CRUCIAL TRADING

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OR CALL 01562 743 747

Creative Floorcoverings & Rugs by

CRUCIAL TRADING

LOOK BOOK 2014



Creative Floorcoverings & Rugs by

CRUCIAL TRADING

BEAUTY IS ONLY HALF THE STORY.

It's said people buy with their eyes. But we know you also buy with your head and your heart. We know you appreciate our unflinching commitment to sourcing the finest raw materials nature can sustainably and ethically grow. We know you appreciate us using time-honoured treatment and manufacturing processes. And we know you appreciate the craft and attention to detail that goes into each and every product, no corners cut. Our floorcoverings all come with a story. And provide the perfect stage on which to write yours.

VENICE | Oatmeal

REQUEST YOUR FREE SAMPLES

Once you've seen it, touch it. We insist.

A huge part of the appeal of our natural floorcoverings is their textural quality – from the allure of wool to the bristly, rugged charm of coir. So go on, stroke a sample or five in the comfort of your own home, where you can also get a real feel for its colour. Besides, our sheep are very proud of their work and you may offend them if you don't ask to sample their wares (don't worry about the coconuts that make our coir, they're much thicker skinned). Ask your Crucial Trading retailer for details.

SEE OUR FULL RANGE IN ALL ITS GLORY AT CRUCIAL-TRADING.COM

CONTENTS

When you collect the best from nature, magpie-like, in pursuit of the perfect weave – a little dash of silk here, a little smidge of cotton there – a contents page becomes a surprisingly difficult proposition. But we eventually decided to break our extensive range down into five main groups of materials (a sort of natural order, if you will).

WOOL P7

Jute P57

Sisal P64

Coir P89

Seagrass P101

RUGS P111

NATURE

MAKES ALL OUR FLOORCOVERINGS

She's something of a master. Over millions of years, she's tweaked and fine-tuned her work to produce marvels like a sheep's coat that's soft and warm yet tough, and a jute stem tall enough to reach the light yet strong enough to withstand the wind.

We can't improve on nature's creations. But we can gather them together from all four corners and give them the respect they deserve by weaving them into something as beautiful and pure as the settings from which they came.



WOOL

OVIS ARIES

From the deafeningly silent, vast expanses of the mountainous regions of New Zealand comes one of the oldest and yet still most luxurious materials known to man. Kiwi wool, which can be found in many of our woollen floorcoverings (although we also source from comparable British producers), has long been prized for its fine texture, durability and, above all, purity. This is perhaps due to the sheep being free to roam one of the last truly unspoilt landscapes on the planet, where a purer rain nourishes the grass upon which they graze and falls upon their fleeces. The naturally wondrous material is entrusted to the imagination of naturally gifted designers – the end result being an enduring feast for the feet and eyes.



AUDREY | Sunrise



FUJI | Latte

























Tea & Biscayne

We asked Joanna Ramsden, designer of Crucial Trading's inspirational new range, Biscayne, to take a little time out of her busy schedule to introduce herself and her latest creation.

TELL US A LITTLE ABOUT YOURSELF
I was born and brought up in Yorkshire and France and lived and worked in Paris and London before moving back to my roots. Apart from creative pursuits, my interests include walking, gardening, and cooking. Good food in general, actually. I also have a passion for modern ballet and pretty much all sport.

WHAT DEFINES YOU?
If I had to pick one thing, it's that I have always had a natural instinct and feeling for anything creative, especially colour. Colour is part of my make up – what I feel and what I am.

WHAT'S YOUR IDEA OF HOME?
A sanctuary to escape the trials of everyday life. Somewhere simple, quiet, comfortable and natural. My 18th century farm cottage on the edge of the Yorkshire Dales fits the bill perfectly. I love to surround myself with memorable and collectable clutter – especially books and pictures. Mixing antique and contemporary pieces pretty much sums up my style.

WHAT'S YOUR FAVOURITE OR MOST PRIZED ITEM OF FURNITURE?
A Victorian sewing table because it belonged to my mother.

WHAT PATH DID YOU TAKE TO BECOME A DESIGNER?
I went to art school prior to studying fine art, textile marketing and French. This gave me the opportunity to pursue an international career in wool fashion apparel and interior textiles – working for Woolmark and then Wools of New Zealand. My role has always been one of a colourist and creative director, providing design and product development teams with current and future colour and styling trends.

WHY DID YOU DECIDE TO WORK WITH CRUCIAL TRADING?
It resulted from a collaboration between Crucial Trading and Wools of New Zealand aimed at creating new and inspiring products. Both companies share the philosophy of offering a genuine point of difference – be it texture, colour or new yarn styling – and target a discerning audience. Crucial Trading is a recognized, quality brand synonymous with style and natural quality. The ranges of natural colours and textures, coupled with the introduction of eclectic coloured stripes and patterns, set them apart from other companies in the industry.

WHAT'S THE INSPIRATION BEHIND BISCAYNE?
Colour. Totally. It's a new range of stripes in a beautifully eclectic palette of shades – colours that have travelled from the fashion catwalks into our homes to bring a touch of individuality and personality. Biscayne is characterised by the layering, coordinating, harmonizing and contrasting of soft clean chalks, pale winter hues, comforting mid tones, spring like pastels and coloured inks – all accented with a clean glacial white.

WHAT DO YOU BELIEVE BISCAYNE CAN BRING TO A ROOM?
It offers both contemporary and traditional homeowners the option of being simplistically stylish or extroverted different. The palette caters for all tastes and preferences. It will add style, luxury and natural quality – the stunning 3-ply yarn gives a sophisticated, Brussels finish to the surface of the carpet.

BISCAYNE IS MADE WITH LANEVE-CERTIFIED WOOL. WAS THAT IMPORTANT TO YOU? IF SO, WHY?
Yes. In addition to the ethical end environmental assurances it represents, Laneve wool is the purest and cleanest substrate for dyeing. It can take every shade in the spectrum and has real clarity of lustre. It is unique benefits like this that, as a colourist, make my job so motivating.



IT'S A NEW RANGE OF STRIPES IN A BEAUTIFULLY ECLECTIC PALETTE OF SHADES – COLOURS THAT HAVE TRAVELLED FROM THE FASHION CATWALKS INTO OUR HOMES TO BRING A TOUCH OF INDIVIDUALITY AND PERSONALITY.



BISCAYNE | Lime



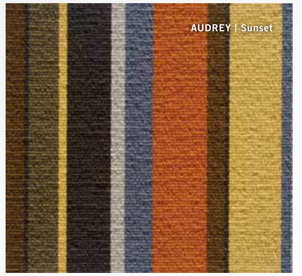
AUDREY | Sunrise



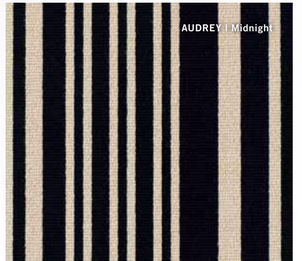
AUDREY | Sunrise



AUDREY | Midday



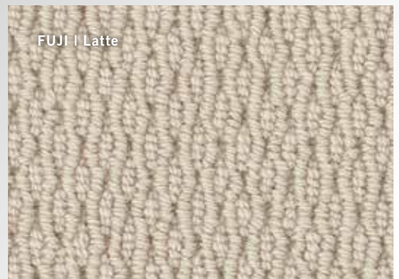
AUDREY | Sunset



AUDREY | Midnight

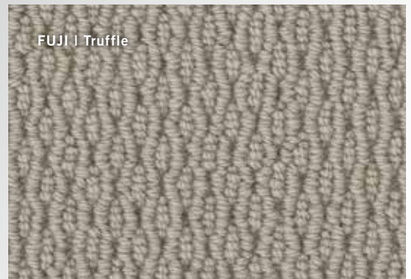
FUJI | Slate


FUJI | Vanilla


FUJI | Latte


FUJI | Mocha


FUJI | Coffee

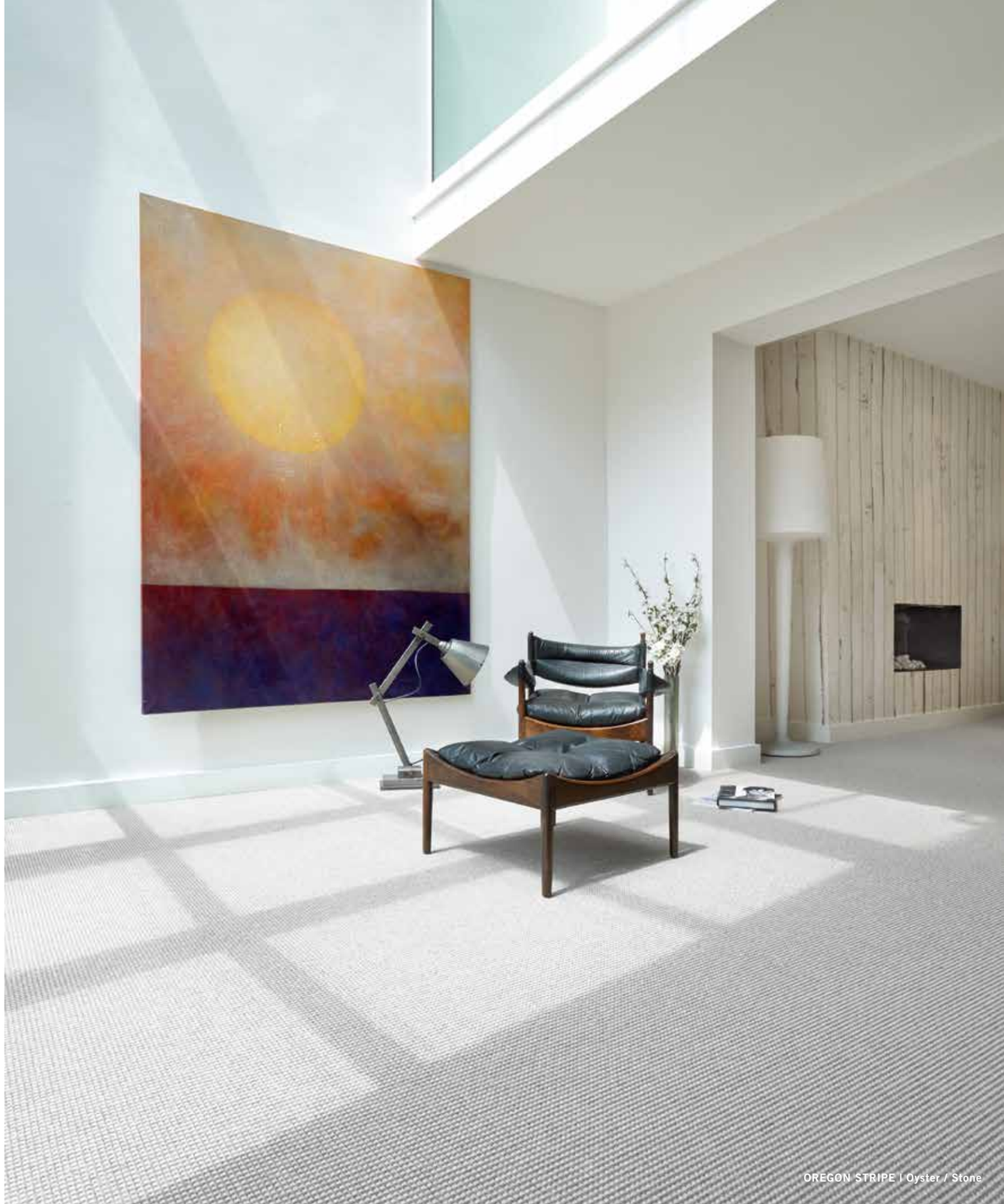

FUJI | Truffle



SISOOL TRIC I Slate



OPAL | Mushroom



OREGON STRIPE | Oyster / Stone



OPENS BOTTLES AND DOES
A LOAD OF OTHER STUFF.

