

CRUCIAL TRADING

Where Inspiration Begins



10th April 2018

Dear Crucial Trading Retailer

Thank you for your continued support throughout the last year.

During 2017 we introduced four new ranges to our collection, Wool Alpine, Wool Buttercup, Wool Pride and Sisool Twine. Alongside our four new ranges we also launched five new colours to our ever popular Sisal Oriental range.

New Ranges 2018

2018 has already seen the first of our new launches including Sisool Rock and Wool Snug, with more to follow shortly.

Sisool Rock - 75% Sisal & 25% Wool, 4 colourways, 4m width

Wool Snug – 100% Wool, 6 colourways, 5m width

The pricing of all of the new products can be found on your new 2018 price list which is enclosed.

The New price list comes into effect as of 1st May 2018

Other News

Business 2 Business Website

www.crucial-trading-sales.com

On the reverse of your price list there is a handy little box for a user name and password. This is for our B2B website which may have already been mentioned to you by your Business Development Manager. It is a website set up and designed with you in mind. It allows you to be able to check stock, place orders, view your account details/history and much more all from the comfort of your own office/home at a time that suits you.

All you need to do is speak to your Business Development Manager to sign you up.

Gorsey Lane • Coleshill • Birmingham • B46 1JU

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

Spring Offers

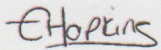
Enclosed with your new price list is a copy of our current spring offers that we are running. We have offers on a selection of Wool and Sisal products including Wool Oasis, Sisal Harmony Herringbone and Harmony Boucle. These offers are on now and will run until 31st May 2018.

To view images of all the products that are on offer please visit www.crucial-trading.com/springoffers.

We would like to take this opportunity to thank you for your continued support throughout 2017, and hope we can continue to grow our relationship in 2018.

If you have any queries or would like any more information on any of the above please speak to your Business Development Manager who will be happy to help.

Yours Sincerely



Emma Hopkins
Marketing Manager

SPRING OFFERS

CRUCIAL TRADING
Where Inspiration Begins

DESIGN	REFERENCE NUMBER	WIDTHS AVAILABLE	TRADE PRICE £m ²	TRADE SALE PRICE £m ²	SUGGESTED RETAIL PRICE (Inc.VAT)	SUGGESTED RETAIL SALE PRICE m ² (Inc.VAT)
WOOL						
Indulgent	IN500	5	71.72	20.00	144.00	40.00
	IN505	5	71.72	20.00	144.00	40.00
Lustre	LU101	4	24.26	10.00	49.00	20.00
	LU103	4	24.26	10.00	49.00	20.00
Moloko	WO906	4	57.61	10.00	116.00	20.00
	WO907	4	57.61	10.00	116.00	20.00
	WO908	4	57.61	10.00	116.00	20.00
	WO909	4	57.61	10.00	116.00	20.00
Monsoon	MS100	5	64.88	35.00	129.00	70.00
	MS101	5	64.88	35.00	129.00	70.00
	MS102	5	64.88	35.00	129.00	70.00
Oasis	OA100	4 & 5	49.29	30.00	99.00	60.00
	OA101	4 & 5	49.29	30.00	99.00	60.00
	OA102	4 & 5	49.29	30.00	99.00	60.00
	OA103	4 & 5	49.29	30.00	99.00	60.00
	OA104	4 & 5	49.29	30.00	99.00	60.00
	OA105	4 & 5	49.29	30.00	99.00	60.00
	OA106	4 & 5	49.29	30.00	99.00	60.00
	OA107	4 & 5	49.29	30.00	99.00	60.00
Romeo	RE300	5	49.29	30.00	99.00	60.00
	RE302	5	49.29	30.00	99.00	60.00
	RE304	5	49.29	30.00	99.00	60.00
Shimmer	WSH21	5	49.29	25.00	99.00	50.00
	WSH22	5	49.29	25.00	99.00	50.00
	WSH23	5	49.29	25.00	99.00	50.00
	WSH24	5	49.29	25.00	99.00	50.00
Wilton Vogue	V3124	4	71.53	30.00	143.00	60.00
	V3125	4	71.53	30.00	143.00	60.00
	V3126	4	71.53	30.00	143.00	60.00
	V3127	4	71.53	30.00	143.00	60.00
Sisal						
Basket	T300	4	34.38	15.00	69.00	30.00
	T301	4	34.38	15.00	69.00	30.00
	T308	4	34.38	15.00	69.00	30.00
Herringbone	E401	4	33.47	10.00	67.00	20.00
Harmony Herringbone	All	5	33.47	20.00	67.00	40.00
Hamony Boucle	All	5	24.02	15.00	49.00	30.00

All products available while stocks last on a first come first served basis. All goods are sold subject to availability.

