation.com

The latest in our programme of advertorials was in the January issue of **25 Beautiful Homes**, a leading home interest magazine bought by over 62,000 consumers every month and with a readership of 250,000. It addressed, head on, the misconceptions about carpet and asthma. We make no apologies for returning to this subject. There is absolutely no evidence to suggest carpet causes asthma and allergies. Indeed, quite the contrary. Carpet is a sensible option for those with asthma.

In the press

The current issue of **The English Home** includes a nice plug for the Carpet Foundation in an article on 'eco chic' and includes a mention of Brintons, Brockway and Ulster together with an image of the Boho Collection from Ulster.



Brexit ramifications for industry standards



Even we cannot avoid a mention of Brexit!! Apologies! As you know, we represent the industry on Standards and, at their last meeting, CEN and

CENELEC agreed to a transition period from the proposed date of Brexit until 31 December 2020. During this period, BSI will continue to have its full member's rights and obligations, independent from the political agreement. This decision protects BSI and its UK stakeholders, establishes a safety net to protect CEN and CENELEC against legal uncertainties and provides the UK carpet industry with an 18 month window to sort things out. We will keep you posted!

Annual Audit by CTSI



As part of our ongoing commitment to our **Code of Practice**, we have to undertake an annual audit of a sample of our retail members.

If you are sent a questionnaire, please complete it and send it back to us. It will ensure our Code compliance and is for the greater good of the whole retail network.

Thank you in advance for your help.

Promoting you on social media



We continue to grow our **Twitter** and **Facebook** followers.

Almost all are industry people, and, what is clear, is that the stories that resonate most are those that people can directly relate to. So, for example, if you have a new window display or have done an installation

from one of our Patron members, do send it to us and we will post it on social media. Similar posts attract in excess of 1000 views. Alternatively, do follow us on [Twitter](#) and on [Facebook](#).



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