

alternative
flooring

Trade Price List



EFFECTIVE FROM 16TH JUNE 2025

www.alternativeflooring.com

wool:

Product Range	Product Family	Width	TOG	Fibre	Moth Resistant	Price per M ²	RRP inc VAT
Barefoot Ashtanga Silk <i>Suitable for; Bedroom, Dining Room and Lounge</i>	Barefoot	4 & 5m	2.73	70% Wool & 30% Silk	No	£56.26	£118.20
Barefoot Bikram <i>Suitable for; Bedroom, Dining Room, Stairs and Lounge</i>	Barefoot	4 & 5m	2.61	100% Undyed Wool	No	£45.20	£94.95
Barefoot Hatha <i>Suitable for; Bedroom, Dining Room and Lounge</i>	Barefoot	4 & 5m	2.73	100% Undyed Wool	No	£45.20	£94.95
Wool Berber <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Essentials	4 & 5m	0.6	100% Wool	Yes	£34.54	£72.55
Wool Croft <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Essentials	4 & 5m	1.59	100% Wool	Yes	£38.66	£81.20
Wool Milkshake <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Chunky	4 & 5m	1.01	70% Wool & 30% Tencel	Yes	£43.94	£92.30
Wool Pebble <i>Suitable for; Bedroom, Dining Room, Stairs and Lounge</i>	Chunky	4m	2.6	100% Wool	Yes	£57.24	£120.25
Wool Tipple <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Essentials	4 & 5m	1.5	100% Wool	Yes	£38.66	£81.20
Wool Tweed <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Essentials	4 & 5m	1.28	100% Wool	Yes	£29.99	£62.98
Wool Iconic Herringbone <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Fine	4m	1	100% Wool	Yes	£41.17	£86.95
Wool Herringbone <i>Suitable for; Bedroom, Dining Room, Stairs and Lounge</i>	Essentials	4 & 5m	0.96	100% Wool	Yes	£34.54	£72.55
Wool Super Bouclé <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Essentials	5m	0.96	100% Wool	Yes	£34.54	£72.55
Wool Motown <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Fine	4 & 5m	1.37	100% Wool	No	£35.82	£79.00
Wool Rib <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Essentials	4 & 5m	1.06	50% Wool & 50% Polyester	Yes	£24.69	£51.85
Wool Hygge <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Essentials	4 & 5m	1	100% Undyed Wool	Yes	£34.54	£72.55
Wool Skein <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Essentials	4 & 5m	1.25	50% Wool & 50% Polyester	Yes	£26.55	£55.80
Wool Riverflow <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Chunky	4 & 5m	2.10	100% Wool	Yes	£38.97	£81.85
Wool Riverbed <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Chunky	4 & 5m	1.7	100% Wool	Yes	£38.97	£81.85

pattern & stripes:





























Product Range	Product Family	Width	TOG	Fibre	Moth Resistant	Price per M ²	RRP inc VAT
Quirky Spotty <i>All Quirky carpets are suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Pattern & Stripes	3.66m	1.57	80% British Wool & 20% Nylon	No	£59.51	£124.85
Quirky Honeycomb	Pattern & Stripes	3.66m	1.57	80% British Wool & 20% Nylon	No	£59.51	£124.85
Quirky Zebo	Pattern & Stripes	3.66m	1.57	80% British Wool & 20% Nylon	No	£59.51	£124.85
Quirky Geo	Pattern & Stripes	3.66m	1.57	80% British Wool & 20% Nylon	No	£59.51	£124.85
Quirky Hot Herring	Pattern & Stripes	3.66m	1.57	80% British Wool & 20% Nylon	No	£59.51	£124.85
Quirky Leopard	Pattern & Stripes	3.66m	1.57	80% British Wool & 20% Nylon	No	£59.51	£124.85
Quirky Tartan	Pattern & Stripes	3.66m	1.57	80% British Wool & 20% Nylon	No	£59.51	£124.85
Quirky Bloom	Pattern & Stripes	3.66m	1.57	80% British Wool & 20% Nylon	No	£64.69	£134.30
Quirky Shuttle by Margo Selby	Pattern & Stripes	3.66m	1.57	80% British Wool & 20% Nylon	No	£64.69	£134.30
Quirky Fair Isle by Margo Selby	Pattern & Stripes	3.66m	1.57	80% British Wool & 20% Nylon	No	£64.69	£134.30
Quirky Deco by Divine Savages	Pattern & Stripes	3.66m	1.57	80% British Wool & 20% Nylon	No	£64.69	£134.30
Rock 'n' Roll <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Pattern & Stripes	4m	1.36	100% Wool	No	£39.69	£83.35
Margo Selby Stripe <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Pattern & Stripes	4m	NT	100% Wool	No	£43.68	£91.75
Wool Rhythm <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Pattern & Stripes	4m	1.37	100% Wool	No	£36.32	£80.10
Wool Iconic Herringstripe <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Pattern & Stripes	4m	1	100% Wool	Yes	£42.44	£89.15

Please note: Attempting to join or seam flatweave wool products (Wool Iconic, Wool Super Bouclé, Wool Herringbone and Wool Hygge) is not recommended. Where possible always install a single width.

Please note: Quirky is available as rugs & runners, but full width will be charged.

 New  CoRE Collection  Moth Resistant  NT Not Tested



naturals:

	Product Range	Product Family	Width	TOG	Fibre	Moth Resistant	Price per M ²	RRP inc VAT
	Coir Bouclé Natural <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Essentials	4 & 5m	NT	100% Coir	Yes	£17.81	£37.45
	Coir Herringbone Natural <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Essentials	4 & 5m	NT	100% Coir	Yes	£17.81	£37.45
	Coir Panama Natural <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Essentials	4 & 5m	NT	100% Coir	Yes	£14.77	£31.05
	Jute Bouclé Natural <i>Suitable for; Bedroom</i>	Essentials	4m	NT	100% Jute	Yes	£22.46	£48.05
	Jute Chevron Natural <i>Suitable for; Bedroom</i>	Essentials	4m	NT	100% Jute	Yes	£22.46	£48.05
	Jute Herringbone Natural <i>Suitable for; Bedroom</i>	Essentials	4m	NT	100% Jute	Yes	£22.46	£48.05
	Jute Big Panama <i>Suitable for; Bedroom, Dining Room and Lounge</i>	Essentials	4m	NT	100% Jute	Yes	£28.30	£59.45
	Jute Big Bouclé <i>Suitable for; Bedroom, Dining Room and Lounge</i>	Essentials	4m	NT	100% Jute	Yes	£28.30	£59.45
	Jute Bouclé Scone <i>Suitable for; Bedroom, Dining Room and Lounge</i>	Essentials	4 & 5m	1.06	100% Jute	Yes	£24.83	£54.55
	Jute Panama Flapjack <i>Suitable for; Bedroom, Dining Room and Lounge</i>	Essentials	4 & 5m	1.06	100% Jute	Yes	£24.83	£54.55
	Jute Herringbone Maltloaf <i>Suitable for; Bedroom, Dining Room and Lounge</i>	Essentials	4 & 5m	1.06	100% Jute	Yes	£24.83	£54.55
	Seagrass Natural <i>Suitable for; Bedroom, Dining Room and Lounge</i>	Essentials	4m	1.5	100% Seagrass	Yes	£16.00	£33.60
	Seagrass Superior <i>Suitable for; Bedroom, Dining Room and Lounge</i>	Essentials	4m	1.7	100% Seagrass	Yes	£19.70	£41.40
	Seagrass Buckingham Basketweave <i>Suitable for; Bedroom, Dining Room and Lounge</i>	Essentials	4m	1.7	100% Seagrass	Yes	£18.90	£39.70
	Seagrass Balmoral Basketweave <i>Suitable for; Bedroom, Dining Room and Lounge</i>	Essentials	4m	1.7	100% Seagrass	Yes	£20.20	£42.45
	Seagrass Herringbone <i>Suitable for; Bedroom, Dining Room and Lounge</i>	Essentials	4m	1.7	100% Seagrass	Yes	£16.35	£34.35
	Seagrass Fine Herringbone <i>Suitable for; Bedroom, Dining Room and Lounge</i>	Essentials	4m	1.7	100% Seagrass	Yes	£20.20	£42.45
	Sisal Bouclé <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Essentials	4 & 5m	1.2	100% Sisal	Yes	£24.59	£53.10
	Sisal Super Bouclé <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Essentials	4m	1.2	100% Sisal	Yes	£27.89	£58.60
	Sisal Basketweave <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Essentials	4m	1.2	100% Sisal	Yes	£30.86	£64.80
	Sisal Bubbleweave <i>Suitable for; Bedroom, Dining Room and Lounge</i>	Essentials	4m	1.7	100% Sisal	Yes	£36.17	£75.95
	Sisal Kayal <i>Suitable for; Bedroom, Dining Room, Stairs and Lounge</i>	Essentials	4 & 5m	1.11	100% Sisal	Yes	£36.17	£75.95
	Sisal Herringbone <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Essentials	4 & 5m	1.7	100% Sisal	Yes	£27.74	£58.45
	Sisal Hopscotch <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Essentials	4m	1.7	100% Sisal	Yes	£34.04	£72.15
	Sisal Malay <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Essentials	4 & 5m	1.7	100% Sisal	Yes	£28.22	£59.75
	Sisal Panama <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Essentials	4 & 5m	1.7	100% Sisal	Yes	£28.31	£59.85
	Sisal Tweed <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Essentials	4 & 5m	1.7	100% Sisal	Yes	£29.06	£61.55
	Woosie <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Naturals	4m	1.05	70% Sisal & 30% Wool	Yes	£32.21	£67.65

faux:

Product Range	Product Family	Width	TOG	Fibre	Moth Resistant	Price per M ²	RRP inc VAT
 Anywhere <i>Suitable for; Well just about anywhere!</i>	Essentials	4m	0.4	100% Polypropylene	Yes	£25.49	£53.55
 Anywhere Ca-rPET Bouclé <i>Suitable for; Well just about anywhere!</i>	Essentials	4 & 5m	0.8	100% Recycled PET	Yes	£25.49	£53.55
 Anywhere Ca-rPET Herringbone <i>Suitable for; Well just about anywhere!</i>	Essentials	4 & 5m	0.9	100% Recycled PET	Yes	£25.49	£53.55
 Anywhere Ca-rPET Panama <i>Suitable for; Well just about anywhere!</i>	Essentials	4 & 5m	1.35	100% Recycled PET	Yes	£25.49	£53.55
 Anywhere Ca-rPET Diamond <i>Suitable for; Well just about anywhere!</i>	Essentials	4 & 5m	NT	100% Recycled PET	Yes	£25.49	£53.55
  Velvet Ca-rPET <i>Suitable for; Bedroom, Dining Room, Lounge and Home Office</i>	Essentials	4m	1.10	100% Recycled PET	Yes	£29.98	£62.96
  Echo-CoRE <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Faux	4m	2.25	100% Polyester	Yes	£46.36	£97.36
 Plush Velvet <i>Suitable for; Bedroom, Dining Room, Lounge and Home Office</i>	Faux	4 & 5m	1.47	100% Polyester	Yes	£54.00	£113.25
 Plush Sheer <i>Suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office</i>	Faux	4 & 5m	1.03	100% Polyester	Yes	£54.00	£113.25

clearance:

Product Range	Product Family	Width	TOG	Fibre	Moth Resistant	Price per M ²	RRP inc VAT
 Wool Knot <i>Suitable for; Bedroom, Dining Room, Lounge and Home Office</i>	Chunky	4 & 5m	2.2	100% Undyed Wool	Yes	£32.33	£89.46
 Wool Herringbone Zig Zag Mushroom <i>Suitable for; Bedroom, Dining Room, Stairs and Lounge</i>	Essentials	4 & 5m	0.96	100% Wool	Yes	£28.18	£67.05
 Wool Herringbone Zig Zag Portabella <i>Suitable for; Bedroom, Dining Room, Stairs and Lounge</i>	Essentials	4 & 5m	0.96	100% Wool	Yes	£28.18	£67.05
 Plush Stripe <i>Suitable for; Bedroom, Dining Room, Lounge and Home Office</i>	Faux	4 & 5m	1.13	100% Polyester	Yes	£43.42	£113.25

Please note: Colour and width availability subject to remaining stock. Please contact Alternative HQ on 01264 335111 to check.

accessories

INTEC Stain Inhibitor - INTEC our solvent free stain inhibitor is recommended on all floor coverings. (Please visit our website for more information).

Price per M²
£2.00

RRP inc VAT per M²
£5.00

Natural Flooring Care Kit - For liquid spills the Natural Flooring Care Kit can be purchased. The care kit comprises of a dry sponge compound, a spot remover and comprehensive instructions. Carriage is included. Care and cleaning kits can be purchased from the Alternative website.

Single ex VAT
£38.24

RRP inc VAT
£45.90

6 kits ex VAT
£128.22

merchandising

Small samples

Large samples 30cm x 30cm

Quirky samples 17cm x 17cm

Quirky large samples

Whipped sample

Stock cutting 15cm x 15cm

Unit Price ex VAT

foc

£6.67

£2.50

£8.33

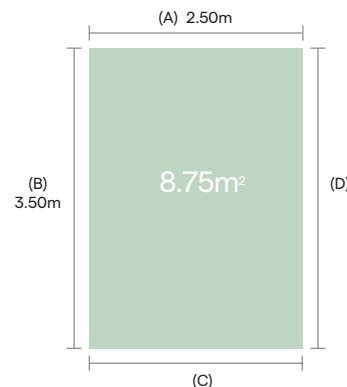
£5.00

£10.00



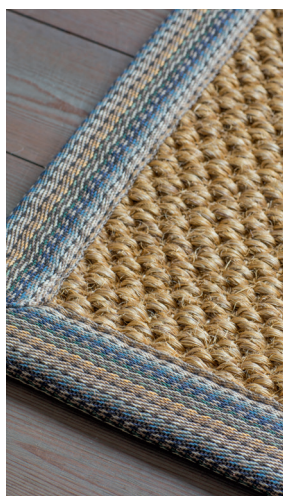
Calculating the cost of a custom made rug or runner