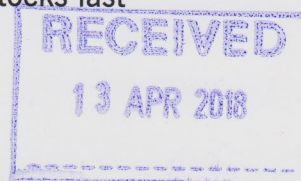
To view our spring offers and order samples please visit crucial-trading.com/springoffers

Offers are available until 31st May 2018 while stocks last

CRUCIAL TRADING

Where Inspiration Begins

Crucial Trading, Gorse Lane, Coleshill, Birmingham B46 1JU
Enquiries: 01675 433 505 Brochures & Samples: 01562 743 747
www.crucial-trading.com



RECEIVED

13 APR 2018

TRADE PRICES

May 2018



CRUCIAL TRADING
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DESIGN

REFERENCE NUMBER

WIDTHS AVAILABLE

TRADE PRICE CUT/m²

TRADE PRICE ROLLS/m²

SUGGESTED RETAIL /m² INC.VAT

All prices are excluding VAT except Suggested Retail Prices

SISAL

Aztec	SZ750 SZ751 SZ752 SZ753	4m	£60.63	£54.57	£121.00
Bali	CB250 CB251 CB252 CB253	4m	£48.14	£43.33	£96.00
Big Boucle Accents	E658 E659 E680	4m & 5m	£31.99	£28.79	£64.00
Big Boucle Classics	E312 E313	4m	£31.99	£28.79	£64.00
City	CY302 CY305 CY306 CY307 CY308 CY309	5m	£38.59	£34.73	£77.00
Divine	SD100 SD101 SD102 SD103 SD104 SD105 SD106	4m	£55.58	£50.02	£111.00
Grand Herringbone	GH100 GH101 GH102 GH103 GH104 GH105	4m	£45.90	£41.31	£92.00
Harmony Boucle	HB250 HB251 HB252 HB253 HB254 HB255 HB256 HB257 HB258 HB259 HB260 HB261 HB262 HB263 HB264 HB265	5m	£24.50	£22.05	£50.00
Harmony Herringbone	HH250 HH251 HH252 HH253 HH254 HH255 HH256 HH257 HH258 HH259 HH260 HH261 HH262 HH263 HH264 HH265	5m	£34.14	£30.73	£68.00
Harry	D704 D705 D706	4m	£49.38	£44.44	£99.00
Herringbone	E110 E400 E402 E403 E405	4m	£34.14	£30.73	£68.00
Malawi	SM100 SM101 SM102 SM103 SM104 SM105	4m & 5m	£45.90	£41.31	£92.00
Oriental	E100 E101 E102 E108 E109 E111 E112 E113 E114 E115	4m & 5m	£34.14	£30.73	£68.00
Panama New Champagne	E220 E221 E222 E223	4m	£28.76	£25.89	£58.00
Sahara	SA100 SA101 SA102 SA103	4m	£39.35	£35.42	£78.00
Small Boucle Accents	C658 C659 C714 C715 C716 C719 C858	4m & 5m	£24.50	£22.05	£50.00
Small Boucle C	CC981 CC982 CC983 CC988 CC989	4m	£31.06	£27.95	£62.00
Small Boucle Classics	C653 C654	4m & 5m	£24.50	£22.05	£50.00
Small Boucle L	CL231 CL232	5m	£37.17	£33.45	£74.00

COIR

Boucle Natural	BN	3.94m & 5m	£14.09	£12.68	£29.00
Herringbone Natural	HBN	3.94m & 5m	£11.22	£10.10	£23.00
Panama Natural	PN	3.94m & 5m	£10.72	£9.65	£22.00

JUTE

All Jute comes with INTEC Statin inhibition treatment

Herringbone	JT900	4m	£22.96	£20.66	£46.00
Jhutex	JT700	4m	£22.96	£20.66	£46.00
Ju-Tweed	JT803	4m	£22.96	£20.66	£46.00

