

# SMA stamp of approval

The Official Publication of SMG The National Carpet & Flooring Group

Spring/Summer 2009



**Cormar**  
CARPETS

## Walk the line with Alternative Flooring

Alternative Flooring has brought on the stripes this year with two distinct collections. The new ranges are the colourful Rock 'n' Roll and the classic Fine Lines.

Rock 'n' Roll is a range of rhythmic wool stripes that takes pattern off the wall and rolls it out as rugs, runners and carpet. The stripes give clever flooring choices bringing a wider palette into all interior spaces from living areas to stairways. Loud stripes become the focus or add an eye-catching edge to neutral rooms, while quieter shades add tone and texture. The six colourways are arranged in both striking and more muted tones.

### Statement City Stripes

*Back in Black* - monotone grey, blacks and whites.

*Roxanne* - hot reds and old gold.

*Wild Thing* - forest greens and ripe damson.

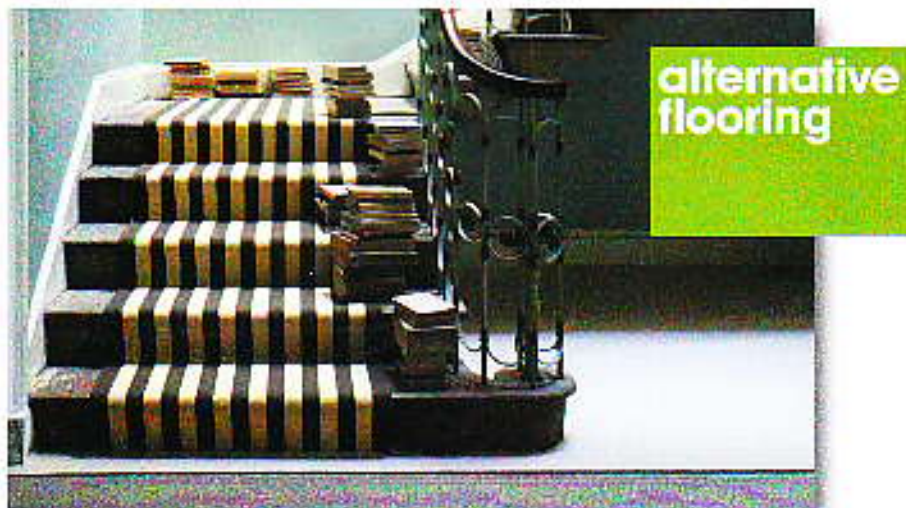
### Natural Country Stripes

*Brown Sugar* - pale grey and warm gold.

*Freebird* - smokey blue, warm gold and naturals.

*Layla* - fresh greens and dove grey.

Lorna Heigh, Marketing Manager at Alternative Flooring says, "our stripes are for anyone with character; for those who are more rebellious and with eclectic tastes. Wild Thing could very well be the answer to what to put on the stairs whereas, the more understated cool stripes of Freebird will work with any contemporary interior. They are fun and quirky and we love them!"



As well as contemporary stripes, there are the classics. Fine Lines is a stylish trio, cleverly created and coloured to link each space in the home.

*Wool Blo stripe*, *Wool Pin stripe* and *Wool Cord* work beautifully together in terms of scale and tone, giving an easy yet elegant flooring solution to any interior. Blo stripe is a bold stripe and is complemented by Pin stripe, a subtle yet smart stripe and the popular plain cord.

The palette is classic and contemporary, with both timeless and designer naturals. Blo stripe and Pin stripe are each offered in five combinations of Sable/Olive, Bone/Olive, Sable/Bone, Moon/Mineral and Mineral/Sable.

*Wool Cord* is available in Sable, Olive, Bone, Moon, Mineral, Buff, String, Amber and Imperial white.

For more information please contact Alternative Flooring on 01264 335111 or email [sales@alternatveflooring.com](mailto:sales@alternatveflooring.com).

## Updated and improved Woolsafe website re-launched

In this age of instant gratification through technology, the internet is increasingly used to find information, services, products and advice. It has never been more important to make the most of this now universal channel of communication and commerce.

The Woolsafe Organisation has had a website for 10 years already, but to keep up with technological developments, the site has been completely remodelled and enhanced and was re-launched in March.

The site has been carefully designed so that it is much easier for the visitor to navigate and find the information they are looking for.

Internet search engines will find it amongst the first ones when information on (wool) carpet and rug care, Woolsafe Approved products, Certified Operators and Registered Inspectors is sought. The new design has already had an impact on the number of visitors to the site and this has resulted in an increase in new business for partners.