1. Calculate the total area in square metres (M2) - multiply (A) by (B):
eg. 2.50 x 3.50 = 8.75 (M2)
2. Multiply the (M2) by the (M2) price for the chosen flooring:
eg. 8.75 M2 x £16.00 (AFC2101 Seagrass Natural) = £140.00
3. Calculate total perimeter of the rug in linear metres (LM) - (A) + (B) + (C) + (D):
eg. 2.50 + 3.50 + 2.50 + 3.50 = 12.00 (LM)
4. Multiply the total perimeter by the binding price:
eg. 12.00 LM x £11.32 for cotton binding = £135.84
5. Add the square metre cost to the binding cost:
eg. £140.00 + £135.84 = £275.84



As a rule we always take the longest measurement to be the length unless otherwise advised. All leather borders are cut from the hide. Joins in the borders are to be expected.

Additional charges for custom made rugs: Rugs and runners less than 2 metres in width are subject to a surcharge of 25%. For enquiries on rugs and runners over 7 metres in length, over 25 square metres or unusual shapes, eg. 'L' shapes please contact Alternative HQ.



Border Widths

	Single Bound Trade Price (LM)	Single Bound RRP inc VAT (LM)	Double Bound* Trade Price (LM)	Double Bound* RRP inc VAT (LM)
Cotton 50mm or 30mm	£11.32	£22.64	£17.75	£35.49
Cotton Herringbone 50mm	£11.32	£22.64	£17.75	£35.49
Linen 50mm	£11.32	£22.64	£17.75	£35.49
Anywhere 50mm	£11.32	£22.64	N/A	N/A
Constellation 50mm	£11.32	£22.64	N/A	N/A
Tramlines 50mm	£17.07	£34.15	£22.64	£45.28
Blur 50mm	£17.07	£34.15	£22.64	£45.28
Twill 50mm	£17.07	£34.15	£22.64	£45.28
Chequers 50mm	£17.07	£34.15	£22.64	£45.28
Stripes 50mm	£17.07	£34.15	£22.64	£45.28
Herringbone 50mm	£17.07	£34.15	£22.64	£45.28
Rainbow 50mm	£17.07	£34.15	£22.64	£45.28
Faux Leather 50mm	£17.07	£34.15	N/A	N/A
Leather 50mm	£25.08	£50.17	N/A	N/A
Standard Whipped Edge	£5.84	£11.68	N/A	N/A
Dolly Mixtures Whipped Edge	£7.23	£14.46	N/A	N/A

Additional Border Options: Standard Single Border Width: 50mm; 30mm available on Cotton only.

Double border: Total width 70mm. Double wide border: Total width 100mm, available on request. *Double Bound: Subject to product limitations. The inside border must be a Cotton (not Cotton Herringbone) or Piping. For queries please contact Alternative HQ on 01264 335111.



alternative flooring



Scan the above QR code to Sign In

Make Life Easier... Register to use Alternative's Trade Hub to order samples and carpet 24/7:

- Order carpets, rugs & runners
- Order remnant and sundry rugs
- Access price lists as PDF's and Excel formats
- Access lifestyle imagery*
- Order samples for you or your customer
- Rug quotes with the price you will pay
- Full technical specifications

* Subject to account status

Delivery Charges

Delivery charges are as follows:

Standard delivery is 7 - 10 working days after date of despatch. Orders less than £150 + VAT in value will attract a carriage charge of £42.85. Deliveries ex-mainland, the Highlands and Islands will incur an extra charge please contact Alternative HQ. Please note: This is a single person kerbside delivery. If our delivery has been confirmed with you and we try to deliver but are unsuccessful, a failed delivery charge may be applied.

Installation & Technical Information

All our plant fibre floor coverings should be installed by a specialist carpet fitter, using the correct fitting procedures. Comprehensive installation guides are available on the Trade Hub on the Alternative website. Should you require immediate assistance our helpline number +44 (0)7747 863 415 will connect you to Mike Whale our consultant NICF Master Fitter. Further technical information on each of our products is available online and via our Trade Hub. This includes thermal resistances, pattern repeats and pile heights if applicable.

www.alternativeflooring.com

The Alternative Flooring Company Ltd, 4 Stephenson Close, East Portway, Andover, Hampshire SP10 3RU.
t: 01264 335111 e: hello@alternativeflooring.com

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