

alternative

Carpets, Rugs & Runners



The alternative home

Welcome to Alternative Flooring. If this is your first glimpse of our world, it's a great place to start.

Within the interiors landscape, flooring decisions affect every room, whether it be a carpet for the bedroom or a runner for the kitchen. Hopefully, this curated snapshot of what we are all about, will inspire and make those decisions a little easier.

We are firm believers that life's too short to live in dull spaces. We embrace texture, pattern and colour and hope you will too. We want to inspire you with our designs and this is just a glimpse, to see more you can always follow us @alternativeflooring on Instagram or Pinterest or head to the Floor Gazing section on our website, all bursting with inspo.

Ultimately though, this is about you. Your style, your space, your imagination and your vision, so kick off your shoes, comfy up and start feeling the love for your floors.



Lorna Haigh, Creative Director

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**For us, it's never just a carpet,
our brand ethos needs to shine
in everything we do.**



Product

Over the years, we've been giving textile lovers the inspiration to put their personality on their floor. People tell us they never knew they could feel this way about a carpet, rug or runner. This is flooring you can't help but fall for.



People

We put the care into carpet too, in the way we work with our customers and how we source and make our products. You know what you love; we know how to make it sing in your home. You can rely on us to be at your side and at your service from sample to fitting and beyond.



Planet

Last but not least, we're craftspeople with a conscience. Lasting, sustainable quality is woven into every Alternative Flooring fibre. Our carpets come with a 5-year warranty, but they're also ethically-sourced and climate-friendly, with a tree planted in our burgeoning Alternative Forest for every sample ordered. Different feels good in every way.



Scan to find out
more on our
planet page

Ecologi | climate
action
workforce

www.alternativeflooring.com

kitchen & dining

dine

The kitchen and dining area is the heart of your home - a place for feasts and family fun. That's why you need flooring that won't let you down, no matter what life throws at it. Whether it's accidental spills, scattered crumbs or muddy paws from your beloved pets, we've got you covered.

From the sumptuously soft comfort of Anywhere Ca-rPET to the natural textures of wool, sisal, and seagrass, our beautifully crafted floor coverings blend style with durability. So, whether you're hosting, toasting, or simply unwinding, you can create a welcoming space that looks good, feels good, and stands up to everyday life, stress-free.

www.alternativeflooring.com



make
me
a rug

Above: Made-to-measure **Sisal Kayal Pamba** rug with an exclusive **Twill Rudu** border.



Care & Cleaning

Our Natural Flooring Care Kit, which carries the WoolSafe Certification Mark, is safe to use on all Alternative floor coverings. Order online or with your retail partner.



Scan to find out more on our Care & Cleaning page

Left: **Margo Selby Stripe Frolic Minnis** wool carpet.
Above: **Jute Big Bouclé Crumpet** natural plant fibre carpet.



Anywhere explained...

Anywhere can go almost anywhere. It's hard-wearing, easily cleanable and moth resistant and perfect as fully fitted carpets, or as bespoke rugs and runners.

Above: Made-to-measure **Anywhere Panama Copper** rug with a self-coloured whipped edge.

Right: Made-to-measure **Anywhere Ca-rPET Herringbone Re-set** runner with a **Herringbone Black** border.



make
me
a rug

Get Designing...
Create your own rug with
our 'Make Me A Rug' service,
see our website for details
or simply scan the QR code.



makemearug.com



Order samples

You can order swatches of
all our products online or
through our retail partners
and they will be delivered
right to your door.



Not quite decided yet? Then try our room visualiser

Show Me My Room is an easy to use, online visualisation tool where you can quickly see and get a feel for any one of our floor coverings in your own interior space. There are only four simple steps with no fiddly masking or technical photo editing required – Show Me My Room does it all for you.

1. Simply scan the QR code to start or visit: showmemyroom.com
2. Search for your favourite carpet
3. Take a photo of your room or staircase
4. Wait just a few seconds to then see your favourite floor covering in your space - easy!



Scan to visit:
showmemyroom.com



bedroom

snooze

A haven of comfort, your bedrooms should be a place to kick off your shoes, unwind, and get cosy.

Sink into the deep, cloud-like comfort of our Barefoot carpets, or embrace the natural beauty of our seagrass, sisal and 100% wool collections.

For added cosiness and a touch of charm, layer up with a patterned rug or runner and enjoy the luxurious softness underfoot.

With snuggly, plush textures and a variety of stylish colours and patterns, each design creates a warm and inviting space. Whether it's a slow Sunday morning, a fun play space, or relaxing nights in, our carpets, rugs and runners make every step feel like a welcoming hug.

www.alternativeflooring.com



make
me
a rug

Above: Wool Iconic Herringstripe Laine carpet layered with a made-to-measure Quirky Bloom Polenta rug with Anywhere Everest border.



Scan to visit:
showmymyroom.com

Try our room visualiser

Do you want to see our carpets in your room and on your stairs? Take a photo of your room or staircase, wait just a few seconds to then see your favourite carpet in your space.



Order samples

You can order swatches of all our products online or through our retail partners and they will be delivered right to your door.

Above: **Quirky Deco Blush** wool patterned carpet designed by Divine Savages.

Left: **Wool Herringbone Zig Zag Button** carpet layered with a made-to-measure **Seagrass Balmoral Basketweave** rug with an exclusive **Blur Pinku** border.



Above: Made-to-measure **Barefoot Bikram Janu** wool rug with a **Cotton Ochre** border.
Right: **Anywhere Ca-rPET Herringbone Re-affirm** carpet.



In detail...



Anywhere Ca-rPET, hard-wearing and soft; a sisal look alike faux carpet made from recycled plastic bottles available in 4 & 5m widths.

living rooms

lounge

Transform your living room into the ultimate retreat, a place to unwind, relax, and feel at home. Picture cosy movie nights, peaceful reading nooks, and a floor that invites you to sink in.

From our joyful Quirky collection to our sophisticated Wool Herringstripe, our carpets provide the ultimate canvas for creativity, allowing you to express your personal style, from the floor up. Take it one step further by designing a personalised rug using our 'Make Me A Rug' service - choose from an array of textures, borders, patterns and sizes to create your dream living room rug, turning your floor into a must-see masterpiece.

www.alternativeflooring.com



Above: Margo Selby Stripe Carnival Skelter wool carpet.



In detail...

Our Wool Iconic collection of flat-woven carpets has a low pile height which makes it the perfect floor covering for that contemporary look.



Order samples

You can order swatches of all our products online or through our retail partners and they will be delivered right to your door.

Above: **Wool Iconic Herringstripe Devi** carpet.
Right: Made-to-measure **Wool Herringbone Zig Zag Morel** rug with an exclusive **Rainbow Bleu** border.

**make
me
a rug**

Get Designing...
Create your own rug with our 'Make Me A Rug' service, see our website for details or simply scan the QR code.



makemearug.com





Above: **Quirky Honeycomb Moss** patterned wool carpet.
Right: **Sisal Bouclé Brockton** woven natural plant fibre flooring.



In detail...

Made from tropical natural agave fibre, sisal's raw whiteness weaves in a silken sheen. Naturally moth resistant, sisal is an ideal fibre for your home.



Scan to visit:
showmemyroom.com

Try our room visualiser

Do you want to see our carpets in your room and on your stairs? Take a photo of your room or staircase, wait just a few seconds to then see your favourite carpet in your space.

alternative

Carpet, Rugs & Runners

Ask the experts...

Find your perfect carpet, rug or runner with the help of our retail partners

We have hand-picked our local retail partners; whose expertise will guide you through the sometimes daunting project of choosing your new floor covering.



What our retail partners provide:

Expert advice

Our retail partners can provide tailored recommendations based on your needs, room size, lifestyle, and budget.

Get a feel

You can touch and feel different carpet textures, patterns and pile heights to see how they would look and feel in your space.

Our retail partners can also arrange for additional samples to be sent to your home.

Wide selection

Access to the complete range of our different styles, colours and materials, allowing you to compare options side-by-side.

Professional installation

Our partners will ensure your carpet is fitted by experienced professionals. They will visit your home to measure, quote and expertly install your flooring.



To find your local retailer scan the QR code

www.alternativeflooring.com

hallways & stairs

stairways

Step into style and let your floors do the talking. Your hallway and stairs set the tone for your home, so why not make them as bold and brilliant as you are? Our carpets don't just withstand life's daily dash - they do it with flair, turning every step into a showstopping moment - not to mention making the perfect stage for those impromptu dance parties!

Add the wow factor with a bespoke statement runner from our vibrant designer collection or create a custom design using the 'Make Me A Rug' service - get those creative juices flowing and let your imagination run wild. Step out of that hustle and bustle of daily life into an uplifting entrance that will bring you everyday joy.

www.alternativeflooring.com



Scan to visit:
showmemyroom.com

*Try our room
visualiser*

Do you want to see our carpets in your room and on your stairs? Take a photo of your room or staircase, wait just a few seconds to then see your favourite carpet in your space.

Quirky Tartan Gallant Weaver patterned wool stair runner with a self-coloured whipped edge.



5 year Warranty

We will cover any manufacturing defect that occurs or becomes apparent up to five years from the date of purchase. Simply register online after purchasing your carpet, rug or runner.*



Scan to go to our Registration page
* Terms and Conditions apply.



make
me
a rug

Above: Made-to-measure **Anywhere Ca-rPET Bouclé Re-volution** stair runner with an exclusive **Tramlines Munich** border. Hallway runner has been crafted from **Anywhere Ca-rPET Bouclé Re-volution** with an exclusive **Tramlines Budapest** border.

Left: Made-to-measure **Quirky Fair Isle Annie** patterned wool stair runner with a self-coloured whipped edge with a matching hallway runner..



Above: Made-to-measure **Wool Hygge Koselig Mokka** hallway runner with an exclusive **Rainbow Pride** patterned border.

Right: **Wool Iconic Herringbone Newman** bespoke stair runner with a **Cotton Herringbone Thistle** border.



Floor Gazing...

Let yourself be inspired with a selection of real-life and curated homes.



Scan to start Floor Gazing



your rug, your rules

Mix, match, measure, make. When you ask us to make you a rug, the possibilities for personalisation are almost endless. Choose your fabric, pattern, colour, size and border; hand over to us to create a gorgeous rug that's yours and yours alone. Will you go stripey or snuggly, trad or arty, designer or demure? Your rug, your rules.



Make your perfect bespoke rug or runner with our easy to use rug designer.

Pick your flooring

Choose from any of our materials, in any size. With so many possibilities, the real you will always shine through. How liberating.*

Now your border style

Single, double or whipped. It's your call.*

And your border fabric

Choose from a selection of border fabrics, plain or patterned. Our rugs have the edge on personality.

Finally, the size

Go large, go small, go personalise your living space. Choose the perfect size for your home.*

Delivered to your door

Order online and we will deliver to your home or you can arrange collection from your local Alternative Flooring retail partner.

*Subject to product limitations.



Scan the QR code to go to:
makemearug.com

bathroom & outdoors

anywhere

As the name suggests, our Anywhere collection is designed to go - well, anywhere. It's hard-wearing for high-traffic areas, easily cleanable and moth-resistant. Whether you're fitting it wall-to-wall or creating bespoke rugs or runners with our 'Make Me A Rug' service, it offers endless possibilities.

Adding comfort and warmth underfoot, from the bathroom to the outdoors, this ingenious collection adds style and texture to any space, creating the look of woven natural fibre flooring without the worry of everyday wear-and-tear. With an anti-slip textured surface that keeps little feet steady, it's a dream for busy households with kids on the move! Designed to withstand sunlight and water, the Anywhere collection holds up beautifully in all conditions, so you can enjoy comfort underfoot come rain or shine.

www.alternativeflooring.com

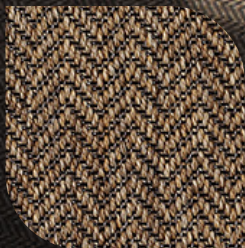


Above: Made-to-measure **Anywhere Panama Syrup** faux rug with an **Anywhere Fairy** border.

Below: Made-to-measure **Anywhere Copper** rug with an **Anywhere Northwind** border.
 Right: **Anywhere Shadow Umbria** faux carpet.



In detail...



Our ingenious range of Anywhere floor coverings open up possibilities everywhere, from outdoor rugs to kitchen, bathroom and conservatory carpets.



5 year Warranty

We will cover any manufacturing defect that occurs or becomes apparent up to five years from the date of purchase. Simply register online after purchasing your carpet, rug or runner.*



Scan to go to our Registration page
 *Terms and Conditions apply.



Show us yours...

Join our community.

Follow us on Instagram for all of the latest on products and trends.

Tag photos of your new arrival with #alternativeflooring

@alternativeflooring



The alternative home: *bathroom & outdoors*



Above: Made-to-measure **Anywhere Herringbone Ice** faux rug with an **Anywhere Rubrum** border.

Left: Made-to-measure **Anywhere Ca-rPET Herringbone Re-flect** faux rug with an **Anywhere Moor** border.

Feeling Inspired?

Time to order a sample and get a real feel. Order online or from your local retail partner.



Scan the QR code to go to our website.

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Join our community