SEAGRASS

Basketweave	SBW	4m	£22.77	£20.49	£45.00
Herringbone Accents	SGH/2	4m	£19.85	£17.86	£40.00
Herringbone Classic	SGH	4m	£18.32	£16.49	£37.00
Fine SG Basketweave	FSBW	4m	£16.75	£15.07	£34.00
Fine SG Herringbone	FSGH	4m	£16.75	£15.07	£34.00
Fine Seagrass	FSG	4m	£15.37	£13.83	£31.00
Original	SG	4m	£14.36	£12.93	£30.00

WOOL

➤ Affluence	AF420 AF421 AF422 AF423 AF425	4m & 5m	£41.63	£37.46	£84.00
➤ Alaska	AL202 AL203 AL204 AL205 AL206	4m	£80.22	£72.20	£160.00
➤ Alpine New	WA500 WA501 WA502 WA503 WA504 WA505	4m	£45.00	£40.50	£90.00
➤ Audrey	WFS1 WFS2 WFS3 WFS4 WFS5 WFS6 WFS7 WFS8	4m	£80.79	£72.71	£160.00
➤ Biscayne	BS100 BS101 BS102 BS103 BS104 BS105 BS106 BS107 BS108 BS109 BS110 BS111	5m	£39.61	£35.65	£79.00
➤ Biscayne Plain New Colours	BS114 BS116 BS117 BS118 BS119 BS120 BS121	5m	£39.61	£35.65	£79.00
➤ Buttercup New	WB100 WB101 WB102 WB103 WB104 WB105	5m	£51.00	£45.90	£102.00
➤ Chicago	CH705 CH706 CH708 CH709	4m	£58.76	£52.89	£117.00
➤ Coast	CS900 CS901 CS904 CS905 CS907	4m	£28.52	£25.67	£58.00
➤ Enchanted	WE100 WE101 WE102 WE103 WE104	5m	£55.46	£49.91	£111.00
➤ Fabulous	WFN500 WFN501 WFN502 WFN503 WFN504 WFN600 WFN601 WFW602 WFW603 WFW604	5m	£79.25	£71.33	£157.00
➤ Grace	WG100 WG101 WG102 WG103 WG104 WG105	5m	£57.30	£51.57	£114.00
➤ Indulgent	IN501 IN502 IN503 IN504 IN506	5m	£73.15	£65.84	£147.00
➤ Jasmine	WJ200 WJ201 WJ202 WJ203 WJ204	5m	£32.95	£29.65	£66.00
➤ Linen n Wool	WL775 WL776 WL777 WL778 WL779	4m	£52.52	£47.27	£105.00
➤ Mississippi	WS100 WS101 WS102 WS108 WS110 WS111 WS112 WS113 WS114 WS115 WS118 WS119 WS120 WS121 WS122 WS123	4m	£38.34	£34.51	£77.00
➤ Mississippi Premium	MP108 MP110 MP112 MP113 MP114 MP115 MP120 MP121 MP123 MP124	1m, 4m & 5m	£51.09	£45.98	£102.00
➤ Opal	OP301 OP302 OP303 OP304 OP305 OP306	4m & 5m	£28.37	£25.53	£58.00
➤ Oregon / Oregon Stripe	VP100 VP101 VP102 VP103 VP104 VS100 VS101 VS102 VS103 VS104	4m	£28.93	£26.04	£58.00
➤ Passion	WP501 WP502 WP503 WP504 WP505	5m	£71.62	£64.46	£144.00
➤ Pride New	WP350 WP351 WP352 WP353	4m	£58.65	£52.79	£117.00
➤ Rustica	RU100 RU101 RU102 RU103 RU104	5m	£45.12	£40.61	£92.00
➤ Serenity	SE100 SE101 SE102 SE103 SE104 SE105	4m	£27.81	£25.02	£56.00
➤ Sisool Masai	M601 M602 M603 M604 M606 M607	4m	£65.76	£59.18	£131.00
➤ Sisool Plaid	SP300 SP301 SP302 SP303 SP304	4m	£60.63	£54.57	£121.00
➤ Sisool Rock New	SR400 SR401 SR402 SR403	4m	£60.73	£54.66	£121.00
➤ Sisool Tric	M805 M806 M807 M808 M809	4m	£62.45	£56.21	£125.00
➤ Sisool Twine New	ST300 ST301 ST302 ST303	4m	£62.40	£56.16	£125.00
➤ Snug New	SN500 SN501 SN502 SN503 SN504 SN505	5m	£67.50	£60.75	£135.00
➤ Spirit	WST300 WST301 WST302 WST303* WST304	4m	£29.73	£26.76	£59.00
➤ Storm	WS800 WS801 WS802 WS803 WS804 WS805 WS806	4m & 5m	£24.87	£22.38	£50.00
➤ Treasure	WT500 WT501 WT502 WT503 WT504	4m & 5m	£41.63	£37.46	£84.00
➤ Wilton Panache	P3123 P3124 P3125 P3126 P3127 P3128 P3129	4m	£72.96	£65.66	£146.00
➤ Wilton Svelte	SV3123 SV3124 SV3125 SV3126 SV3127 SV3128 SV3129	4m	£72.96	£65.66	£146.00