VS



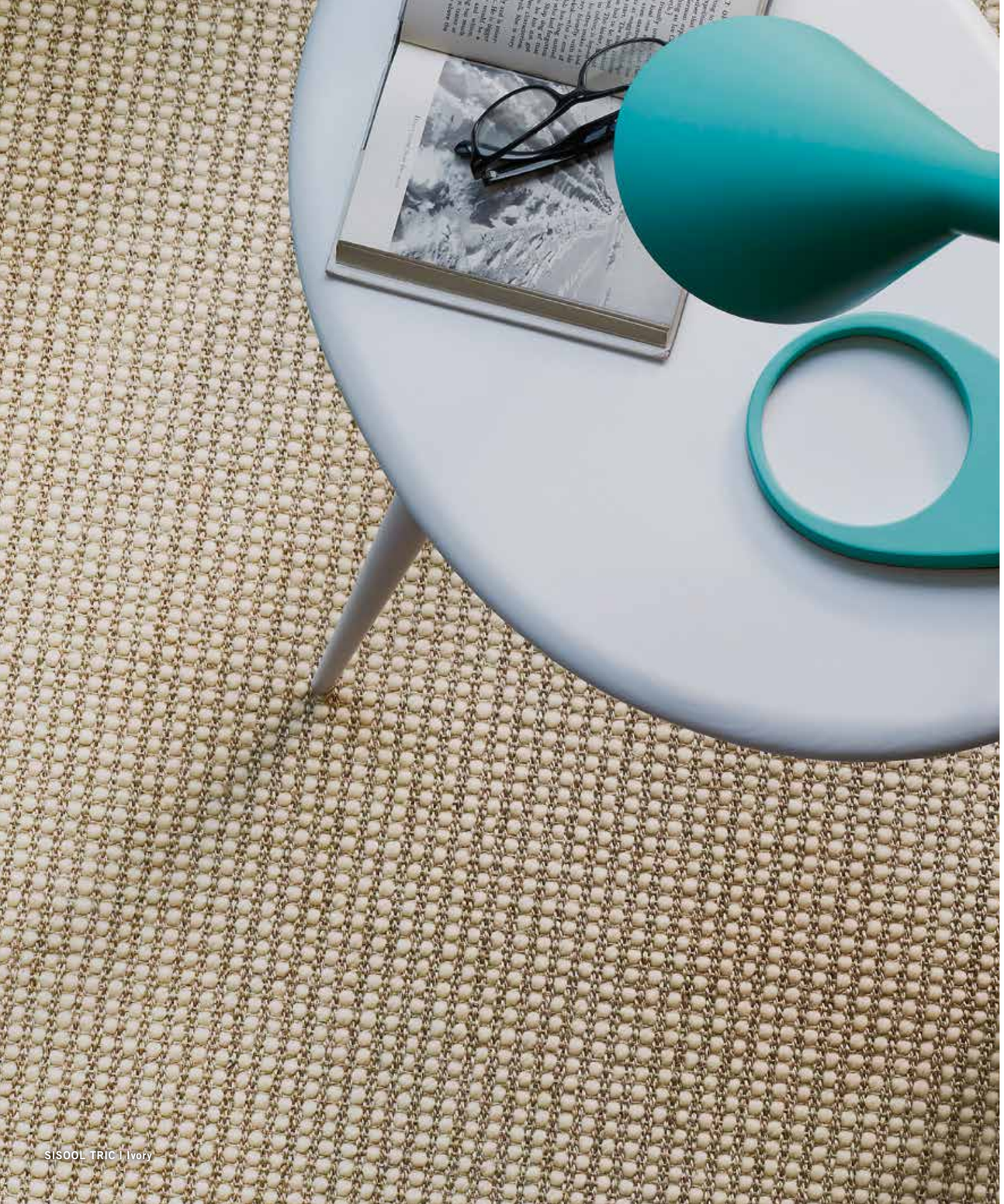
OPENS BOTTLES
REALLY, REALLY WELL.

WE PREFER TO CONCENTRATE OUR EFFORTS ON MAKING FLOORCOVERINGS RATHER THAN SELLING THEM

A question we're often asked is why we sell our floorcoverings through independent retailers rather than opening legions of our own stores. Simple. We prefer to be master of one trade. We'd rather you got the best of both specialist worlds – all the creativity, craft and knowledge it takes to source and produce perfect products (that's us) combined with all the expertise it takes to help you choose the perfect one for each room and offer the perfect installation service (that's your expert local retailer – who, if you hadn't guessed by now, shares our commitment to perfection). It's a true partnership. Works for us. Works for them. More importantly, works for you.

FIND YOUR NEAREST CRUCIAL TRADING RETAILER AT

CRUCIAL-TRADING.COM/RETAILERS



SISOOL TRIC I Ivory



SISOOL BIG BOUCLE CLASSICS I Wheat



COAST | Beach Hut



RUSTICA | Marble



RUSTICA | Marble



RUSTICA | Pale Grey



RUSTICA | Fawn



RUSTICA | Buffalo



RUSTICA | Artic White

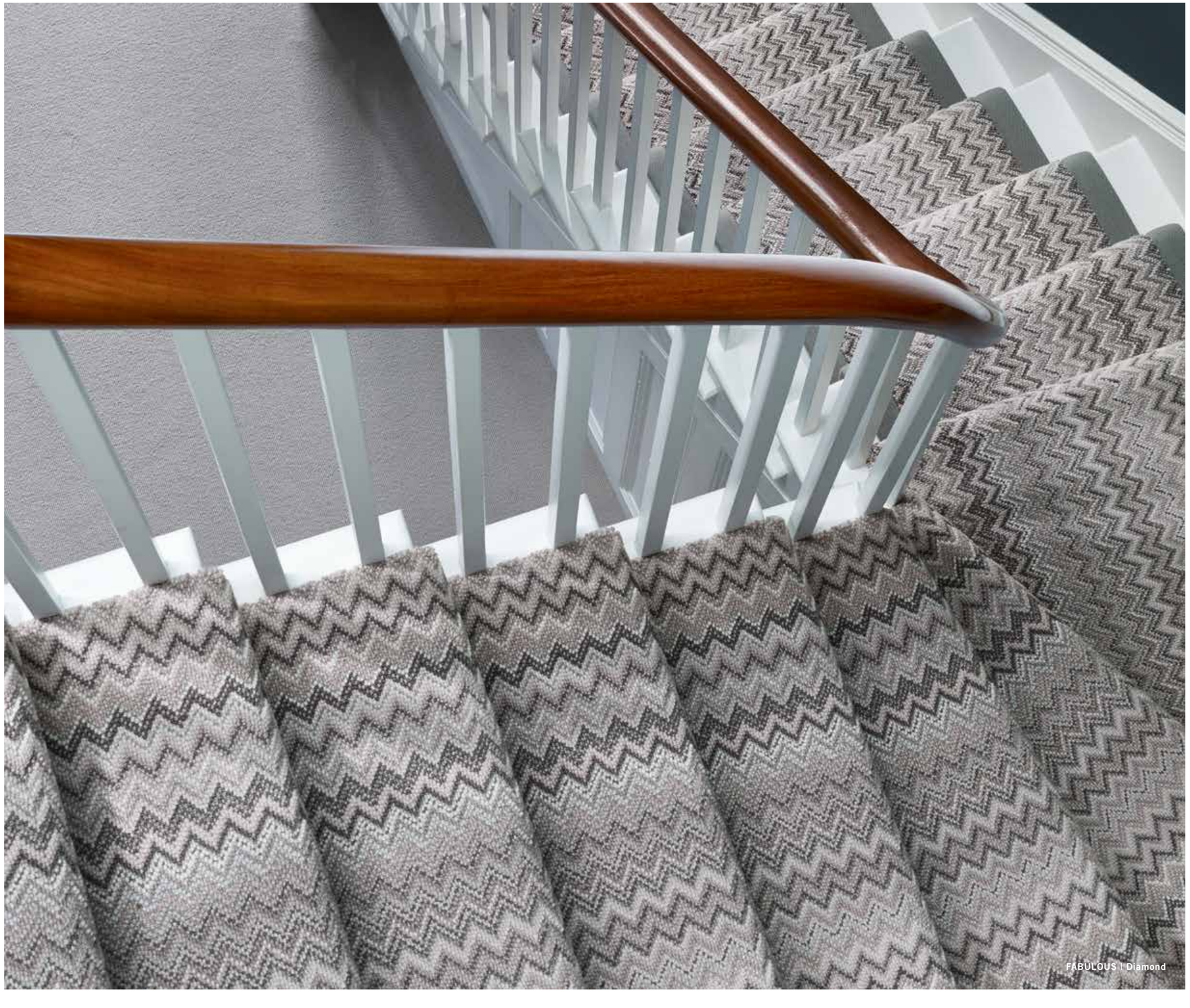
SEE OUR FULL RANGE IN ALL ITS GLORY

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BISCAYNE | Turquoise

OREGON STRIPE | Oyster / Stone



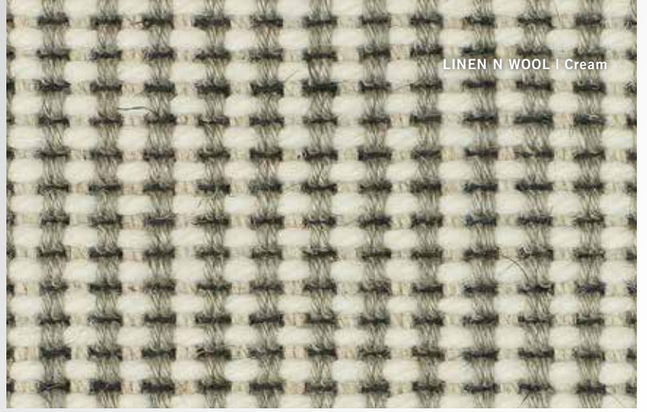
FABULOUS | Diamond



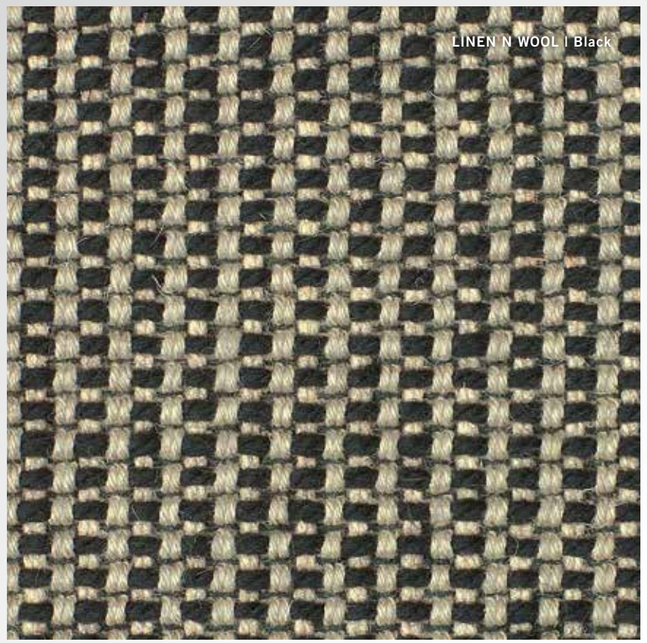
LINEN N WOOL | Pale Grey



LINEN N WOOL | Pale Grey



LINEN N WOOL | Cream



LINEN N WOOL | Black



LINEN N WOOL | Slate



LINEN N WOOL | Dark Grey



LINEN N WOOL | Cream



CRUCIAL TRADING IS A PROUD PARTNER OF WOOLS OF NEW ZEALAND'S LANEVE INITIATIVE.

Wherever you see the Laneve mark within our range, you're presented with 100% traceability back to the farm from which each sheared coat came (a sort of baa code, if you will).

All farms within the scheme are regularly and independently verified as adhering to stringent animal welfare and sustainability codes of practice. And of course, all are hand-picked by Wools of New Zealand for their consistent delivery of supreme quality wool. So you can enjoy peace of mind on every front.



COAST I Beach Hut



BOSTON I Caramel



MONSOON | Suede



MONSOON | Almond



WILTON SVELTE | Willow



WILTON SVELTE | Chalk



WILTON SVELTE | Linen



WILTON SVELTE | Stone

TO CATCH A SHEEP

The sheep is surprisingly agile. Her top speed over the ground is around 23 miles per hour. She is well adapted to craggy terrain, tending to move uphill when pursued.

And she has a visual field of up to 320° – which means she can pretty much see out of the back of her head.

The shepherd is not so agile. His top speed is around ten miles per hour. Maybe faster on the bell for last orders. He is better adapted to life in a nice, comfortable stone cottage than on a hillside. His visual field is not of any special note. Maybe worse on the bell for last orders.

But each spring, as sure as the hares box and the days get longer, shepherd catches sheep and claims her prized coat.

This would be one of life's great mysteries.

If the shepherd did not own a dog.

CRUCIAL-TRADING.COM



ROMEO I Storm



FUJI I Slate





INDULGENT I Aubergine

STRIPES

THEY'RE EARNED THROUGH EXPERIENCE OR DISTINGUISHED SERVICE.

THEY'RE THINNING IF WORN VERTICALLY, OR FATTENING IF HORIZONTALLY.

THEY HELP PREDATORS SNEAK UP ON UNSUSPECTING PREY,

BUT MOST IMPORTANTLY (WE FEEL AT LEAST), THEY ADD ELEGANCE

AND SOPHISTICATION TO ANY ROOM OR STAIRWAY, WITH MORE

THAN A HINT OF FUN THE BOLDER IN COLOUR YOU GO.



MISSISSIPPI | Pastels



MISSISSIPPI | Chocolate / Blue



MISSISSIPPI | Black / Silver



MISSISSIPPI | Khaki / Cream



MISSISSIPPI | Plum / Green



MISSISSIPPI | Multi



MISSISSIPPI | Burgundy / Blue



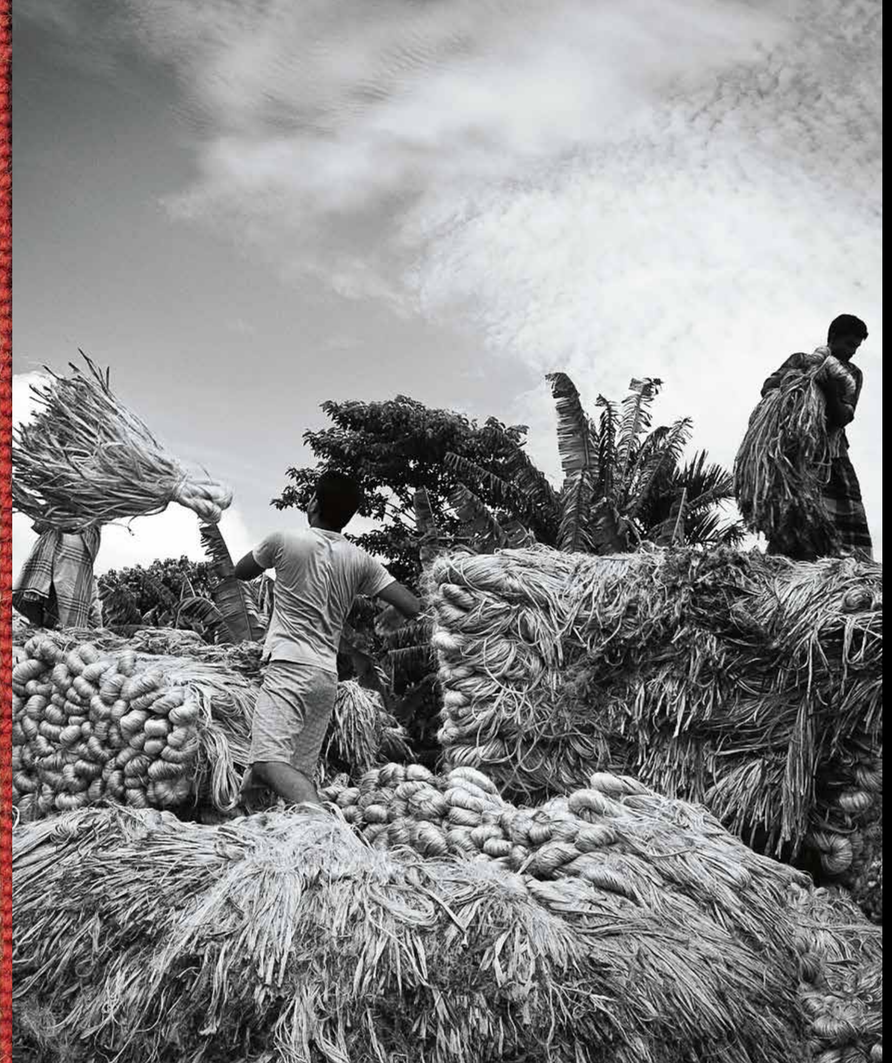
MISSISSIPPI | Gold / Amber



MISSISSIPPI | Blue / Gold



MISSISSIPPI Lime / Red



Jute

CORCHORUS CAPSULARIS

Britain's love affair with jute started during the British Raj in the 19th Century. The industry quickly grew to such a size that 'Jute Weaver' was a recognized trade occupation in the 1901 UK census – but this had largely ceased by about 1970 due to the appearance of synthetic fibres (we promise that's the last time you'll read that phrase in this brochure). However, we like to think we've played our part in the material's resurgence. The monsoon season sees an explosion of stately green stems with our name on them across the Mahanadi Belt in the Orissa region. Its fertile coastal aspect, we feel, adds a unique textural quality to the strong fibres. At this point it can be eaten, as it's actually very nutritious. But we prefer to ret it (immerse it in slow-running water) and then strip it in time-honoured style before weaving it into stunning, long-lasting designs that feed your imagination instead.

OUR JUTE WEAVES ARE TRUE CLASSICS. EACH DATES BACK TO THE NINETEENTH CENTURY AND WOULD HAVE GRACED THE FLOORS OF SOME OF THE WORLD'S FINEST HOMES AT THE TIME, AS THEY STILL DO TODAY.







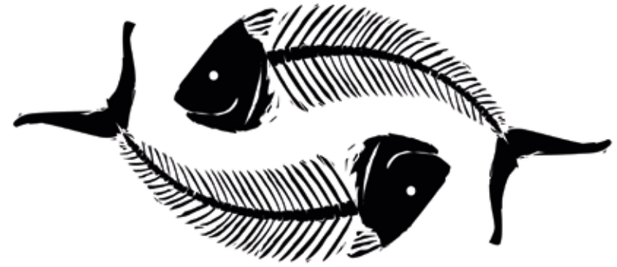


JU-TWEED | Natural



A brief history of Herringbone

The earliest incarnation of the herringbone pattern – so named because of its likeness to the skeleton of a herring – appeared in Roman walls and paving. Its striking geometric simplicity has led to it becoming an enduring favourite. Quite when it first began appearing as a weave pattern in fabrics is unknown but it became commonplace after the huge uptake of Scottish tweed among the Edwardian middle classes. Found in a number of our designs, it makes an elegant statement and brings an ordered calm to any room.



Sisal

AGAVE SISALANA

While we also source from Brazil and China, the sisal plantations amid the red-stained outcrops of southern Tanzania are a special sight to behold. Acre upon acre of architectural, sword-like leaves thrust up to the unrelenting sun in garrison-like clusters under the watch of Mount Uluguru. The plant is one of nature's true survivors – evolved to thrive in a punishing climate that brings as little as a centimetre of rainfall in summer. And when we harvest it, we punish it some more.

Each bayonet is stripped of its pulpy flesh, which is then dried for 30 days in the scorching heat until every last drop of moisture is expelled in a process that hasn't changed for almost a century, eventually yielding around 1,000 highly durable, malleable fibres. In times gone by, these would be used to create twine – strong and resilient enough to anchor a ship to the harbour bed. Now sisal is set to bring long-lasting grace and a slice of exotic intrigue to your hallway, sitting room or bedroom.





AZTEC | Maize



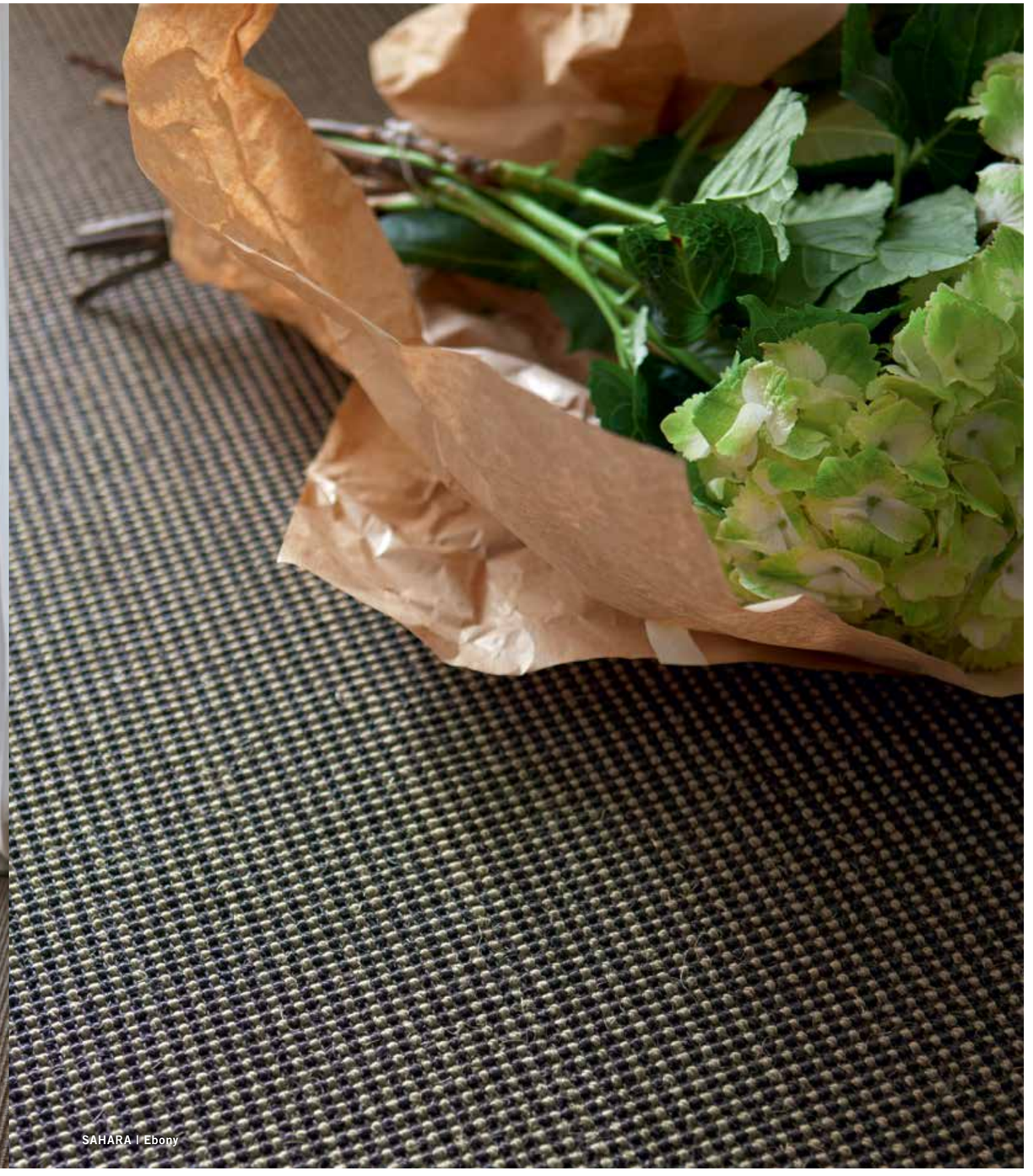
HERRINGBONE | Flint



BASKET | Silver



SAHARA | Copper



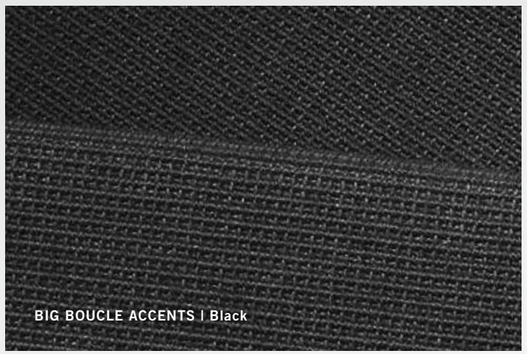
SAHARA | Ebony

TOGO | Smoky Grey

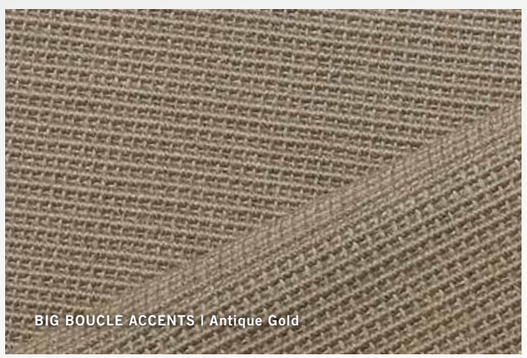




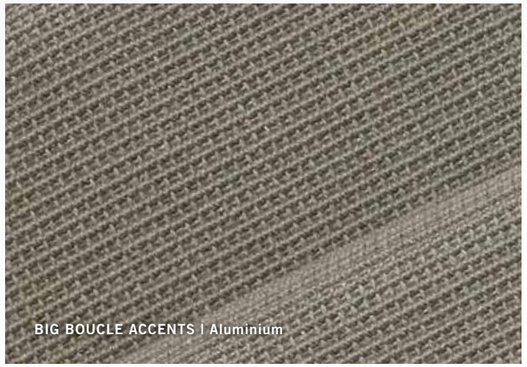
BIG BOUCLE ACCENTS I Brown



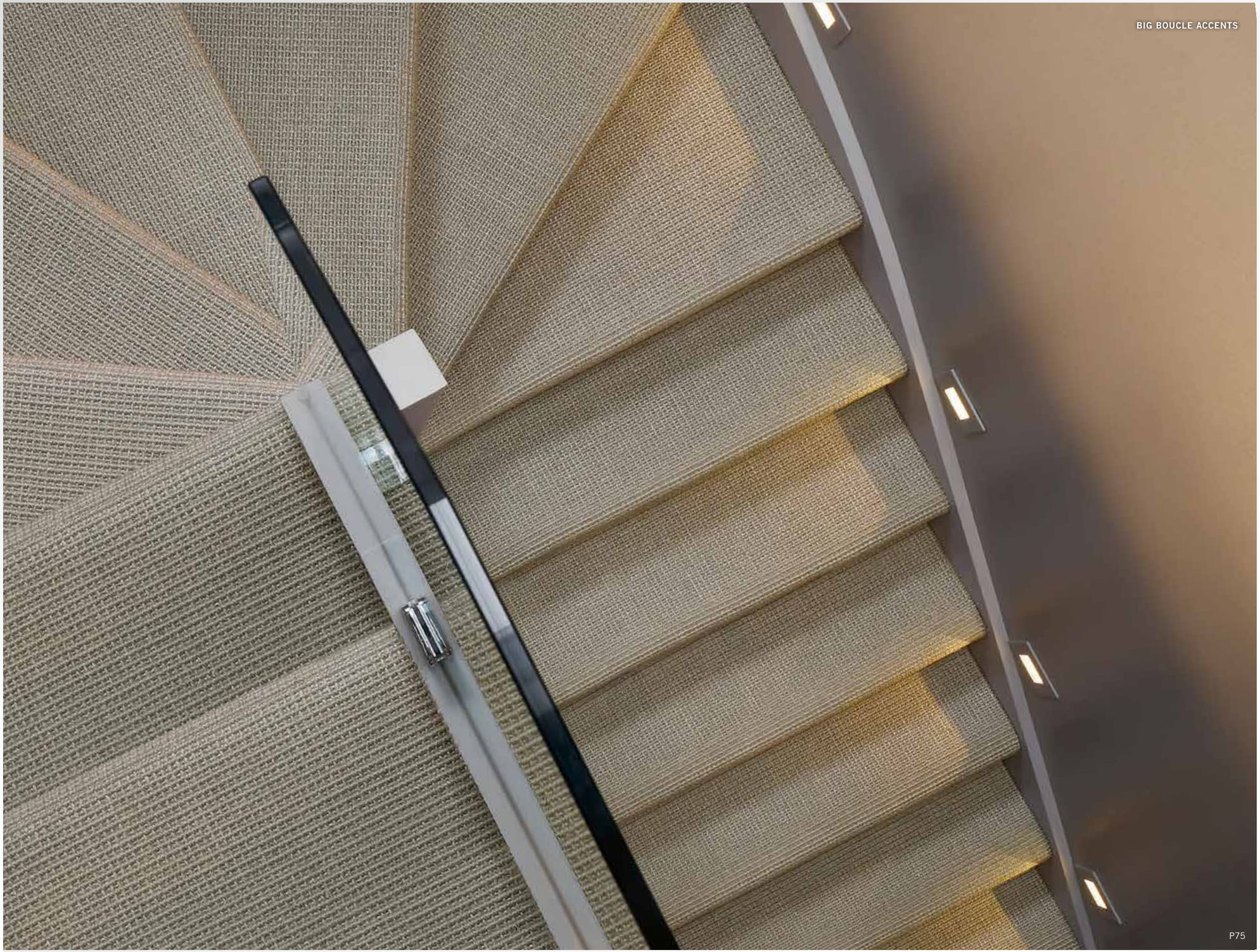
BIG BOUCLE ACCENTS I Black



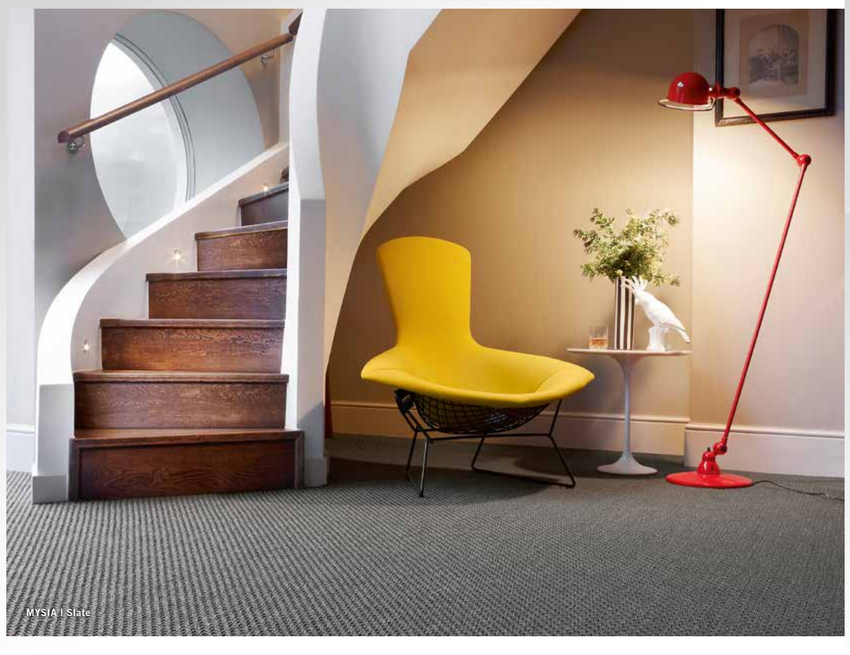
BIG BOUCLE ACCENTS I Antique Gold



BIG BOUCLE ACCENTS I Aluminium



BIG BOUCLE ACCENTS



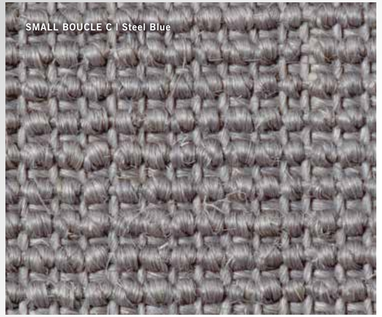
MYSIA | Slate

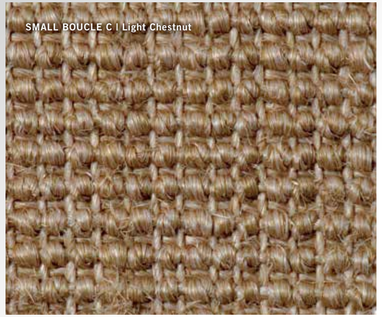


Sisal

boucle


SMALL BOUCLE C | Ash

