

CRUCIAL TRADING

Where Inspiration Begins



STAND HOLDER

JULY 2024

DESIGN

All prices are excluding VAT except
Suggested Retail Prices

WIDTHS AVAILABLE

PRICE CUT/M²

PRICE ROLL/M²

SUGGESTED RETAIL INC.VAT

SISAL

Big Boucle Accents	4/5M	£33.03	£29.73	£74.00
Big Boucle Classics	4M	£33.03	£29.73	£74.00
Divine	4M	£71.33	£64.20	£160.00
Grand Herringbone	4M	£58.46	£52.61	£138.00
Grand Oriental	4M	£61.58	£55.42	£145.00
Harmony Boucle	5M	£26.95	£24.26	£60.00
Harmony Herringbone	5M	£36.59	£32.93	£86.00
Herringbone	4M	£36.59	£32.93	£86.00
Malawi	4/5M	£62.92	£56.63	£148.00
Ogee	4M	£79.43	£71.49	£187.00
Oriental	4/5M	£30.79	£27.71	£72.00
Panama N/Champagne	4M	£34.67	£31.20	£82.00
Small Boucle Accents	4/5M	£26.95	£24.26	£63.00
Small Boucle C	4M	£39.30	£35.37	£93.00
Small Boucle Classics	4/5M	£26.95	£24.26	£63.00

COIR LUXURY

Coir Luxury Boucle Natural	3.94/5M	£20.61	£18.55	£49.00
Coir Luxury Herringbone Natural	3.94/5M	£19.14	£17.23	£45.00
Coir Luxury Panama Natural	3.94/5M	£19.14	£17.23	£45.00

JUTE

Jute Herringbone	4M	£30.24	£27.22	£71.00
Jute Jhutex	4M	£30.24	£27.22	£71.00
Jute Ju-Tweed	4M	£30.24	£27.22	£71.00

SEAGRASS

Seagrass Basketweave	4M	£28.74	£25.86	£68.00
Seagrass Herringbone Accents	4M	£22.37	£20.13	£53.00
Seagrass Herringbone Classic	4M	£20.53	£18.47	£48.00
Seagrass Fine SG Basketweave	4M	£22.93	£20.64	£54.00
Seagrass Fine SG Herringbone	4M	£22.93	£20.64	£54.00
Seagrass Fine Seagrass	4M	£21.60	£19.44	£51.00
Seagrass Original	4M	£18.13	£16.31	£43.00

SISOOL

▲ Sisool Masai	4M	£79.88	£71.89	£188.00
▲ Sisool Plaid	4M	£73.81	£66.43	£174.00
▲ Sisool Rock	4M	£73.81	£66.43	£174.00
▲ Sisool Tric	4M	£73.81	£66.43	£174.00

UNDERLAY

Vital Underlay 6.5mm			£69.00	£184.00
Vital Underlay 9mm			£65.25	£174.00
Vital Underlay 11mm			£54.00	£144.00

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PRICE ROLL/M²

SUGGESTED RETAIL INC.VAT

WOOL

▲ Alaska	4M	£94.78	£85.31	£223.00
▲ Alpine	4M	£57.03	£51.33	£134.00
▲ Audrey	4M	£90.22	£81.19	£212.00
▲ Biscayne	5M	£47.53	£42.78	£112.00
▲ Buttercup	5M	£60.60	£54.54	£143.00
▲ Collage	5M	£91.93	£82.73	£216.00
▲ Enchanted	5M	£66.85	£60.16	£157.00
▲ Enigma	5M	£63.37	£57.03	£149.00
▲ Fabulous	5M	£93.98	£84.58	£221.00
▲ Grace	5M	£62.26	£56.04	£147.00
▲ Harbour	4M	£59.71	£53.74	£141.00
▲ Jasmine	5M	£41.95	£37.75	£99.00
▲ Linen n Wool	4M	£64.44	£57.99	£152.00
▲ Mississippi	4M	£42.30	£38.07	£100.00
▲ Mississippi Premium	1, 4/5M	£59.27	£53.34	£139.00
▲ Opal	4/5M	£34.20	£30.78	£81.00
▲ Pearl	5M	£61.05	£54.94	£144.00
▲ Pride	4M	£69.26	£62.33	£163.00
▲ Reef	5M	£57.30	£51.57	£135.00
▲ Rococo	4M	£98.01	£88.21	£231.00
▲ Rustica	5M	£53.29	£47.96	£125.00
▲ Snug	5M	£79.99	£72.00	£188.00
▲ Treasure	4/5M	£48.20	£43.38	£113.00
▲ Tweed	4M	£56.90	£51.21	£134.00
▲ Wilton Panache	4M	£87.47	£78.72	£206.00
▲ Wilton Svelte	4M	£87.47	£78.72	£206.00
▲ Weather Watching	4/5M	£34.35	£30.92	£81.00

