



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.

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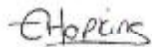
Member of HFD Ltd.

Registered Office: Gorsy Lane, Colehill, Birmingham B46 1JU, England. Registered in England No. 2674152

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



Emma Hopkins
Marketing Manager

*Wool Lustre is not moth resistant

A photograph of a living room. In the center is a fireplace with a white marble mantel and a black arched opening. Above the mantel is a large, ornate, white-framed mirror. To the left of the fireplace is a small white table with a lamp. To the right is a long, white, distressed console table with two candelabras. The floor is covered in a large, multi-colored striped rug with vertical stripes in shades of green, yellow, pink, and white. The walls are light-colored and have some framed pictures.

Trade Prices

WOOL | SEAGRASS | COIR | JUTE | SISAL

Creative Floorcoverings & Rugs by
CRUCIAL TRADING

DESIGN	REFERENCE NUMBER	WIDTHS AVAILABLE	TRADE PRICE CUT/m ²	TRADE PRICE ROLLS/m ²	SUGGESTED RETAIL PRICE /m ² INC.VAT
SISAL					
Aztec	SZ750 SZ751 SZ752 SZ753	4m	£50.00	£45.00	£100.00
Bali	CB250 CB251 CB252 CB253	4m	£39.37	£35.43	£79.00
Basket	T300 T301 T308	4m	£30.03	£27.03	£60.00
Big Boucle Accents	E658 E659 E680 E684	4m & 5m	£27.39	£24.65	£55.00
Big Boucle Classics	E311 E312 E313	4m	£27.39	£24.65	£55.00
Big Boucle Titan	D592 D593	4m	£27.39	£24.65	£55.00
City	CY301 CY302 CY303 CY304 CY305 CY306 CY307 CY308 CY309 CY310	5m	£31.83	£28.65	£64.00
Grand Herringbone New	GH100 GH101 GH102 GH103 GH104 GH105	4m	£37.85	£34.07	£75.00
Harry	D704 D705 D706 D707	4m	£42.29	£38.06	£85.00
Herringbone	E110 E400 E401 E402 E403 E404 E405	4m	£29.24	£26.32	£58.00
Linen	C7100 C7101 C7102 C7103	4m	£29.02	£26.12	£58.00
Malawi	SM100 SM101 SM102 SM103 SM104 SM105	4m & 5m	£37.85	£34.07	£75.00
Mysia	MY100 MY101 MY102 MY103 MY104	4m	£27.04	£24.34	£54.00
Oriental	E100 E101 E102 E108 E109	4m & 5m	£29.24	£26.32	£59.00
Panama New Champagne	E220 E221 E222 E223	4m	£24.43	£22.17	£50.00
Sahara	SA100 SA101 SA102 SA103	4m	£32.45	£29.20	£65.00
Small Boucle Accents	C658 C659 C714 C715 C716 C719 C858	4m & 5m	£20.98	£18.88	£42.00
Small Boucle C	CC981 CC982 CC983 CC987 CC988 CC989	4m	£26.40	£23.94	£53.00
Small Boucle Classics	C651 C653 C654 C656	4m & 5m	£20.98	£18.88	£42.00
Small Boucle L	CL231 CL232	5m	£31.83	£28.64	£64.00
Togo	TG450 TG451 TG452 TG453	4m	£45.83	£41.25	£92.00
COIR					
Boucle Bleached	BB	3.94m	£13.25	£11.94	£27.00
Boucle Natural	BN	3.94m & 5m	£12.55	£11.29	£25.00
Herringbone Bleached	HBB	3.94m	£10.00	£9.01	£20.00
Herringbone Natural	HBN	3.94m & 5m	£10.00	£9.01	£20.00
Panama Bleached	PB	3.94m	£10.00	£9.01	£20.00
Panama Natural	PN	3.94m & 5m	£9.55	£8.60	£19.00
JUTE					
All Jute comes with INTEC Statin inhibition treatment					
Herringbone	JT900	4m	£20.47	£18.42	£41.00
Jhutex	JT700	4m	£20.47	£18.42	£41.00
Ju-Tweed	JT803	4m	£20.47	£18.42	£41.00
SEAGRASS					
Basketweave	SBW	4m	£19.50	£17.56	£39.00
Herringbone Accents	SGH/2	4m	£17.00	£15.34	£34.00
Herringbone Classic	SGH	4m	£15.69	£14.12	£31.00
Fine SG Basketweave	F5BW	4m	£14.34	£12.91	£29.00
Fine SG Herringbone	F5GH	4m	£14.34	£12.91	£29.00
Fine Seagrass	F5G	4m	£13.16	£11.84	£26.00
Original	SG	4m	£12.30	£11.08	£25.00
Premium New	SGP	4m	£14.15	£12.74	£28.00
Sobai	SS100	4m	£19.43	£17.48	£39.00
WOOL					
Alfluence	AF420 AF421 AF422 AF423 AF424 AF425 AF426	4m & 5m	£35.00	£31.50	£70.00
Alaska New	AL202 AL203 AL204	4m	£70.00	£63.00	£140.00
Alluring / Alluring Stripe	DP100 DP101 DP102 DP103 DP104 DS100 DS101 DS102 DS103 DS104	4m	£27.50	£24.75	£55.00
Audrey	WF51 WF52 WF53 WF54	4m	£70.50	£63.45	£140.00
Biscayne	BS100 BS101 BS102 BS103 BS104 BS105 BS106 BS107 BS108 BS109 BS110 BS111 BS112 BS113 BS114 BS115 BS116 BS117 BS118 BS119	5m	£36.25	£32.60	£73.00
Boston	WB700 WB701 WB702 WB703 WB705 WB707	5m	£48.39	£43.55	£97.00
Chicago	CH702 CH703 CH705 CH706 CH708 CH709 CH710	4m	£51.28	£46.15	£103.00
Coast	CS900 CS901 CS902 CS903 CS904 CS905	4m	£24.89	£22.40	£50.00
Fabulous New	WFN500 WFN501 WFN502 WFN503 WFN504 WFN600 WFN601 WFN602 WFN603 WFN604	5m	£70.50	£63.45	£140.00
Fuji	FU100 FU101 FU102 FU103 FU104 FU105	5m	£51.98	£46.78	£104.00
Indulgent	IN500 IN501 IN502 IN503 IN504 IN505 IN506 IN507	5m	£63.84	£57.46	£128.00
Inspire	WI900 WI901 WI902 WI903 WI904	4m & 5m	£27.50	£24.75	£55.00
Kansas	KA100 KA101 KA102 KA103 KA104	4m & 5m	£33.08	£29.77	£66.00
Kyoto	KT881 KT882 KT883 KT884 KT991 KT993 KT994 KT995 KT996 KT997	4m	£43.87	£39.49	£88.00
Linen n Wool	WL775 WL776 WL777 WL778 WL779	4m	£44.16	£39.75	£88.00
London	H50 H51 H52 H53 H55	5m	£51.63	£46.47	£103.00
Lustre	LU100 LU101 LU102 LU103 LU104 LU105 LU106	4m	£24.26	£21.83	£49.00
Malabar	WB804 WB805 WB806 WB807	4m	£55.44	£49.90	£111.00
Mississippi	WS100 WS101 WS102 WS108 WS110 WS111 WS112 WS113 WS114 WS115 WS117 WS118 WS119 WS120 WS121 WS122 WS123	4m	£33.46	£30.11	£60.00
Mojave	MJ100 MJ101 MJ102 MJ103 MJ104	4m & 5m	£33.08	£29.77	£66.00
Moloko	WO905 WO906 WO907 WO908 WO909 WO910	4m	£54.35	£48.92	£109.00
Monsoon	MS100 MS101 MS102 MS103	5m	£57.75	£51.98	£115.00
Oasis New	OA100 OA101 OA102 OA103 OA104 OA105 OA106 OA107	4m & 5m	£43.87	£39.49	£88.00
Opal	OP301 OP302 OP303 OP304 OP305 OP306	4m & 5m	£24.75	£22.28	£50.00
Oregon / Oregon Stripe	VP100 VP101 VP102 VP103 VP104 VS100 VS101 VS102 VS103 VS104	4m	£25.00	£22.50	£50.00
Passion New	WP501 WP502 WP503 WP504 WP505	5m	£62.50	£56.25	£125.00
Romeo	RE300 RE301 RE302 RE303 RE304	5m	£43.87	£39.49	£88.00
Rustica	RU100 RU101 RU102 RU103 RU104	5m	£39.38	£35.44	£79.00
Serenity	SE100 SE101 SE102 SE103 SE104 SE105 SE106	4m	£24.26	£21.83	£49.00
Sisool Big Boucle Classics	G600 G607 G608 G609 G610	4m	£44.45	£40.01	£89.00
Sisool Masai	M600 M601 M602 M603 M604 M605	4m	£54.73	£48.81	£108.00
Sisool Plaid New	SP300 SP301 SP302 SP303 SP304	4m	£50.00	£45.00	£100.00
Sisool Tanzania	TZ100 TZ101 TZ102 TZ103	4m	£39.90	£35.91	£80.00
Sisool Tric	M805 M806 M807 M808 M809	4m	£50.47	£45.43	£100.00
Storm New	WS800 WS801 WS802 WS803 WS804 WS805 WS806	4m & 5m	£23.00	£20.70	£46.00
Tibet	TY100 TY101 TY102 TY103	4m	£49.00	£44.10	£98.00
Venice	WV900 WV901 WV902 WV903 WV904 WV905 WV906 WV907	4m	£27.50	£24.75	£55.00
Wilton Panache	P3123 P3124 P3125 P3126 P3127	4m	£61.35	£55.22	£123.00
Wilton Style	ST3123 ST3124 ST3125 ST3126 ST3127	4m	£61.35	£55.22	£123.00
Wilton Svelte	SV3123 SV3124 SV3125 SV3126 SV3127	4m	£61.35	£55.22	£123.00
Wilton Vogue	V3123 V3124 V3125 V3126 V3127	4m	£61.35	£55.22	£123.00
Wool 'N Country	WN214 WN221 WN222 WN223 WN224 WN225 WN227	4m & 5m	£22.46	£20.21	£45.00
UNDERLAY					
Double Stick Underlay		11m x 1.37m n/a		£75.00	£150.00

Broadloom average roll lengths - Wool 25m and others 30m.
Cutting charge on roll lengths - £3.00 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	£3.62/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



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	£46.00
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.
 $2.45\text{m} \times 1.50\text{m} = 3.67\text{m}^2$
 Sisal Small Boucle Classics @ £20.98/m² = **£76.99** (3.67 x 20.98)

Then price the border:

Calculate the length of the border(s) required (perimeter of rug) in linear metres.
 2 sides @ 2.45m + 2 sides @ 1.50m = 7.9 linear metres
 Cotton Herringbone border @ £8.09/lm = **£63.91** (7.9 x 8.09)

Total price of the rug:

Add the two amounts together to find the rug price.
 Broadloom @ £76.99 + Border @ £63.91 = **£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

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