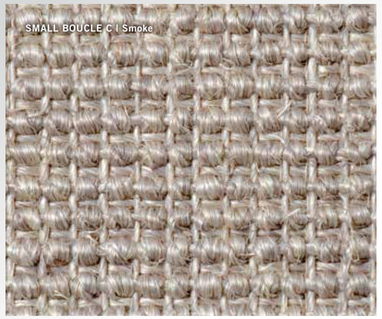

SMALL BOUCLE C | Steel Blue


SMALL BOUCLE C | Light Chestnut

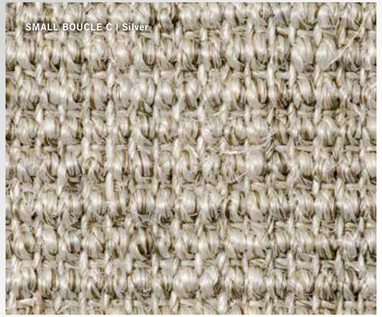

SMALL BOUCLE C | Old Heritage

Meaning ‘buckled’ or ‘ringed’, this French term is typically used to describe fabrics with a looped pile. Our Boucle weave is a classic, regular pattern that brings linear order to a space.

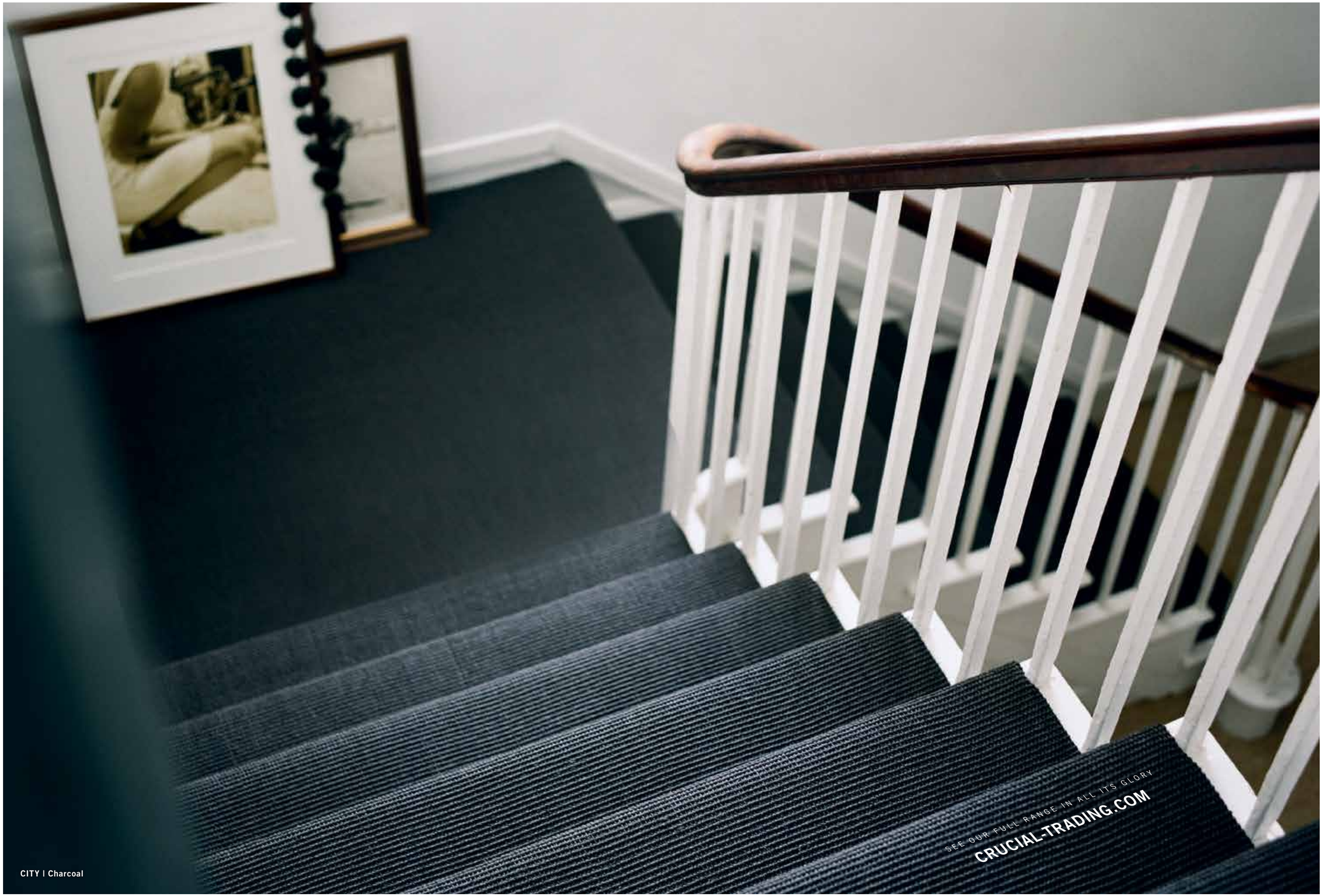
With two loop sizes (Big Boucle and Small Boucle) and an impressive selection of colours on offer across our range – from earthy neutrals, to contemporary darks, right out to an arresting scarlet – it’s certainly a case of l’embarras du choix.


SMALL BOUCLE C | Smoke

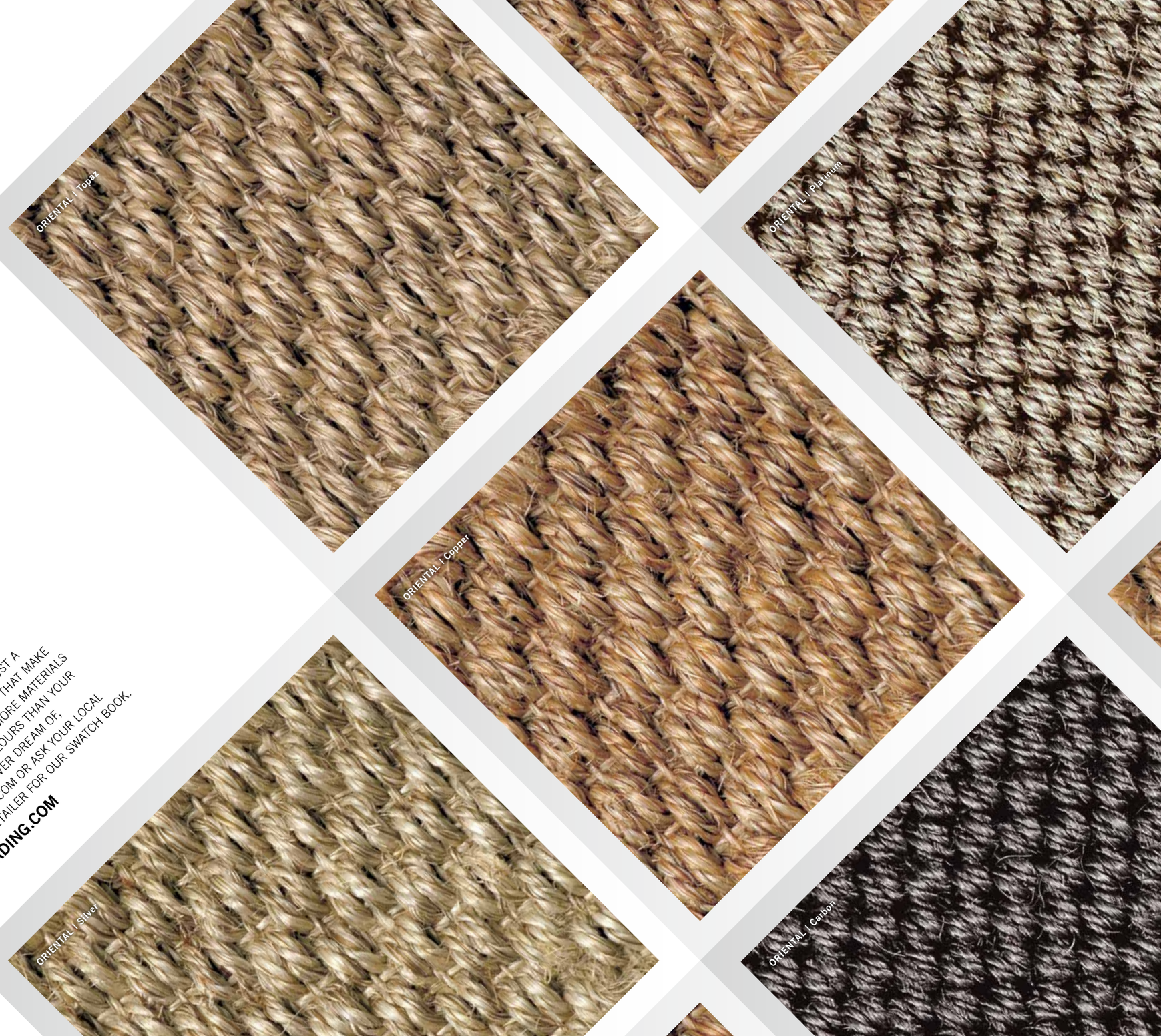

SMALL BOUCLE C | Anthracite


SMALL BOUCLE C | Silver


SMALL BOUCLE C | Anthracite



CITY | Charcoal

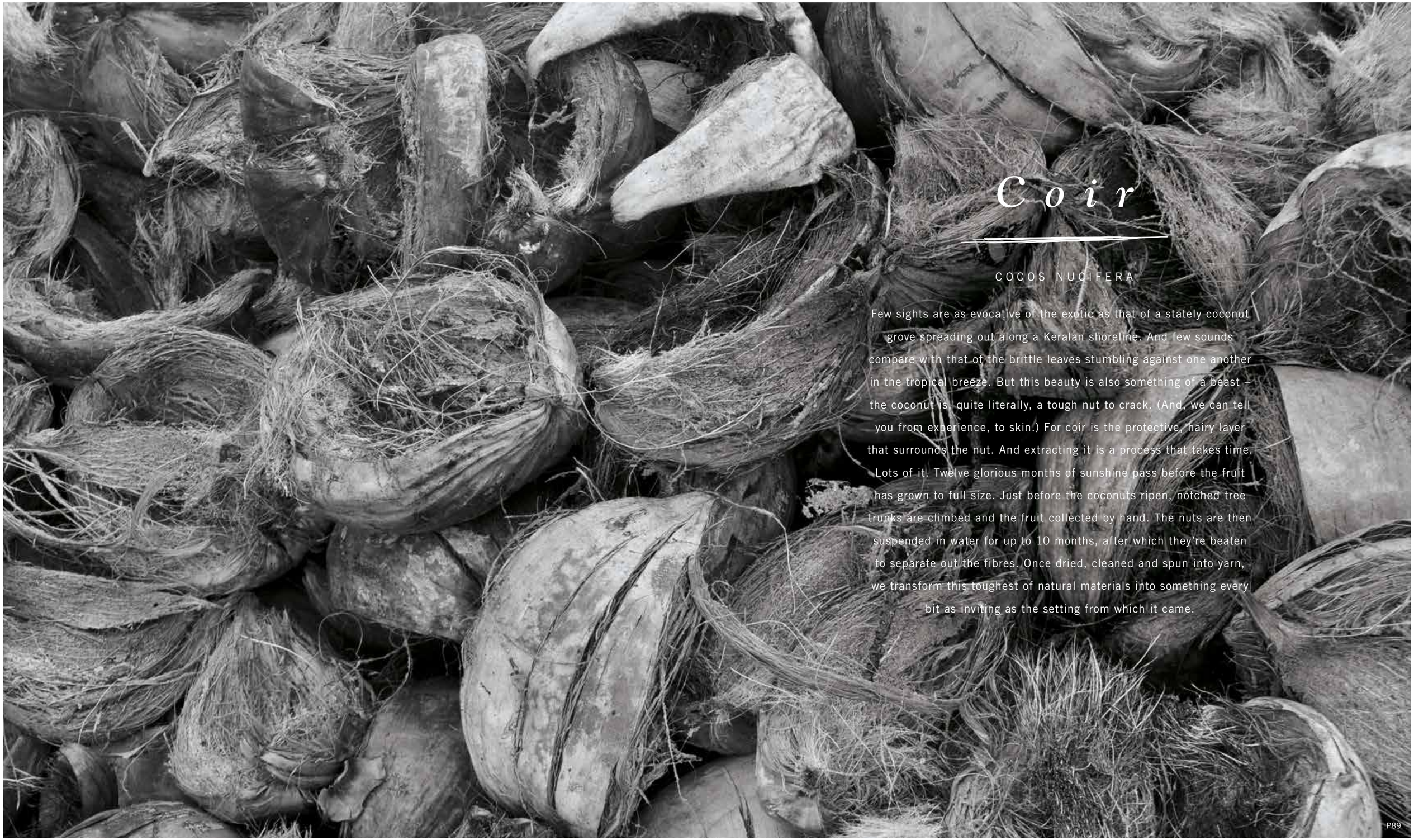


WHAT YOU SEE IN THIS BROCHURE IS JUST A TANTALIZING TASTER OF THE RICHES THAT MAKE UP OUR COMPLETE RANGE. FOR MORE MATERIALS IN MORE WEAVES IN MORE COLOURS THAN YOUR CARPET SLIPPERS COULD EVER DREAM OF, VISIT CRUCIAL-TRADING.COM OR ASK YOUR LOCAL CRUCIAL TRADING RETAILER FOR OUR SWATCH BOOK.

CRUCIAL-TRADING.COM

WE NEVER REALLY THINK ABOUT THE SOLES OF OUR FEET

BUT YOUR FLOORCOVERING SEES THEM EVERY DAY. SOMETIMES IN THEIR DOZENS. IN OUR SWATCH BOOK, YOU'LL FIND A HANDY GUIDE TO THE DURABILITY OF EACH DESIGN ACROSS OUR ENTIRE RANGE. SO YOU CAN MAKE A CHOICE FOR EVEN THE HIGHEST TRAFFIC AREAS, LIKE A HALLWAY, THAT'LL GIVE YOU YEARS OF PLEASURE.



Coir

COCOS NUCIFERA

Few sights are as evocative of the exotic as that of a stately coconut grove spreading out along a Keralan shoreline. And few sounds compare with that of the brittle leaves stumbling against one another in the tropical breeze. But this beauty is also something of a beast – the coconut is, quite literally, a tough nut to crack. (And, we can tell you from experience, to skin.) For coir is the protective, hairy layer that surrounds the nut. And extracting it is a process that takes time. Lots of it. Twelve glorious months of sunshine pass before the fruit has grown to full size. Just before the coconuts ripen, notched tree trunks are climbed and the fruit collected by hand. The nuts are then suspended in water for up to 10 months, after which they're beaten to separate out the fibres. Once dried, cleaned and spun into yarn, we transform this toughest of natural materials into something every bit as inviting as the setting from which it came.

natural

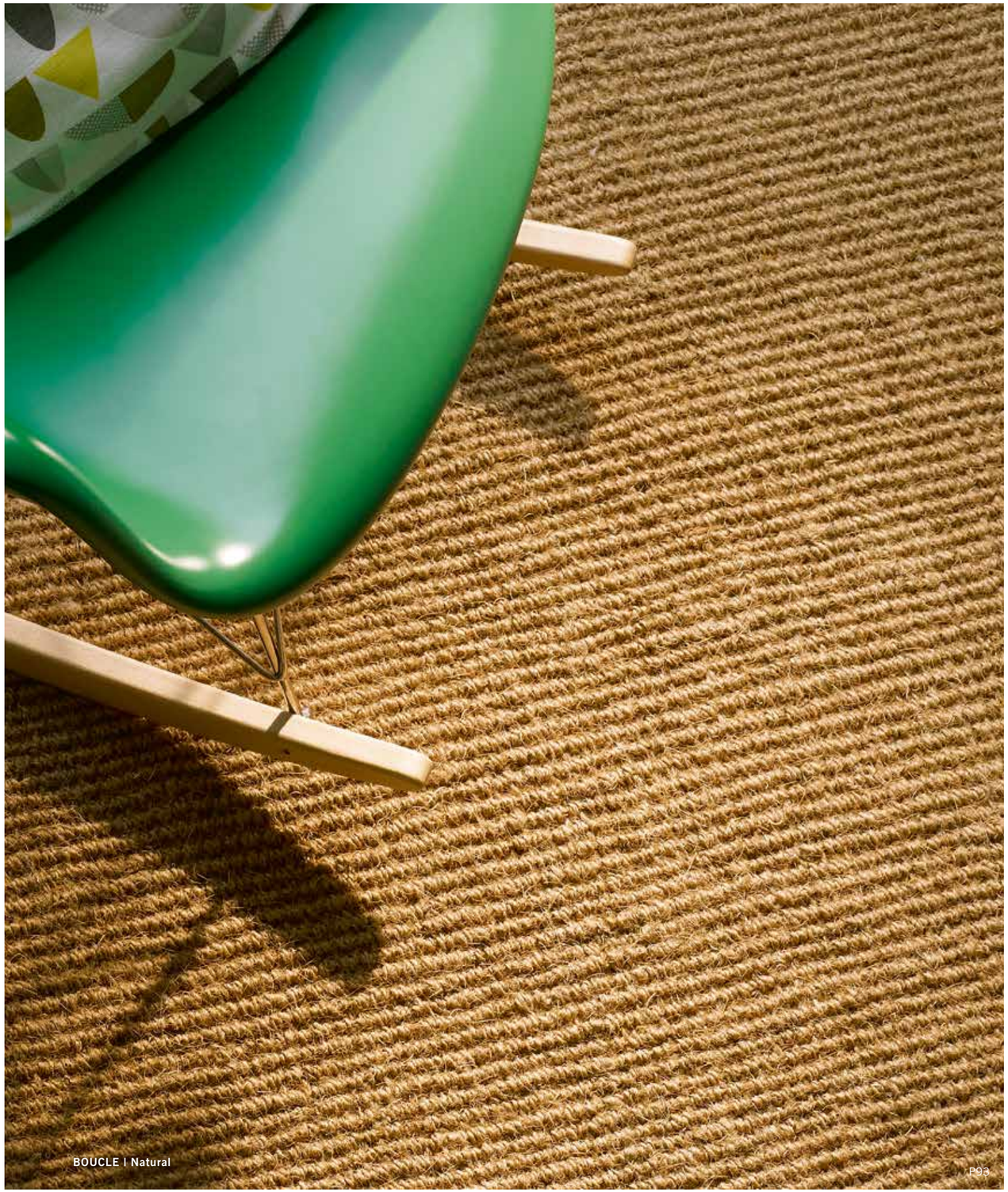
HERRINGBONE | Natural

bleached

HERRINGBONE | Bleached



Floorcovering shown: 1st row left to right, Boucle bleached, Panama bleached, Panama natural.
2nd row left to right, Herringbone bleached, Boucle natural, Herringbone natural.



BOUCLE | Natural



PANAMA | Natural



HERRINGBONE | Natural with **COTTON HERRINGBONE | Cream** border and **Cocoa** piping

THE UNFORTUNATE ONES

The unfortunate ones sit and wait. Nestled in between the ghost train and the doughnut van, lined up in a row, ritual abuse beckons. Not for these fine, strong specimens the hope of their husk one day lining the floor of a splendid dining room, hearing talk of film, art, politics or even just what next door have done with their curtains. No. The only words these poor nuts hear are heated queries as to why a direct hit didn't dislodge them from their stands.



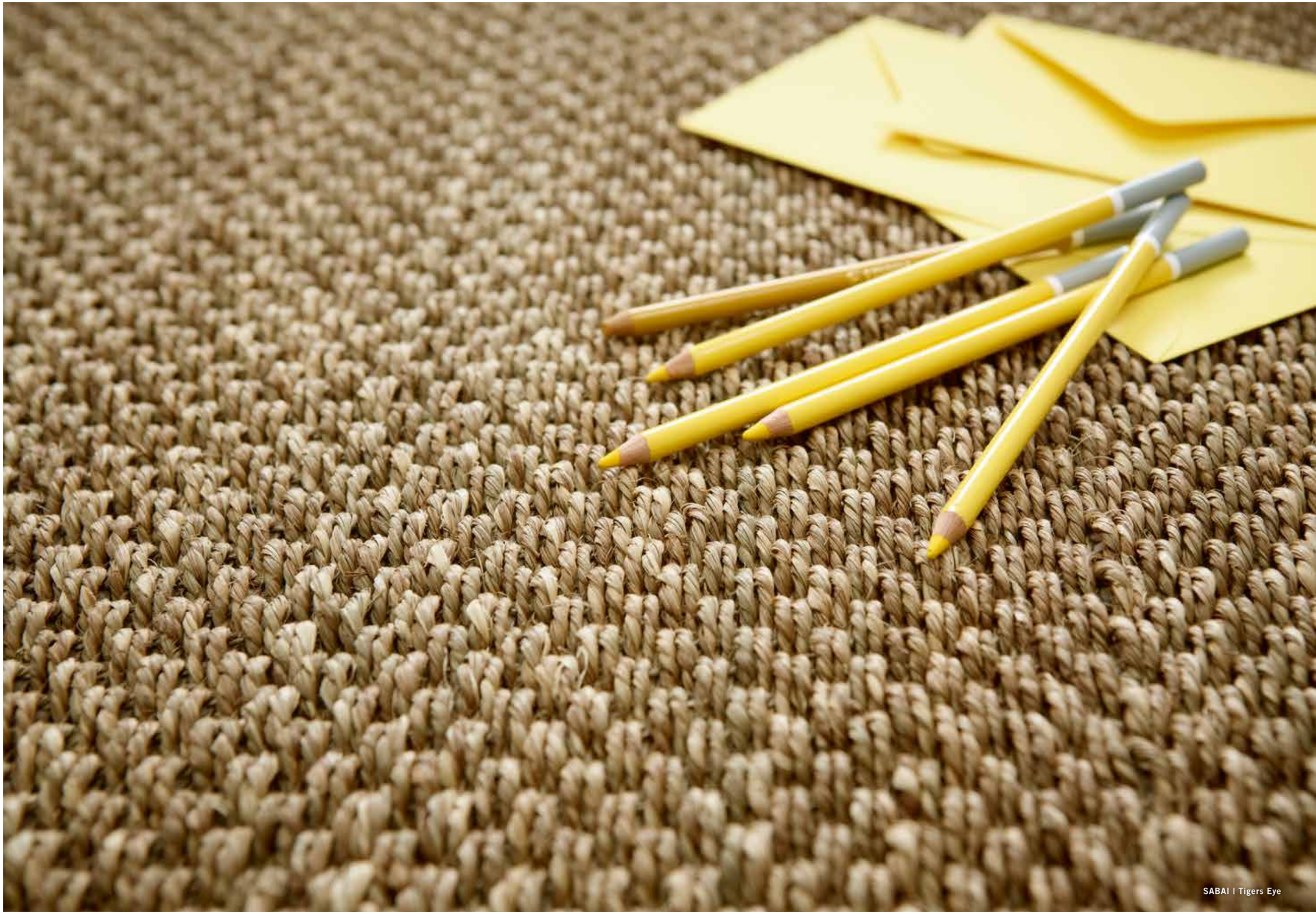
Seagrass

CYPERACEAE

Seagrass is a survivor. It's been discovered in fossils dating back over 100 million years. And when you're grazed and trampled on not by sheep or cows but by the occasional 12-tonne triceratops, you really do need to have something about you. The variety we weave grows on some of the poorest soils the world has to offer – with copious amounts of ocean salt thrown in for good measure, where a sprinkle would probably make most of its rivals wither in capitulation. If the raging coastal typhoons don't see it off (and they generally don't) it'll bake under the searing, Far Eastern sun for months before reaching maturity. Not just surviving. But thriving. Especially under the careful management of the Vietnamese and Chinese plantations from which we source, to spare the natural coastal ecosystems of those countries. Little wonder then that our seagrass floorcoverings are as tough as any pair of old boots that might walk on them.

SEE OUR FULL RANGE IN ALL ITS GLORY

CRUCIAL-TRADING.COM



SABAI I Tigers Eye

HERRINGBONE | Red Weft



BASKETWEAVE | Natural



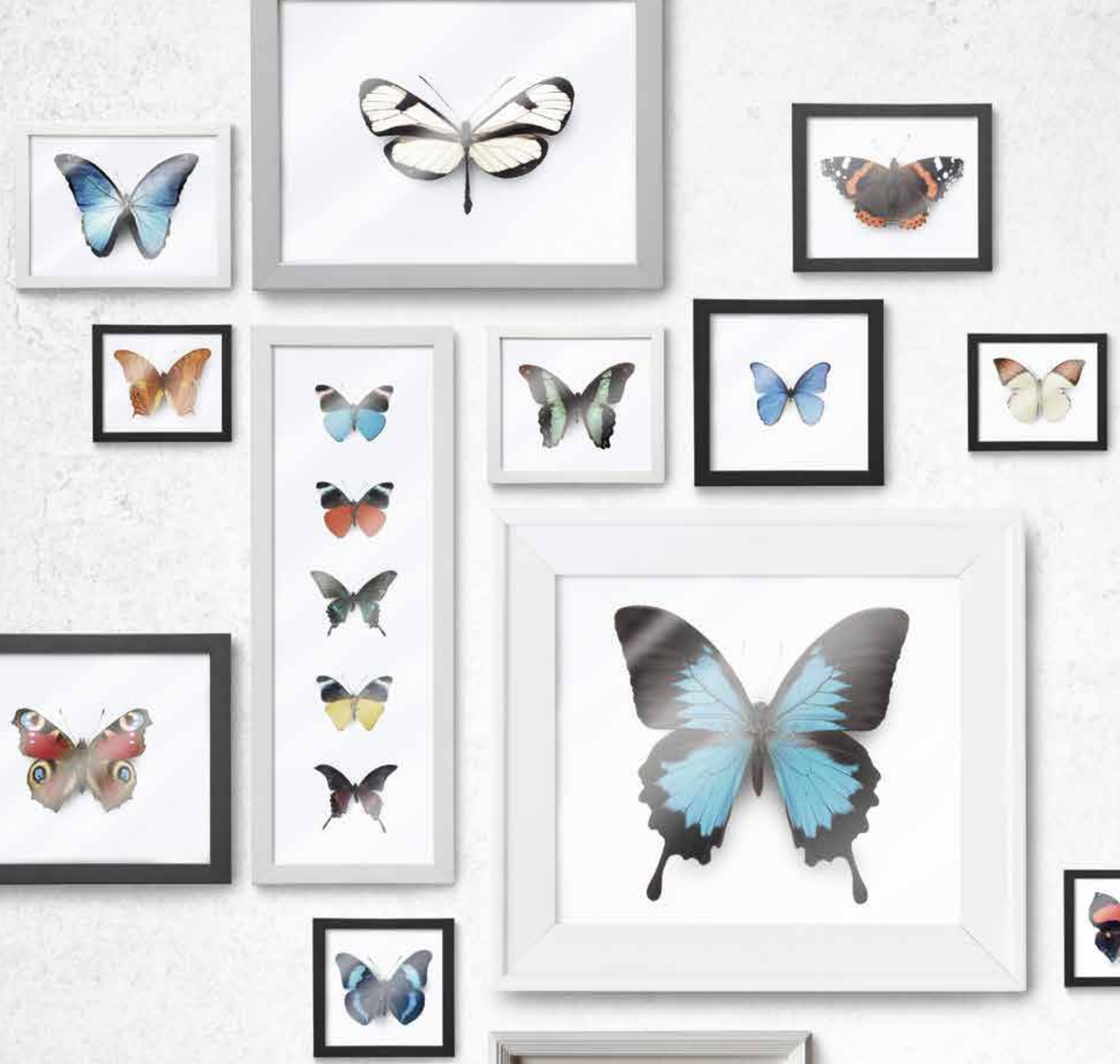
BASKETWEAVE | Natural



FINE BASKETWEAVE | Natural with **LINEN TWILL | Vanilla** border and **Sky** piping



ORIGINAL | Natural



RUGS

With millions of pattern and colour combinations, our rug builder's diversity rivals nature herself.

Do you make a bold statement? Or blend into the surroundings? For the butterfly, this is a matter of life or death.

For you, we understand it's only marginally less important that your rug makes your room the success you want it to be.

This is why we developed our online Rug Builder – an easy-to-use tool that makes you the designer. Experiment with literally millions of border, material, weave and pattern combinations to produce something as unique as it is beautiful. And once you're happy, our craftspeople will lovingly work up your design as if it was destined for their own home. So spread your creative wings today at crucial-trading.com/rug-builder

Labradoodle

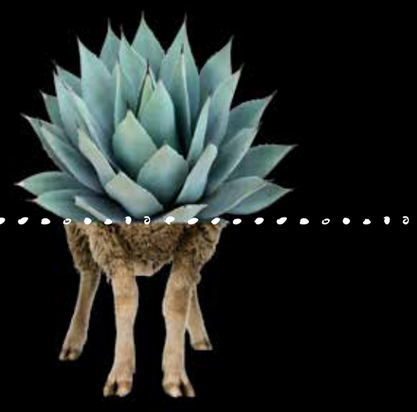


SIR DONALD CAMPBELL IS SOMETHING OF AN INSPIRATION TO US. BUT ONLY PARTLY BECAUSE HE BROKE EIGHT WORLD SPEED RECORDS.

YOU SEE, IT'S WITHIN HIS 1953 BOOK, INTO THE WATER BARRIER, THAT THE LABRADOODLE BREED (HIS PET DOG, MAXIE) MAKES ITS FIRST RECORDED APPEARANCE.

NOW THERE, TRULY, WAS A MAN WITH AN EYE FOR A GREAT BLEND.

Sisool



The Labradoodle combines all the obedience and trainability of a Labrador with the coat retention of a Poodle. So it'll dutifully fetch your slippers and paper without shedding hair all over your lovely Crucial Trading Sisool floorcovering – another experimental blend championed by us some ten years back, which combines the rugged charm of sisal with the soft matt sheen of wool.

A strange thing happens when, like us and Sir Donald, you try to push the boundaries or do something unexpected. You polarize opinion. Some admire you. Others think you're loopier than the pile in our Mississippi range. Which, incidentally, the industry dismissed as 'yarn user' on its release – a name given to a weave of mixed waste ends that would otherwise be binned. (Mississippi went on to spark a huge trend that, as with our striped range, is still growing to this day.) But we're no stranger to wading through doubt.

After all, Crucial Trading was set up on the premise of being different and introducing natural materials never before used as flooring in the UK.

We can tell you from experience that, as a rule of thumb, if 'they' say it can't or shouldn't be done, it probably can and should be done. Because 'they' aren't the ones who set the records or the trends. 'They' didn't run the first 4-minute mile. 'They' didn't put a man on the moon. 'They' didn't create the miniskirt. Or even invent the squeezy ketchup bottle. As a matter of fact, 'they' still won't even recognise the Labradoodle as a breed in its own right, despite there now being millions of their happy, wagging tails all around the world.

We can also tell you from experience that 'they' live in homes that look just like everyone else's.

IT'S ALWAYS THE WAY, ISN'T IT?

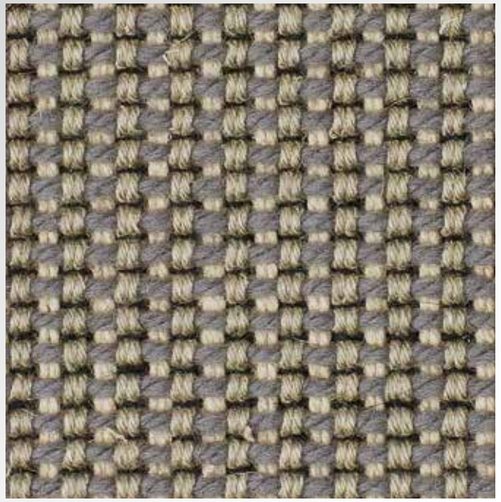
You find the perfect rug but the border clashes with your accent colour. Or you find the right design but it isn't available in the right material. Well, no more. With literally millions of combinations, our easy-to-use online Rug Builder puts you in the shoes of the designer. But don't be fazed – it's simple to use and will help you make the rug that makes any room in minutes.













STEP 1

CHOOSE YOUR FLOORCOVERING

The first stage in creating your unique rug is to select a floorcovering. Each and every material, weave, design and colour that you'll find within this booklet is open to you. Simply click through the swatches online to find the perfect one.













STEP 2

CHOOSE YOUR MAIN BORDER

Just as every beautiful painting needs the right frame, the floorcovering you've chosen needs the right border to show it off to its full. Luckily you're spoilt here too, with over 130 designs, weaves and colour options including cotton, leather, suede and linen.







STEP 3



CHOOSE YOUR INNER BORDER



Just the final touch needed now. Will you make it a double border, offering all the choice of Step 2,
or simply finish your rug off with piping, which is available in a selection of colours?







All that remains is to choose your size (you'll get an instant online quote for the dimensions you enter), place your order and the skilled craftspeople in our Kidderminster workshop will set about realising your design with all the care and attention you'd expect of us.



MAKE THE RUG THAT MAKES THE ROOM



WOOL BISCAYNE | Lemon with **COTTON HERRINGBONE | Pale Lemon** border



LINEN N WOOL I Cream with a **COTTON HERRINGBONE I French Navy** border



MAIN CARPET / SISAL HARRY I Aluminium

RUG / WOOL FABULOUS I Ruby
with a **LINEN TWILL I Seville** border



MISSISSIPPI | **Burgundy Blue** with a **COTTON HERRINGBONE** | **Cherry** border and **Ivory** piping

APPENDIX

WOOL P7

FC / FABULOUS I Diamond I WFN501 with COTTON PICALLO I Sleet (CP7) border
IFC / VENICE I Oatmeal I WV900
10 & 11 / BISCAYNE I Lime I BS102
11 / BISCAYNE I Eggshell I BS100
11 / BISCAYNE I Powder Blue I BS101
11 / BISCAYNE I Marshmallow I BS103
11 / BISCAYNE I Truffle I BS104
11 / BISCAYNE I Lemon I BS105
11 / BISCAYNE I Evergreen I BS106
11 / BISCAYNE I Turquoise I BS107
11 / BISCAYNE I Khaki I BS108
11 / BISCAYNE I Aubergine I BS109
11 / BISCAYNE I Pacific I BS110
11 / BISCAYNE I Royal Blue I BS111
8, 14 & 15 / AUDREY I Sunrise I WFS1
15 / AUDREY I Midday I WFS3
15 / AUDREY I Sunset I WFS2
15 / AUDREY I Midnight I WFS4
16 & 49 / FUJI I Slate I FU105
16 / FUJI I Vanilla I FU100
9 & 16 / FUJI I Latte I FU101
16 / FUJI I Mocha I FU102
17 / FUJI I Coffee I FU103
17 / FUJI I Truffle I FU104
18 / SISOOL TRIC I Slate I M809
20 / OPAL I Mushroom I OP301
21 & 31 / OREGON STRIPE I Oyster / Stone I VS101
24 / SISOOL TRIC I Ivory I M805
25 / SISOOL BIG BOUCLE CLASSICS I Wheat I G607
27 & 40 / COAST I Beach Hut I CS904
28 & 29 / RUSTICA I Marble I RU101
29 / RUSTICA I Pale Grey I RU102
29 / RUSTICA I Fawn I RU103
29 / RUSTICA I Buffalo I RU104
29 / RUSTICA I Artic White I RU100
30 / BISCAYNE I Turquoise I BS107
32 / FABULOUS I Diamond I WFN501 with COTTON PICALLO I Sleet (CP7) border
34 & 35 / LINEN N WOOL I Pale Grey I WL776
35 & 36 / LINEN N WOOL I Cream I WL775
35 / LINEN N WOOL I Black I WL779
35 / LINEN N WOOL I Slate I WL777
35 / LINEN N WOOL I Dark Grey I WL778
41 / BOSTON I Caramel I WB701
42 / MONSOON I Suede I MS102
43 / MONSOON I Almond I MS101
44 / WILTON SVELTE I Willow I SV3125
45 / WILTON SVELTE I Chalk I SV3123
45 / WILTON SVELTE I Linen I SV3126
45 / WILTON SVELTE I Stone I SV3127
48 / ROMEO I Storm I RE304
51 / INDULGENT I Aubergine I IN507
53 / MISSISSIPPI I Pastels I WS113
53 / MISSISSIPPI I Chocolate / Blue I WS115
53 / MISSISSIPPI I Black / Silver I WS110
53 / MISSISSIPPI I Khaki / Cream I WS108
53 / MISSISSIPPI I Plum / Green I WS112
54 / MISSISSIPPI I Multi I WS101
54 / MISSISSIPPI I Burgundy / Blue I WS111
54 / MISSISSIPPI I Gold / Amber I WS102
54 / MISSISSIPPI I Blue / Gold I WS100
55 / MISSISSIPPI I Lime / Red I WS114

Jute P57

59 / JU-TWEED I Natural I JT803
60 / JHUTEX I JT700

Sisal P64

67 / AZTEC I Maize I SZ751
68 / HERRINGBONE I Flint I E405
69 / BASKET I Silver I T301
70 / SAHARA I Copper I SA102
71 / SAHARA I Ebony I SA103
72 / TOGO I Smoky Grey I TG450
74 / BIG BOUCLE ACCENTS I Brown I E684
74 / BIG BOUCLE ACCENTS I Black I E680
74 / BIG BOUCLE ACCENTS I Antique Gold I E659
74 / BIG BOUCLE ACCENTS I Aluminium I E658
76 / MYSIA I Slate I MY104
79 / SMALL BOUCLE C I Ash I CC987
79 / SMALL BOUCLE C I Steel Blue I CC983
79 / SMALL BOUCLE C I Old Heritage I CC988
79 & 80 / SMALL BOUCLE C I Anthracite I CC989
80 / SMALL BOUCLE C I Light Chestnut I CC985
80 / SMALL BOUCLE C I Smoke I CC982
80 / SMALL BOUCLE C I Silver I CC981
82 / CITY I Charcoal I CY308
85 / ORIENTAL I Topaz I E100
85 / ORIENTAL I Silver I E101
85 / ORIENTAL I Copper I E102
85 / ORIENTAL I Platinum I E108
85 / ORIENTAL I Carbon I E109

Coir P89

90 / HERRINGBONE I Natural I HBN
91 / HERRINGBONE I Bleached I HBB
92 / BOUCLE I Bleached I BB
92 / PANAMA I Bleached I PB
92 & 94 / PANAMA I Natural I PN
92 / HERRINGBONE I Bleached I HBB
92 & 93 / BOUCLE I Natural I BN
92 / HERRINGBONE I Natural I HBN
97 / HERRINGBONE I Natural I (HBN) with COTTON HERRINGBONE I Cream (C9) border and Cocoa piping (COR5)

Seagrass P101

103 / SABAI I Tigers Eye I SS100
104 / HERRINGBONE I Red Weft I SGH2
106 & 107 / BASKETWEAVE I Natural I SBW
108 / FINE BASKETWEAVE I Natural I (FSBW) with LINEN TWILL I Vanilla border (LT4) and Sky piping (COR7)
109 / ORIGINAL I Natural I SG
127 / SISAL HARRY I Aluminium I D704

RUGS P111

123 / WOOL BISCAYNE I Lemon (BS105) with a COTTON HERRINGBONE I Pale Lemon (C34) border
124 / LINEN N WOOL I Cream (WL775) with a COTTON HERRINGBONE I French Navy (C20) border
128 / WOOL FABULOUS I Ruby (WFN503) with a LINEN TWILL I Seville (LT13) border
131 / MISSISSIPPI I Burgundy Blue (WS111) with a COTTON HERRINGBONE I Cherry (C16) border and Ivory piping (COR6)

SOME IMPORTANT STUFF

IF YOU CHOOSE THE RIGHT FLOORCOVERING FOR YOUR ROOM, GET IT PROPERLY INSTALLED AND THEN SHOW IT A LITTLE LOVE FROM TIME TO TIME, IT'LL REPAY YOU WITH YEARS OF SPLENDOUR. HERE'S WHAT IT'D WANT YOU TO KNOW BEFORE YOU COMMIT TO ONE ANOTHER...



CRUCIAL-TRADING.COM

ABOUT NATURAL FLOORCOVERINGS

Because our products are all 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.

WHICH PRODUCT IN WHICH ROOM?

Each of our products has its own unique charms – and each lends itself best to different rooms and uses. Wool, seagrass, coir, jute and sisal work brilliantly throughout the home.

All natural plant fibre floorcoverings should be used with caution in high moisture areas like the kitchen and bathroom, and jute is best confined to low-traffic areas where it will wear well. Bleached coir fibres can revert back to their natural colour. If you'd like to discuss the suitability of our products for your home please consult your recommended local 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 floorcoverings can be installed in the traditional way. For more information about installation contact your local Crucial Trading retailer, visit crucial-trading.com or call us on 01562 743 747.

LOOKING AFTER YOUR FLOOR

Crucial Trading floorcoverings and rug borders need only a simple vacuuming to keep them looking their best. We recommend you stick to suction-only cleaners and avoid beater bars, which may cause damage.

Most of our plant fibre and wool floorcoverings have a degree of stain resistance but some, like jute and sisal, are more prone to marking from water and other 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 this comes as standard at 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.

LIFE'S LITTLE ACCIDENTS

When spills do occur, as with any floorcovering, it's important to tackle them as quickly as possible using a clean white cloth or kitchen paper to soak up the liquid, taking care not to rub the floorcovering. We also advise our customers to keep the Crucial Trading Stain Removal & Cleaning Set on hand.

Available from our retailers, this 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 care, visit our website crucial-trading.com or call us on 01562 743 747.

TRY BEFORE YOU BUY

We're only too happy to send you samples of any of our floorcoverings to help you make your choice. Visit our website crucial-trading.com or call us on 01562 743 747.

WHERE TO BUY

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

LANEVE IS YOUR ASSURANCE OF ETHICAL, SUSTAINABLE QUALITY

Crucial Trading is a proud partner of Wools of New Zealand's Laneve initiative. This gives 100% traceability back to the farm from which each sheared coat came (a sort of baa code, if you will).

All farms within the scheme are regularly and independently verified as adhering to stringent animal welfare and sustainability codes of practice. And of course, all are hand-picked by Wools of New Zealand for their consistent delivery of supreme quality wool. So you can enjoy peace of mind on every front.

A number of products across our range already bear the Laneve mark. And we're introducing more all the time. Proof we're not just committed to better floorcoverings but also to better ways of doing things.

CRUCIAL-TRADING.COM

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