UNDERLAY

Vital - 6.5 double stick	15.07m ² per roll	£64.80	130.00
Vital - 9.0 double stick	10.96m ² per roll	£60.28	121.00
Vital - 11.0 Combination	10m ² per roll	£51.00	102.00

Broadloom average roll lengths - Wool 25m and others 30m.

Cutting charge on roll lengths - £5.00 per cut

➤ These ranges are moth resistant

Item codes marked in bold are available in 4 & 5m. The rest of the range is available in 4m only

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	£3.50/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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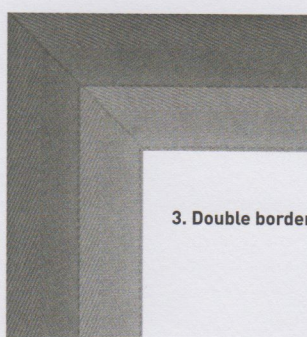
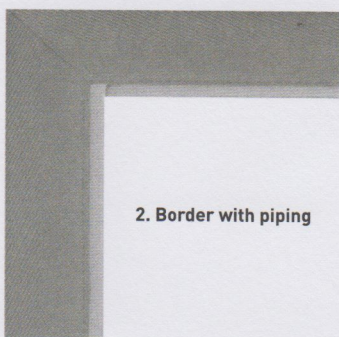
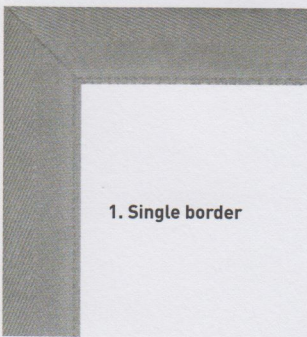
CUSTOM MADE RUGS

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



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	£8.50	£17.00	£12.31	£25.00	£24.72	£50.00
Leather* & Suede*	£18.89	£38.00	£24.72	£50.00	£29.28	£60.00

*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.

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

$$\text{Sisal Small Boucle Classics @ } £24.50\text{m}^2 = \text{£}89.91 \text{ (} 3.67 \times £24.50 \text{)}$$

Then price the border:

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

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

$$\text{Cotton Herringbone border @ } £8.50/\text{lm} = \text{£}67.15 \text{ (} 7.9 \times £8.50 \text{)}$$

Total price of the rug:

Add the two amounts together to find the rug price.

$$\text{Broadloom @ } £89.91 + \text{Border @ } £67.15 = \text{£}157.06$$

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
Cotton Picallo	55mm
Leather and Suede	55mm
Linen Basketweave	55mm
Linen Boucle	55mm
Linen Twill	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. Due to the natural properties of sisal, Crucial Trading cannot guarantee that shrinkage will not occur. Care must therefore be taken when installing the product.

Wool

Wool is a very versatile fibre and can be dyed to a wide variety of shades from pale pastels to deep rich shades. We have developed a unique range of exciting and texturally interesting floorcovering which will complement both modern and classic design concepts.

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 and Custom Made Rugs May 2018

Head Office: Crucial Trading, Gorse 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

B2B website: www.crucial-trading-sales.com

username:

password:

