

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.

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
INTEC Stain Inhibition Treatment	£1.33/m ²	£3.62/m ²
Crucial Trading Stain Removal & Cleaning Set	£15.00	£29.37



CRUCIAL TRADING

Trade Prices

BROADLOOM RUGS & BORDERS APRIL 2014

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

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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 NEW	SZ750 SZ751 SZ752 SZ753	4m	£50.00	£45.00	£100.00
Bali	CB250 CB251 CB252 CB253	4m	£39.37	£35.43	£79.00
Basket Weave	T300,T301 T308	4m	£30.03	£27.03	£60.00
Big Boucle Accents	E658 E659 E684 E680	4 & 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
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	4 & 5m	£37.85	£34.07	£75.00
Mysia	MY100 MY101 MY102 MY103 MY104	4m	£27.04	£24.33	£54.00
Oriental	E100 E101 E102 E108 E109	4 & 5m	£29.24	£26.32	£59.00
Panama N / Champagne	E220 E221 E222 E223	4m	£24.63	£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	4 & 5m	£20.98	£18.88	£42.00
Small Boucle C	CC981 CC982 CC983 CC985 CC987 CC988 CC989	4m	£26.60	£23.94	£53.00
Small Boucle Classics	C651 C653 C654 C656	4 & 5m	£20.98	£18.88	£42.00
Small Boucle L	CL231 CL232 CL233	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	3.94 & 5m	£12.55	£11.29	£25.00
Herringbone Bleached	HBB	3.94m	£10.00	£9.01	£20.00
Herringbone Natural	HBN	3.94 & 5m	£10.00	£9.01	£20.00
Panama Bleached	PB	3.94	£10.00	£9.01	£20.00
Panama Natural	PN	3.94 & 5m	£9.55	£8.60	£19.00

JUTE					
Herringbone	JT900	4m	£19.68	£17.71	£39.00
Jhutex	JT700	4m	£19.68	£17.71	£39.00
Ju-Tweed	JT803	4m	£19.68	£17.71	£39.00

SEAGRASS					
Basketweave	SBW	4m	£19.50	£17.56	£39.00
Herringbone Accents	SGH2	4m	£17.00	£15.34	£34.00
Herringbone Classic	SGH	4m	£15.69	£14.12	£31.00
Fine SG Basketweave	FSBW	4m	£14.34	£12.91	£29.00
Fine SG Herringbone	FSGH	4m	£14.34	£12.91	£29.00
Fine Seagrass	FSG	4m	£13.16	£11.84	£26.00
Original	SG	4m	£12.30	£11.08	£25.00
Sabai	SS100	4m	£19.43	£17.48	£39.00

WOOL					
Affluence NEW	AF420 AF421 AF422 AF423 AF424 AF425 AF426	4 & 5m	£35.00	£31.50	£70.00
Alluring / Alluring Stripe NEW	DP100 DP101 DP102 DP103 DP104 DS100 DS101 DS102 DS103 DS104	4m	£27.50	£24.75	£55.00
Audrey	WFS1,WFS2 WFS3 WFS4	4m	£70.50	£63.45	£140.00
Biscayne	BS100 BS101 BS102 BS103 BS104 BS105 BS106 BS107 BS108 BS109 BS110 BS111	5m	£36.25	£32.60	£73.00
Biscayne Plains NEW	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	4m	£51.28	£46.15	£103.00
Coast	CS900 CS901 CS902 CS903 CS904 CS905	4m	£24.89	£22.40	£50.00
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 NEW	WI900 WI901 WI902 WI903 WI904	4 & 5m	£27.50	£24.75	£55.00
Kansas	KA100 KA101 KA102 KA103 KA104	4 & 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 WS104 WS105 WS106 WS108 WS109 WS110 WS111 WS112 WS113 WS114 WS115 WS116	4m	£33.46	£30.11	£67.00
Mojave	MJ100 MJ101 MJ102 MJ103 MJ104	4 & 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
Opal NEW	OP301 OP302 OP303 OP304 OP305 OP306	4 & 5m	£24.75	£22.28	£50.00
Oregon / Oregon Stripe NEW	VP100 VP101 VP102 VP103 VP104 VS100 VS101 VS102 VS103 VS104	4m	£25.00	£22.50	£50.00
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	£54.23	£48.81	£108.00
Sisool Tanzania	TZ100 TZ101 TZ102 TZ103	4m	£39.90	£35.91	£80.00

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

DESIGN	REFERENCE NUMBER	WIDTHS AVAILABLE	TRADE PRICE CUT/m ²	TRADE PRICE ROLLS/m ²	SUGGESTED RETAIL PRICE /m ² INC.VAT
WOOL Continued					
Sisool Tric	M805 M806 M807 M808 M809	4m	£50.47	£45.43	£100.00
Sydney NEW	SY100 SY102 SY103 SY104 SY105 SY106	5m	£47.50	£42.75	£95.00
Tibet NEW	TY100 TY101 TY102 TY103	4m	£49.00	£44.10	£98.00
Venice NEW	WV900 WV901 WV902 WV903 WV904 WV905 WV906 WV907	4 & 5m	£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 WN226 WN227	4 & 5m	£22.46	£20.21	£45.00

UNDERLAY					
Crucial Double Stick		per roll (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

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

Calculate the area of the broadloom to be used in square metres. Calculate the length of the border(s) required (perimeter of rug) in linear metres. Add the two amounts together to find the rug price.

Note:

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

Example:

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:

2.45m x 1.50m = 3.68m² Sisal Small Boucle Classics @ £20.98m² = £77.21

Then price the border:

(Calculate the perimeter of rug for the linear meterage of border). 2 sides @ 2.45m + 2 sides @ 1.5m = 7.9 linear metres @ £8.09/lm = £63.91

Total price of the rug:

Broadloom @ £77.21 + Border @ £63.91 = £141.12

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

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
Pepper	100mm
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 Pepper border will be 155mm.

* 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.