

**CRUCIAL TRADING**  
*The Rug Brochure*



**SISAL HERRINGBONE**  
Flint E405  
Leather Midnight HL8 (border)



Take control and channel your inner designer.  
Use our online rug builder to create a tailor made design that will meet your exact requirements. Colossal choice of material and vast nuances of colour combinations help bring your exact vision to life.

**CRUCIAL TRADING**

## The Blank Canvas

The start of every artist's journey begins with a crisp, clean surface, primed and ready for their latest interpretation; a vivid, unabashed use of colour or cool hues of monochromatic modernity. With hundreds of options across wool, sisool, sisal, seagrass, jute and coir, you can design your bespoke rug to match your exact requirements and create your next masterpiece.

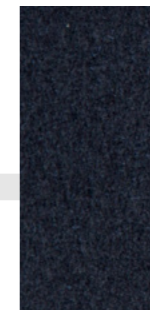
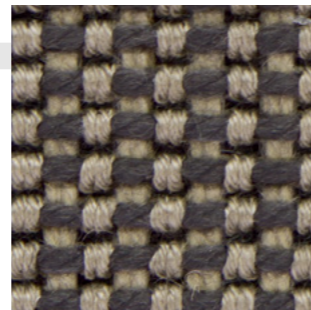
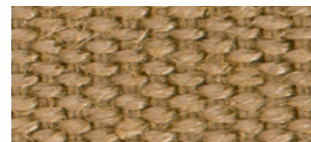


# WOOL

*Whether you're searching for a serene cream, pining after that precise grey hue or coveting our celebrated vivid stripes, our opulent wool collection provides all the inspiration you need for the centre of your bespoke creation.*

### LINEN N WOOL

Dark Grey WL778  
Ebony COR11 (piping)  
Linen Basketweave Camel  
LBW52 (border)



### WOOL GRACE

Ocean Pearl WG105  
Suede Delft HS6 (border)

**WOOL STORM**  
Stone WS801  
Suede Chocolate  
HS3 (border)



**WOOL ALASKA**  
Polar White AL205  
Suede Ivory HS2 (border)

**WOOL TREASURE**

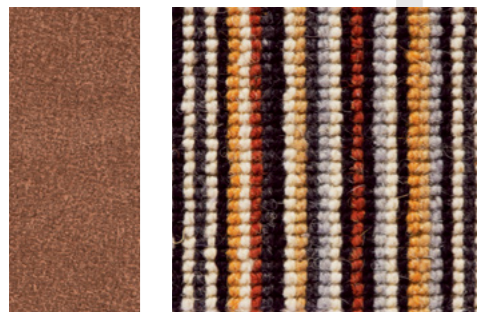
Old Rope WT502  
Cotton Chenille  
Otter CCN9 (border)





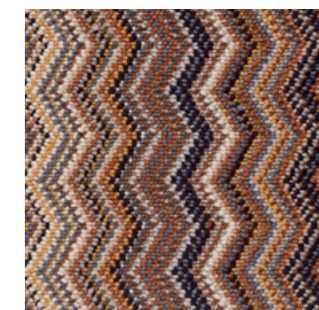
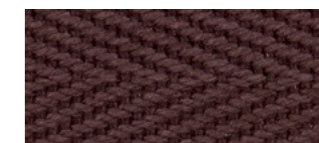
**WOOL MISSISSIPPI**

Copper/Black WS121  
Suede Nutmeg HS1 (border)



**WOOL FABULOUS**

Topaz WFW600  
Cotton Herringbone  
Chestnut C22 (border)



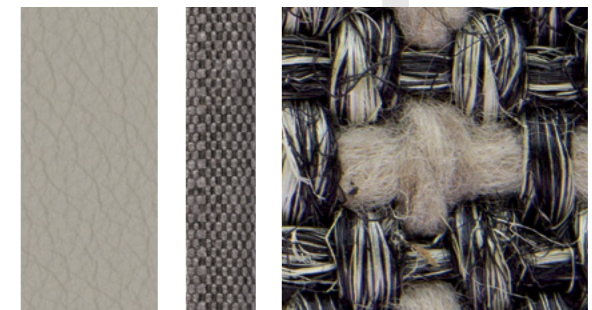
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## SISOOL

*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, becoming the first to balance their opposite characteristics, creating a new distinctive blend.*

### SISOOL MASAI

Eclipse M601  
Leather Pewter HL6 (border)

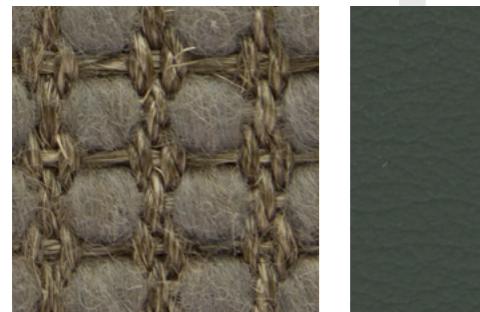


**SISOOL PLAID**  
Rich Black SP304  
Graphite COR12 (piping)  
Leather Steel HL17 (border)





**SISOOL TRIC**  
Slate M809  
Leather Olive HL7 (border)



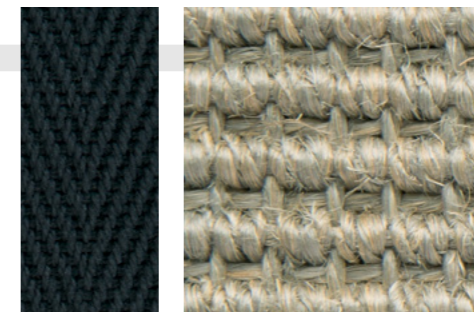
**SISOOL MASAI**  
Soft Grey M607  
Cotton Herringbone  
Olive C10 (border)



## ORGANIC

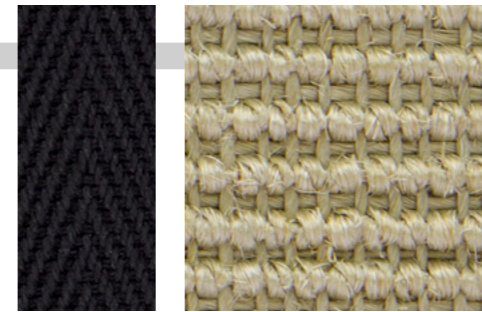
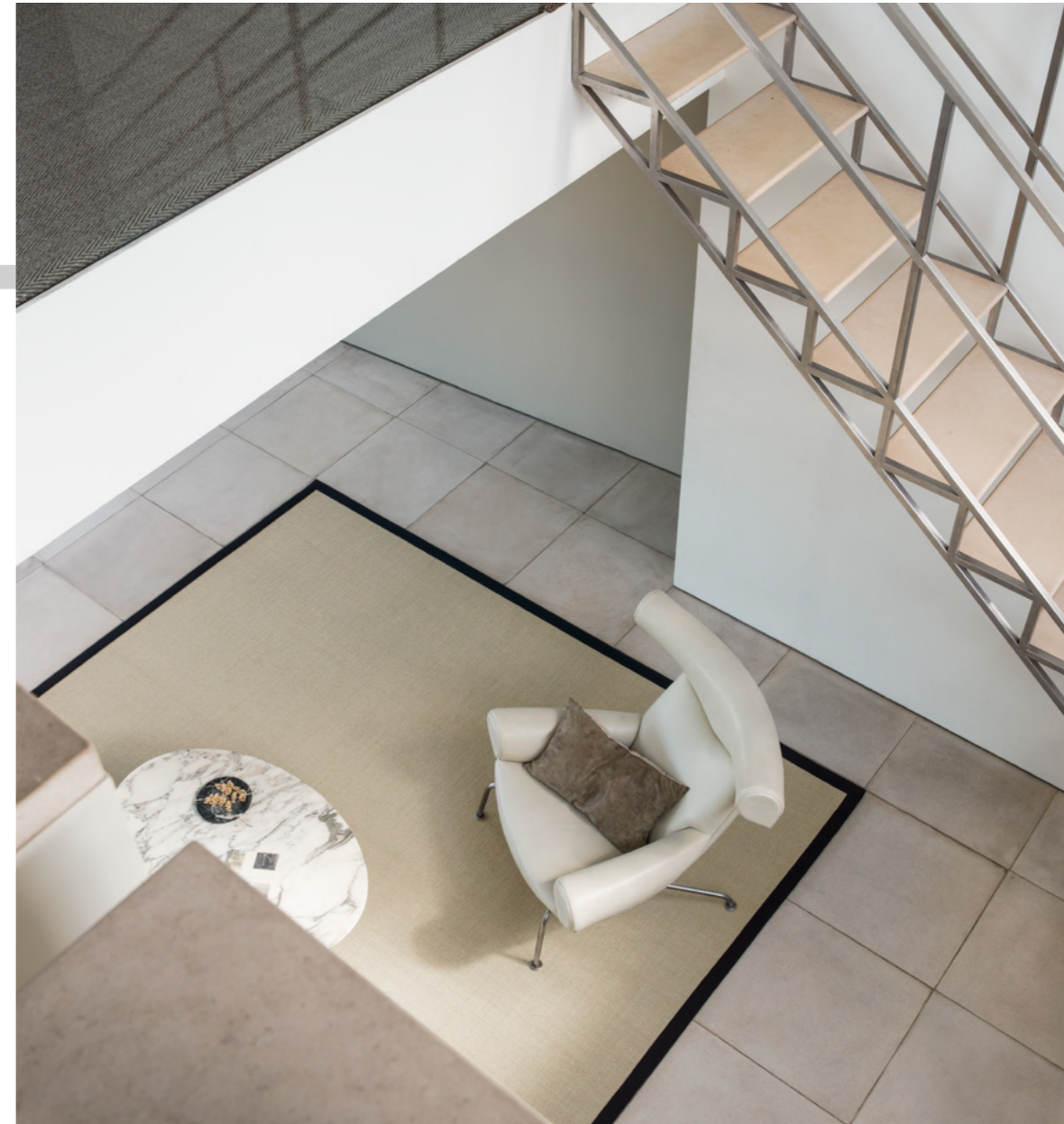
*Our natural plant fibre family consists of jute, seagrass, coir, and sisal, available in an array of alluring colours. Their story of survival, from exotic environments around the world, etched into their fibres like a badge of honour.*

