

Trade Prices

WOOL | SEAGRASS | COIR | JUTE | SISAL



Creative Floorcoverings & Rugs by

CRUCIAL TRADING

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.

	Trade price	Suggested retail price inc. VAT
INTEC Stain Inhibition Treatment	£1.33/m ²	£3.62/m ²

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.

Crucial Trading Stain Removal & Cleaning Set	£15.00	£30.00
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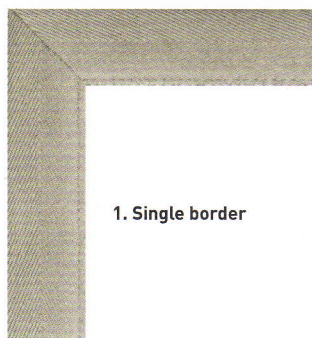
CUSTOM MADE RUGS

Each floorcovering can be made into a custom made rug.

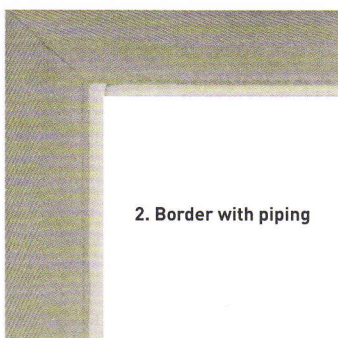
We can create rugs to your design requirements in any size to a maximum of 7m x 5m (subject to the width of the floorcovering).

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

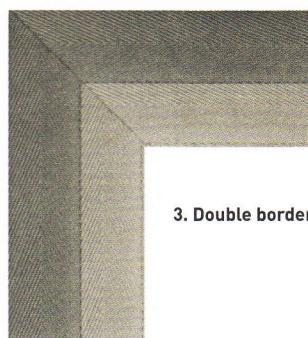
BORDER OPTIONS



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 Picallo)	£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

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:

Calculate the area of the broadloom to be used in square metres.

$$2.45\text{m} \times 1.50\text{m} = 3.67\text{m}^2$$

$$\text{Sisal Small Boucle Classics @ } £20.98\text{m}^2 = \mathbf{£76.99} \quad (3.67 \times 20.98)$$

Then price the border:

Calculate the length of the border(s) required (perimeter of rug) in linear metres.

$$2 \text{ sides @ } 2.45\text{m} + 2 \text{ sides @ } 1.5\text{m} = 7.9 \text{ linear metres}$$

$$\text{Cotton Herringbone border @ } £8.09/\text{lm} = \mathbf{£63.91} \quad (7.9 \times 8.09)$$

Total price of the rug:

Add the two amounts together to find the rug price.

$$\text{Broadloom @ } £76.99 + \text{Border @ } £63.91 = \mathbf{£140.90}$$

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

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

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
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 Cotton Herringbone border will be 110mm.

[†] 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.

Important information about our floorcovering

Natural floorcoverings made from natural fibres such as coir, jute, seagrass, sisal and wool provide the perfect base for creating the most beautiful and inviting rooms. Each of these natural and sustainable materials has its own unique properties. This is why Crucial Trading advises retailers and their customers to read through all the information in our *Essential Guide to Natural Floorcovering* prior to purchasing and installing the chosen product.



A full copy of the guide can be found at crucial-trading.com/essential-guide-to-natural-floorcovering/.

To ensure longevity and the best performance from your natural floorcovering and for our full support, you need to:

- Choose the right product for your particular needs. All natural plant fibre floorcoverings should be used with caution in high-moisture areas such as the kitchen and bathroom. Jute is best confined to low-traffic areas where it will wear well.
- Ensure your chosen product is fitted by a specialist, using the correct installation methods and products.
- Seaming: If seams are required it is advisable that they are discussed prior to purchasing. Due to the varied nature of our products some of our products will join more easily and neatly than others; what is an acceptable join appearance is subjective and will vary from customer to customer.
- Tackle any spills as quickly as possible, using our Crucial Trading Stain Removal & Cleaning Set.
- Use suction-only vacuum cleaners and avoid cleaners with beater bars which may cause damage to the fibres

Because our products are made from natural materials there will always be slight variations in the yarn, weave and colour which are all part of the aesthetic charm of a natural floor. During its lifetime, your floorcovering will naturally lighten in colour.

If you look after your Crucial Trading product in the right way, you will have a floorcovering that is truly special with excellent performance.