▲ These ranges are moth resistant.

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 floor-covering.

	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.

	Trade Price	Suggested retail price inc. VAT
Crucial Trading Stain Removal & Cleaning Set	£18	£36



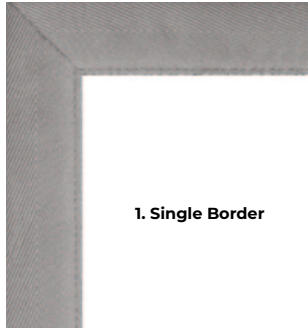
CUSTOM MADE RUGS

Each floorcovering can be made into a custom made rug.

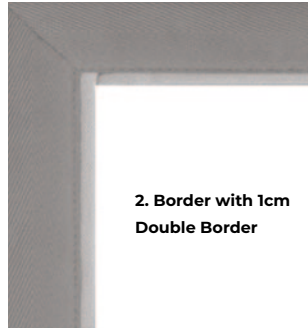
We can create rugs to your design requirements in any size to a maximum of 7m x 5m (subject to the width of the floorcovering).

These can be complemented by single or double borders from our selection of Leather, Cotton, Linen, Wool or Striped Borders.

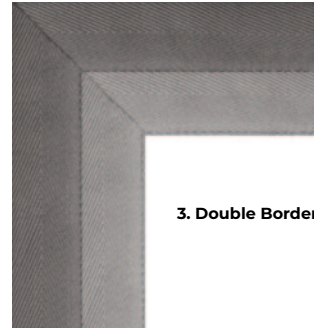
BORDER OPTIONS



1. Single Border



2. Border with 1cm Double Border



3. Double Border

BORDER COST

	Single bound/lm		Double bound with Cotton, Linen or Wool /lm		Double bound with Leather/lm	
	Trade Price/lm	Suggested retail price inc. VAT	Trade Price/lm	Suggested retail price inc. VAT	Trade Price/lm	Suggested retail price inc. VAT
Cotton, Linen & Wool	£11.08	£22.16	£16.00	£32.00	£32.13	£64.26
Leather*	£23.87	£47.74	£32.13	£64.26	£36.98	£73.96
Stripes	£18.00	£36.00	£24.41	£48.82	£35.81	£71.62

*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. 2.45m x 1.50m = 3.67m²

Sisal Small Boucle Classics @ £26.95m² = £98.91
(3.67 x £26.95m²)

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 @ £11.08/lm = £87.53 (7.9 x £11.08)

TOTAL PRICE OF THE RUG:

Add the two amounts together to find the rug price.
Broadloom @ £98.91 + Border @ £87.53 = £186.44

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

For a suggested retail price please use our online rug builder:

<https://www.crucial-trading.com/rug-builder/>

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

BESPOKE RUGS & RUNNERS

With a colossal choice of material including cotton, leather and felted wool, our collection of borders have been curated to complement and perfectly frame your tailor made rug.

BORDER OPTIONS & WIDTHS

Our rugs and runners can be finished with single or double borders. For a single border, the standard width is 55mm.

If specified, the border width can be finished at 30mm or 80mm.

If the chosen finish is a double border, the options available are 10mm, 30mm, 55mm or 80mm wide inner border paired with a 30mm, 55mm or 80mm wide outer border.

Please note:

- Stripe borders are only available as a standard 55mm width.
- Rugs and runners over 4m in length (maximum 7m) and less than 2m in width will be subject to a 25% surcharge.
- All finished sizes may be + or - 10mm as a result of the crafting process.
- As natural hides are used the leather border options will show joins every 40 - 120cms.

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/

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