

CRUCIAL TRADING

Where Inspiration Begins

12th December 2016



Dear Crucial Trading Retailer

We recently wrote to you with an updated price list, unfortunately due to circumstances beyond our control we now have to re-issue the price list with a price increase.

The price increase will come into effect as of **2nd January 2017**, any orders placed after this date will be charged at the new prices.

New Ranges 2016

In addition to the other ranges added to our collection this year, the latest one you should have now been presented with is our Wool Mississippi Premium. A premium version of our ever popular range Wool Mississippi, with 10 selected colours being produced using a premium wool for cleaner, more vivid stripes available in three widths 1m, 4m and 5m.

Where Inspirations Begins

This year brought the launch of our new strapline *Where Inspiration Begins*, along with our new brochure "The Book" full of all new inspirational room set photography which we hope will inspire consumers to choose Crucial Trading when looking for a new floorcovering.

Brand Film

Along with our new brochure came the launch of our very first brand film, which showed how rooms can be transformed into beautiful spaces when choosing the right floorcovering, which we really hope demonstrates the meaning of *Where Inspiration Begins*.

We would like to take this opportunity to thank you for your continued support throughout 2016, and hope we can continue to grow our relationship in 2017.

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

A handwritten signature in black ink that reads "E Hopkins".

Emma Hopkins

Marketing Manager

Gorse Lane • Coleshill • Birmingham • B46 1JU

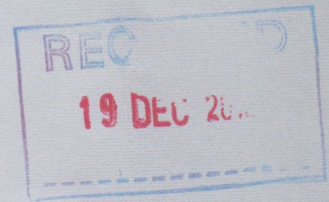
Sales Tel: 01675 433 505 Sales Fax: 01675 433 521

Brochure/Sample Request Tel: 01562 743 747

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

TRADE PRICES

January 2017



CRUCIAL TRADING
Where Inspiration Begins

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
--	--------	--------

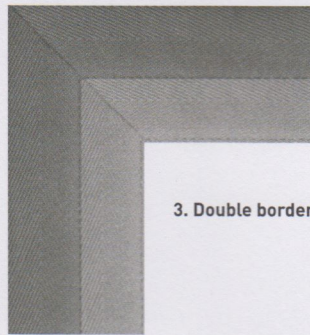
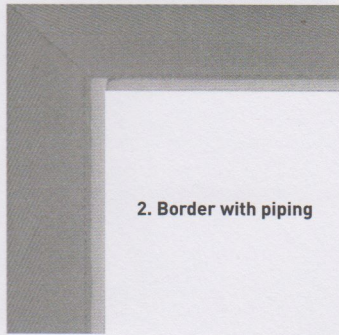
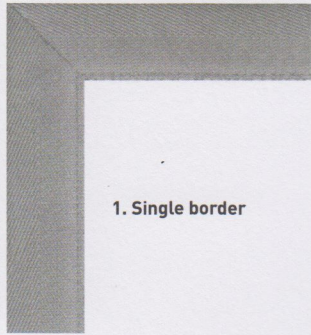


CUSTOM MADE RUGS

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.
 $2.45\text{m} \times 1.50\text{m} = 3.67\text{m}^2$
 Sisal Small Boucle Classics @ £24.02/m² = **£88.15** (3.67 x 24.02)

Then price the border:

Calculate the length of the border(s) required (perimeter of rug) in linear metres.
 2 sides @ 2.45m + 2 sides @ 1.5m = 7.9 linear metres
 Cotton Herringbone border @ £8.50/lm = **£67.15** (7.9 x 8.50)

Total price of the rug:

Add the two amounts together to find the rug price.
 Broadloom @ £88.15 + Border @ £67.15 = **£155.30**

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

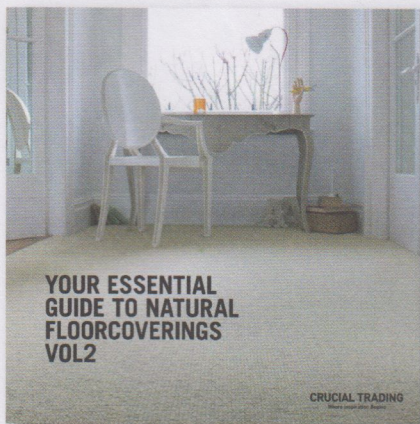
Single border widths are shown above. To calculate the width for double borders simply add your choice of two borders together. For example if you choose a Picallo border with piping the total width showing on the rug surface will be 65mm. A Linen Boucle with Cotton Herringbone border will be 110mm.

[†] 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 January 2017

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:

