

CRUCIAL TRADING

*Where
Inspiration
Begins*

Welcome to the start of your journey, where imagination flourishes, ideas form and decisions are made. We aim to inspire and delight. Choose the right floorcovering and everything else falls into place.

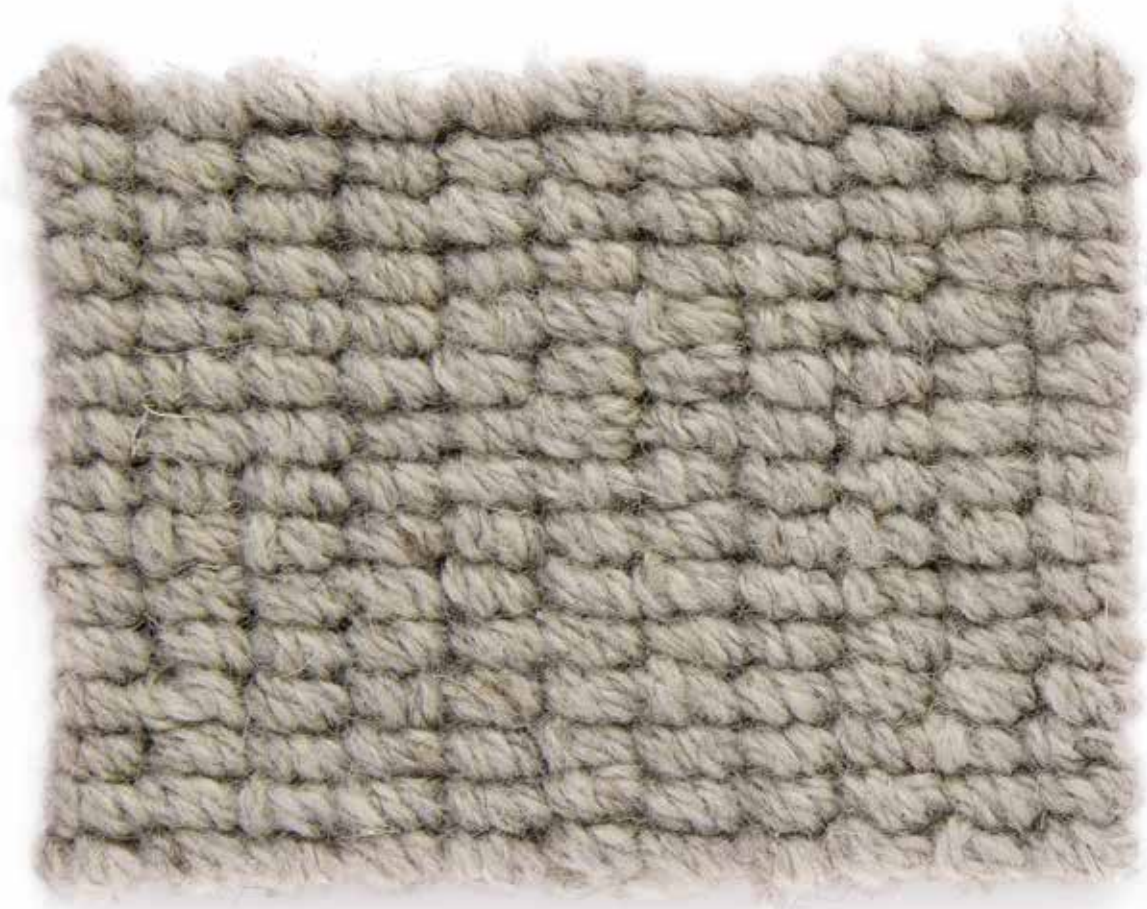
CRUCIAL TRADING

Wool

Are you searching for a serene cream or pining after that precise grey hue? Or, could it be our celebrated stripes, with a myriad of harmonious colour, that you've been coveting? Whatever your personal preference, you can browse the selection of intricate designs that make up our opulent wool collection here.



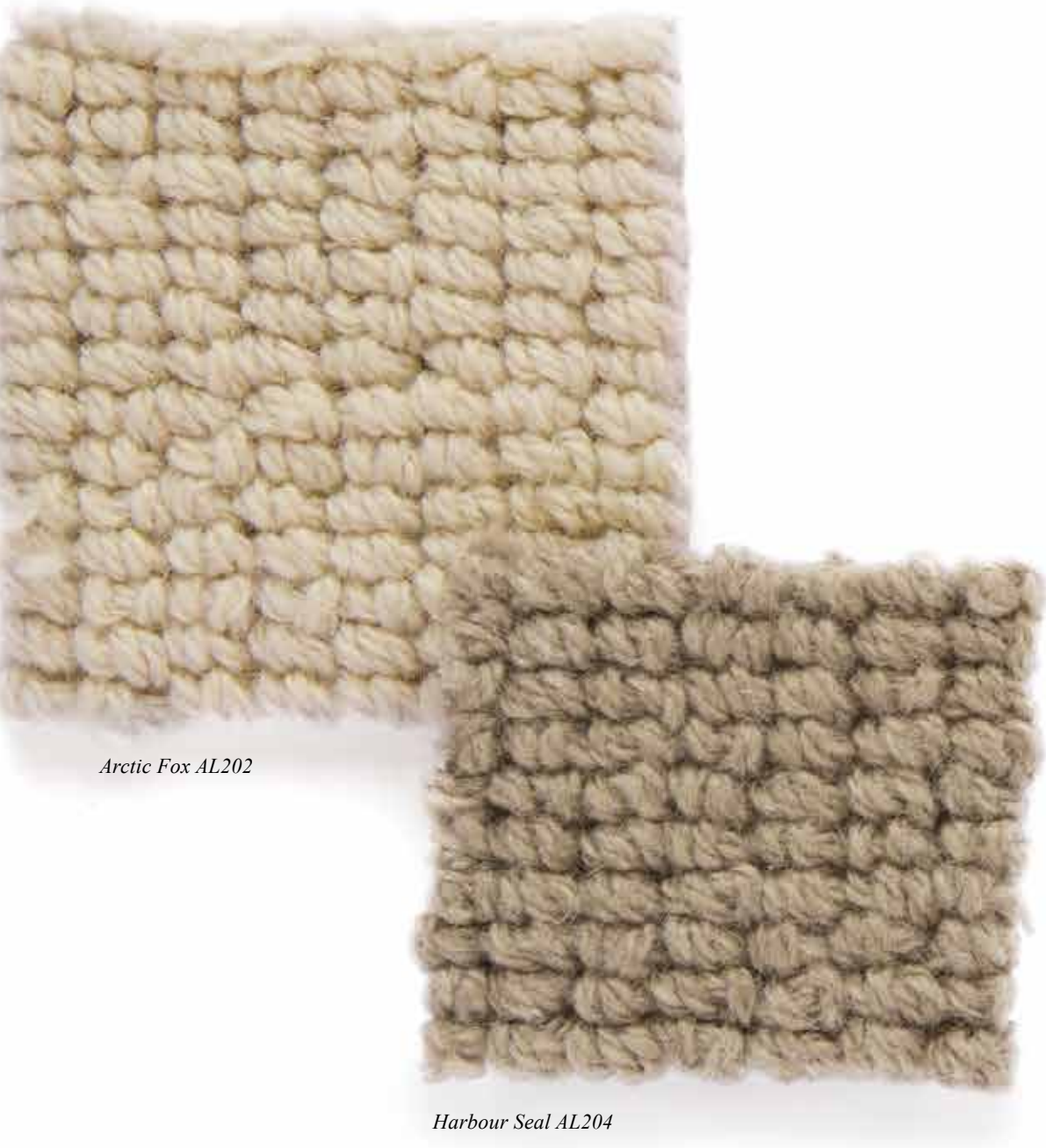
WOOL ALASKA



Grey Wolf AL203



Suitability: *Heavy domestic & rugs.*
Not suitable for stairs
Fibre: *100% Wool*
Backing: *Action*
Width: *4m*
Underlay: *Crucial Vital underlay recommended*
Moth Resistant



Arctic Fox AL202

Harbour Seal AL204



Grey Wolf AL203



Polar White AL205



Silver Squirrel AL206

WOOL ALPINE

Frosted Peaks WA500





Clear Summit WA501



Frosted Peaks WA500



Mountain Bear WA503



Grey Rock WA505



Sandy Steps WA502



Pale Stone WA504

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Wool*
 Backing: *Action*
 Width: *4m*
 Underlay: *Crucial Vital underlay recommended*
 Moth Resistant

WOOL AUDREY



*Daybreak WFS6**
(shown at 100% for scale reference)





Daylight WFS5



*Nightfall WFS7**



*Daybreak WFS6**



Twilight WFS8

Suitability: *Heavy domestic, stairs & rugs*

Fibre: *100% Wool*

Backing: *Action*

Width: *4m*

Underlay: *Crucial Vital underlay recommended*

Moth Resistant

Pattern Repeat

*66.6cm / 99.9cm**

**99.9cm applicable to WFS6 & WFS7 only*

All swatches shown at 25%



Sunrise WFS1



Sunset WFS2 (as shown right)



Midday WFS3



Midnight WFS4



Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Wool*
 Backing: *Action*
 Width: *4m*
 Underlay: *Crucial Vital underlay recommended*
Moth Resistant

Pattern Repeat
*66.6cm / 99.9cm**
**99.9cm applicable to WFS6 & WFS7 only*
All swatches shown at 25%

WOOL BALANCE



Timeless BA502

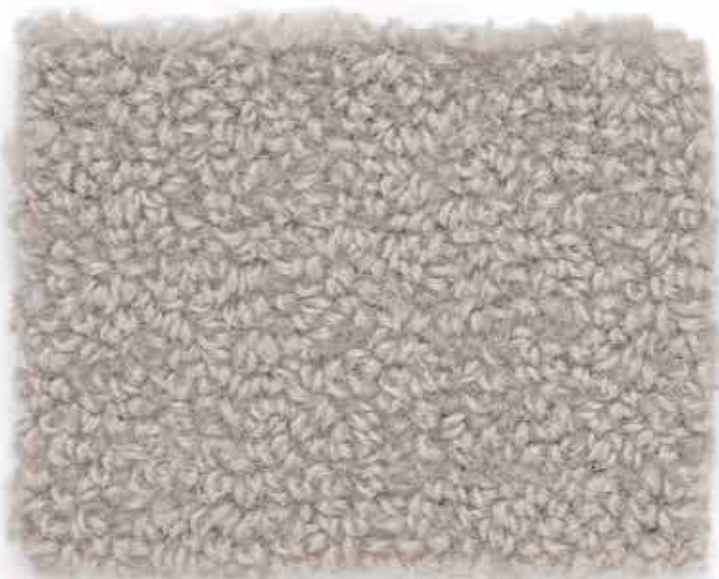




Grace BA500



Philosophy BA504



Clarity BA503



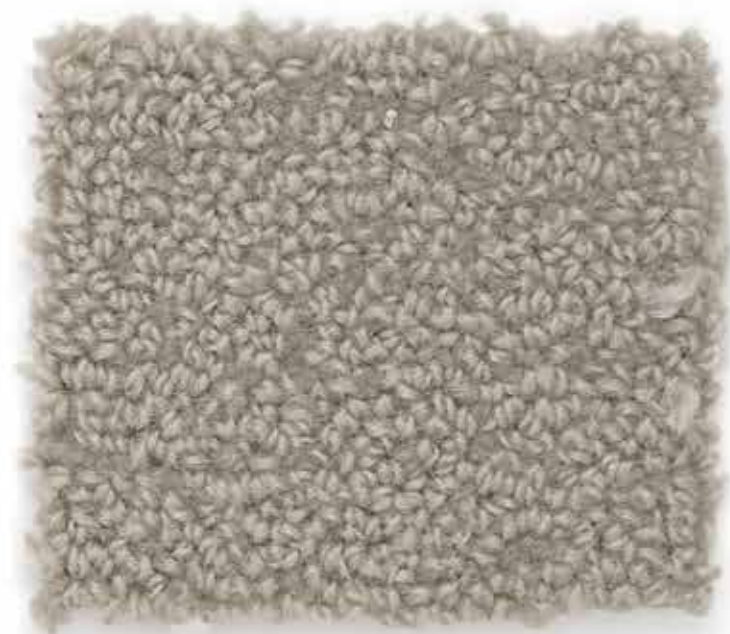
Timeless BA502



Silence BA501



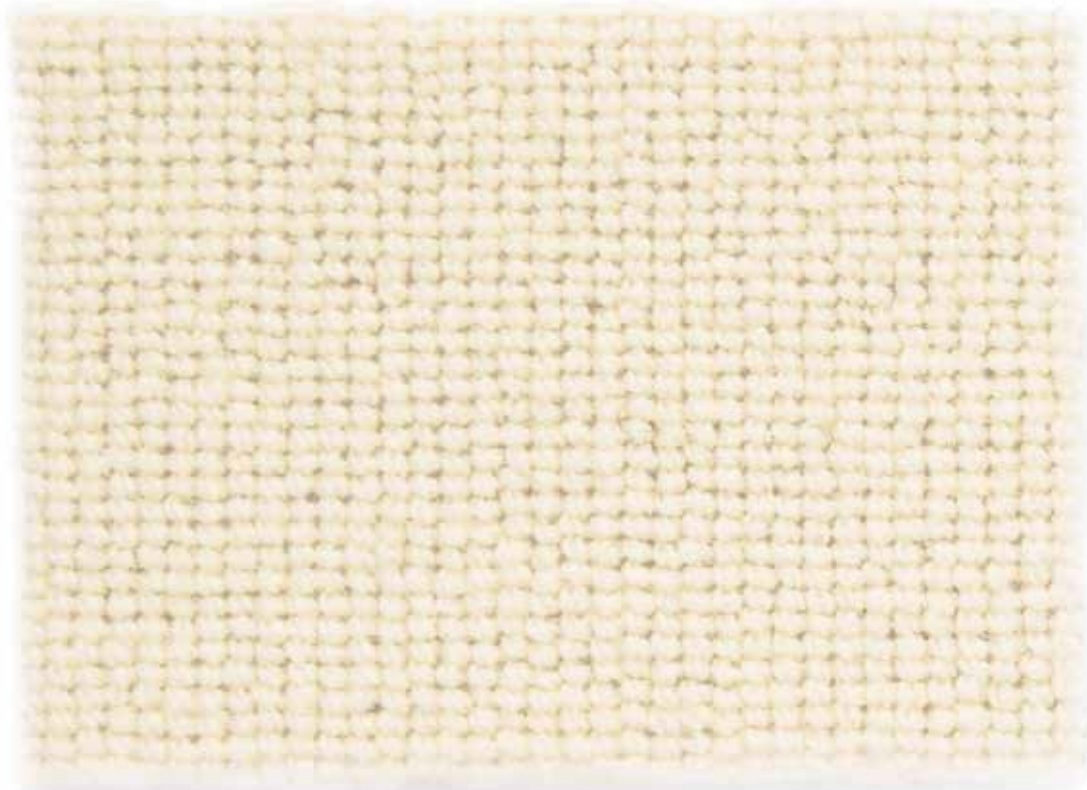
Pause BA505



Intuition BA506

Suitability: *Heavy domestic, medium commercial, stairs & rugs*
Fibre: *100% New Zealand Wool*
Backing: *Action*
Width: *5m*
Underlay: *Crucial Vital underlay recommended*

WOOL BISCAYNE PLAIN

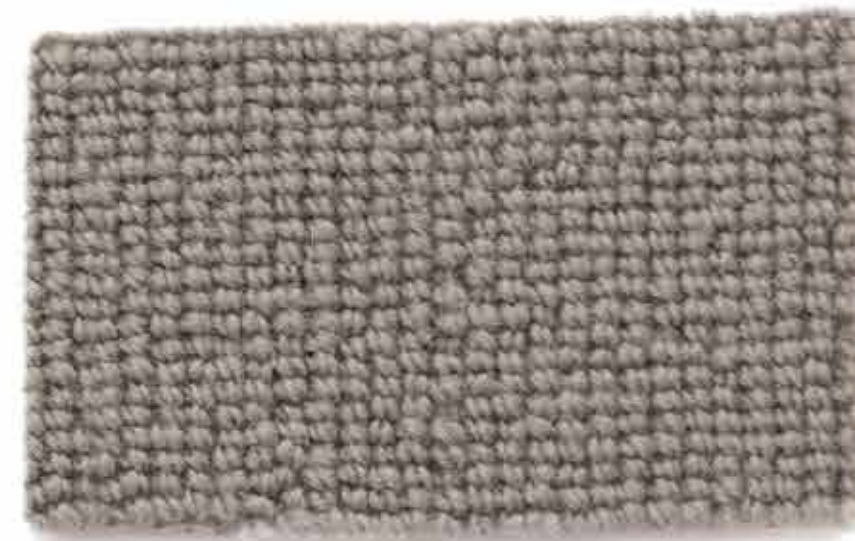


Mascarpone BS116





Raven BS119



Monument BS117

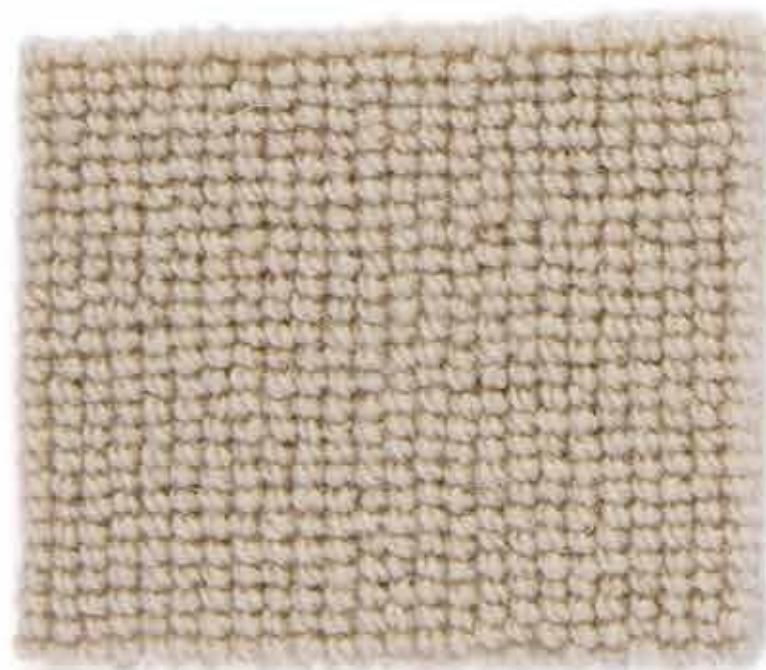


Smoked Pearl BS118 (as shown left)

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Wool*
 Backing: *Action*
 Width: *5m*
 Underlay: *Crucial Vital underlay recommended*
Moth Resistant



Mascarpone BS116

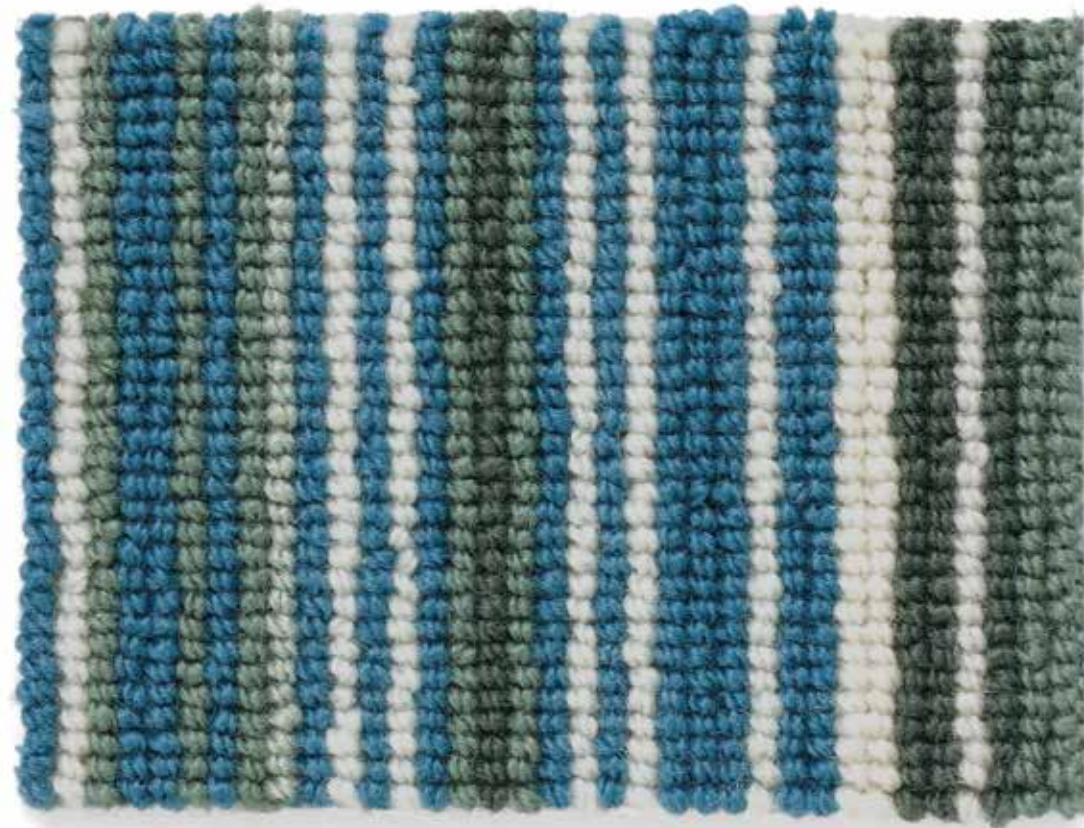


Wild Mushroom BS120



Grey Ash BS121

WOOL BISCAYNE



*Turquoise BS107
(shown at 100% for scale reference)*





Eggshell BS100



Lime BS102



Marshmallow BS103



Turquoise BS107



Truffle BS104



Lemon BS105



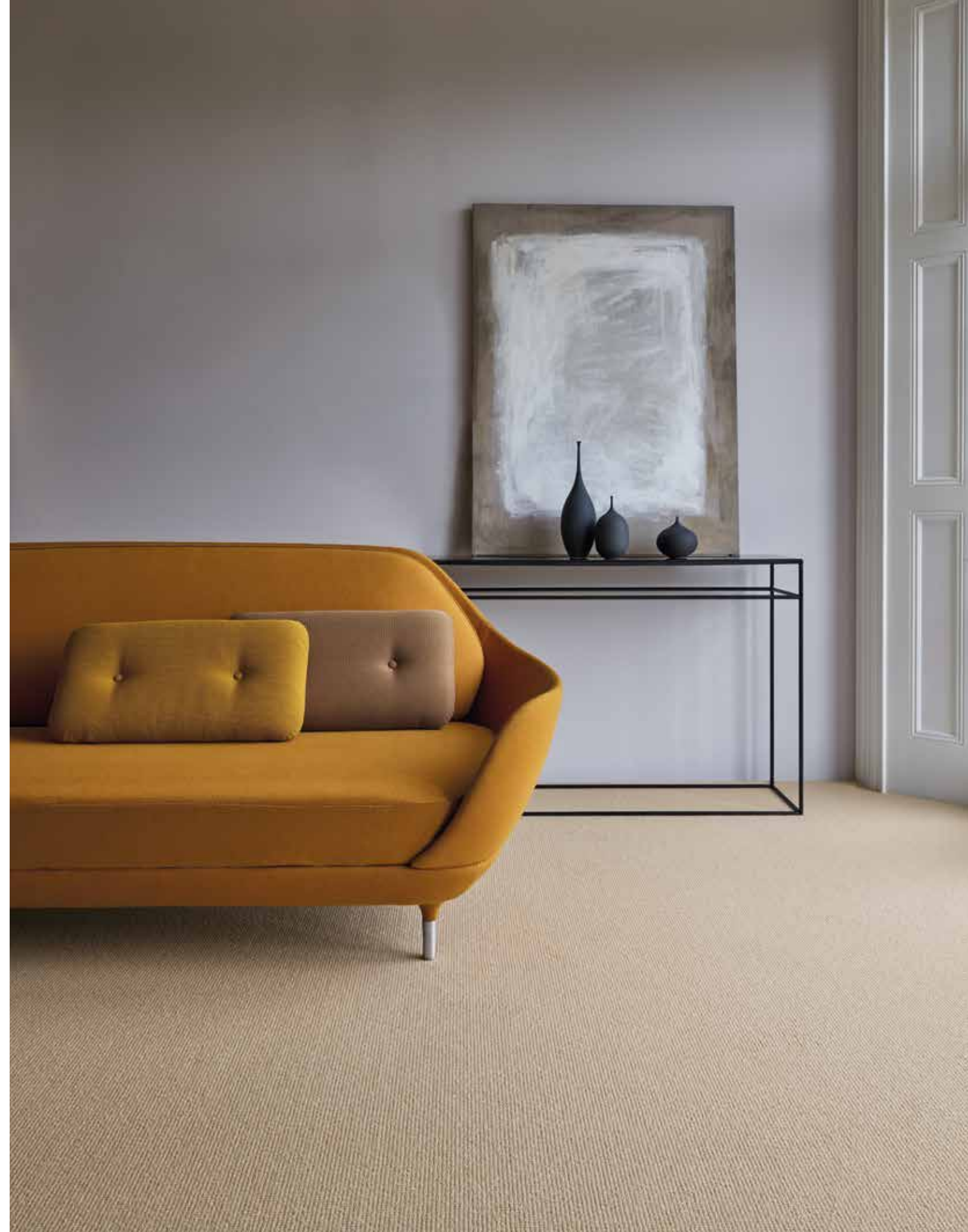
Evergreen BS106

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Wool*
 Backing: *Action*
 Width: *5m*
 Underlay: *Crucial Vital underlay recommended*
Moth Resistant
 Pattern Repeat: *50.8cm Dark, 25cm Light*
All swatches shown at 38%

WOOL BUTTERCUP



Gentle Oyster WB101





White Linen WB100



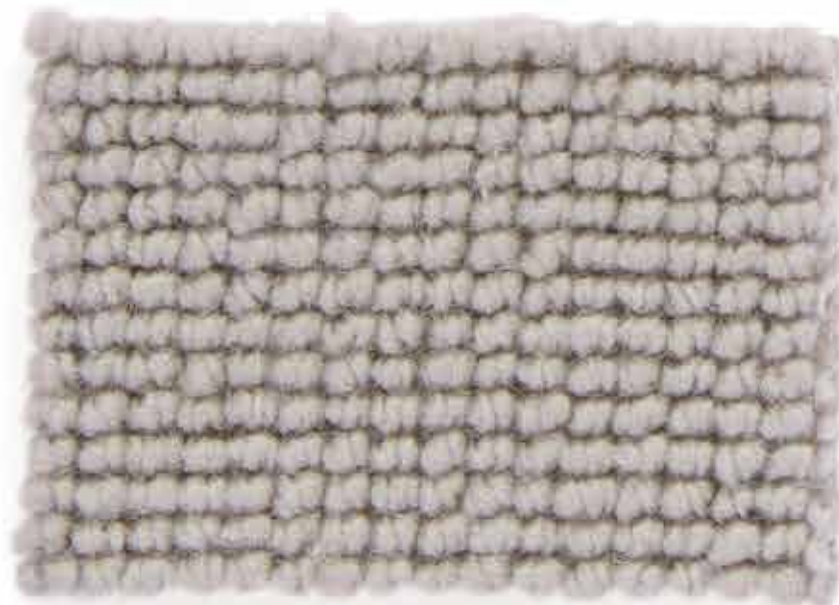
Gentle Oyster WB101



Soft Shell WB102



Morning Mist WB103



Cool Slate WB104



Warm Grey WB105

Suitability: *Heavy domestic & rugs.
Not suitable for stairs*
Fibre: *100% Wool*
Backing: *Action*
Width: *5m*
Underlay: *Crucial Vital underlay recommended*
Moth Resistant

WOOL COLLAGE



*Mixed Media CG103
(shown as rug with Cotton Herringbone C38 Aluminium border)*



Suitability: *Heavy domestic, medium commercial, stairs & rugs*
Fibre: *100% New Zealand Wool*
Backing: *Action*
Width: *5m*
Underlay: *Crucial Vital underlay recommended*
Moth Resistant



Juxtaposition CG101

Soft Focus CG102



Mixed Media CG103



Paper Layer CG104



Modernity CG105

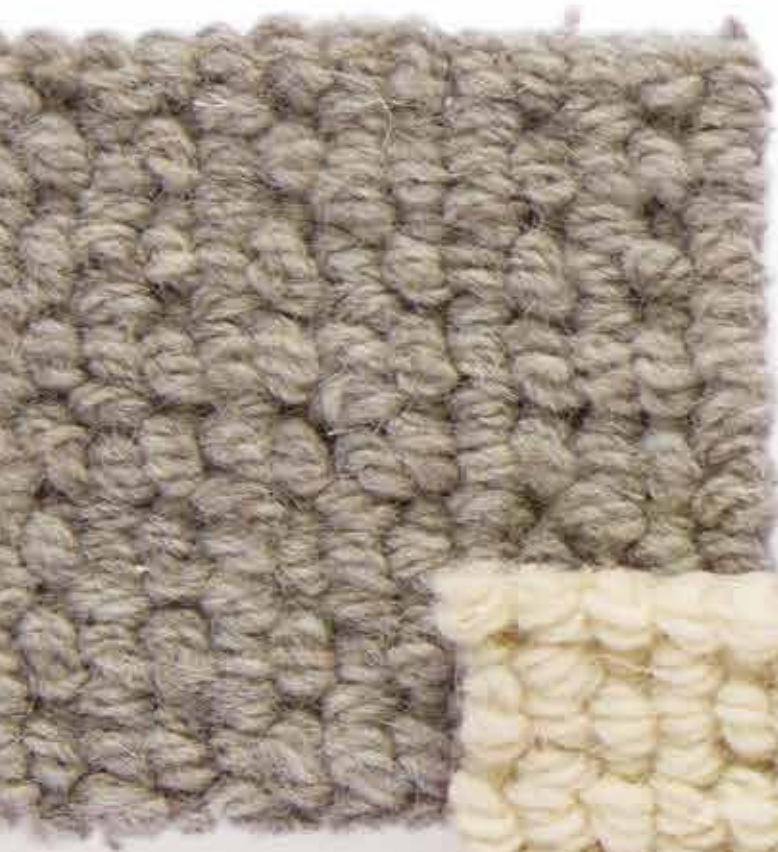
WOOL ENCHANTED



Cinder Grey WE103



Suitability: *Heavy domestic, stairs & rugs*
Fibre: *100% Wool*
Backing: *Jute*
Width: *5m*
Underlay: *Crucial Vital underlay recommended*
Moth Resistant



Castle Grey WE104



Cool White WE100



Cinder Grey WE103



Soft Sands WE101



Morning Mist WE102

WOOL ENIGMA



Enchanted Forest WE517





Eternal Flame WE518

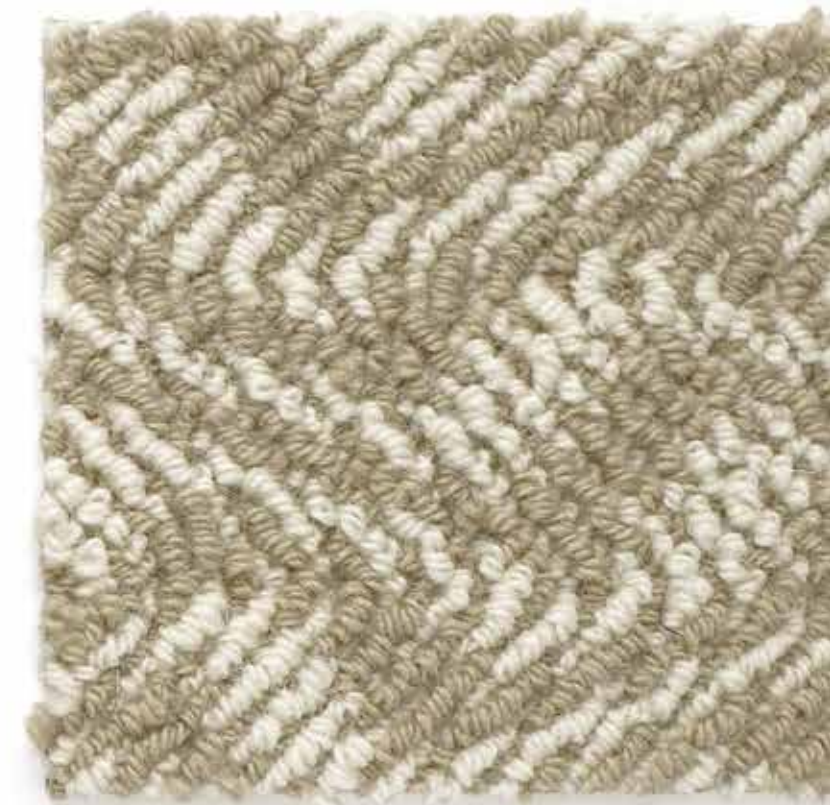


Stargazer WE516

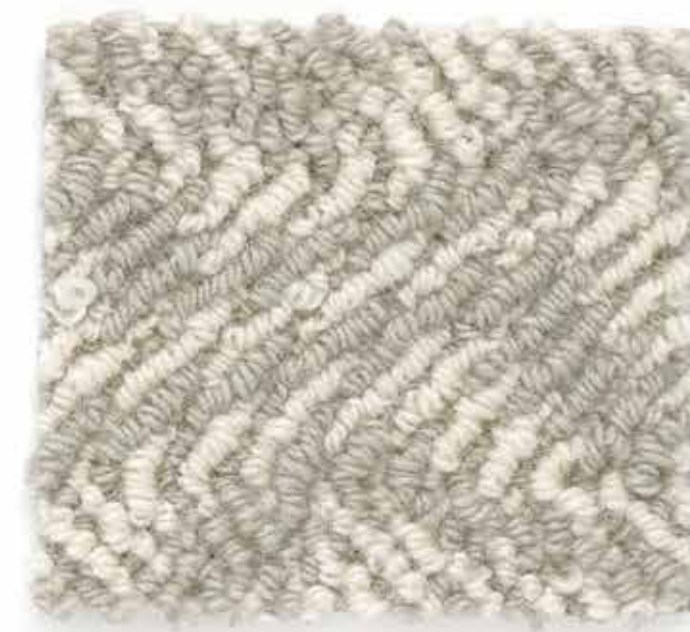
Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% New Zealand Wool*
 Backing: *Action*
 Width: *5m*
 Underlay: *Crucial Vital underlay recommended*
Moth Resistant
 Pattern Repeat: *8.7cm*



Enchanted Forest WE517



Desert Island WE510



Waterfall Mist WE513



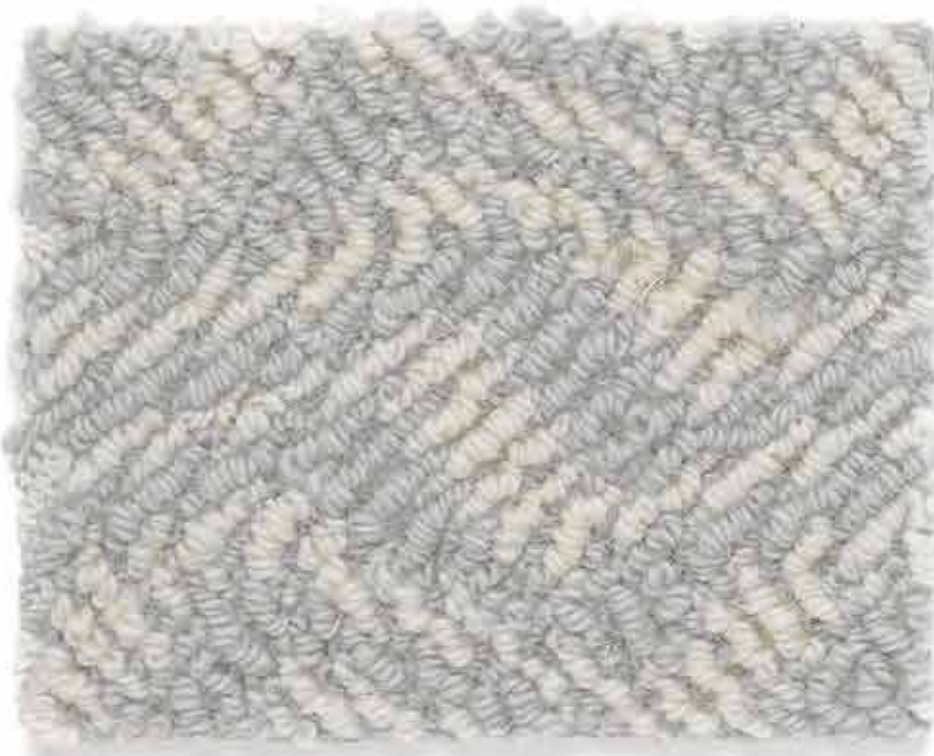
Hidden Cave WE511



Spellbound WE515 (as shown below)



Shooting Star WE514



Winter Wonderland WE512



WOOL FABULOUS

*Opal WFN504
(shown as runner with Cotton
Herringbone Tamarind C26 border)*





Diamond WFN501



Emerald WFN502



Opal WFN504

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Wool*
 Backing: *Action*
 Width: *5m*
 Underlay: *Crucial Vital underlay recommended*
Moth Resistant
 Pattern Repeat: *50cm*
All swatches shown at 35%



Diamond WFW601



Emerald WFW602



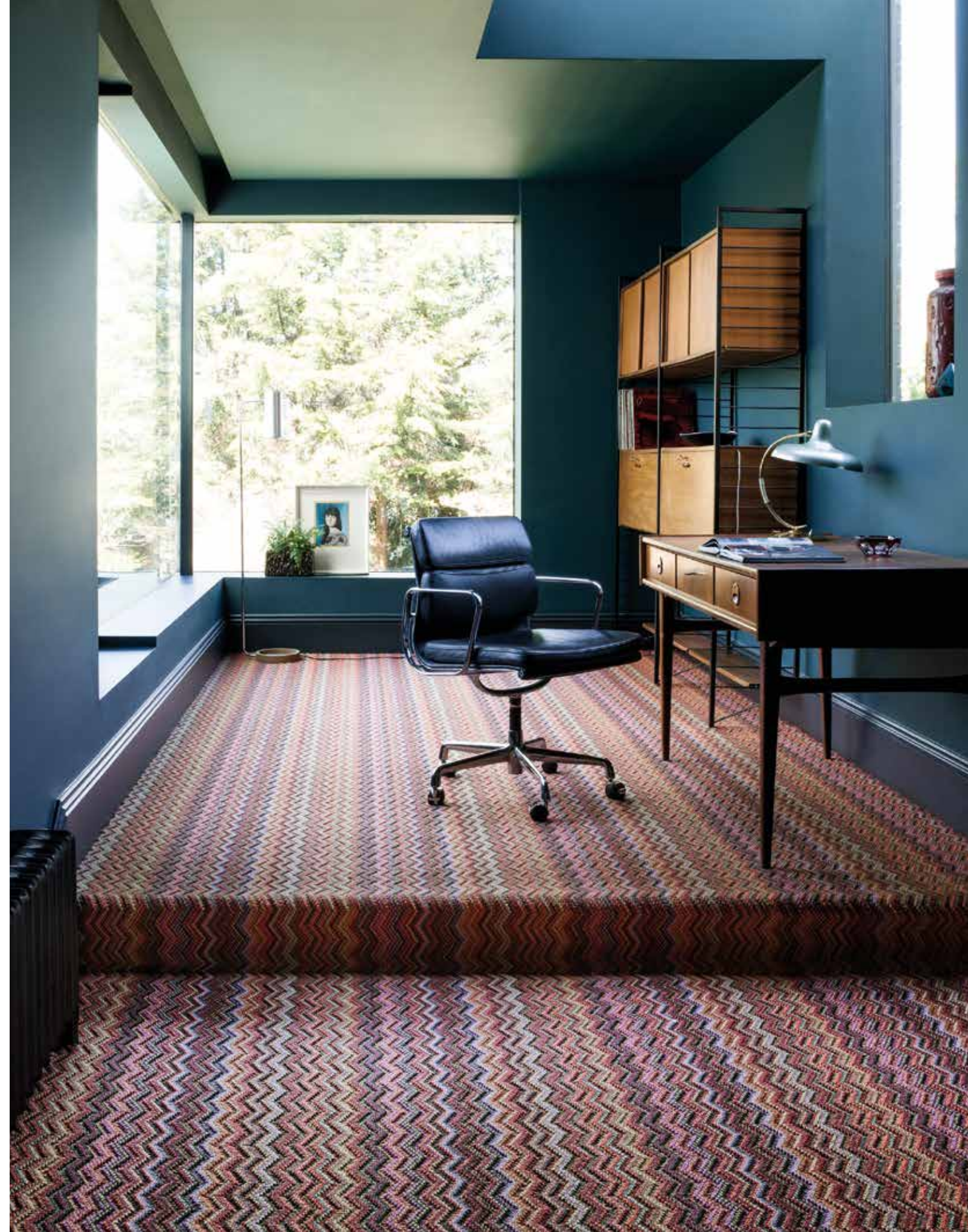
Opal WFW604

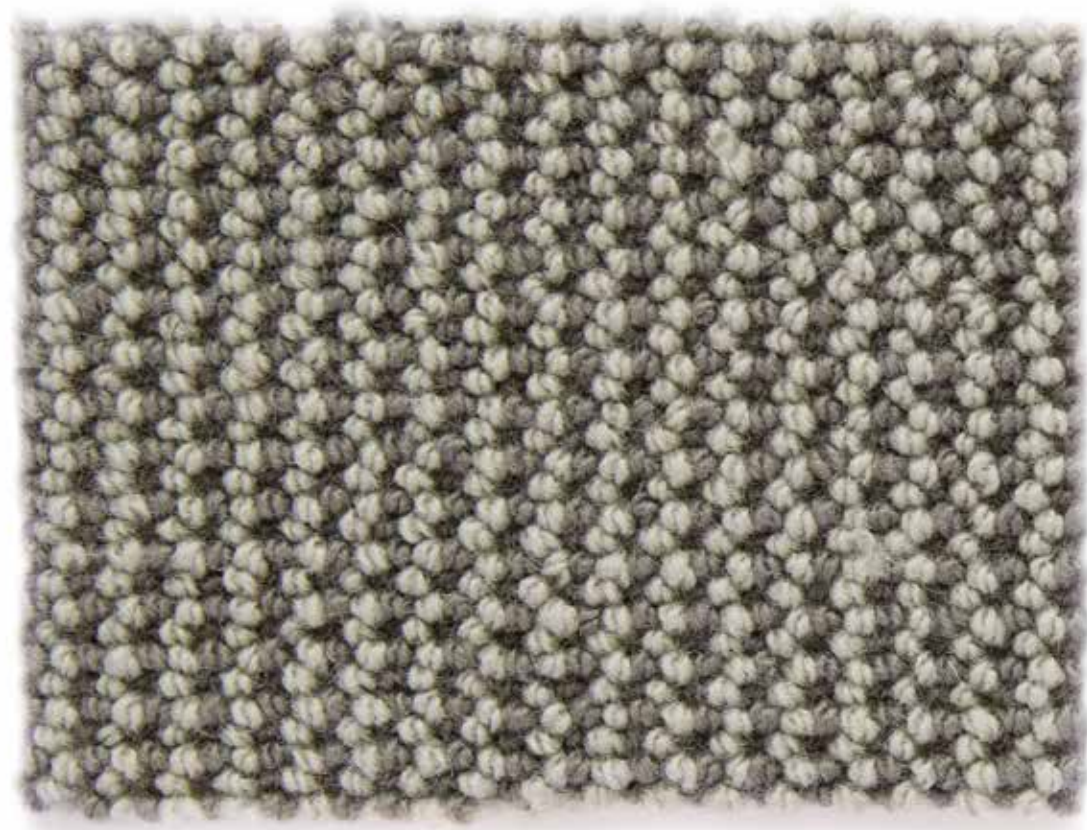


Ruby WFN503



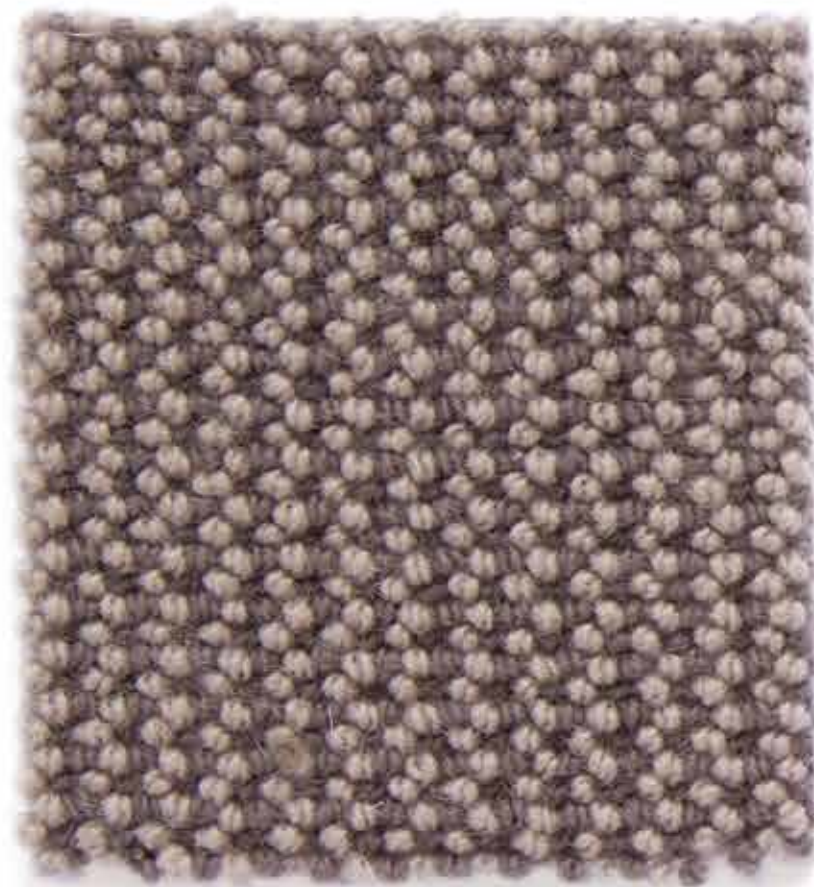
Ruby WFW603 (as shown right)



WOOL GRACE

*Ocean Pearl WG105
(shown as rug with Suede
Delft HS6 border)*





Rocky Cove WG103



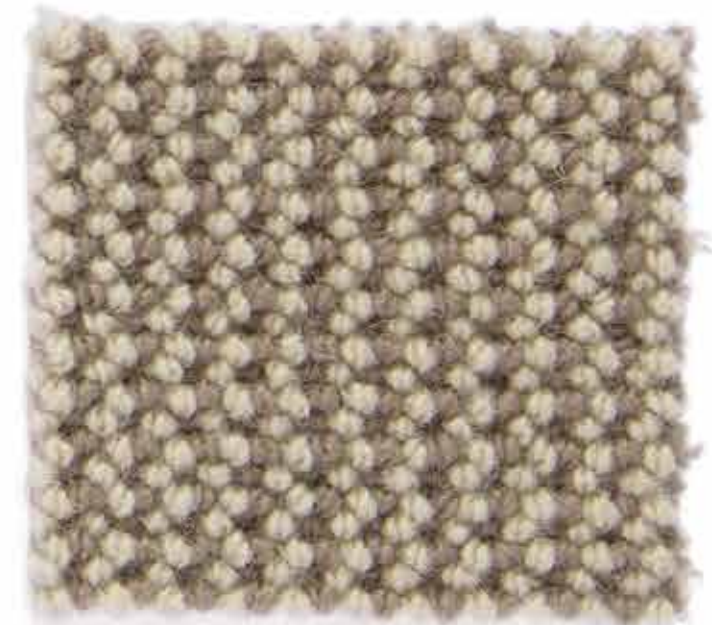
Ocean Pearl WG105



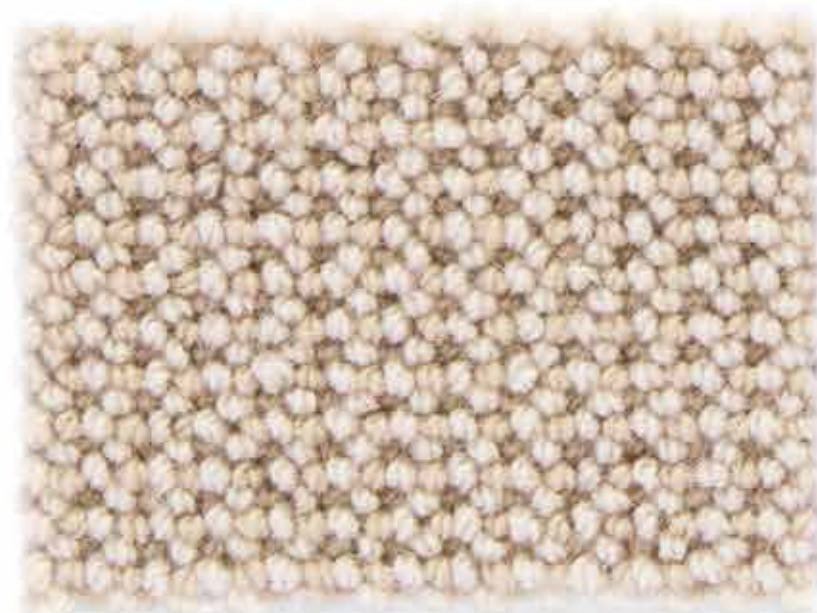
Smooth Pebble WG101



Sky Blue WG100



Sandy Shore WG102



Summer Cloud WG104

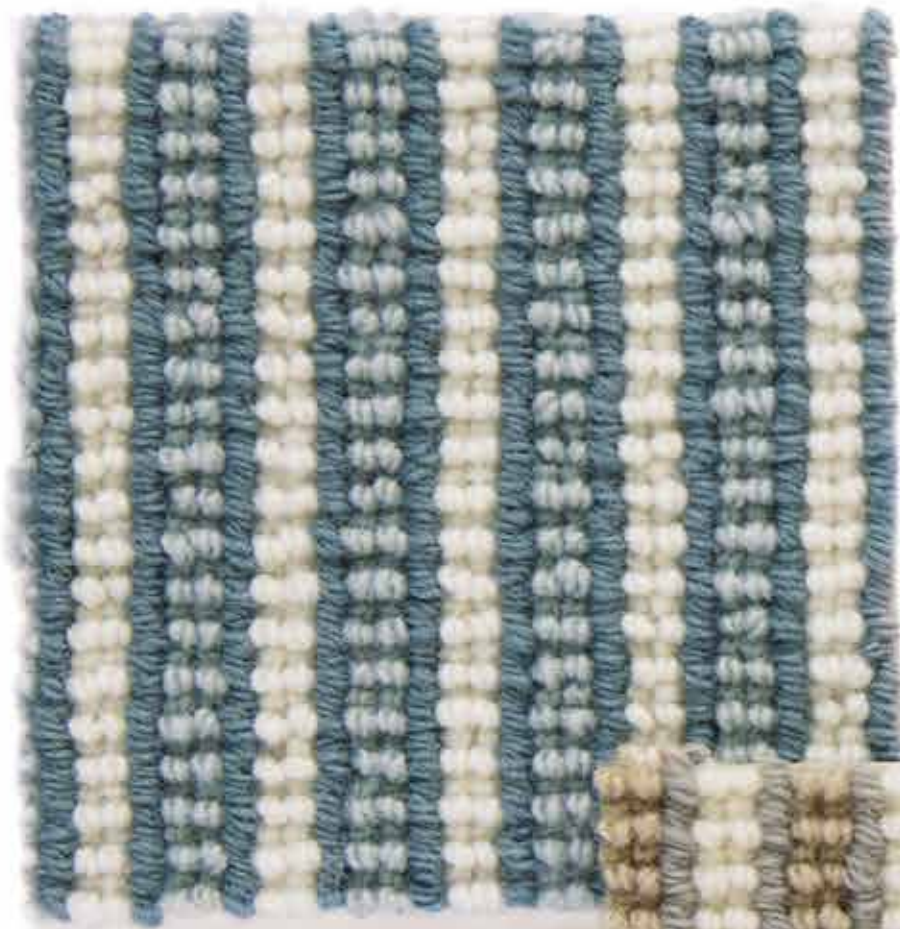
Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Wool*
 Backing: *Action*
 Width: *5m*
 Underlay: *Crucial Vital underlay recommended*
Moth Resistant

WOOL HARBOUR

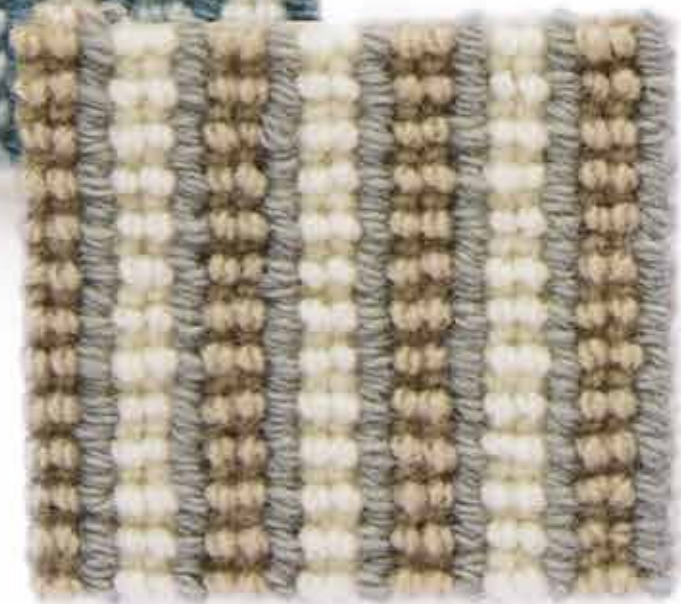


Emerald Tide WH208

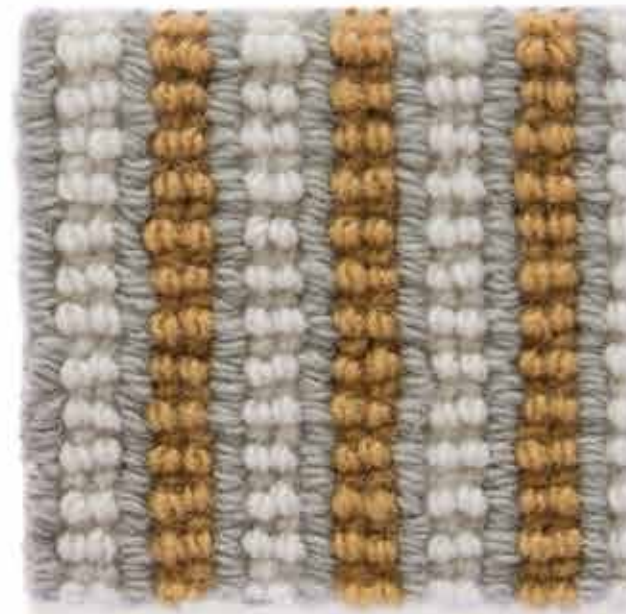




Marine Blue WH200



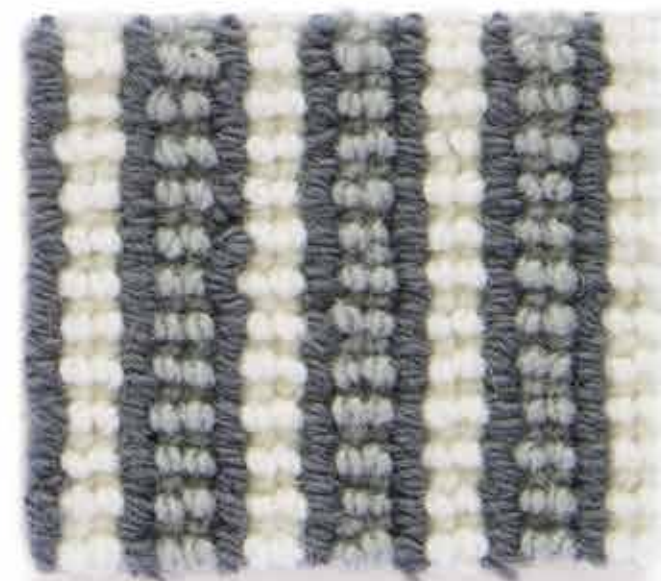
Calm Breeze WH201



Golden Glaze WH202



Deep Purple WH203



Grey Mist WH204

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Wool*
 Backing: *Action*
 Width: *4m*
 Underlay: *Crucial Vital underlay recommended*
Moth Resistant
 Pattern Repeat: *2.4cm*



Knotted Rope WH205



Natural Stone WH206



Emerald Tide WH208 (as shown left)



Autumn Glow WH207



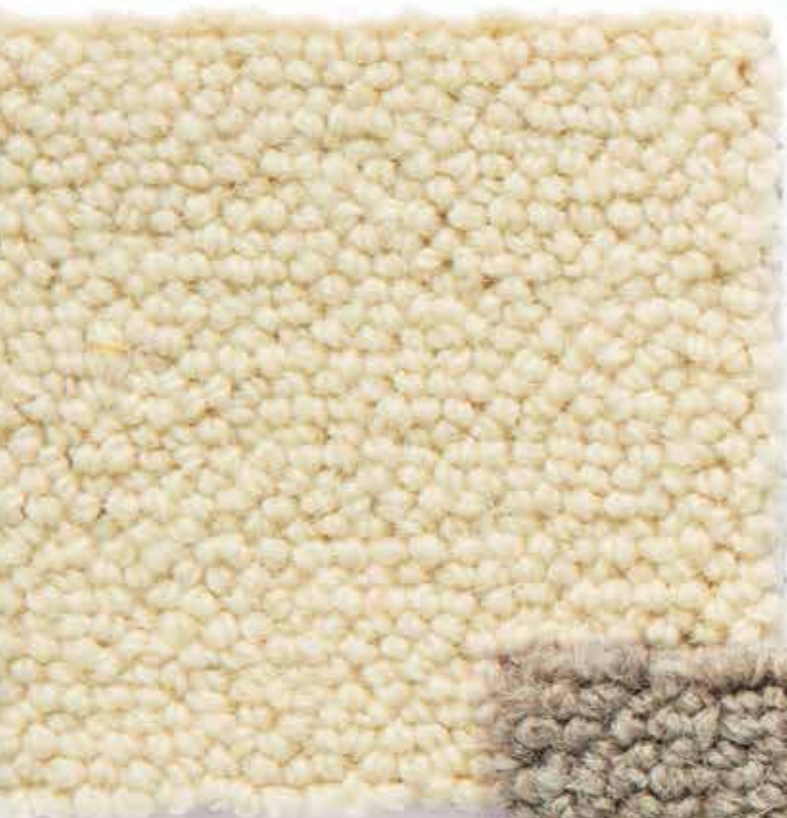
WOOL JASMINE



Silver Thistle WJ202



Suitability: *Heavy domestic, stairs & rugs*
Fibre: *100% Wool*
Backing: *Jute*
Width: *5m*
Underlay: *Crucial Vital underlay recommended*
Moth Resistant



White Lily WJ200



Spring Blossom WJ201 (as shown right)



Vintage Rose WJ203



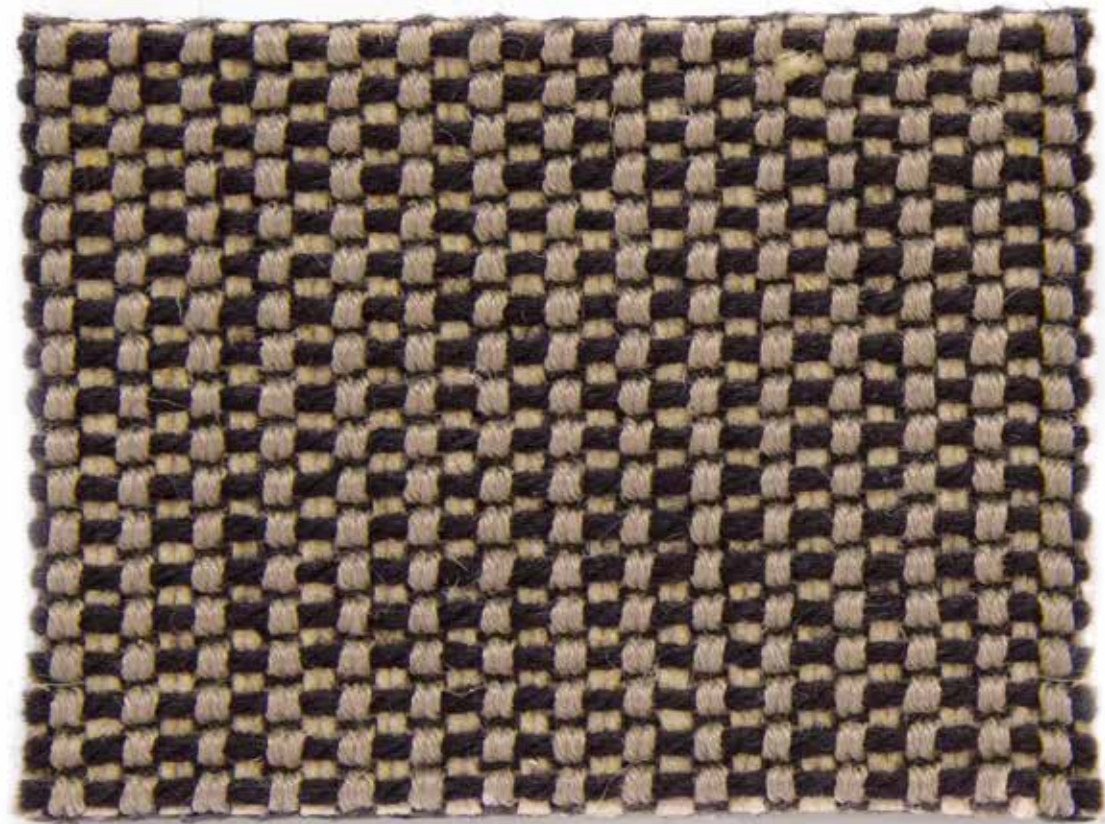
Silver Thistle WJ202



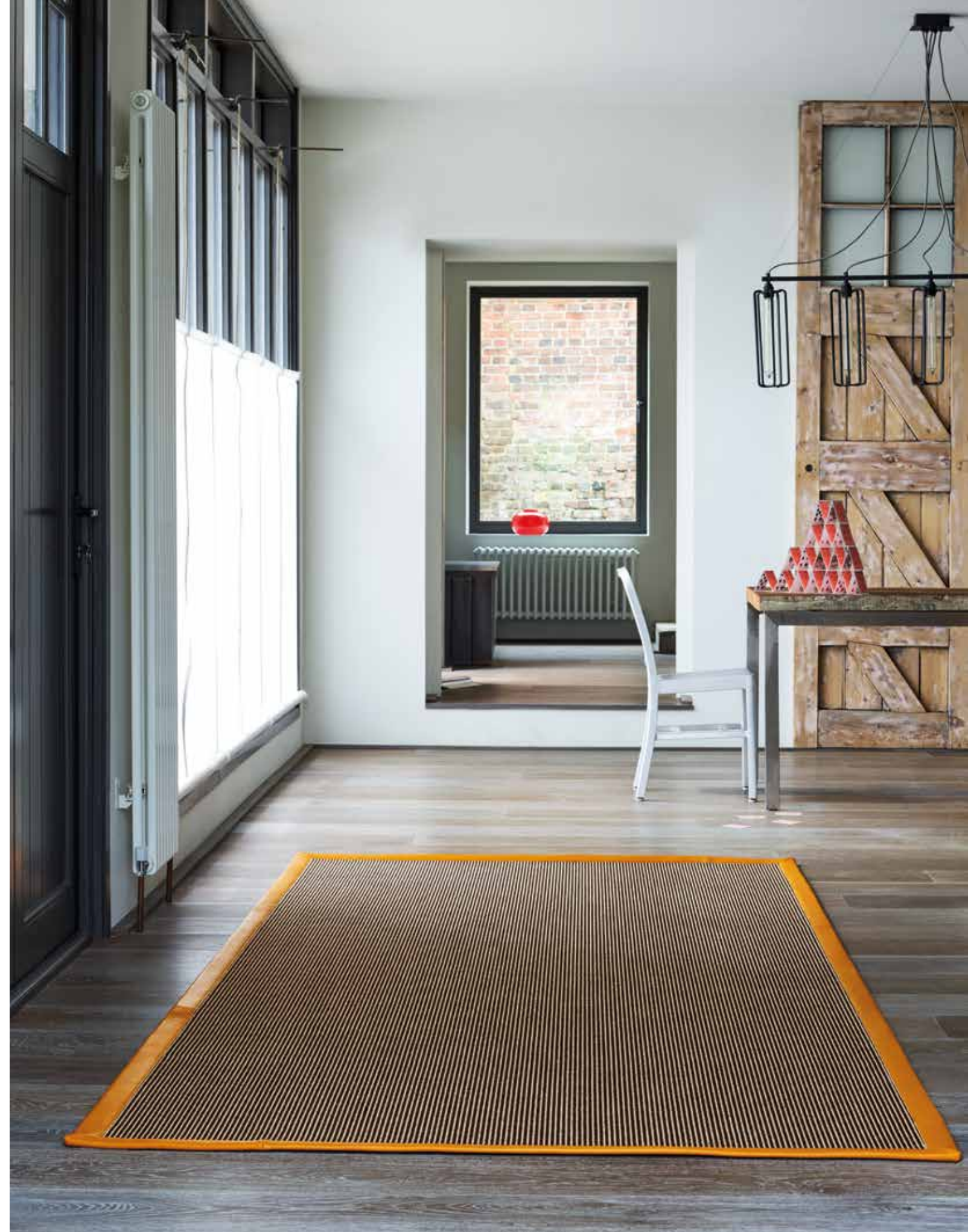
Grey Orchid WJ204

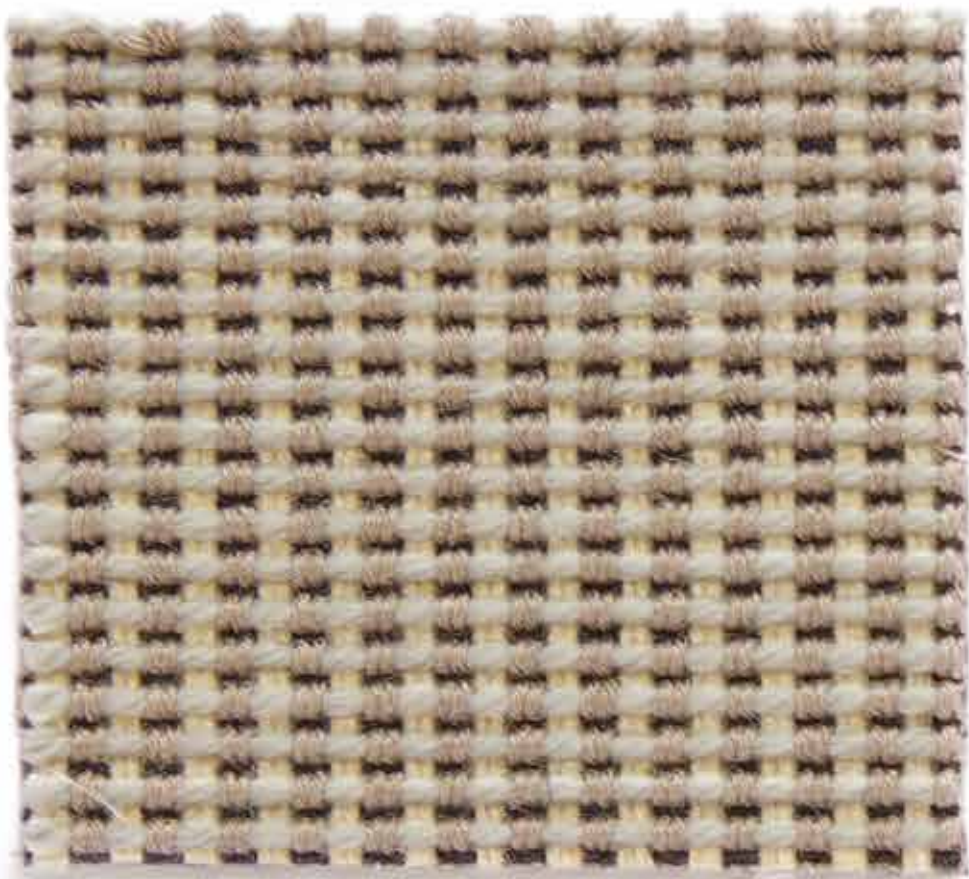


LINEN N WOOL

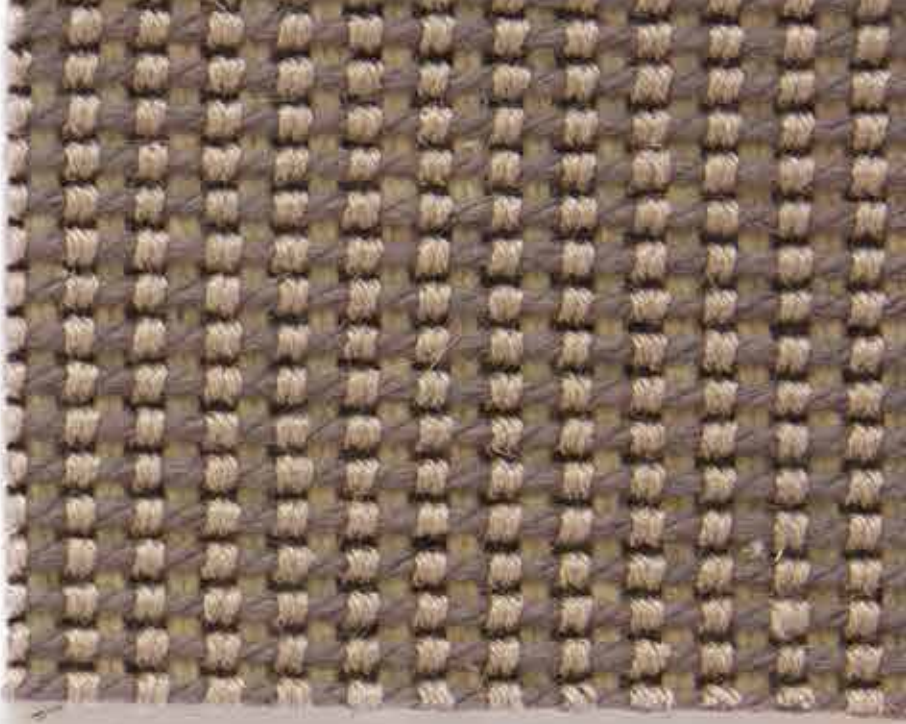


*Black WL779
(shown as rug with Leather
Mustard HL13 border)*

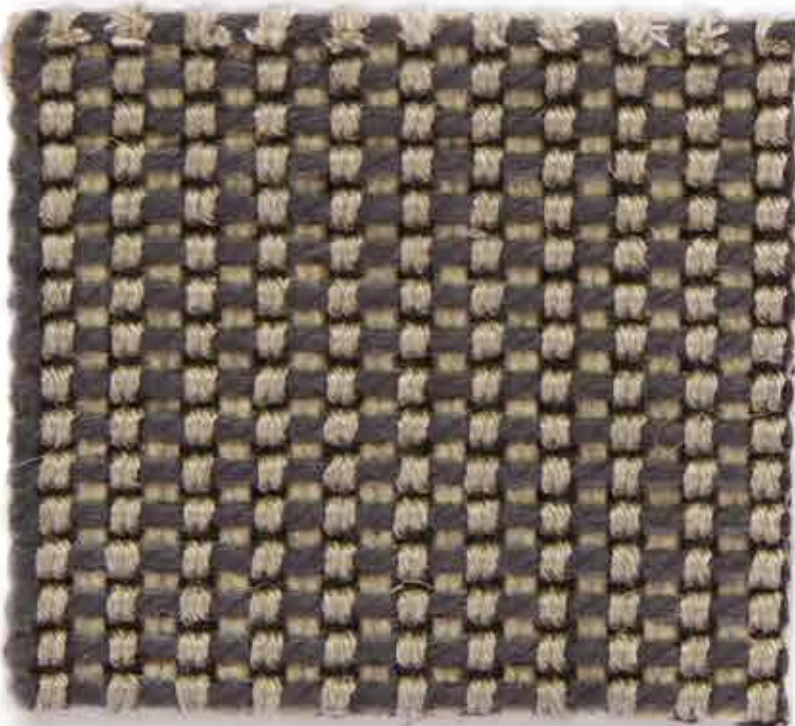




Pale Grey WL776



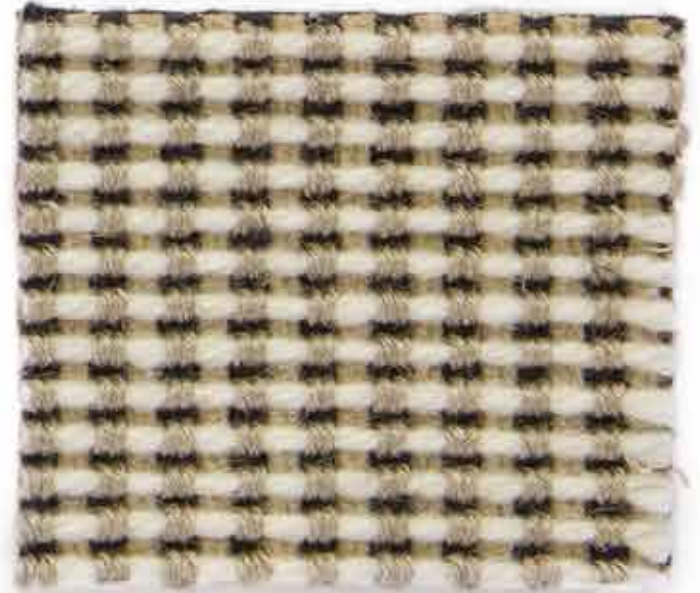
Slate WL777



Dark Grey WL778



Black WL779



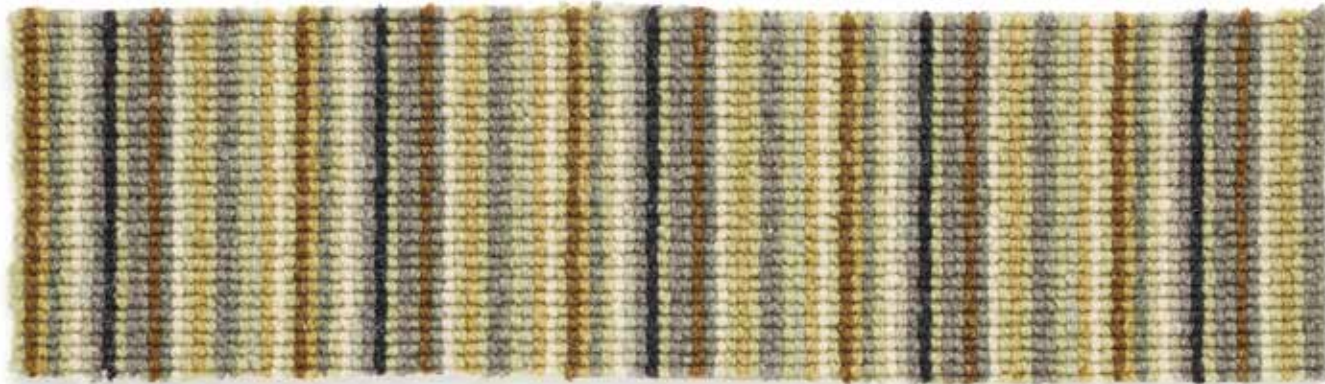
Cream WL775

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *55% Wool, 45% Linen*
 Backing: *Jute*
 Width: *4m*
 Underlay: *Crucial Vital underlay recommended*
 Moth Resistant

WOOL MISSISSIPPI*Ginkgo Green WS140*

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Wool*
 Backing: *Jute*
 Width: *4m*
 Underlay: *Crucial Vital underlay recommended*
Moth Resistant
 Pattern Repeat: *10cm*
 All swatches shown at 38%





Ginkgo Green WS140



Warm Clay WS142



Dark Oil WS148



Indigo Russet WS149



Deep Thinking WS157



Chai Blue WS222



Light Reflection WS253



Parchment WS254



Blue/Gold WS100



Black/Silver WS110



Pastels WS113



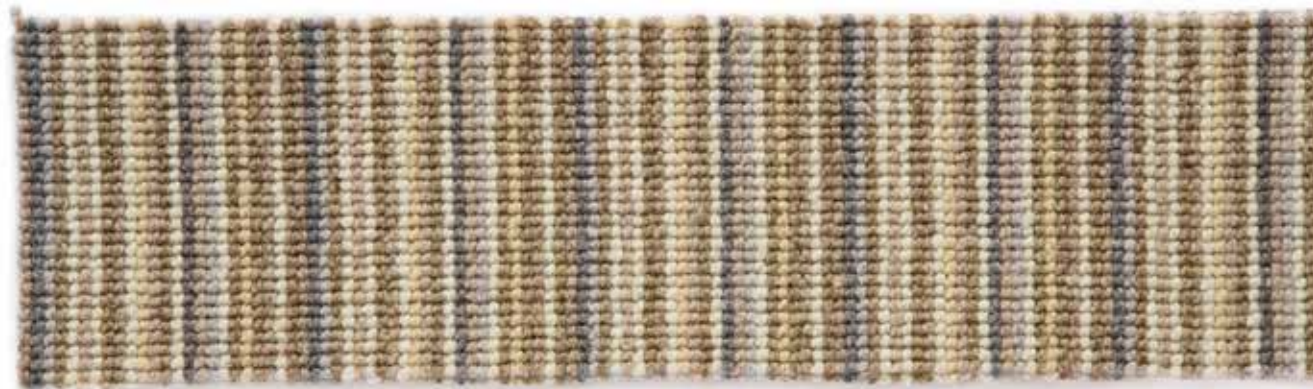
Lime/Red WS114



Chocolate/Blue WS115



Jade/Cream WS118



Sand/Willow WS119



Black/Sapphire WS120

WOOL MISSISSIPPI PREMIUM



Chocolate/Blue MP115





Khaki/Cream MP108



Black/Silver MP110



Plum/Green MP112



Pastels MP113



Lime/Red MP114



Chocolate/Blue MP115

Suitability: *Heavy domestic, stairs & rugs*

Fibre: *100% Wool*

Backing: *Action*

Width: *1m, 4m & 5m*

Underlay: *Crucial Vital underlay recommended*

Moth Resistant

Pattern Repeat: *9.5cm*

All swatches are shown at 38%



Black/Sapphire MP120



Copper/Black MP121



Red/Plum MP123 (shown right as rug with Linen Basketweave Cherry LBW57 inner border and Leather Rhino HL15 outer border)

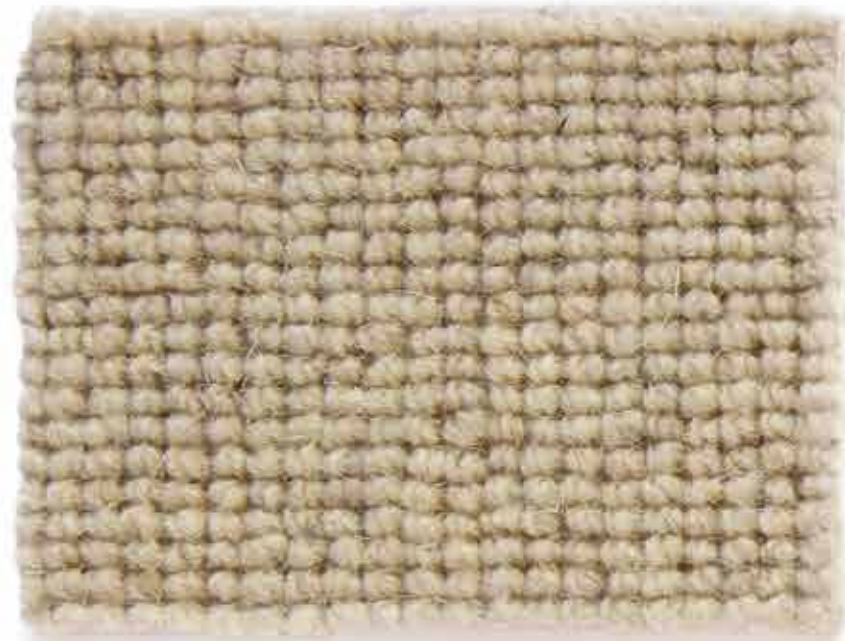


WOOL OPAL



Ivory OP306

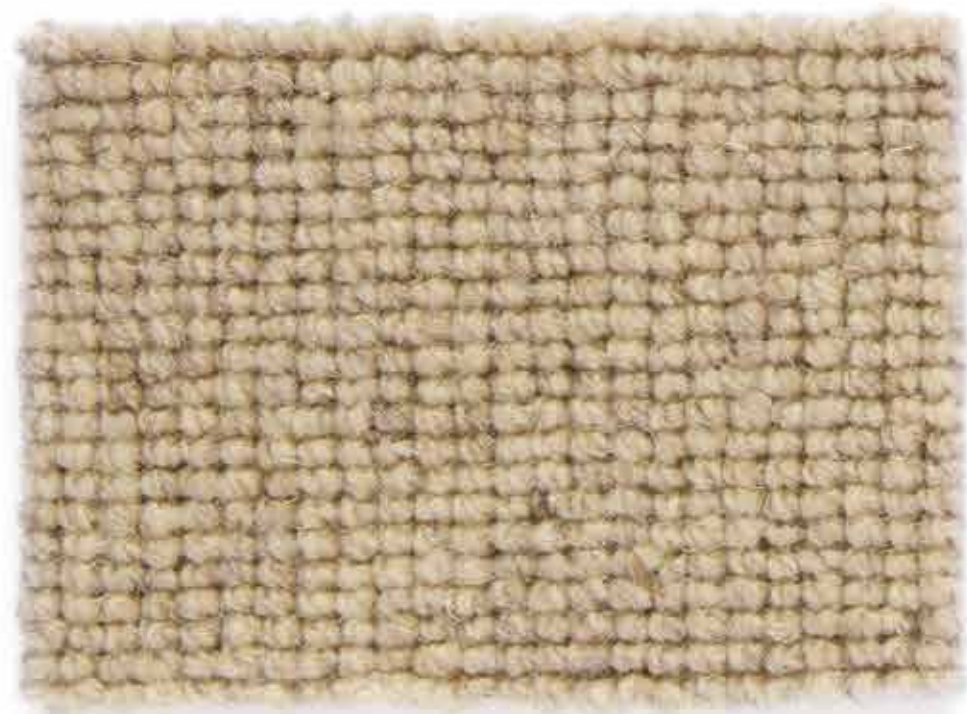




Mushroom OP301



Ivory OP306



Pebble OP302

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Wool*
 Backing: *Jute*
 Width: *4m & 5m*
 Underlay: *Crucial Vital underlay recommended*
 Moth Resistant



Mousey Brown OP304

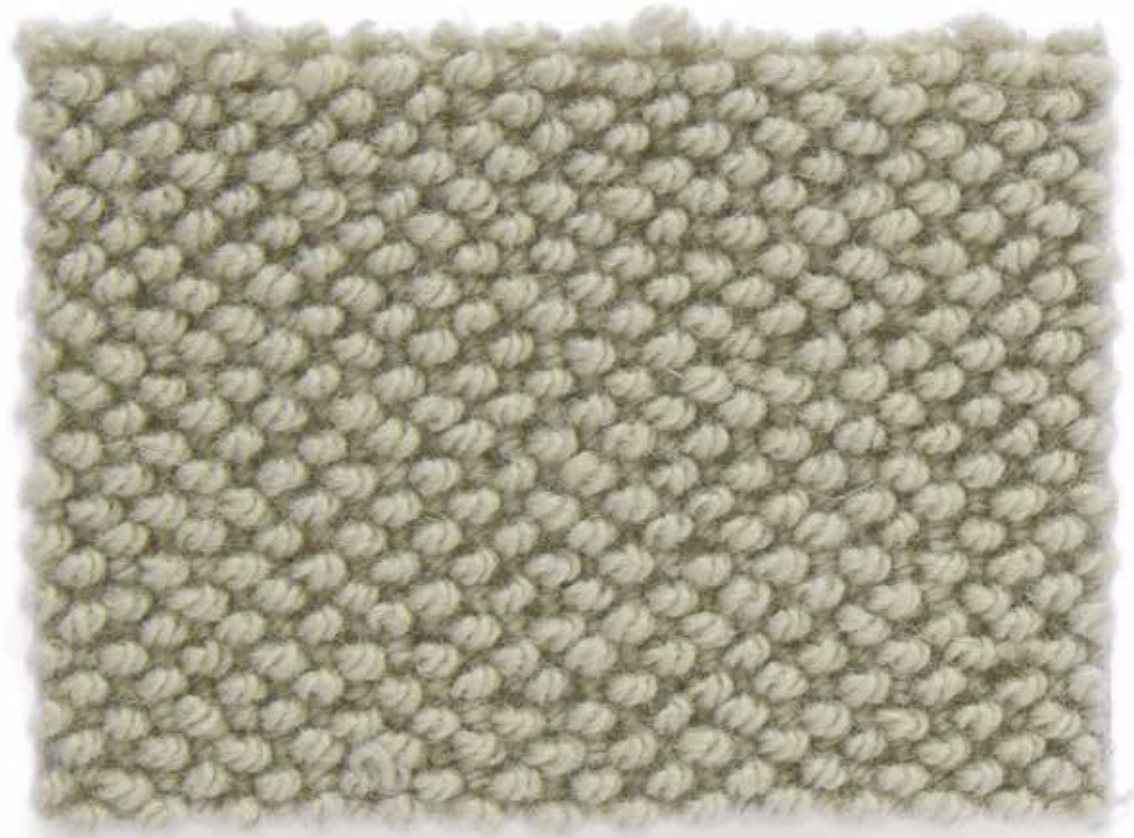


Grey Cloud OP305



Willow OP303

WOOL PEARL



Silver Shore WP104





White Cotton WP101



Silver Shore WP104



Grey Dove WP106



Chic Steel WP105



Soft Olive WP103



Pure Oyster WP102

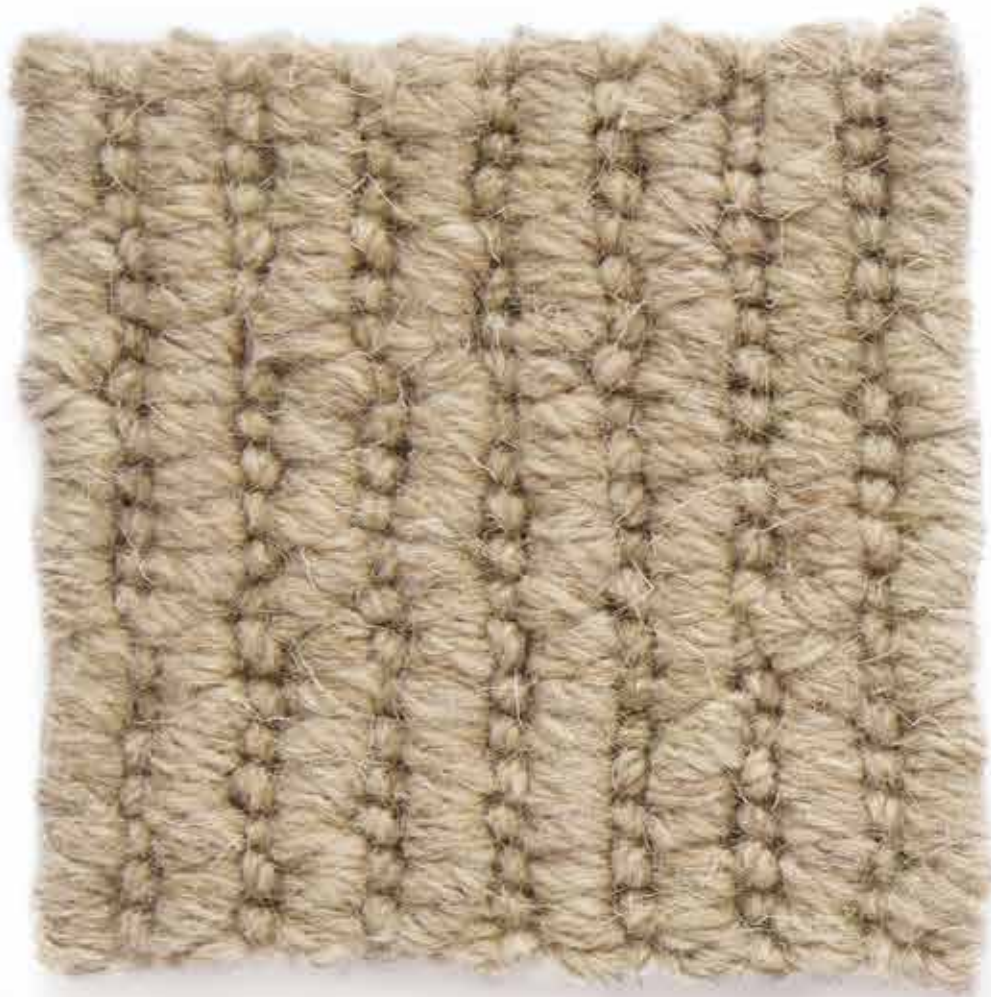
Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Wool*
 Backing: *Action*
 Width: *5m*
 Underlay: *Crucial Vital underlay recommended*
 Moth Resistant

WOOL PRIDE

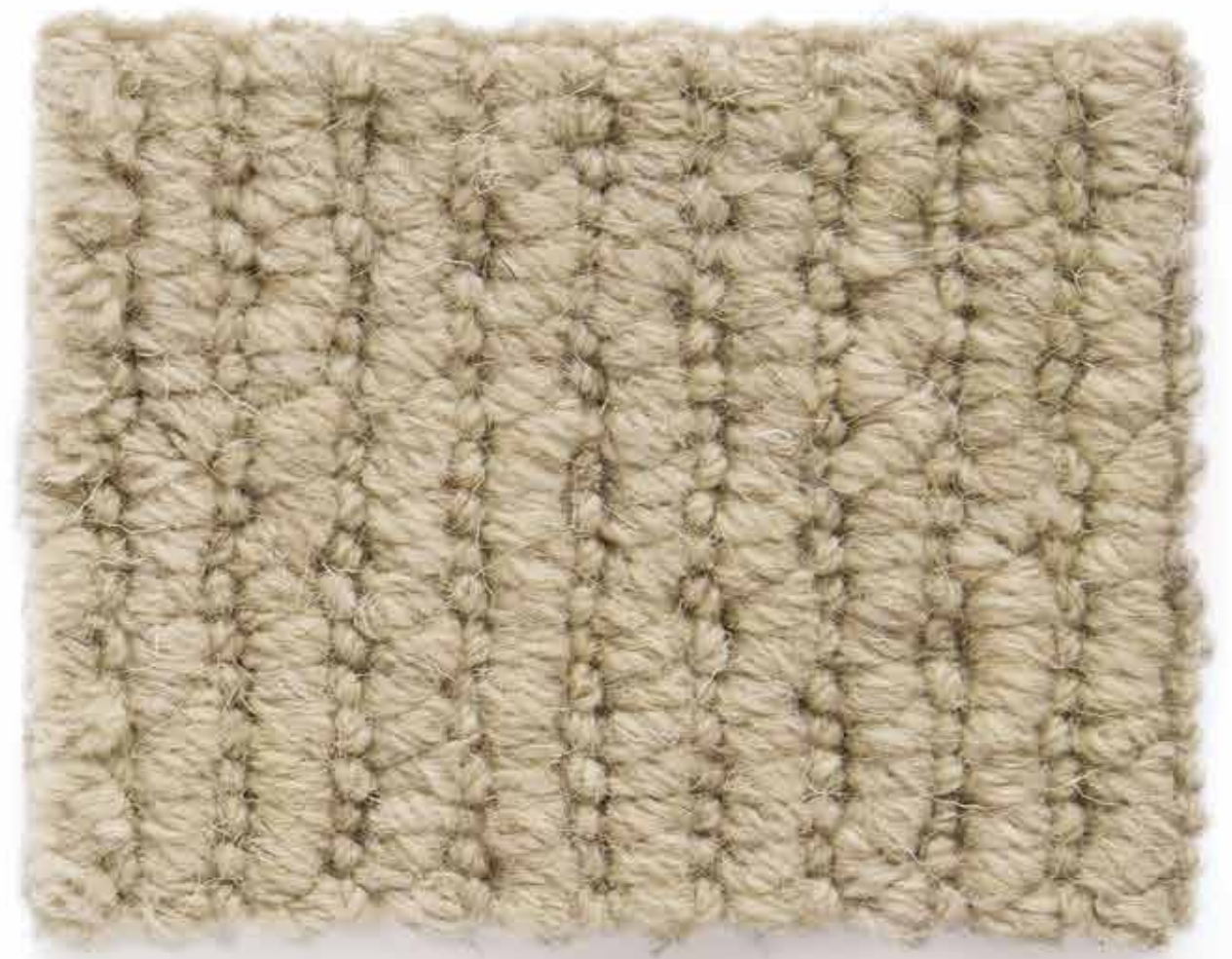


Silver Pearl WP353





Sandy Shore WP350



Dusty Coal WP351



Silver Pearl WP353



Shadow Grey WP352

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Wool*
 Backing: *Jute*
 Width: *4m*
 Underlay: *Crucial Vital underlay recommended*
Moth Resistant

96

WOOL REEF



Peaceful Willow WR105

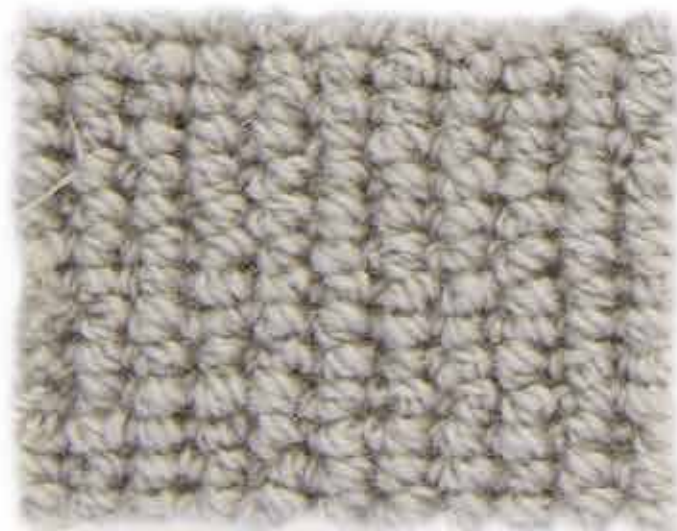




Soft Eden WR100



Smooth Silk WR101



Cool Haze WR102



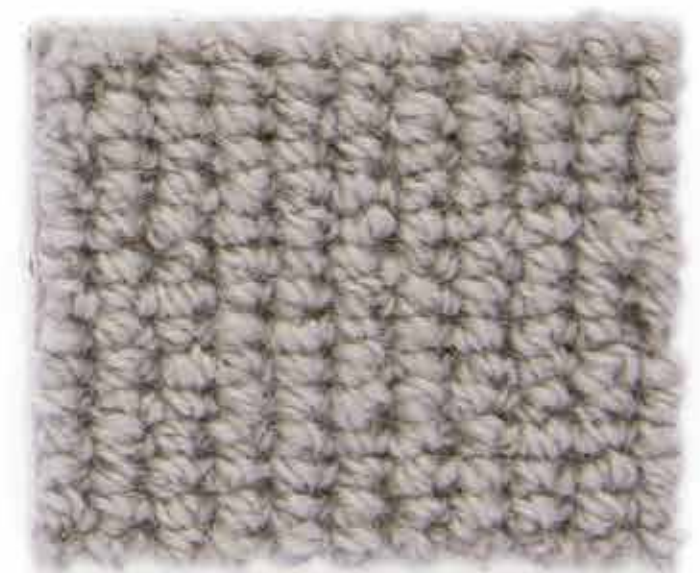
Peaceful Willow WR105



Calm Cloud WR104



Light Stone WR106

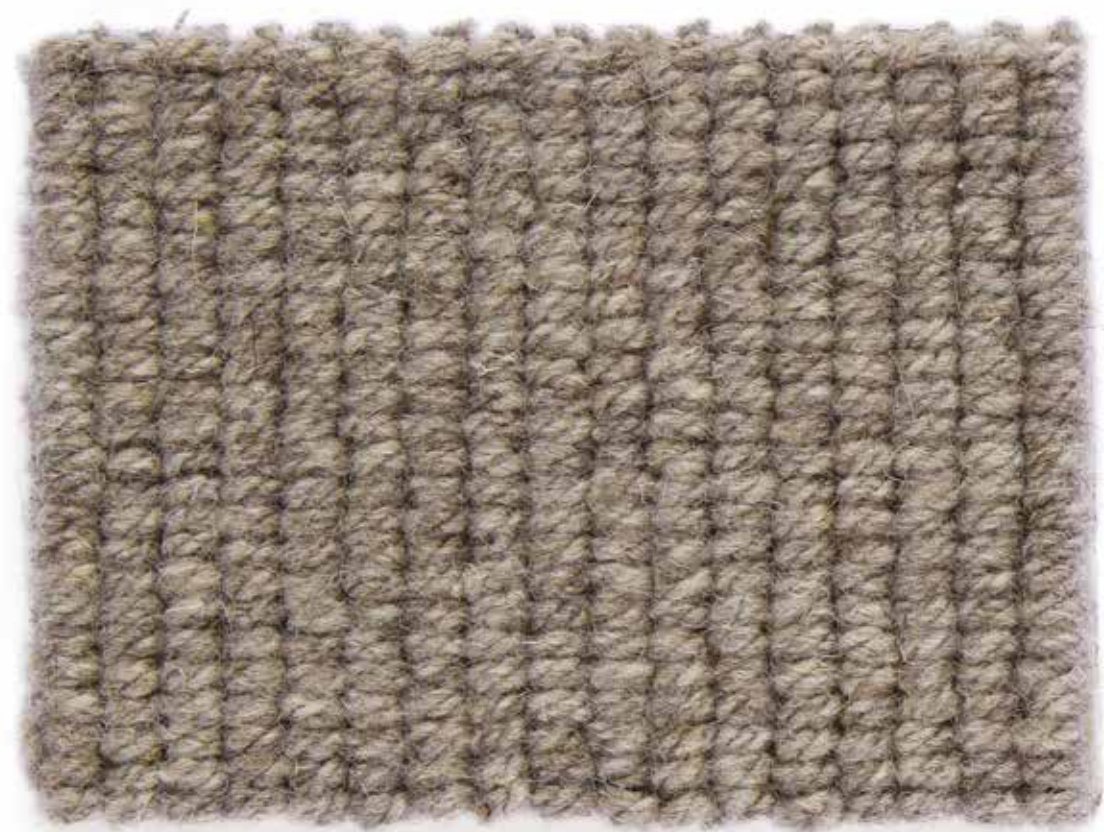


Gentle Dove WR103

Suitability: *Heavy domestic, stairs & rugs*
Fibre: *100% Wool*
Backing: *Action*
Width: *5m*
Underlay: *Crucial Vital underlay recommended*
Moth Resistant

100

WOOL RUSTICA

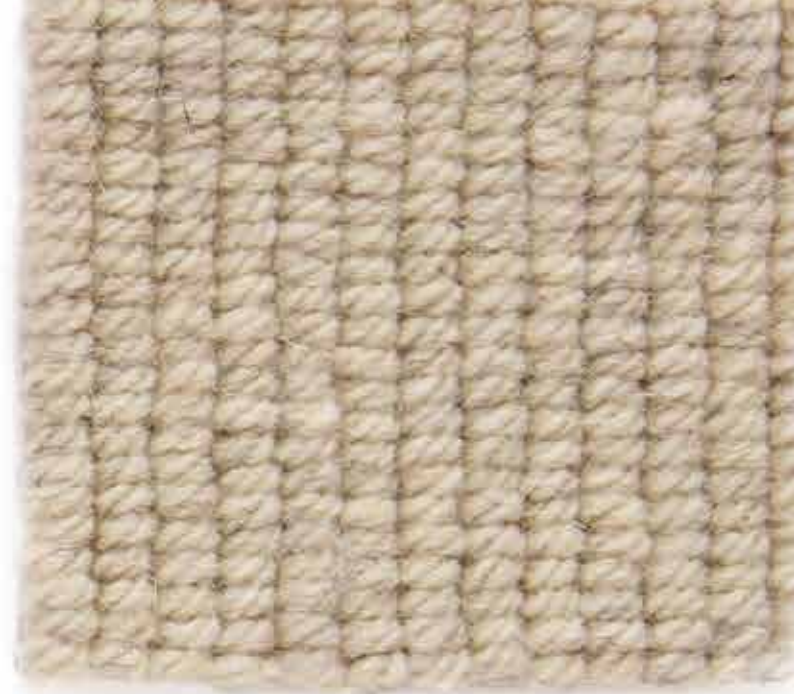


Buffalo RU104

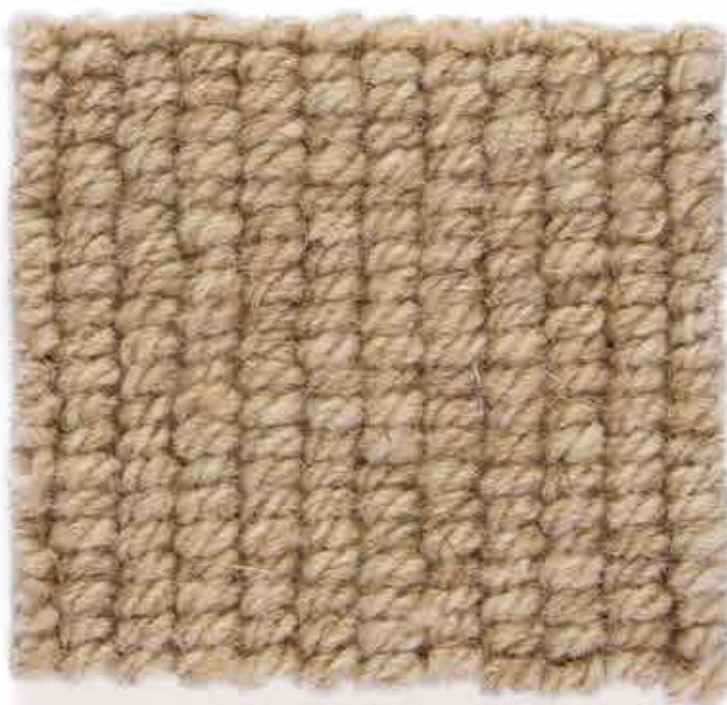




Arctic White RU100



Marble RU101



Fawn RU103



Buffalo RU104



Pale Grey RU102

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Wool*
 Backing: *Action*
 Width: *5m*
 Underlay: *Crucial Vital underlay recommended*
Moth Resistant

104

WOOL SNUG



Delicate Feather SN504





Cotton White SN500



Delicate Feather SN504



Warm Glow SN502

Calm Nights SN505



Starlight Grey SN503

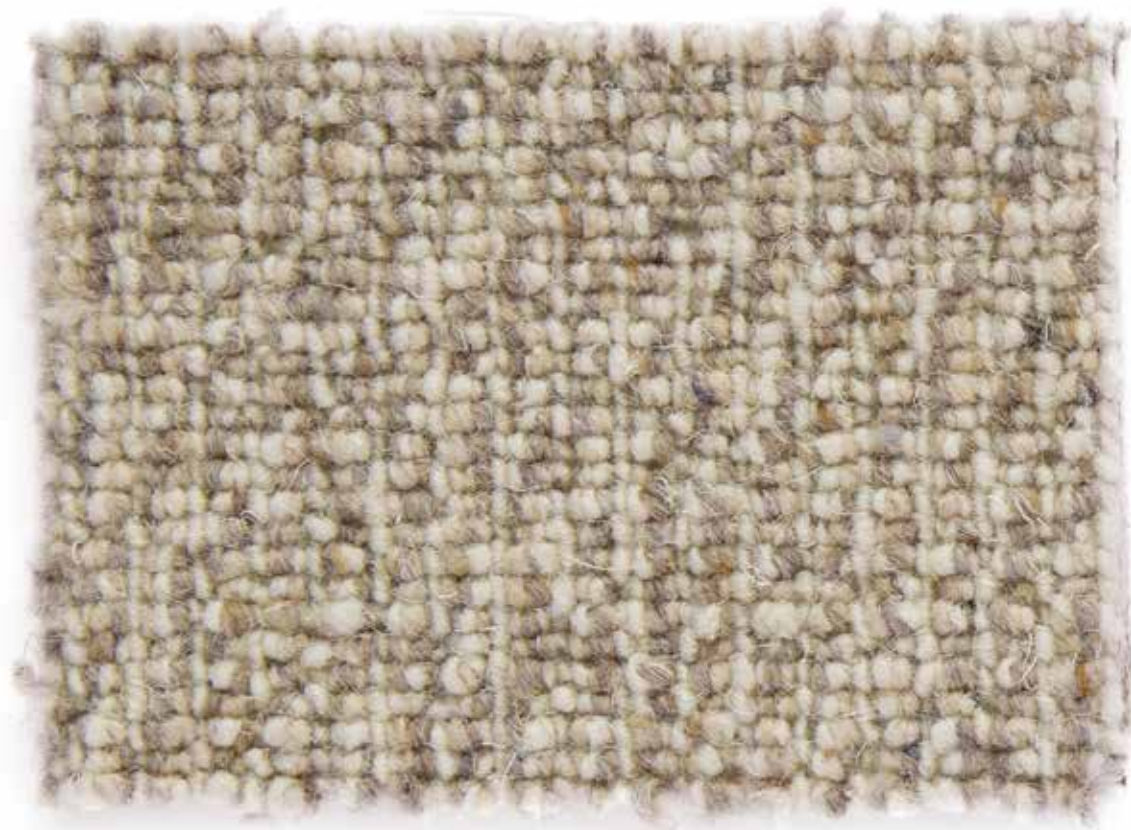


Soft Sands SN501

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Wool*
 Backing: *Jute*
 Width: *5m*
 Underlay: *Crucial Vital underlay recommended*
 Moth Resistant

108

WOOL TREASURE



Old Rope WT502

Where Inspiration Begins





Sea Salt WT500



Old Rope WT502

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Wool*
 Backing: *Action*
 Width: *4m & 5m*
 Underlay: *Crucial Vital underlay recommended*
Moth Resistant



Soft Shell WT501



Hidden Fossil WT503
(shown left as rug with Apple COR8 piping
and Cotton Herringbone Bottle C11 border)



Silver Jewel WT504



112

WOOL TWEED



Shadow TW112

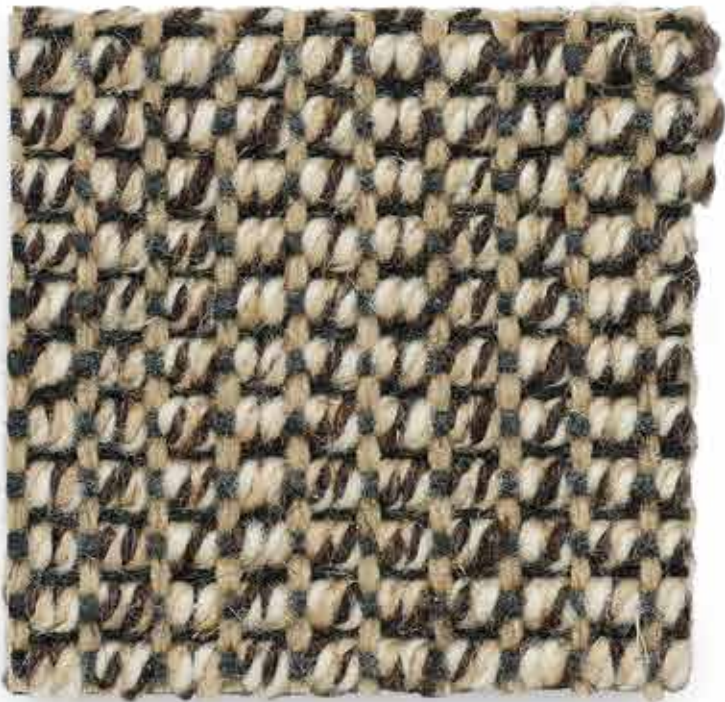




Marble TW110



Seal TW113



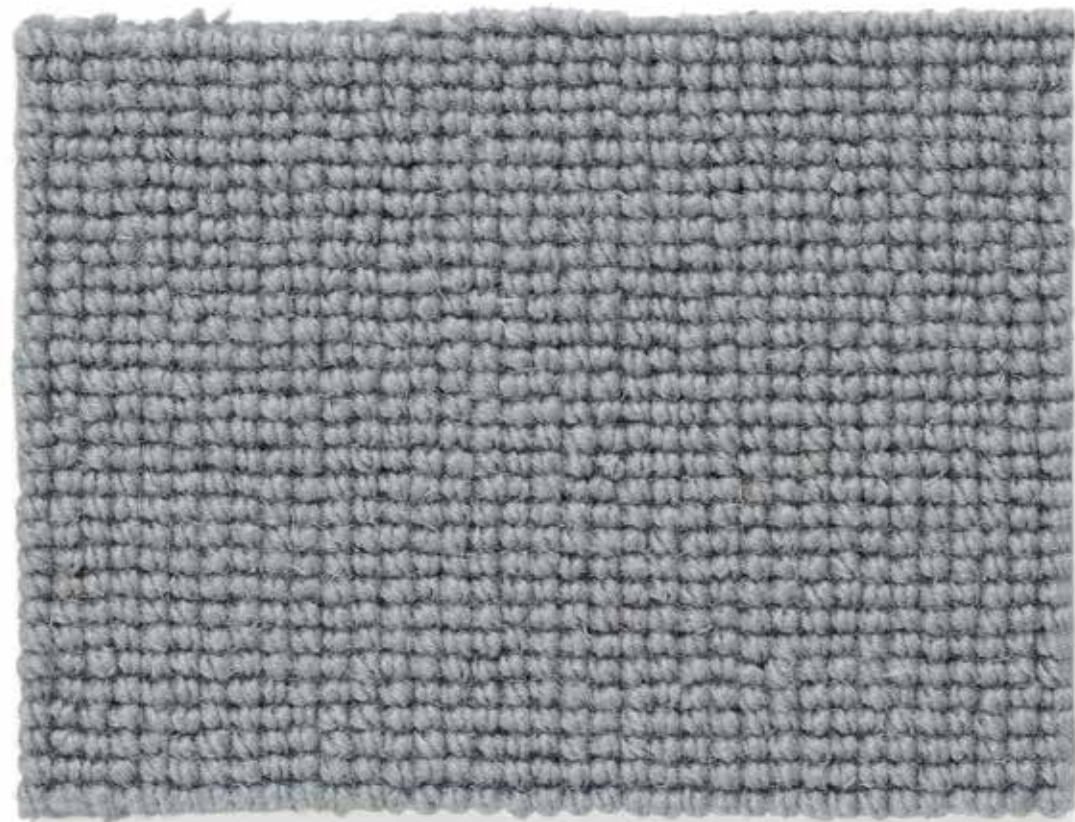
Shadow TW112



Barley TW111

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Wool*
 Backing: *Jute*
 Width: *4m*
 Underlay: *Crucial Vital underlay recommended*
Moth Resistant

WOOL WEATHER WATCHING



Thunderstorm Play WA130





Dawn Light WA135



Thunderstorm Play WA130



Windswept WA134



Overcast Day WA131



Indian Summer WA137



Mistral Skies WA139

Suitability: *Heavy domestic, medium commercial, stairs & rugs*
 Fibre: *100% British Wool*
 Backing: *Action*
 Width: *4m & 5m*
 Underlay: *Crucial Vital underlay recommended*
 Moth Resistant



Snow Blanket WA141 (as shown right)

Partly Cloudy WA138

Soft Rain WA132



Dew Point WA133



Kind Gales WA136



122

WOOL WILTON PANACHE



Slate P3128





Chalk P3123



Ash P3129



Willow P3125



Slate P3128



Stone P3127



Linen P3126



Lichen P3124

Suitability: *Heavy domestic, stairs & rugs*
Fibre: *100% Wool*
Backing: *Woven*
Width: *4m*
Underlay: *Crucial Vital underlay recommended*
Moth Resistant

126

WOOL WILTON SVELTE



Lichen SV3124





Chalk SV3123

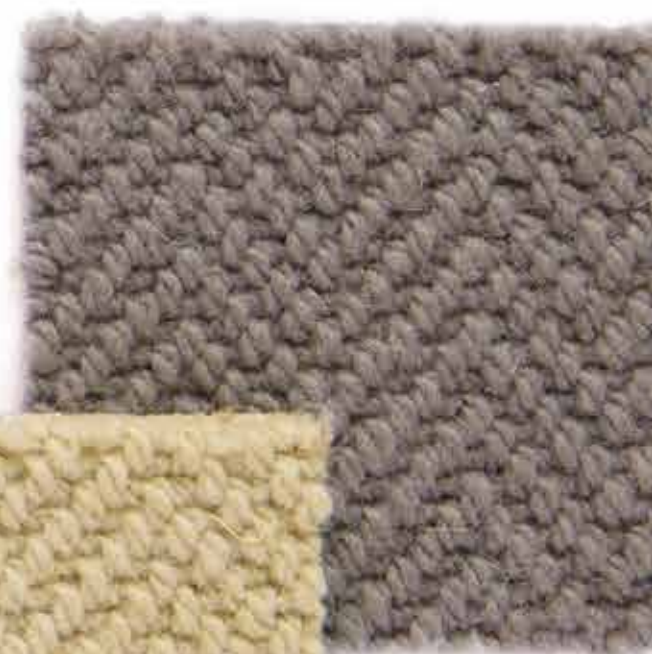


Willow SV3125



Stone SV3127

Slate SV3128



Lichen SV3124



Linen SV3126



Ash SV3129

Suitability: *Heavy domestic, stairs & rugs*
Fibre: *100% Wool*
Backing: *Woven*
Width: *4m*
Underlay: *Crucial Vital underlay recommended*
Moth Resistant

Sisool

Like a slab of the darkest chocolate with just a hint of chilli, some classical pairings form a natural affinity. We knew that would be the case between wool and sisal and so took it upon ourselves to innovate, becoming the first to balance their opposite characteristics to create a new distinctive blend, sisool.



132

SIS00L MASAI



Eclipse M601

Where Inspiration Begins





Savannah M602



Eclipse M601



Monsoon M604

Suitability: *Heavy domestic & rugs.
Not suitable for stairs*
Fibre: *60% Sisal, 40% Wool*
Backing: *Latex*
Width: *4m*
Underlay: *Crucial Vital Double Stick
underlay recommended*
Moth Resistant

White Mist M606



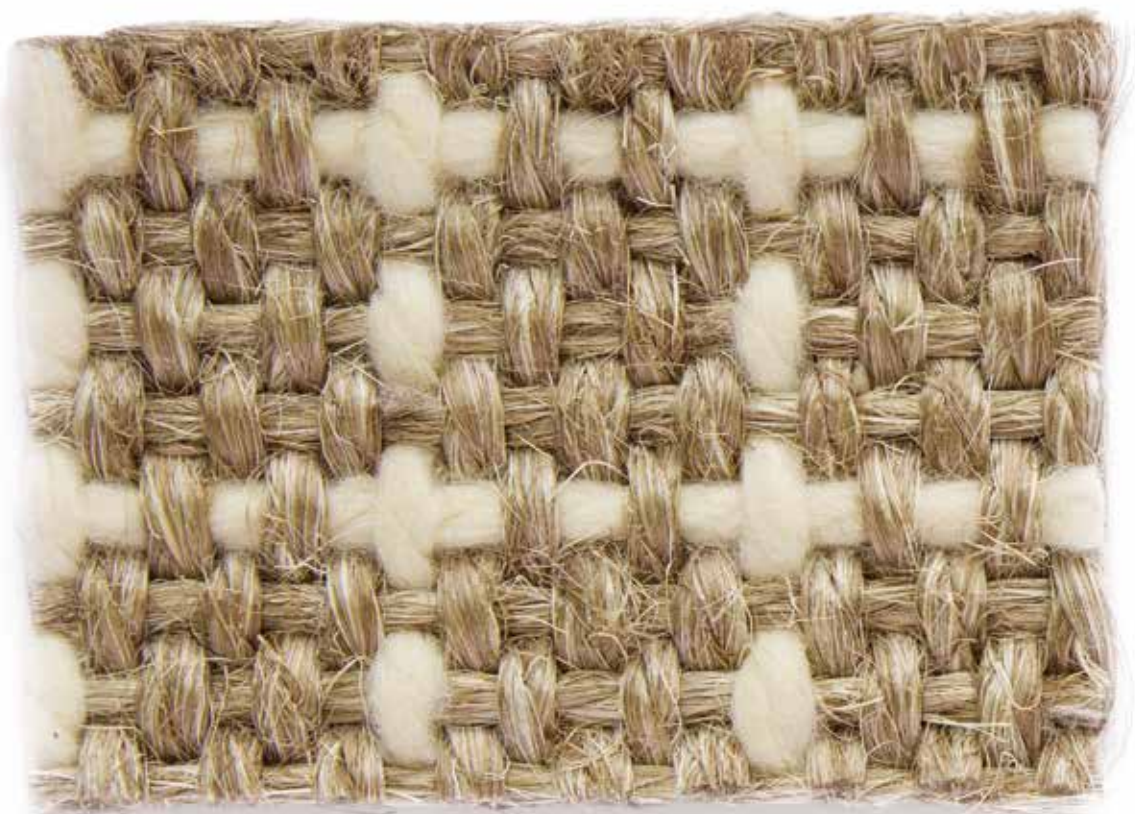
Soft Grey M607



Desert M603

136

SISOOL PLAID



Chalk White SP301





Natural Calico SP300



Warm Grey SP302



Chalk White SP301



Misty Grey SP303



Rich Black SP304

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *80% Sisal, 20% Wool*
 Backing: *Latex*
 Width: *4m*
 Underlay: *Crucial Vital Double Stick*
underlay recommended
 Moth Resistant

140

SIS00L ROCK



Rope SR400





Chalk SR401



Clay SR402



Rope SR400

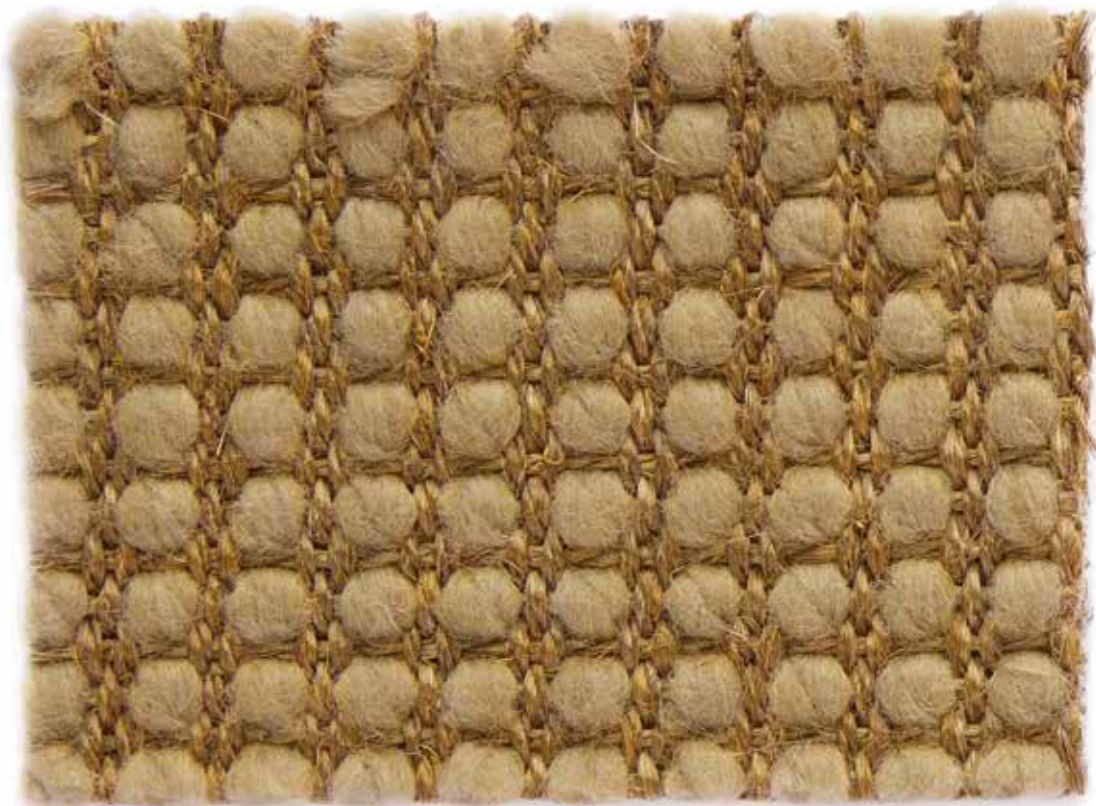


Coal SR403

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *75% Sisal, 25% Wool*
 Backing: *Latex*
 Width: *4m*
 Underlay: *Crucial Vital Double Stick*
underlay recommended
 Moth Resistant

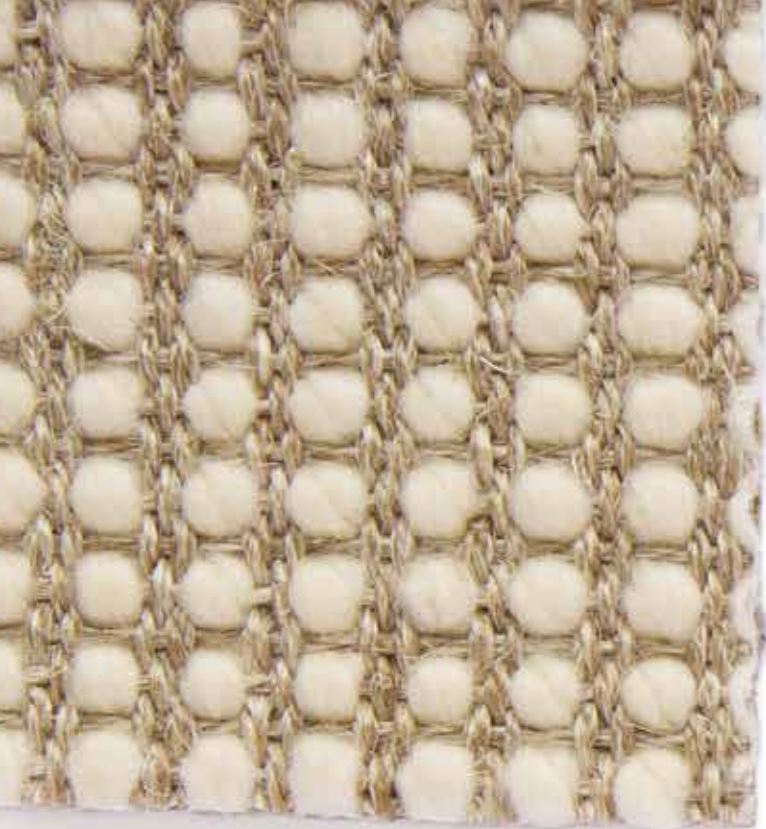
144

SIS00L TRIC



Caramel M807





Ivory M805



Chalk M806 (as shown left)



Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *60% Sisal, 40% Wool*
 Backing: *Jute*
 Width: *4m*
 Underlay: *Crucial Vital Double Stick*
underlay recommended
 Moth Resistant



Mocha M808



Slate M809



Caramel M807

Organic

Our natural plant fibre family consists of jute, seagrass, coir, and sisal, available in an array of alluring colours, from quintessential earthy tones through to shocking reds, peaceful blues and intense blacks. Their story of survival, from exotic environments around the world, etched into their fibres like a badge of honour.



SISAL BIG BOUCLE ACCENTS & CLASSICS



Antique Gold E659





Aluminium E658



Corn E312



*Antique Gold E659**



Coco E313



Black E680

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Sisal*
 Backing: *Latex*
 Width: *4m & 5m**
**available in both 4m & 5m widths*
 Underlay: *Crucial Vital Double Stick*
underlay recommended

154

SISAL DIVINE



Golden Sands SD106





Morning Frost SD100



Rich Caramel SD103



Golden Sands SD106



Soft Praline SD102



Grey Pearl SD101



Sandstone SD105



Roasted Coffee SD104

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Sisal*
 Backing: *Latex*
 Width: *4m*
 Underlay: *Crucial Vital Double Stick*
underlay recommended

158

SISAL GRAND HERRINGBONE



Light Ash GH102





Praline GH100



Light Ash GH102



Golden Sands GH103



Pearl GH104



Chestnut GH101



Fossil GH105

Suitability: *Heavy domestic, stairs & rugs.
Contract rated*

Fibre: *100% Sisal*

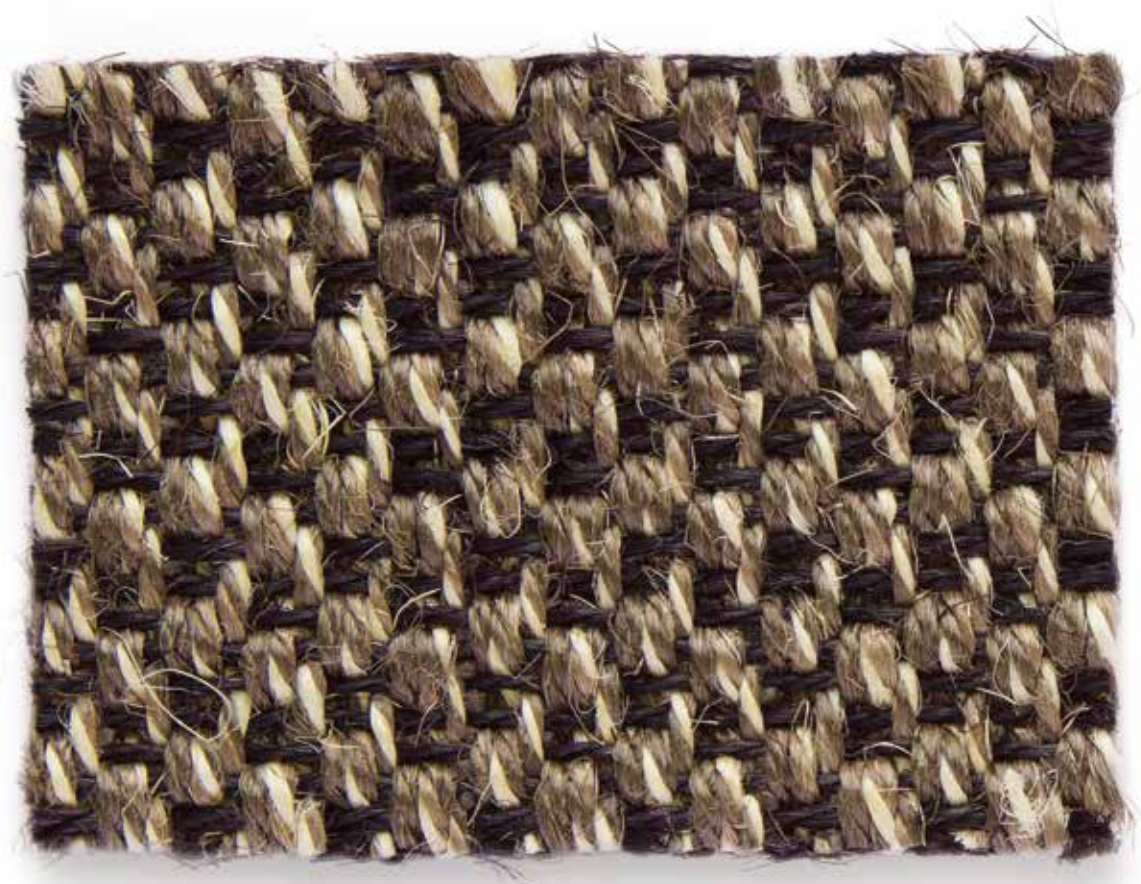
Backing: *Latex*

Width: *4m*

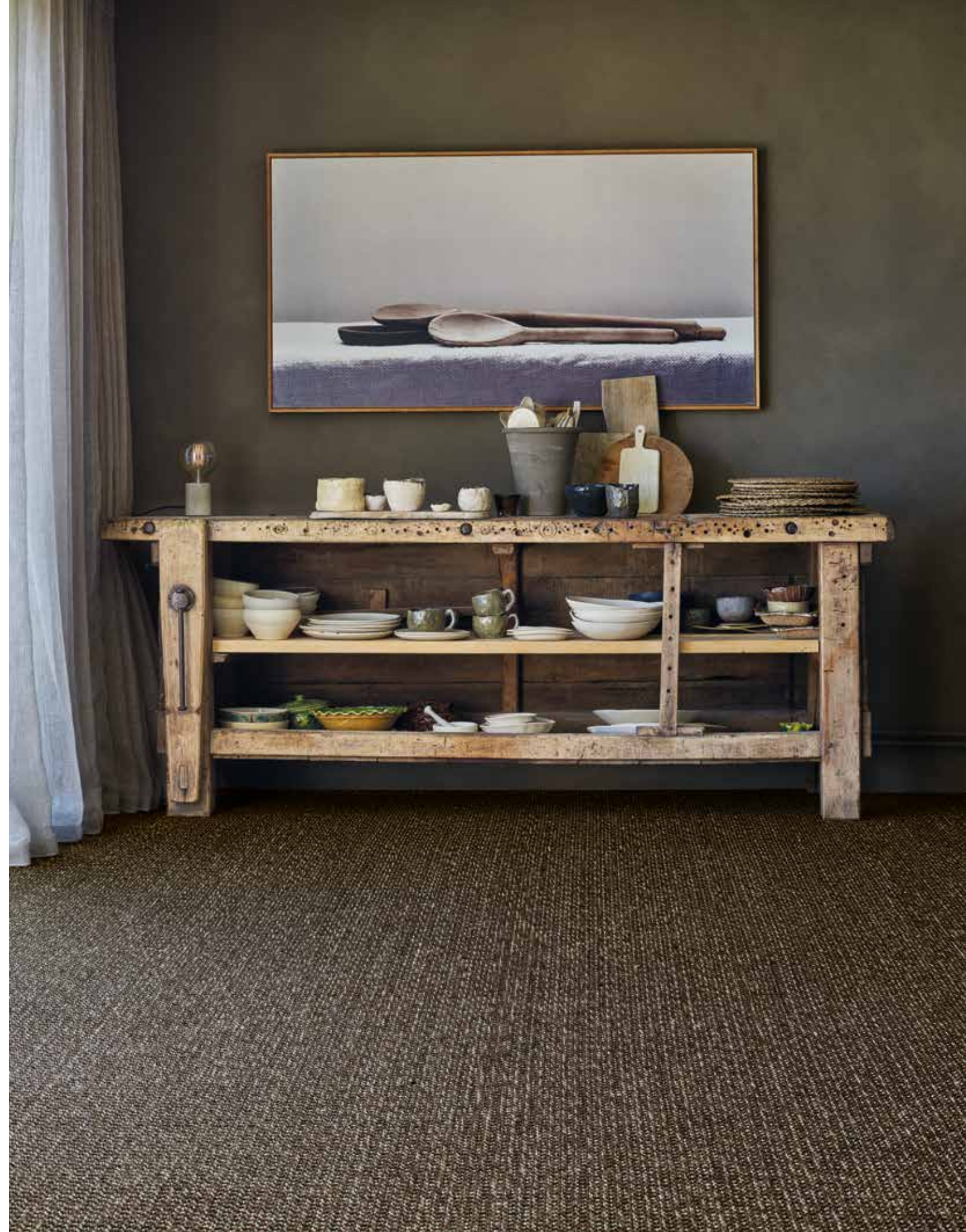
Underlay: *Crucial Vital Double Stick
underlay recommended*

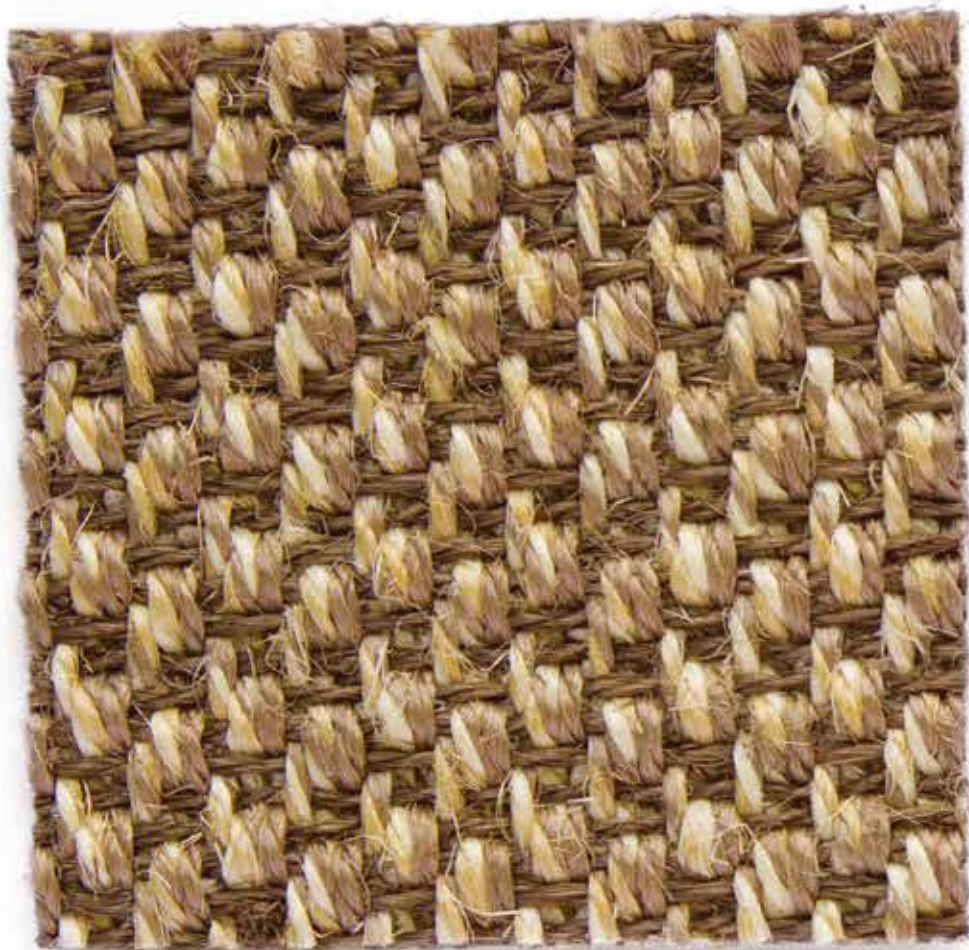
162

SISAL GRAND ORIENTAL

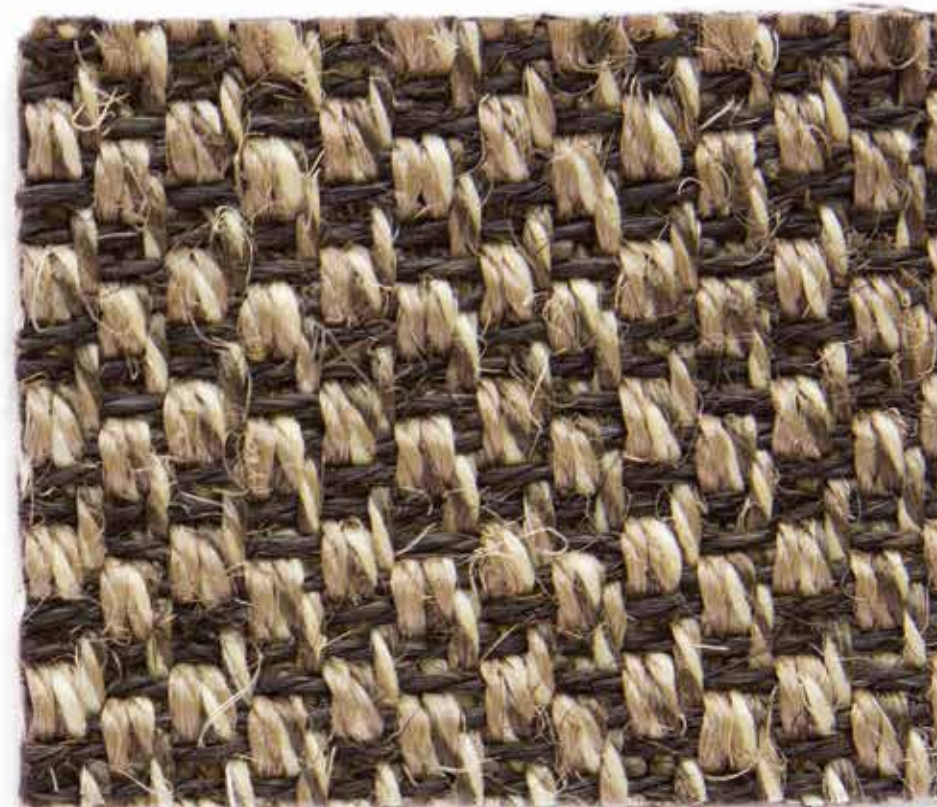


Cinder Grey GO803

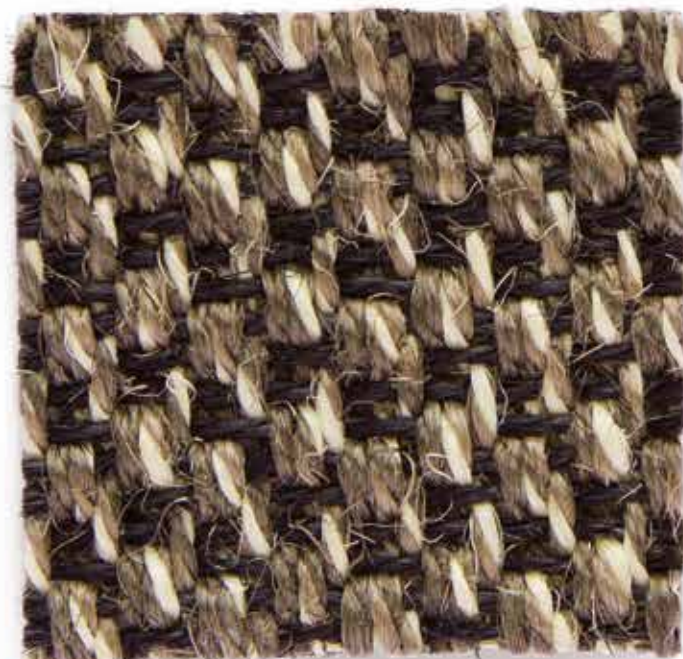




Rich Caramel GO801



Fresh Mist GO802



Cinder Grey GO803



Dark Skies GO800

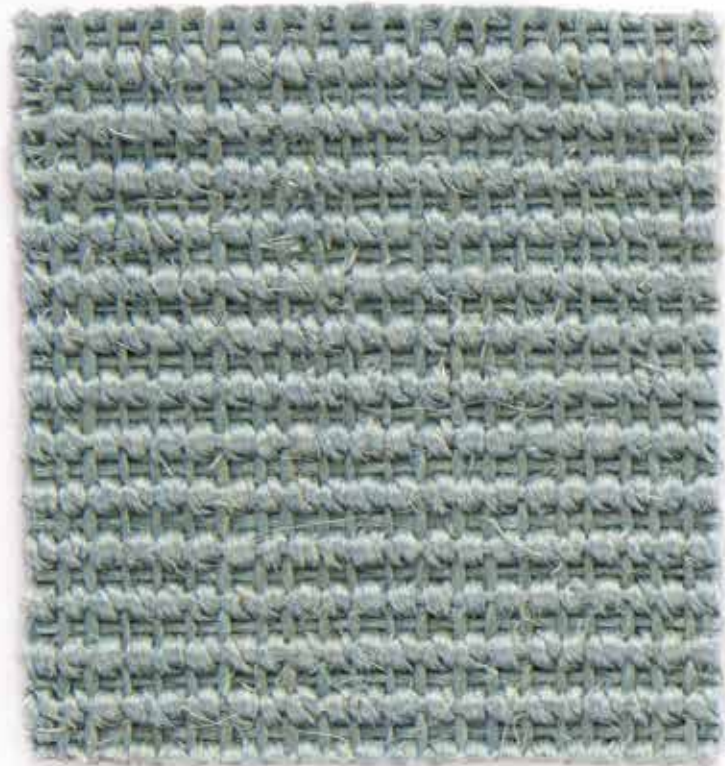
Suitability: *Heavy domestic, stairs & rugs.
Light contract rated*
Fibre: *100% Sisal*
Backing: *Latex*
Width: *4m*
Underlay: *Crucial Vital Double Stick
underlay recommended*

SISAL HARMONY BOUCLE



Moon Frost HB257
 (shown as rug with Cotton Herringbone
 Rhino Brown C17 border)

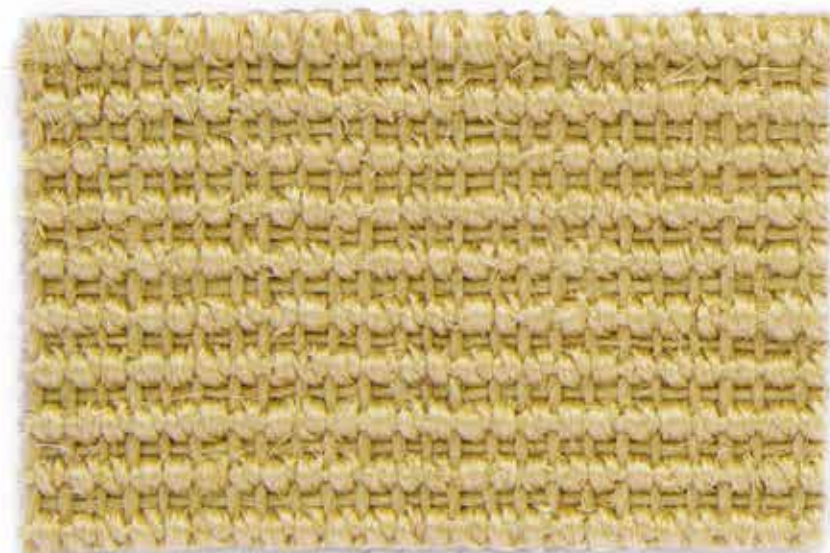




Pacific Blue HB250



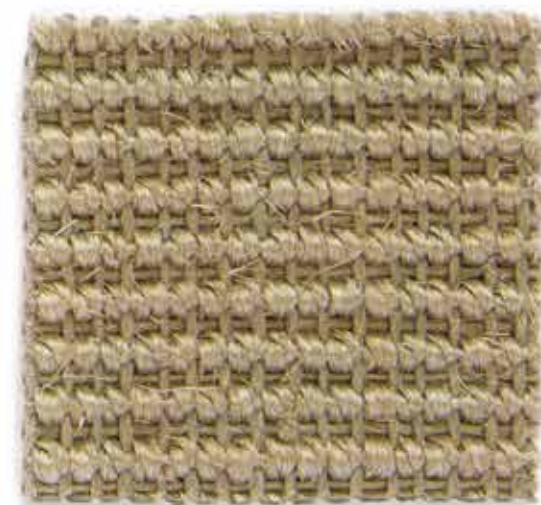
Moon Frost HB257



Sweet Barley HB254



Warm Grey HB259

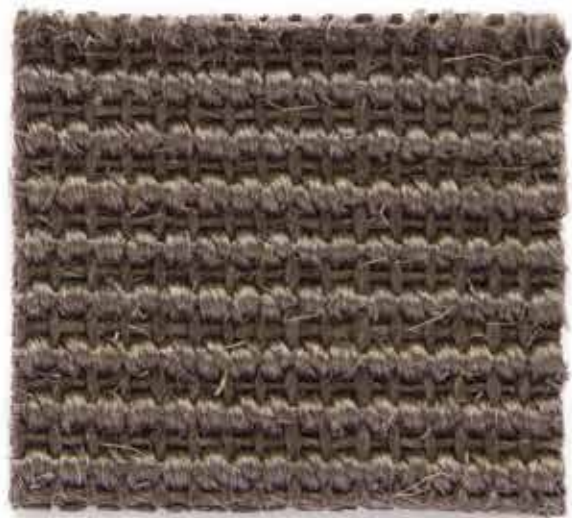


Gentle Fawn HB265



Light Caramel HB255

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Sisal*
 Backing: *Latex*
 Width: *5m*
 Underlay: *Crucial Vital Double Stick*
underlay recommended



Dusty Stone HB264



Fresh Silver HB261 (as shown right)



Elegant Iron HB260



172

SISAL HARMONY HERRINGBONE



Gentle Fawn HH265

Where Inspiration Begins





*Warm Grey HH259 (shown right as rug with
Linen Boucle Damson LSB9 border)*



Sweet Barley HH254



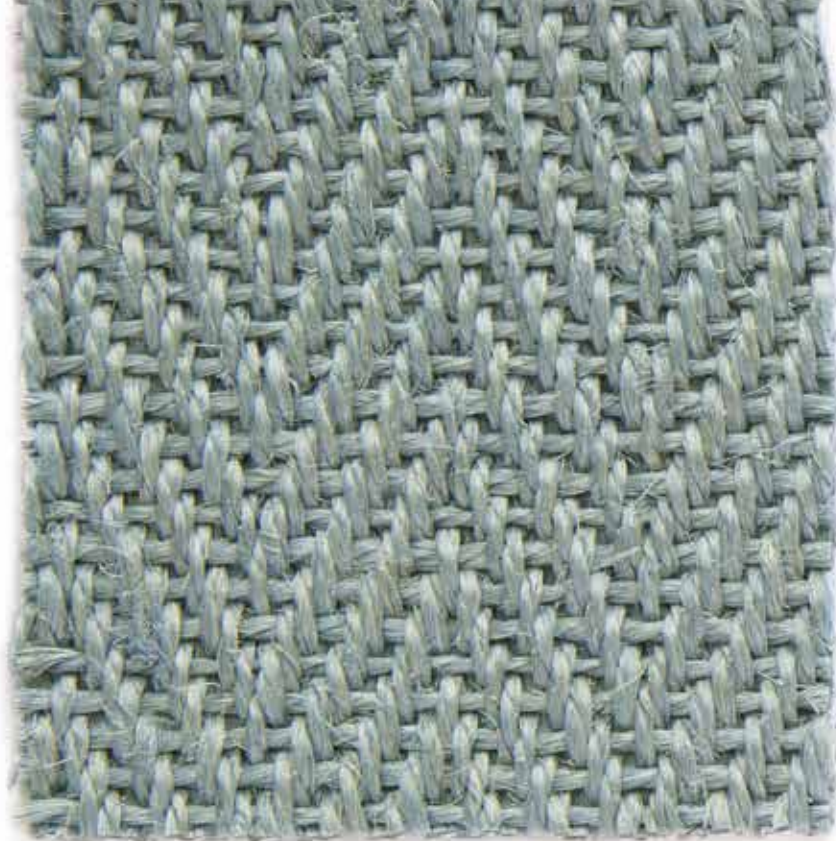
Moon Frost HH257



Light Caramel HH255

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Sisal*
 Backing: *Latex*
 Width: *5m*
 Underlay: *Crucial Vital Double Stick*
underlay recommended





Pacific Blue HH250



Fresh Silver HH261



Gentle Fawn HH265



Dusty Stone HH264 (as shown left)



Elegant Iron HH260

178

SISAL HARRY



Aluminium D704 (as shown right)



Zinc D705



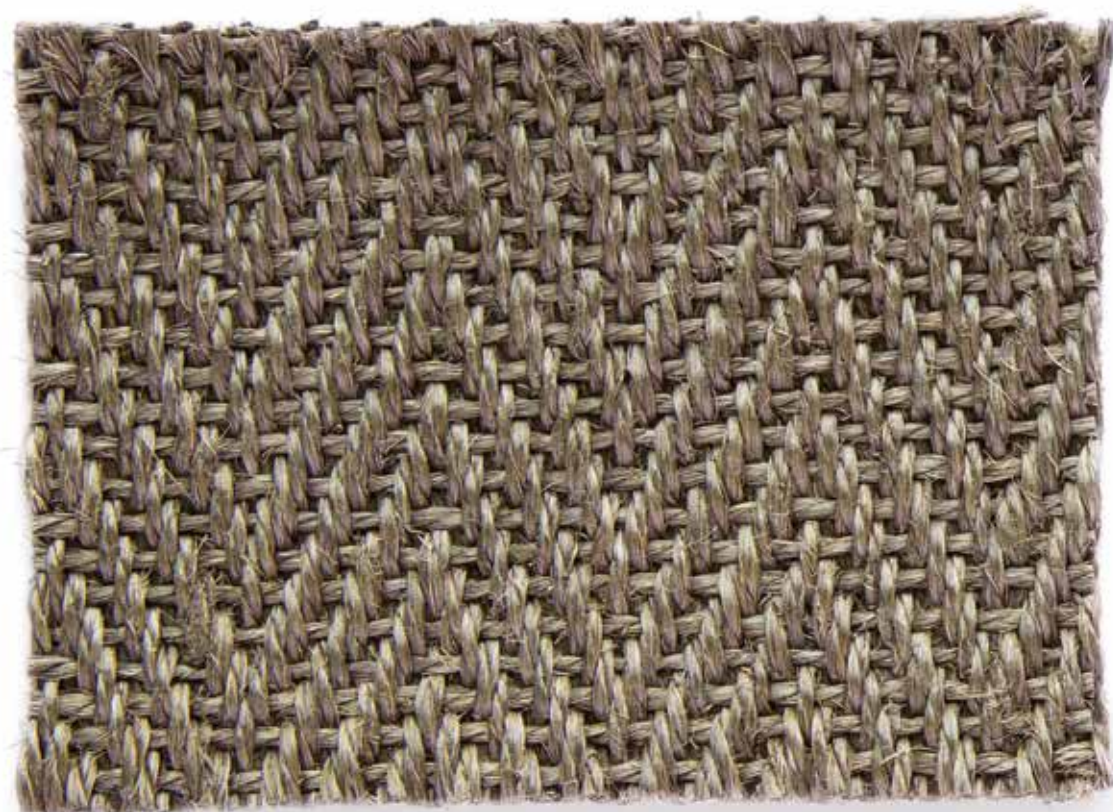
Gunmetal D706



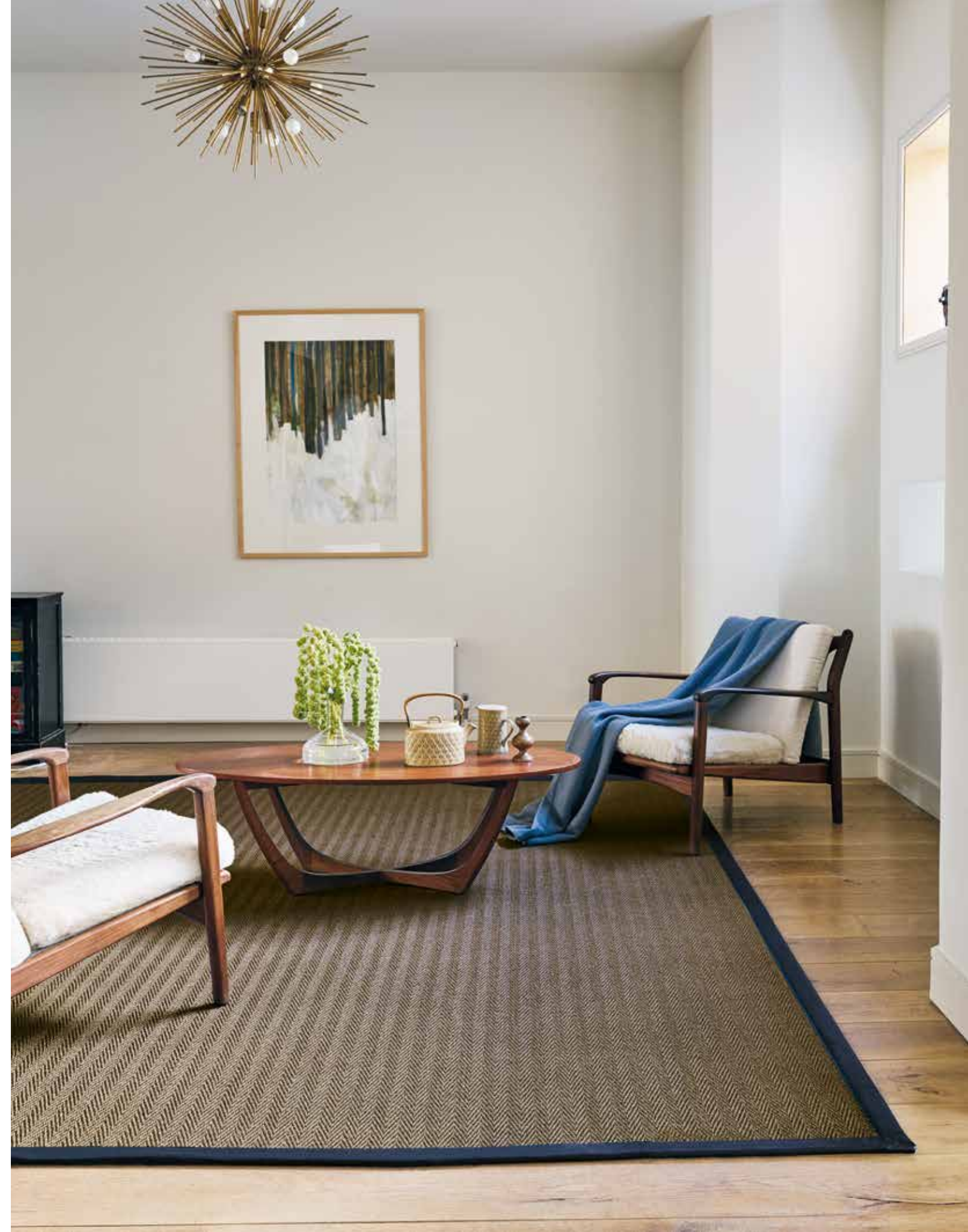
Suitability: *Heavy domestic, stairs & rugs*
Fibre: *100% Sisal*
Backing: *Latex*
Width: *4m*
Underlay: *Crucial Vital Double Stick*
underlay recommended

180

SISAL HERRINGBONE



Flint E405
(shown as rug with Leather
Midnight HL8 border)





Light Honey E400



Oatmeal E403



Flint E405



Mist E402



Topaz E110

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Sisal*
 Backing: *Latex*
 Width: *4m*
 Underlay: *Crucial Vital Double Stick*
underlay recommended

184

SISAL MALAWI



Wicker SM100

Where Inspiration Begins





Coconut SM101



Wicker SM100

Suitability: *Heavy domestic, stairs & rugs.
Contract rated*
Fibre: *100% Sisal*
Backing: *Latex*
Width: *4m & 5m*
Underlay: *Crucial Vital Double Stick
underlay recommended*



Twine SM103



Bark SM104



Hemp SM102



Rustic SM105

188

SISAL ORIENTAL



Copper E102





Platinum E108



Silver E101

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Sisal*
 Backing: *Latex*
 Width: *4m & 5m*
 Underlay: *Crucial Vital Double Stick underlay recommended*



Topaz E100



Old Heritage E113



Copper E102



Antique Gold E112



Aluminium E111



Carbon E109



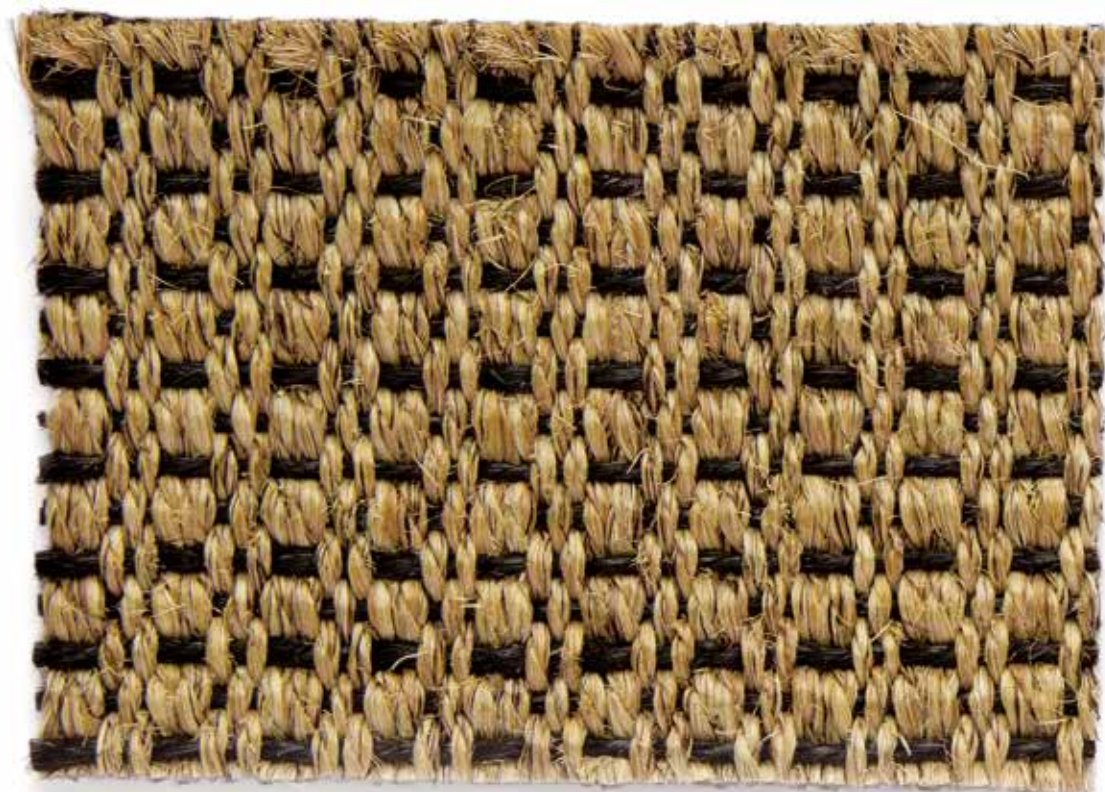
Dusty Stone E115



Brass E114

194

SISAL PANAMA NEW CHAMPAGNE



Black E221

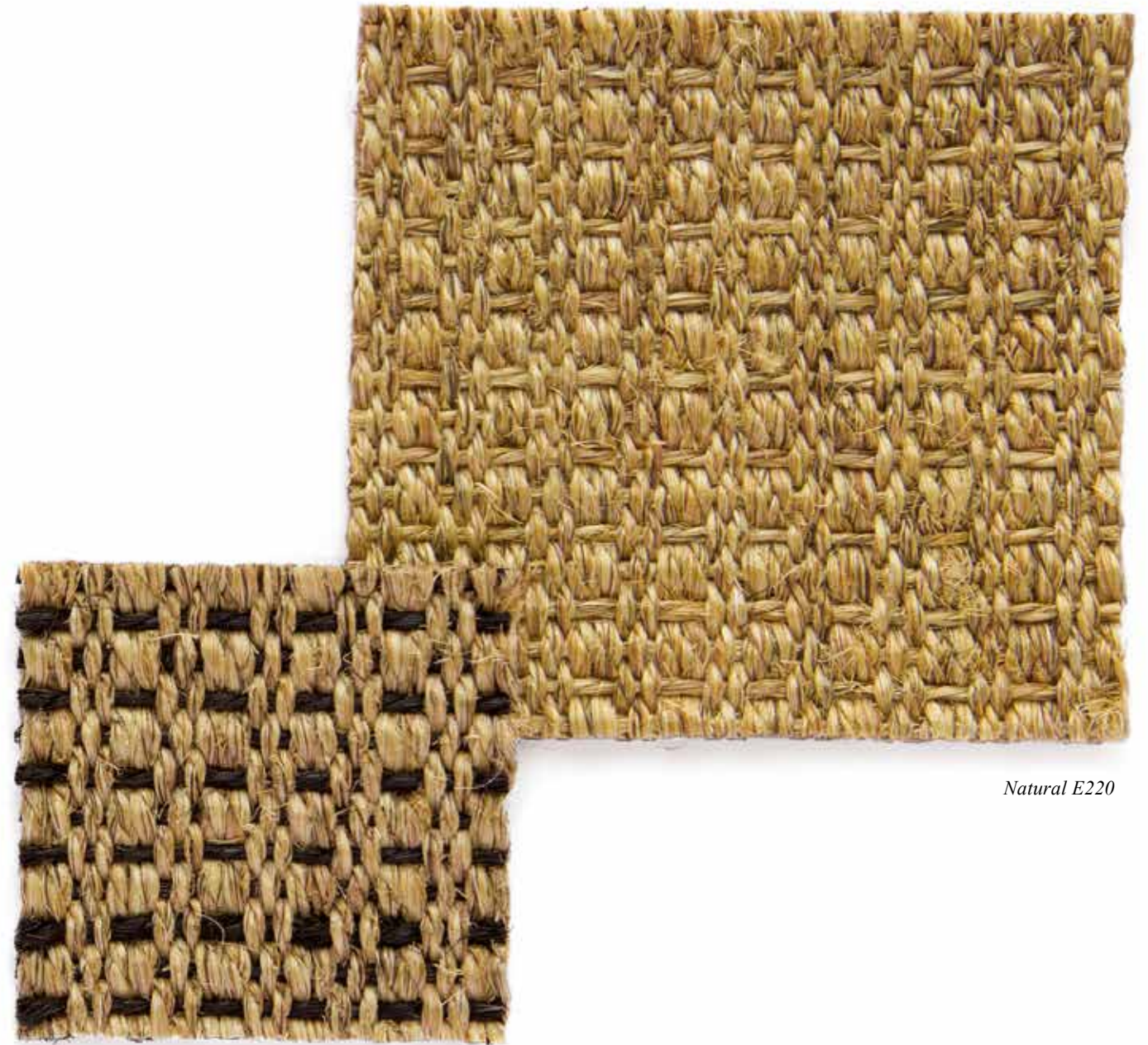




Red E223



Brown E222



Natural E220

Black E221

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Sisal*
 Backing: *Latex*
 Width: *4m*
 Underlay: *Crucial Vital Double Stick*
underlay recommended

SISAL SMALL BOUCLE ACCENTS & CLASSICS



Bronze C654





*Ginger C653**



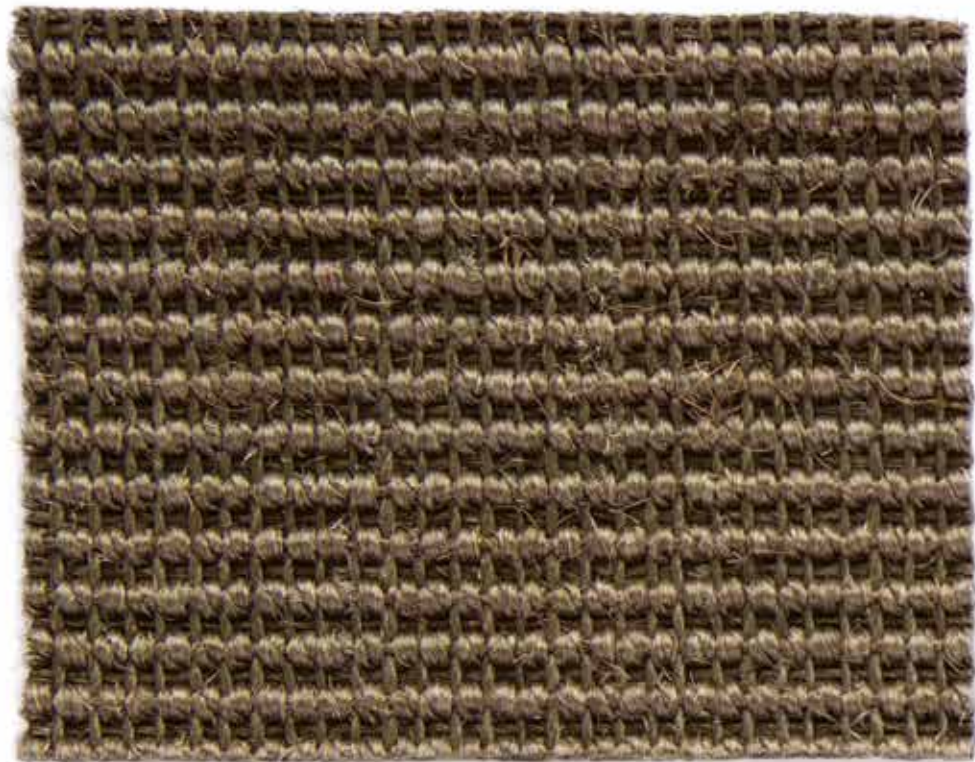
Scarlet C858 (as shown right)



*Limestone C719**

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Sisal*
 Backing: *Latex*
 Width: *4m & 5m**
**available in both 4m & 5m widths*
 Underlay: *Crucial Vital Double Stick*
underlay recommended





Steel C716



*Bronze C654**



*Aluminium C658**



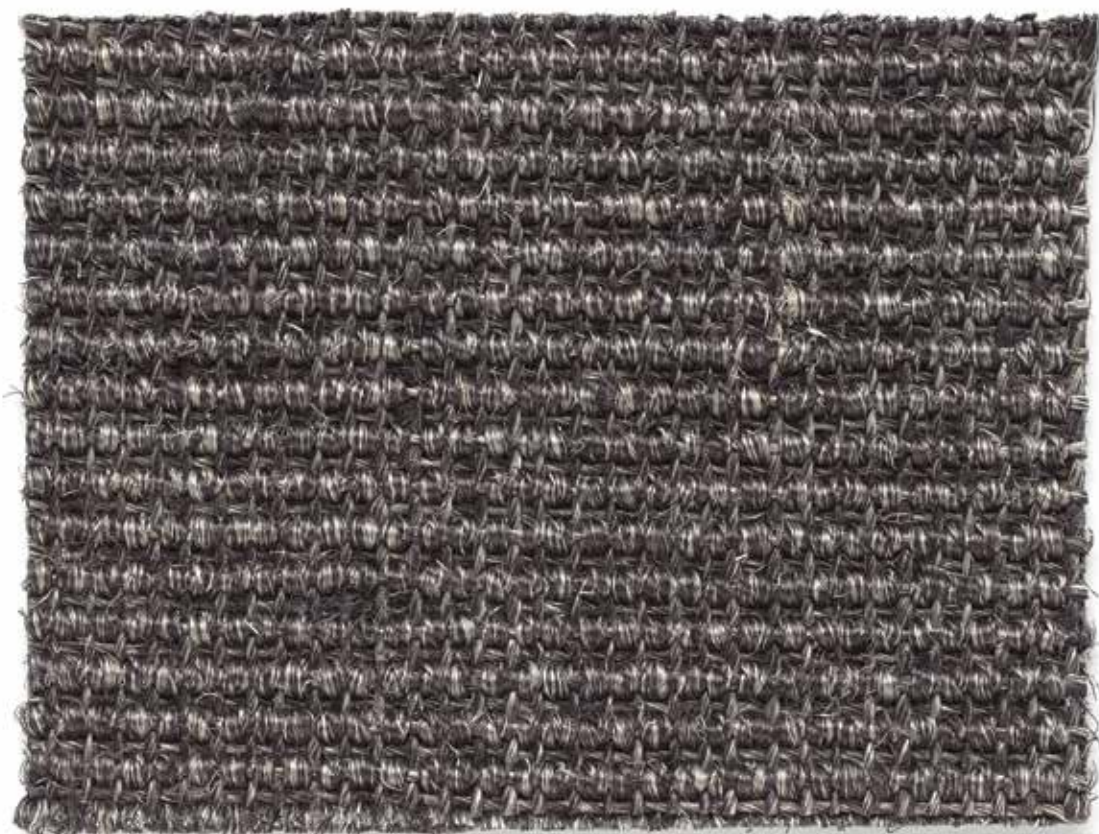
*Antique Gold C659**



Black C714

204

SISAL SMALL BOUCLE C

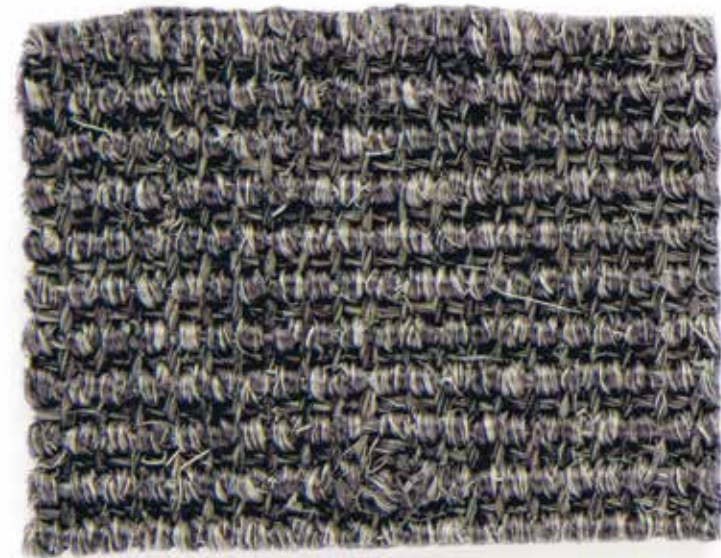


Anthracite CC989

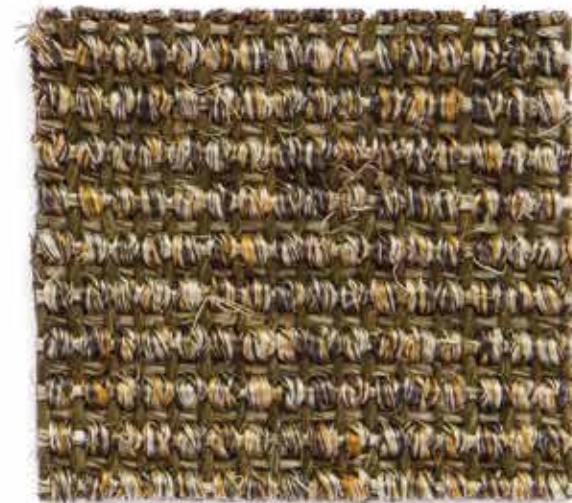




Silver CC981



Anthracite CC989

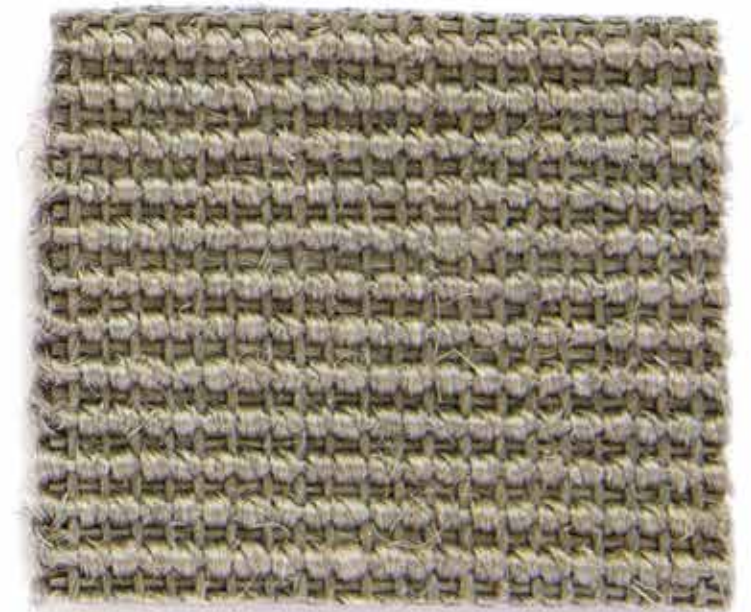


Old Heritage CC988



Smoke CC982

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Sisal*
 Backing: *Latex*
 Width: *4m*
 Underlay: *Crucial Vital Double Stick*
underlay recommended



Steel Blue CC983

COIR LUXURY



Boucle BN-L

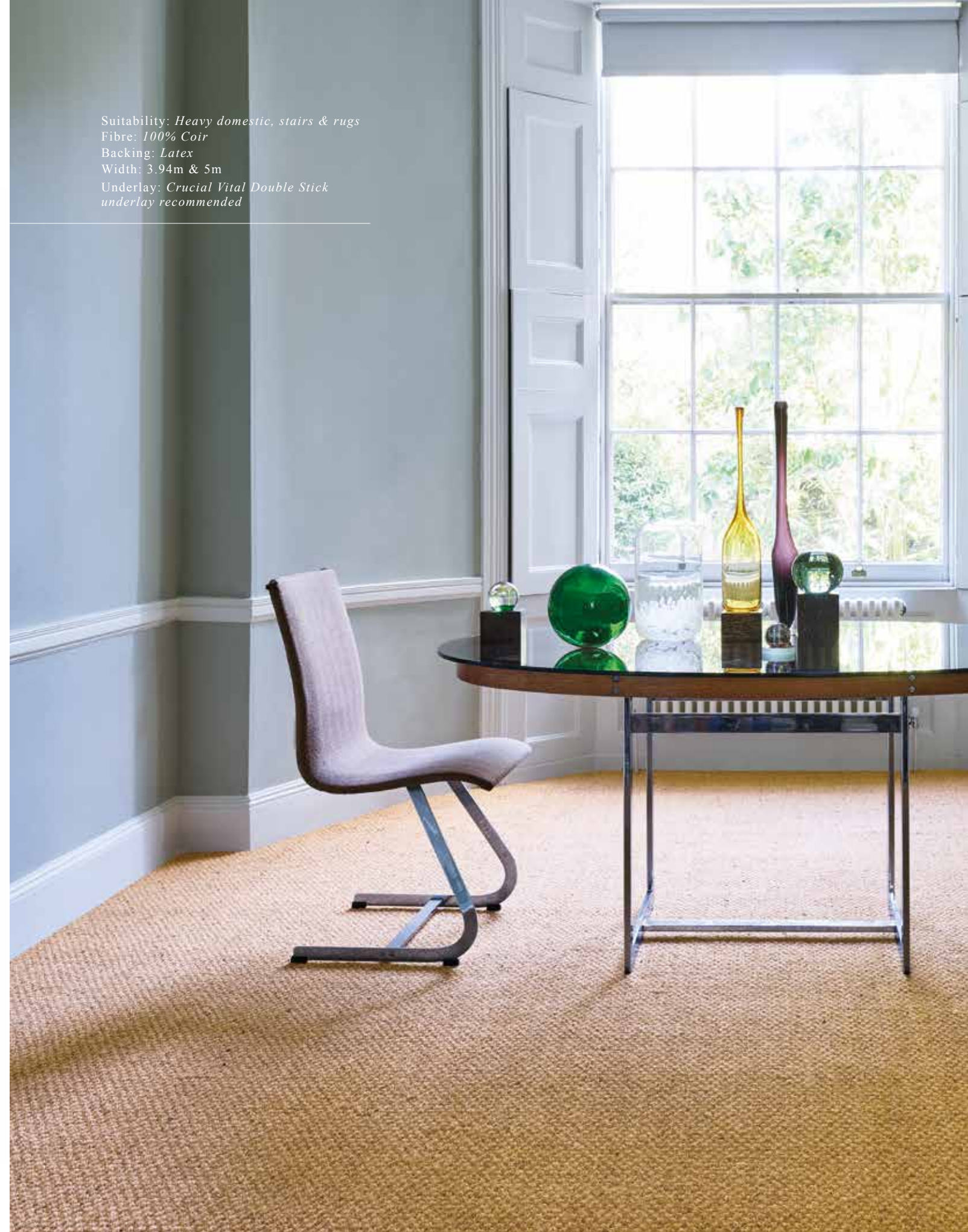


Herringbone HBN-L



Panama PN-L (as shown right)

Suitability: *Heavy domestic, stairs & rugs*
 Fibre: *100% Coir*
 Backing: *Latex*
 Width: *3.94m & 5m*
 Underlay: *Crucial Vital Double Stick*
underlay recommended



210
JUTE



Ju-Tweed JT803



Jhutex JT700 (as shown right)



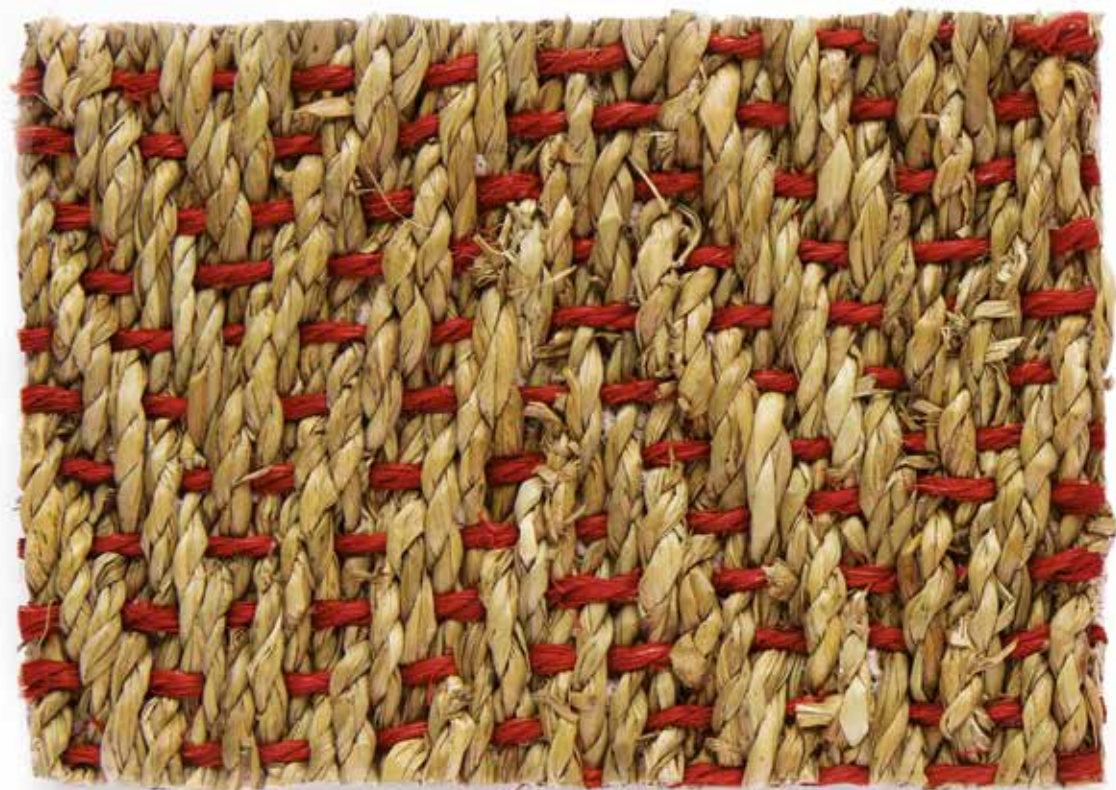
Herringbone JT900



Suitability: *Light domestic & rugs.
Not suitable for stairs*
Fibre: *100% Jute*
Backing: *Latex*
Width: *4m*
Underlay: *Crucial Vital Double Stick
underlay recommended*

212

SEAGRASS



Herringbone Red Weft SGH-2





Basketweave SBW



Fine Basketweave FSBW



*Fine Herringbone FSGH**



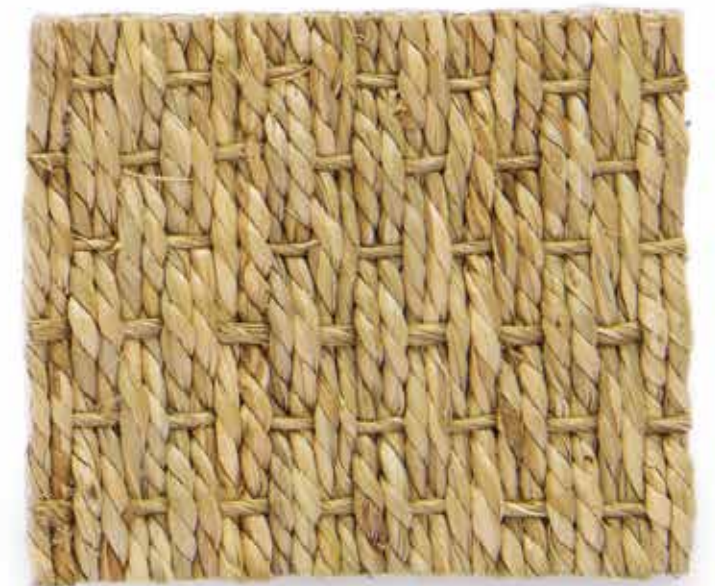
*Herringbone Red Weft SGH-2**

Suitability: *Heavy domestic & rugs.
Not suitable for stairs*
Fibre: *100% Seagrass/*weft is sisal*
Backing: *Latex*
Width: *4m*
Underlay: *Crucial Vital Double Stick
underlay recommended*



*Original SG**

*Herringbone Classic SGH**



*Fine Original FSG**

THE THINGS YOU NEED TO KNOW

Once you've been inspired and found the perfect floorcovering for your home, there are a few things you need to know, before you commit.

We're certain that no matter what your choice, as long as you follow the advice of your local, expert retailer, have the carpet properly installed and treat it with a little love, your carpet or rug will continue to look its best for years to come, transforming your home into an environment you can be proud of.

FREE SAMPLES:

A huge part of the appeal of our natural floorcoverings is more than just their inspirational aesthetic. To appreciate their tactile quality, you really need to see them up close. You can order up to five free samples from our website crucial-trading.com so you can be sure your selection is both the perfect feel and colour.

WHERE TO BUY:

Crucial Trading stockists can be found by visiting our 'Find a Retailer' section on our website crucial-trading.com or by calling 01562 743 747

WHICH ROOM:

Each floorcovering has its own unique charm with wool, sisool, seagrass, coir, jute and sisal working brilliantly throughout the home. All should be used with caution in high moisture areas such as bathrooms and kitchens and jute is best confined to areas of low-traffic where it will wear well. If you'd like to discuss each material's suitability for your home, please consult your local, expert Crucial Trading retailer or visit crucial-trading.com

GETTING IT INSTALLED:

Plant fibre floorcoverings should be installed by a specialist, using the correct installation products, to ensure you get the most out of your investment. Wool can be installed the traditional way. Contact your local, expert Crucial Trading retailer which can be located on our website crucial-trading.com

VITAL UNDERLAY:

Vital Combination Underlay is made from 100% recycled wool and jute felt with a backing of recycled vehicle tyres. With a thickness of 11mm it is suitable for all areas of the home and features good sound and thermal insulation, perfect for domestic wool floorcoverings.

Vital Double Stick Underlay is suited to wool, sisool, sisal, jute, coir and seagrass products and offers superior, long-lasting performance with added recovery from indentations. Available in 6.5mm or 9mm thickness for higher traffic areas in both residential and commercial installations.

ABOUT NATURAL FLOORCOVERINGS:

Because our products are all made from natural materials, there will be slight variations in the yarn, weave and colour, which is all part of the charm of a natural floor. During its lifetime, your floorcovering will naturally lighten in colour.

MOTH RESISTANT:

A vast majority of our wool carpets have been treated with a moth repellent to keep your carpet looking its best. For more information, please refer to the individual product pages.

AFTER CARE:

A simple vacuum with a suction only cleaner, with no beater bars, will avoid damage and keep your treasured floorcovering looking its best.

Most of the plant fibre and wool materials have a degree of stain resistance but some, like jute and sisal, are more prone to marking from liquids. For this reason, we advise you to opt for INTEC stain inhibition treatment on your new floorcovering, which we'll take care of before it's delivered. (With jute products, it comes as standard with no extra cost). INTEC is suitable for all our products and works by coating every fibre in a polymer shield, which reduces the impact of spills.

If and when accidents do happen, tackle them as quickly as possible using a clean white cloth to soak up the liquid, without rubbing the floorcovering. We also advise you to keep the Crucial Trading Stain Removal & Cleaning Set at hand. Available from retailers, it includes specially developed cleansing and shampooing solutions, together with applicators and full instructions on how to deal with a variety of spills. For more information on after care, installation and maintenance, visit our website crucial-trading.com to download our full guide.

PEACE OF MIND:

Crucial Trading are proud members of The Carpet Foundation, which means we adhere to the rigorous standards of service and consumer codes of practice, approved and monitored by the Trading Standards Institute. So you know we will provide expert, impartial advice and ensure you find the perfect floorcovering for your personal requirements.

BESPOKE RUGS:

Channel your inner designer using our online rug builder, where the entire Crucial Trading portfolio you have just viewed in this brochure can be transformed into stunning bespoke rugs. Combine any main material across wool, sisool, sisal, jute, coir and seagrass with your unique choice of over 90 borders from cotton, linen, suede and even leather to frame your rug perfectly. Our optional 9 colours of cotton piping can be specified to sit between main material and border to offset your design and add additional contrast, bringing your exact vision to life. For more information and to view our extensive range of borders and piping, view our Rug Brochure or visit crucial-trading.com/rugbuilder



Designed and produced by Reef Design.

A photograph of a room's interior. On the left, a light blue door with two rectangular panels is partially open, revealing a window with a view of trees. The floor is covered in a light-colored carpet with a subtle, repeating geometric pattern. In the background, a tufted ottoman with a light blue fabric top and a dark wood base is visible. A white throw blanket and a brown cushion are on the ottoman. The wall behind the ottoman is dark grey.

CRUCIAL TRADING

FOR YOUR NEAREST RETAILER VISIT

www.crucial-trading.com

or call 01562 743 747