To get you started please see below for our quick reference guide to the natural floorcoverings available.

Coir

All our coir products are produced by an authentic natural route. The hand-processed fibre which is considered to be superior in quality to mechanical processed fibre, is spun into yarn and then woven on hand-operated looms. Our coir range features basic hand-woven designs in natural coconut colour and bleached cream. Coir is a hygroscopic fibre and can absorb water under humid conditions so it is advisable to avoid areas of high moisture.

Jute

We offer a selection of jute floorcoverings including fineweave herringbone and boucle in natural shades. Jute is an unusually hygroscopic fibre and can absorb water under humid conditions so it is advisable to avoid areas of high moisture. We recommend our jute for light use only.

Seagrass

Crucial Trading pioneered the use of seagrass as a natural stylish and hardwearing floorcovering. There is a selection of different woven designs in the range, from the original natural colour to a natural seagrass warp and with a different coloured sisal weft yarn. Seagrass is a natural product and it is possible that if laid in areas of high humidity or dampness mould or mildew can form on the fibre. Normally this can be brushed off when it is dry.

Sisal

We offer a wide range of sisal products in different qualities, styles and weaves including herringbone, plaid and boucle. The different ranges reflect the differences in the quality of the fibre, the weave and consequently the price. Sisal absorbs moisture readily and floorcoverings made with sisal can shrink. Care must therefore be taken when installing the product. Sisal floorcoverings should be conditioned in the area which they are to be laid for at least 48 hours.

Wool

We have developed a unique range of exciting and texturally interesting floorcovering which will complement both modern and classic design concepts. Specify INTEC stain inhibition treatment, which we will take care of before the flooring is delivered. INTEC works by coating every fibre in a polymer shield, which reduces the impact of spills and watermarks

For more information on any of the above or for installation and maintenance advice please refer to our full guide at crucial-trading.com/essential-guide-to-natural-floorcovering/.

CRUCIAL TRADING Trade Prices

BROADLOOM, RUGS & BORDERS APRIL 2015

Head Office: Crucial Trading, Gorsey Lane,
Coleshill, Birmingham, B46 1JU

Sales: Tel: 01675 433 505 Fax: 01675 433 521

Brochures and Samples: Tel: 01562 743 747

Website: www.crucial-trading.com



8th April 2015

Dear Crucial Trading Retailer

Thank you for your continued support throughout the last year. 2014 saw the launch of several great new ranges including our Wool Fabulous, 100% New Zealand Wool with a striking chevron design available in not only five different colour ways but also across 2 design scales.

This year our sales team will also be presenting to you more great new ranges that we have to offer which include

Wool Alaska – 100% Wool, Available in 4m

Wool Passion – 100% Wool, Available in 5m

Wool Storm – 100% Wool, Available in 4m & 5m

Wool Oasis – 100% Wool, Available in 4m & 5m


Sisool Plaid – 80% Sisal & 20% Wool, Available in 4m

Sisal Grand Herringbone – 100% Sisal, Available in 4m

We have also been adding some new colours to our old favourites Wool Mississippi and Wool Chicago

Your Business Development Managers will shortly be presenting the new ranges to you, starting with Storm, Oasis and the new colours of Mississippi. This will then shortly be followed by the other ranges.

Our aim is to have your stands fully updated as soon as possible.

In addition to finding the new ranges within your price list we have also included some information for your reference. You will notice a moth symbol  has now appeared next to some of our wool ranges, this is to indicate which of them have been made moth resistant*, and on the back of the price list is a quick reference guide to our natural floorcoverings, a full copy of the guide can be found at,

crucial-trading.com/essential-guide-to-natural-floorcovering.

P.O. Box 10469
Birmingham
West Midlands
B46 1WB

Sales Tel: 01675 433 505

Sales Fax: 01675 433 521

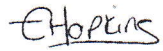
Brochure/Sample Request Tel: 01562 743 747

E-mail: enquiries@crucial-trading.com Website: www.crucial-trading.com

The only increase within the price list is on our Jute products, and this will be effective as of 20th April 2015

If you have any queries or would like to discuss future business opportunities with us, please contact your
Business Development Manager

Yours Sincerely

A handwritten signature in black ink that reads "Emma Hopkins". The signature is written in a cursive style with a horizontal line underlining the name.

Emma Hopkins

Marketing Manager

*Wool Lustre is not moth resistant