**SISAL AZTEC**  
Alabaster SZ752  
Ivory COR6 (piping)  
Suede Ebony HS5 (border)



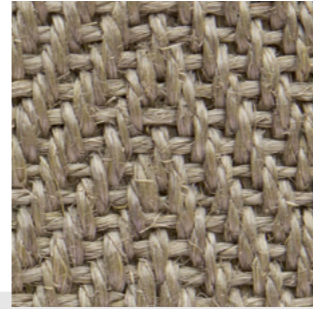
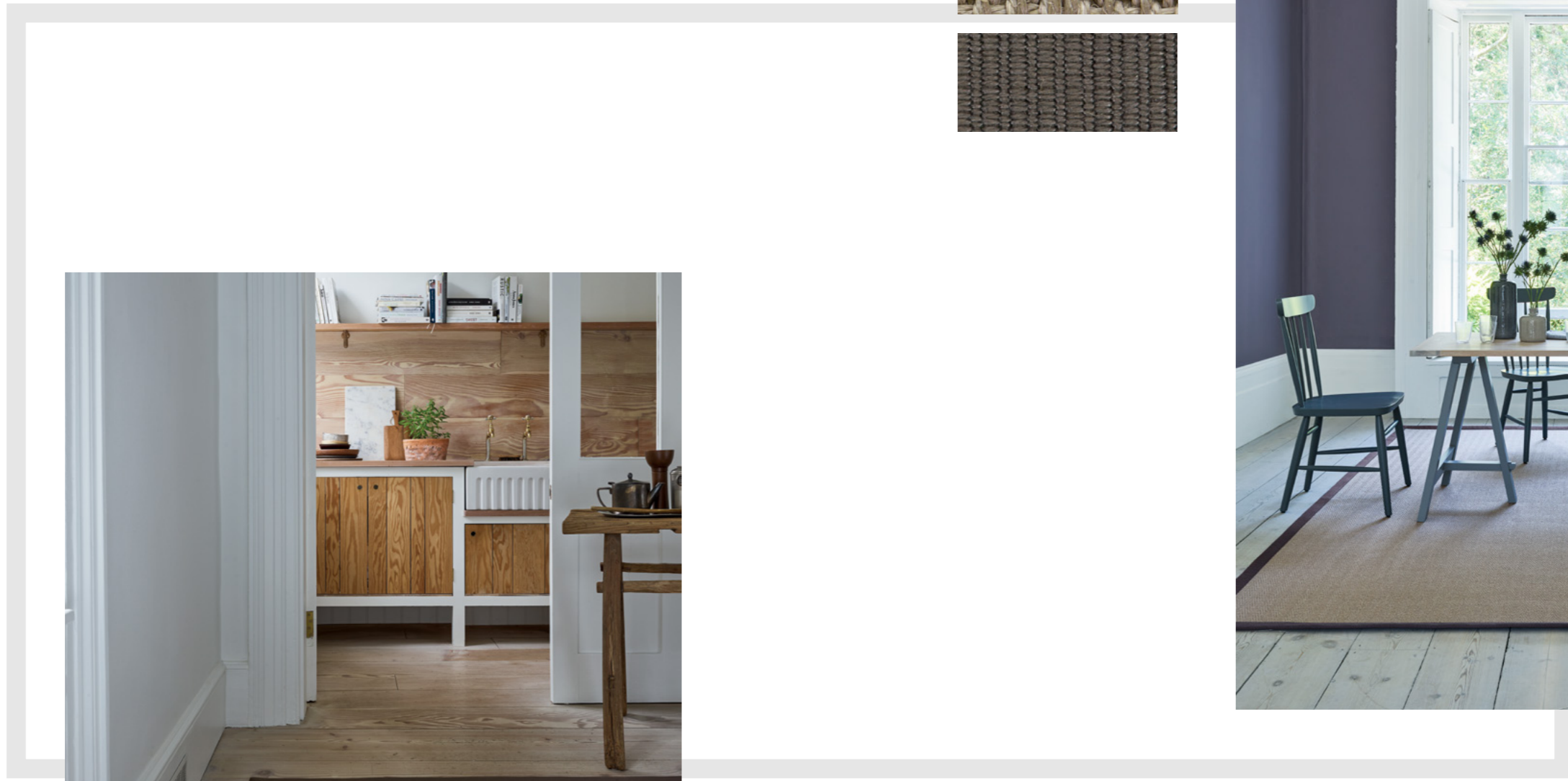
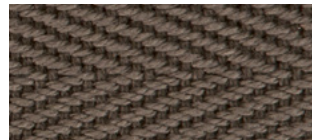
**SISAL BIG BOUCLE ACCENTS**  
Aluminium E658  
Cotton Herringbone  
Midnight C15 (border)

**SISAL HARRY**  
 Aluminium D704  
 Stone COR1 (piping)  
 Cotton Herringbone  
 Pebble C42 (border)



**SISAL HARMONY BOUCLE**  
 Arctic Mist HB256  
 Cotton Herringbone  
 Black C1 (border)

**SISAL  
HARMONY BOUCLE**  
Moon Frost HB257  
Cotton Herringbone Rhino  
Brown C17 (border)



**SISAL HARMONY  
HERRINGBONE**  
Warm Grey HH259  
Linen Boucle Damson  
LSB9 (border)

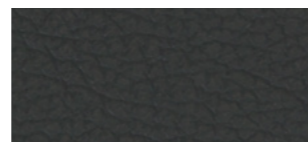
## The Perfect Frame

Choosing a frame means so much more than simply protecting your work of art. Whether you pair your chosen rug design with one or two borders, you can select the perfect frame from a range of quality materials. Choose from over 90 colours in cotton, linen, leather or even suede for the ultimate tactile finish.



### SINGLE BORDER

*Choosing to frame your bespoke rug with a single border in either cotton, linen, leather or suede, in a vast array of colours, offsets your design with a stunning subtlety, keeping your interior classic yet contemporary.*



**WOOL AFFLUENCE**  
Corn Silk AF421  
Leather Black HL4 (border)

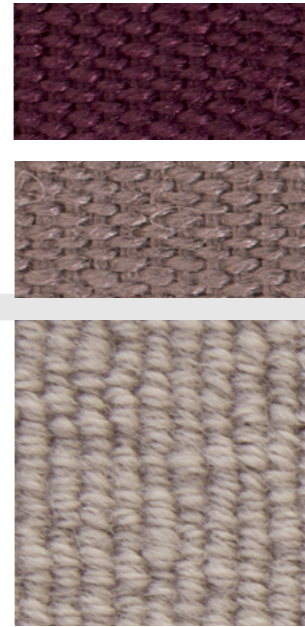
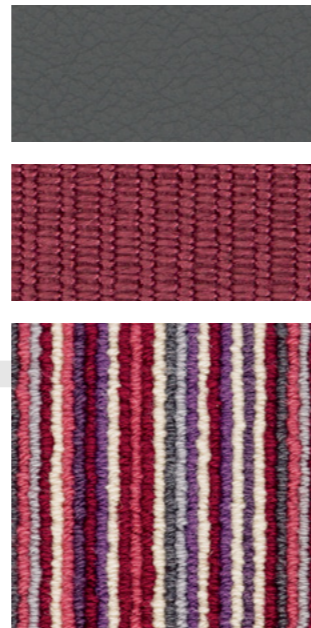
**SISAL GRAND ORIENTAL**  
Fresh Mist GO802  
Cotton Herringbone  
Slate C39 (border)



## DOUBLE BORDERS

*Choosing to offset the centre of your masterpiece with a double border gives you an opportunity to experiment with further complementary colours to accentuate your interior colour scheme whilst demanding attention.*

**WOOL MISSISSIPPI PREMIUM**  
Red/Plum MP123  
Linen Boucle Raspberry  
LSB5 (inner border)  
Leather Rhino HL15 (outer border)



**WOOL INDULGENT**  
Mink IN504  
Linen Basketweave Chambray  
LBW53 (inner border)  
Linen Basketweave Burgundy  
LBW59 (outer border)

## The Finishing Touch

Like an additional mount, our 9 colours of cotton piping can sit on the inside of a single border rug to add further impact and detail to your creation, perfectly offsetting the centrepiece it surrounds. Available in a range of colours from subtle ivory through to striking ebony to flawlessly complement each of our carpet ranges.



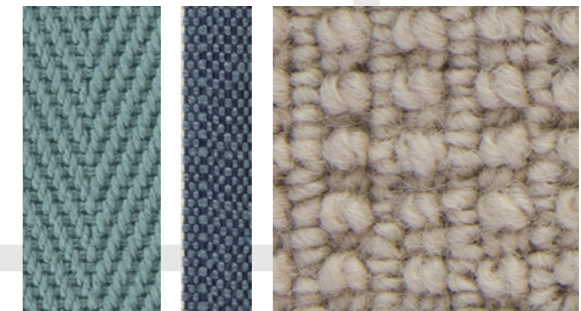
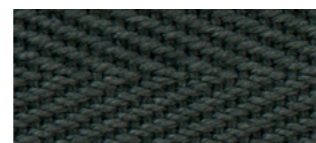


## PIPING

*Similar to a double border, the piping sits in between the main floorcovering and your border choice, adding another level of detail to your design and again allowing you to complement your chosen interior scheme but with more of a subtle appearance.*

### WOOL TREASURE

Hidden Fossil WT503  
Apple COR8 (piping)  
Cotton Herringbone  
Bottle C11 (border)



### WOOL AFFLUENCE

Battleship AF425  
Sky COR7 (piping)  
Cotton Herringbone Blue  
Lagoon C44 (border)

## Bespoke Runners

Our skilled craftspeople in the Kidderminster workshop have the ability to create stunning runners for stairs and hallways.

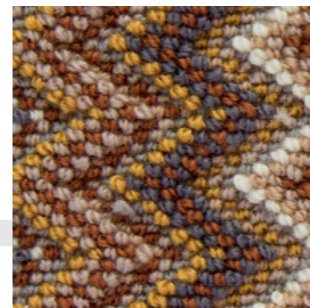
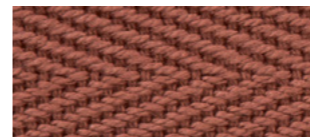
Speak to your local retailer today about this service and the various options available to you and your specific installation.



## RUNNERS

*Stair runners can be crafted to suit a wide variety of installations and can feature borders down one or both sides. Alternatively, welcome guests to your home with an eye catching runner inviting them in through the front door and down your hallway.*

**SISAL GRAND HERRINGBONE**  
Praline GH100  
Cotton Herringbone  
Pebble C42 (border)



**WOOL FABULOUS**  
Opal WFN504  
Cotton Herringbone  
Tamarind C26 (border)

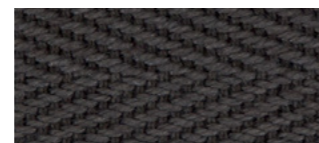
## Size

Whether your space is small, large or somewhere in between, our online rug builder provides an instant quote for your specific measurements.



## SIZE

*Larger rugs can inject personality or character into a room and can be positioned under furniture to define a room, whereas smaller rugs are great to position your furniture around and unify your room.*



**WOOL AUDREY**  
Daybreak WFS6  
Cotton Herringbone  
Smokey Grey C45 (border)

## Swatch Directory

To craft your bespoke rug, simply pick any floorcovering featured in our Inspiration Book or found online and pair with your own choice of border(s) and even piping to create your personalised masterpiece.





**COTTON HERRINGBONE**

1. C20 French Navy, 2. C1 Black, 3. C28 Peat, 4. C11 Bottle,  
 5. C15 Midnight, 6. C45 Smokey Grey, 7. C9 Cream, 8. C46 Sage,  
 9. C37 Creme de Menthe, 10. C16 Cherry, 11. C24 Carmine, 12. C23 Ruby,  
 13. C22 Chestnut, 14. C26 Tamarind, 15. C47 Steel, 16. C43 Gravel,  
 17. C30 Chambray, 18. C39 Slate, 19. C44 Blue Lagoon, 20. C38 Aluminium,  
 21. C41 Pearl, 22. C10 Olive, 23. C42 Pebble, 24. C8 Ecu, 25. C7 Camel,  
 26. C29 Fallen Leaf, 27. C31 Fawn, 28. C32 Down, 29. C6 Cafe,  
 30. C17 Rhino Brown, 31. C5 Espresso, 32. C48 Praline, 33. C33 Wheat



**LINEN TWILL, BOUCLE & BASKETWEAVE (as shown left)**

*Twill*; 1. LT3 Ecu, 2. LT4 Vanilla, 3. LT2 Marble, 4. LT20 Moss, 5. LT19 Grain, 6. LT13 Seville, 7. LT17 Terracotta, 8. LT23 Black, 9. LT8 Cocoa, 10. LT1 Fawn, 11. LT5 Doe, 12. LT11 Nutmeg, 13. LT6 Squirrel, 14. LT18 Slate

*Boucle*; 15. LSB5 Raspberry, 16. LSB7 Gunmetal, 17. LSB6 Silk, 18. LSB9 Damson, 19. LSB8 Graphite

*Basketweave*; 20. LBW53 Chambray, 21. LBW55 Espresso, 22. LBW57 Cherry, 23. LBW59 Burgundy, 24. LBW58 Midnight, 25. LBW50 Ecu, 26. LBW51 Rhino Brown, 27. LBW54 Cafe, 28. LBW52 Camel, 29. LBW56 Black

**COTTON CHENILLE (as shown above)**

1. CCN9 Otter, 2. CCN1 Champagne, 3. CCN10 Arabica, 4. CCN6 Lichen, 5. CCN12 Sand, 6. CCN2 Honey, 7. CCN4 Taupe, 8. CCN5 Dun, 9. CCN3 Oatmeal



## LEATHER AND SUEDE

*Leather:* 1. HL17 Steel, 2. HL10 Ivory, 6. HL2 Cappuccino, 7. HL1 Espresso, 11. HL13 Mustard, 12. OL1 Worn Parchment, 13. HL15 Rhino, 14. HL7 Olive, 15. OL3 Worn Oakwood, 16. HL6 Pewter, 17. OL2 Worn Tobacco, 18. HL11 Stone, 19. HL12 Aubergine, 20. HL8 Midnight, 21. HL4 Black

*Suede:* 3. HS3 Chocolate, 4. HS5 Ebony, 5. HS1 Nutmeg, 8. HS6 Delft, 9. HS8 Stone, 10. HS2 Ivory



## PIPING

1. COR1 Stone  
2. COR2 Gold  
3. COR5 Cocoa  
4. COR7 Sky  
5. COR6 Ivory  
6. COR10 Rouge  
7. COR8 Apple  
8. COR11 Ebony  
9. COR12 Graphite



## THE THINGS YOU NEED TO KNOW

Once you've been inspired, visit [crucial-trading.com/rugbuilder](http://crucial-trading.com/rugbuilder) to create your masterpiece and receive an instant quote for your exact specification and size.

We're certain that whatever you choose, if you treat it with a little love, your bespoke 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](http://crucial-trading.com) so you can be sure your bespoke design is the perfect combination.

### WHERE TO BUY:

Crucial Trading stockists can be found by visiting our 'Find a Retailer' section on our website [crucial-trading.com](http://crucial-trading.com) or by calling 01562 743 747

### 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 rug will naturally lighten in colour.

### WHICH ROOM:

Each floorcovering has its own unique charm meaning all wool, sisool, seagrass, coir, jute and sisal rugs 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 bespoke rug, please consult your local, expert Crucial Trading retailer or visit [crucial-trading.com](http://crucial-trading.com)

### AFTER CARE:

A simple vacuum with a suction only cleaner, with no beater bars, will avoid damage and keep your treasured rug 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 rug, 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 rug. 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](http://crucial-trading.com) to download our full guide.

### 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, visit [crucial-trading.com](http://crucial-trading.com)

### 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.



### WOOL ALASKA

Grey Wolf AL203  
Linen Basketweave  
Midnight LBW58 (border)  
Graphite COR12 (piping)





## **CRUCIAL TRADING**

**FOR YOUR NEAREST RETAILER VISIT**

[www.crucial-trading.com](http://www.crucial-trading.com)  
or call 01562 743 747