

alternative flooring

Spring/Summer 2018



coir, jute, wool, sisal, seagrass, rugs and runners

Carpet Shown: Jute Chevron Natural

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Why alternative...

Welcome to 20 years of design-led calm, character and quirky luxury. Two decades of designs that continue to break new ground, break the rules and break the silence. But designs that always have you in mind.

At Alternative Flooring, we're as British as afternoon tea, with just as much class and quirky charm. From our products' origins on the banks of the Ganges and the Mexican Gulf to the finished article's stripes, patterns and statements, we care about our craft.

We're as natural, original and authentic as the warp and weft in our flooring. Character shines through in every pick of yarn. We engage with customers, support retailers and inspire discourse.

What do people love about us? Ask big names like Margo Selby, Ashley Hicks, Ben Pentreath and Liberty Fabrics. They all want to work with us.

That's a pretty cool bandwagon. Why not hop on board?

make
me
a rug[™]
alternative
flooring

Get designing on our 'make me a rug' facility on our website and order online using our click 'n' collect service. Your rug can be delivered to your nearest Alternative Flooring retailer, for you to collect at your convenience. Simple...

www.alternativeflooring.com

the Quirky collection

Order our new Quirky brochure online

Simple, patterned design brings living spaces alive and offers the vital element of cosiness.

With Quirky, we've re-worked the patterns you love, with designs that allow you to dip your toes into the pattern pool. This season we have created a new series of geometric carpet runners by Lucienne Day, one of Britain's most influential and well-loved 20th century designers. But also check out the intricate designs from Liberty Fabrics, Ben Pentreath, Ashley Hicks and Margo Selby, with their fantastic combinations of pattern and colour.

Carpet Shown: Quirky Authentic Lucienne Octagon



Best of British

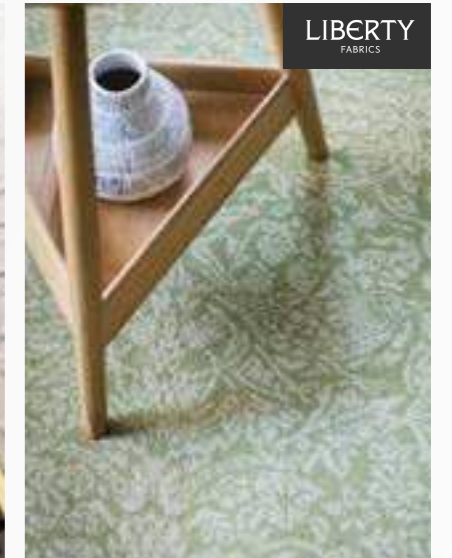
We live in an age of the quick fix. These days, so few artefacts are of heritage quality. But Britain has a fine history in producing quality brands with craftsmanship and expertise and, here at Alternative Flooring, we're continuing that tradition.



Lucienne Day



Margo Selby



LIBERTY FABRICS



Ben Pentreath



Ashley Hicks



We believe that creating carpet is a craft and an art. Against a beautiful backdrop of chalk streams, in a rural conservation area, our carpets begin their life. This is Salisbury in Wiltshire, where the making of carpets is a tradition that goes back through the centuries. On one of the oldest industrial sites in the world, beautiful cones of woollen yarn are creel to produce the final art piece. We weave our yarn on axminster looms with care and craftsmanship right through to the jute backing. The way we make our carpets is a time-

honoured tradition. Although we work with modern processes, there's a human touch at every stage. Skilled craftsmen check the woollen yarn and inspect each stage of the production process through to the finished carpet. This focus on quality means your edgy and gorgeous carpet will continue to warm your living room or bring life to your stairway for many years into the future.

wool Barefoot & Crafty

Carpet Shown: Barefoot Quartz Rock



Sparkly carpet - who'd of thought? This gorgeous deep-pile carpet is hand tufted in India. Shine a light on it and watch the gold and silver lurex threads shimmer and sparkle.



Carpet Shown: Barefoot Quartz Rock



Barefoot Quartz

Barefoot Quartz is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office. Available in 4m and 5m widths.



Citrine 5985

5m



Smoky 5986

5m



Rock 5987

5m

5m - Available in 5m width.



Carpet Shown: Barefoot Marble Morwad



Carpet Shown: Barefoot Marble Morwad

Barefoot Marble

Barefoot Marble is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office. This product is made of undyed wool. Available in 4m and 5m widths.



Katni 5980 5m Morwad 5981 5m Abu 5982 5m Imisa 5983 5m

5m - Available in 5m width.

Barefoot Hatha

Barefoot Hatha is suitable for; Bedroom, Dining Room and Lounge.
This product is made of undyed wool. Available in 4m and 5m widths.



Barefoot Bikram

Barefoot Bikram is suitable for; Bedroom, Dining Room, Stairs and Lounge.
This product is made of undyed wool. Available in 4m and 5m widths.



5m - Available in 5m width.

We are 100% committed to making a difference and ensuring our planet stays healthy. Handwoven on traditional looms, our Barefoot collection comes woven onto a base of cotton, backed securely with latex.



Carpet Shown: Barefoot Hatha Sanskrit



Just simple cosy naturalness.
Your toes will curl with pleasure as they enjoy the barefoot sensation of this deep pile luxury carpet.

Carpet Shown: Barefoot Ashtanga Silk Hero



Carpet Shown: Barefoot Ashtanga Silk Hero

Barefoot Ashtanga Silk*

Ashtanga Silk is suitable for; Bedroom, Dining Room and Lounge. This product is made of undyed wool. Available in 4m and 5m widths.



Eagle 5930

5m



Firefly 5932

5m



Hero 5931

5m



Crane 5933

5m

*This product is made mainly from undyed wool but contains dyed Rayon Silk

5m - Available in 5m width.



Carpet Shown: Barefoot Taj Rani

Barefoot Taj*

Barefoot Taj is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.
This product is made from undyed wool and viscose Available in 4m and 5m widths.



Bageecha 5970 5m Rauza 5971 5m Darwaza 5973 5m Chameli 5974 5m



Rajmata 5990 5m Sita 5991 5m Rani 5992 5m Beygum 5993 5m

* Please note: Due to the high viscose content and luxury finish, this carpet will show signs of shading.
5m - Available in 5m width.





Carpet Shown: Wool Crafty Diamond Briquette

Feel the love as you spread ethical and environmentally friendly eco around your home. This is the ultimate understatement in natural wool.



Carpet Shown: Wool Crafty Diamond Lasque

Wool Crafty Diamond

Wool Crafty Diamond is suitable for; Bedroom, Dining Room, Lounge and Home Office. This product is made of undyed wool.



Princess 5940



Lasque 5941



Briquette 5942



Marquise 5943



Wool Crafty Hound

Wool Crafty Hound is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office. This product is made of undyed wool.



Basset 5950



Harrier 5951



Beagle 5952



Whippet 5953

Wool Crafty Cross

Wool Crafty Cross is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office. This product is made of undyed wool.



Celtic 5960



Maltese 5961



Fusilly 5962



Trefoil 5963



Carpet Shown: Wool Crafty Cross Celtic

chunky WOOL

If joy were made out of wool, it would be a squidgy-thick carpet with an all-natural chunky hug. Our snuggly knits keep you warm and baffle out sound. They welcome you like an embrace from a long-lost friend. Welcome home to wool.



Carpet Shown: Wool Milkshake Marshmallow



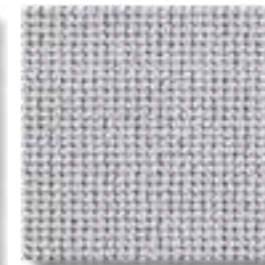
Carpet Shown: Wool Milkshake Marshmallow

Wool Milkshake

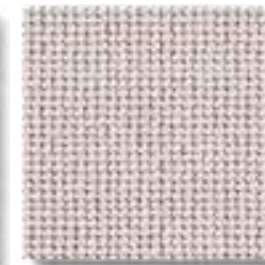
Wool Milkshake is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office. Available in 4m and 5m widths.



Marshmallow 1735 5m



Blueberry 1736 5m



Raspberry 1737 5m



Coconut 1738 5m



Peanut 1739 5m

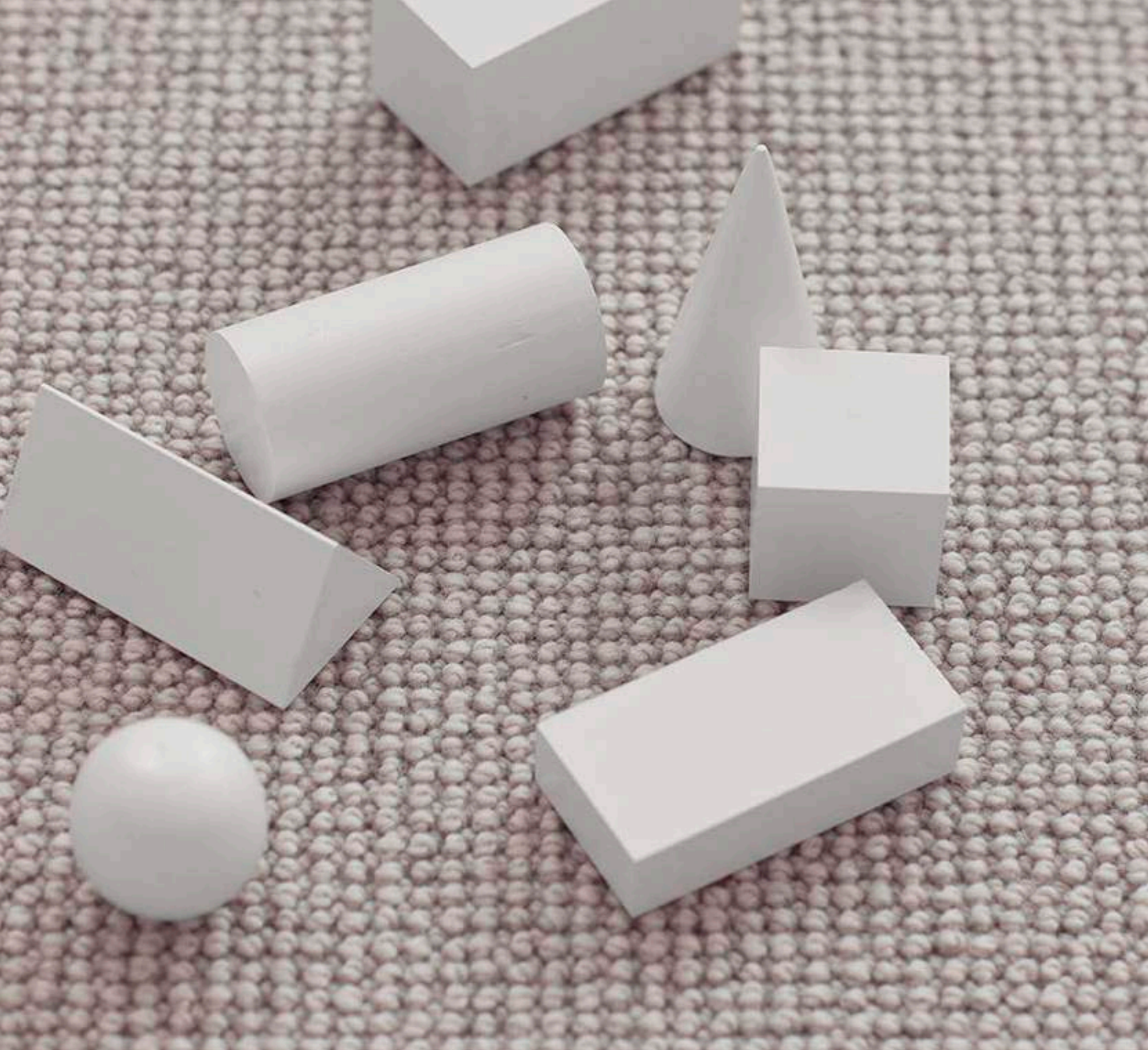


Rhubarb 1740 5m



Vanilla 1741 5m

5m - Available in 5m width.



Carpet Shown: Wool Croft Skye

Wool Croft

Wool Croft is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office. Available in 4m and 5m widths.



Arran 1840

5m



Islay 1841

5m



Skye 1843

5m



Iona 1844

5m



Jura 1842

5m



Kilda 1845

5m



Stronsay 1848

5m



Mull 1847

5m



Hoy 1849

5m

Wool Tipple

Wool Tipple is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office. Available in 4m and 5m widths.



Moonshine 1881 5m Kahlua 1885 5m Mesi 1882 5m



Aurum 1886 5m Prunelle 1887 5m Amaro 1888 5m



Nochello 1889 5m Galliano 1883 5m

Wool Speckle

Wool Speckle is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office. Available in 4m and 5m widths.



Finch 1890 5m Wren 1891 5m Nuthatch 1892 5m Quail 1894 5m

5m - Available in 5m width.

Wool is as warm and welcoming as an open fire. Wool is sophisticated. Wool feels like home. So pamper yourself. Choose wool.

Carpet Shown: Wool Speckle Wren





The Wonders of Wool... it's luxurious, it's bouncy, an insulator and naturally flame retardant. It's simply a super textile for your home and it lasts.



**make
me
a rug**

Get designing... create your own rug with our 'make me a rug' service, see our website for details.

Wool Pebble

Wool Pebble is suitable for; Bedroom, Dining Room and Lounge. This product is made of undyed wool.



Omaha 1801



Alby 1802



Brighton 1803



Birdling 1804



Stade 1805



Portloe 1806

Wool Knot

Wool Knot is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office. This product is made of undyed wool. Available in 4m and 5m widths.



Snuggle 1870

5m



Arbor 1871

5m



Lariat 1874

5m



Reef 1872

5m



Timber 1873

5m

Carpet Shown: Wool Pebble Birdling with a Jot Biscotti Border

5m - Available in 5m width.

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Carpet Shown: Wool Sprinkle Glitter



Wool Bouclé

Wool Bouclé is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.
Available in 4m and 5m widths.



Camel 1718 5m



Mist 1710 5m



Tawny 1706 5m



Chicory 1719 5m

Wool Sprinkle

Wool Sprinkle is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.
Available in 4m and 5m widths.



Glitter 1731 5m



Confetti 1733 5m

Carpet Shown: Wool Sprinkle Glitter





fine WOOL

There's a fine wool carpet for everyone. Movie-star Iconic, loud and Rock 'n' Roll proud, demure and subtle, or smart and contemporary. Fine wool is the you that needs to be heard.

Carpet Shown: Wool Iconic Chevron Brooklyn



Carpet Shown: Wool Iconic Chevron Brooklyn

Wool Iconic Chevron

Wool Iconic Chevron is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office. Available in 4m and 5m widths.



Gorgeous like Garbo, luscious like Loren or heavenly like Hepburn. As the cameras roll, wool's sophisticated presence takes over the room. Super-versatile in chevron, herringbone or bouclé, typecasting's not an option.

Wool Iconic Herringbone

Wool Iconic Herringbone is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Wool Iconic Bouclé

Wool Iconic Bouclé is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Carpet Shown: Wool Iconic Herringbone Grant



Wool Cord

Wool Cord is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.
Available in 4m and 5m widths. Also available as a 66cm width runner.

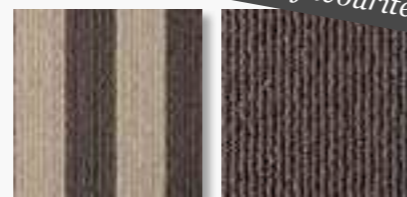


5m - Available in 5m width.

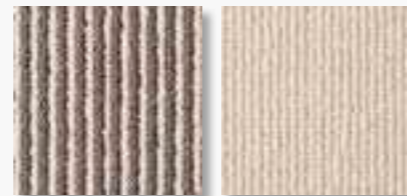
Mix & match combinations

Mixing and matching flooring need not be a daunting prospect. By selecting your base tones as shown here, you can create contrast and interest whilst maintaining harmony in your home.

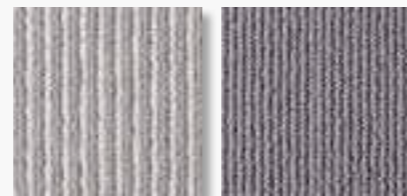
Wool
Blocstripe
Sable Olive
Bloc 1850 &
Wool Cord
Sable 5790



Wool Pinstripe
Sable Bone
Pin 1862 &
Wool Cord
Bone 5788



Wool Pinstripe
Moon Mineral
Pin 1863 &
Wool Cord
Mineral 5793



Our favourites



Carpet Shown: Wool Cord Mineral with Wool Blocstripe Sable Olive Bloc rug with a Flint Leather Border.

**make
me
a rug**

Get designing... create your own rug with our 'make me a rug' service, see our website for details.

**make
me
a rug**

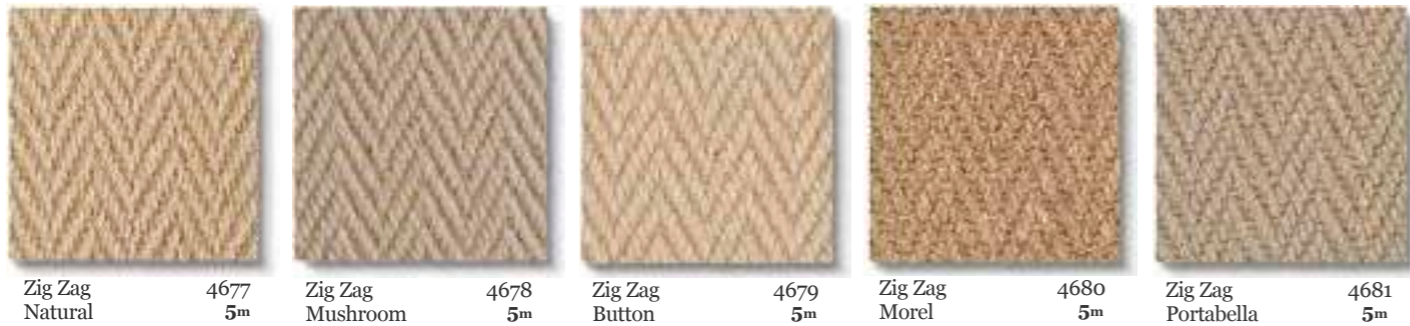
Get designing... create your own rug with our 'make me a rug' service, see our website for details.



Carpet Shown: Wool Herringbone Zig Zag Button rug with Thistle border

Wool Herringbone

Wool Herringbone is suitable for; Bedroom, Dining Room, Stairs and Lounge. Available in 4m and 5m widths.



Romance

Romance is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office. Available in 4m and 5m widths.



5m - Available in 5m width.

Mix & match combinations

Mixing and matching one of our soft wools from our Romance range with our bold Rock 'n' Roll range never fails to produce soulful duets. Here are just a few of our favourite combinations for stairs and hallways.



Rock 'n' Roll Perfect Day 1996 & Wool Romance Mandy 1944

Rock 'n' Roll Tainted Love 1981 & Wool Romance Always 1994

Rock 'n' Roll Mr Blue Sky 1977 & Wool Romance Amazed 1999

Rock 'n' Roll Back in Black 1980 & Wool Romance True 1983



Stripes

Stripes are familiar. Seen all around us in nature, emblems, clothing and interiors. They never go out style. Define different zones whilst linking the spaces.

Carpet Shown: Wool Iconic Stripe Nicks Runner (see p78)



Carpet Shown: Wool Iconic Stripe Cassidy

Mellow Marley, bluesy Simone or earthy Franklin, these Iconic stripes will shake up your living space. Striking and practical as a runner on the stairs, demure or loud as a fully fitted carpet. Your choice!



Carpet Shown: Wool Iconic Stripe Joplin

Wool Iconic Stripe

Wool Iconic Stripe is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office. Also available as a 66cm width runner.



Harrison 1500



Morrison 1501



Joplin 1502



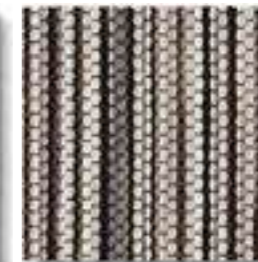
Lennon 1504



Marley 1503



Simone 1540



Franklin 1541



Nicks 1542



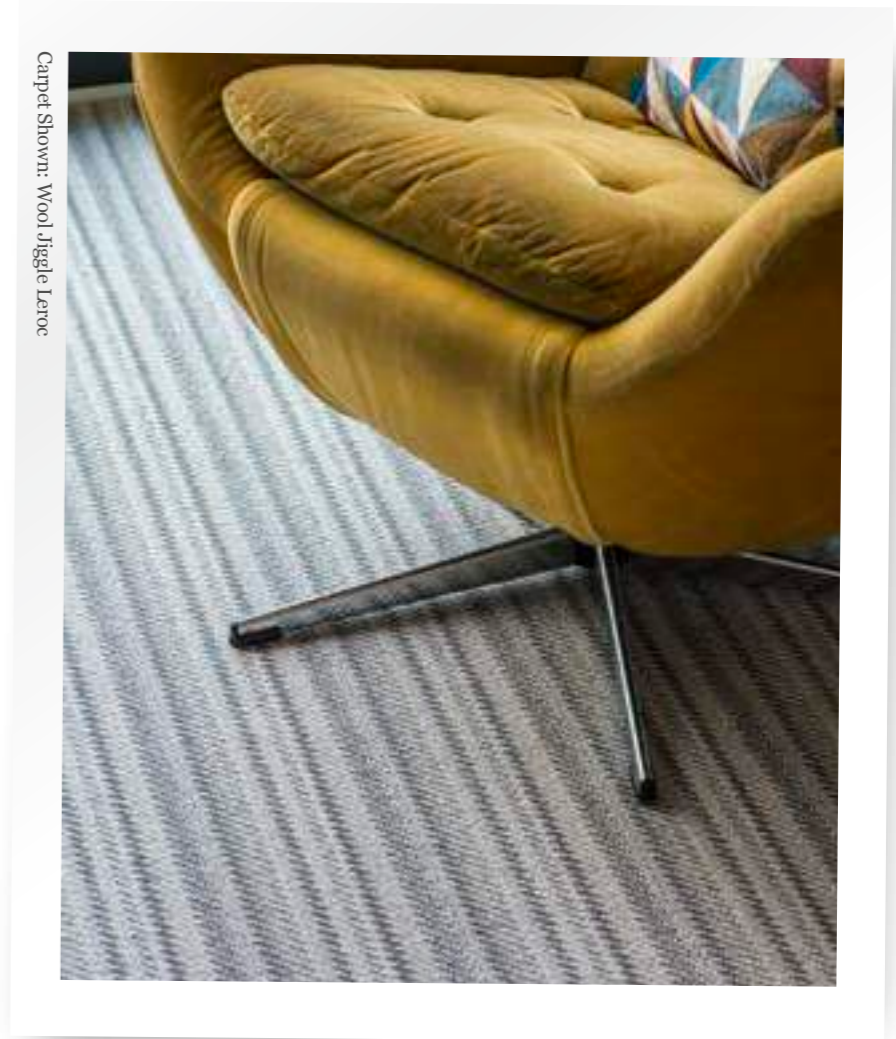
Fitzgerald 1543



Cassidy 1544



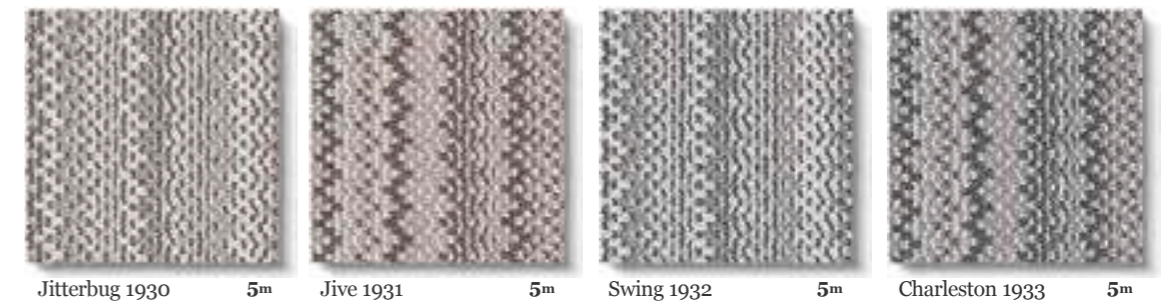
Carpet Shown: Wool Wiggle Swing



Carpet Shown: Wool Jiggle Leroc

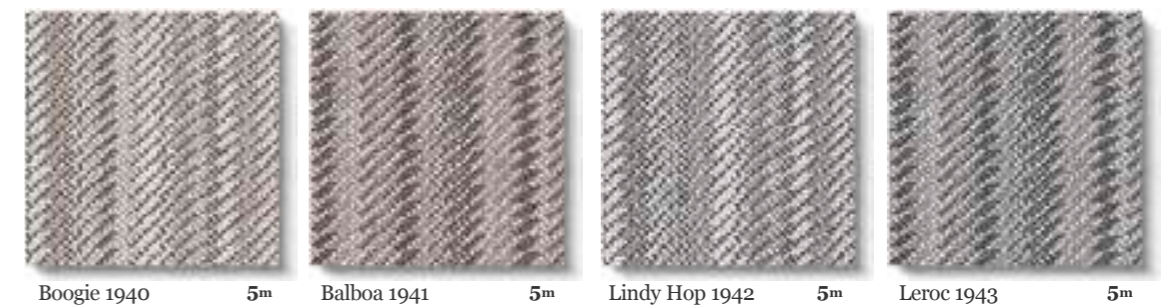
Wool Wiggle

Wool Wiggle is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.
Available in 4m and 5m widths.



Wool Jiggle

Wool Jiggle is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.
Available in 4m and 5m widths.



5m - Available in 5m width.



Carpet Shown: Rock 'n' Roll Kiss with Cotton Pink border

Let your loud inner voice strut its stuff with rebellious Rock 'n' Roll. Texture and tone come through loud and clear as striking stripes shout the house down. Mix and match with Wool Romance for a delightful duet.



High Voltage 1975



Mr Blue Sky 1977



Back in Black 1980



Perfect Day 1996

Rock 'n' Roll

Rock 'n' Roll is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office. Also available as a 66cm width runner.



Tainted Love 1981



Respect 1967



Kiss 1986



Parklife 1995



London Calling 1979



Moondance 1970



make
me
a rug

Get designing... create your own rug with our 'make me a rug' service, see our website for details.

Carpet Shown: Mr Blue Sky rug with Porcelain Inner and Jot Denim border

Great British designers love stripes. We have artists and their stripes with Bridget Riley, the fashionable Paul Smith barcode stripe and now we have introduced designer stripes for interiors, beautifully crafted by Margo Selby for Alternative Flooring.

Carpet Shown: Margo Selby Stripe Surf Viking runner and Joss



Carpet Shown: Margo Selby Stripe Surf Joss

Margo Selby Stripe Surf

Margo Selby Stripe Surf is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Joss 1900



Botany 1901



Viking 1902

Margo Selby
for **alternative**
flooring



Carpet Shown: Margo Selby Stripe Sun Shellness

Margo Selby
for **alternative**
flooring

Carpet Shown: Margo Selby Stripe Frolic Minnis

Margo Selby Stripe Frolic

Margo Selby Stripe Frolic is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Minnis 1920

Westbrook 1921

Pegwell 1922

Margo Selby Stripe Sun

Margo Selby Stripe Sun is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Whitstable 1910

Seasalter 1911

Shellness 1912

Carpet Shown: Wool Pinstripe Bone Olive Pin



Wool Pinstripe is subtle and smart, cool and contemporary, yet warm and welcoming too. Choose from canvas, bone, moon, ochre and olive shades.

Wool Pinstripe

Wool Pinstripe is suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office. Also available as a 66cm width runner.



Moon Mineral Pin 1863



Bone Olive Pin 1861



Canvas Olive Pin 1865



Ochre String Pin 1866



Sable Bone Pin 1862



Mineral Sable Pin 1864



Sable Olive Pin 1860

Carpet Shown: Wool Pinstripe Bone Olive Pin



Bold in striking stripes, Wool Blocstripe lays it all on the line. Dark sables dominate the room; olive, canvas and ochre stripes impose a quiet authority. Wool Blocstripe is the statement that's never misunderstood.

Wool Blocstripe

Wool Blocstripe is suitable for: Bedroom, Dining Room, Stairs, Lounge and Home Office. Also available as a 66cm width runner.



Moon Mineral Bloc 1853



Bone Olive Bloc 1851



Canvas Olive Bloc 1855



Ochre String Bloc 1856



Mineral Sable Bloc 1854



Sable Olive Bloc 1850



Sable Bone Bloc 1852

Carpet Shown: Wool Blocstripe Moon Mineral Bloc

faux

Synonymous with the ever popular luxurious faux fur throws, these faux carpets exude texture and style. Your feet will love them.



Carpet Shown: Luxx Velvet Orca

Carpet Shown: Luxx Velvet Fox



Luxx Velvet

Luxx Velvet products are suitable for; Bedroom, Dining Room and Lounge*.



Orca 8070



Fox 8071



Walrus 8072

* Please note: This carpet will show signs of shading.



Luxx Stripe

Luxx Stripe products are suitable for; Bedroom, Dining Room, and Lounge*.



Beluga 8090



Wolf 8091



Caribou 8092

Luxx Sheer

Luxx Sheer products are suitable for; Bedroom, Dining Room, and Lounge*.



Narwhal 8080

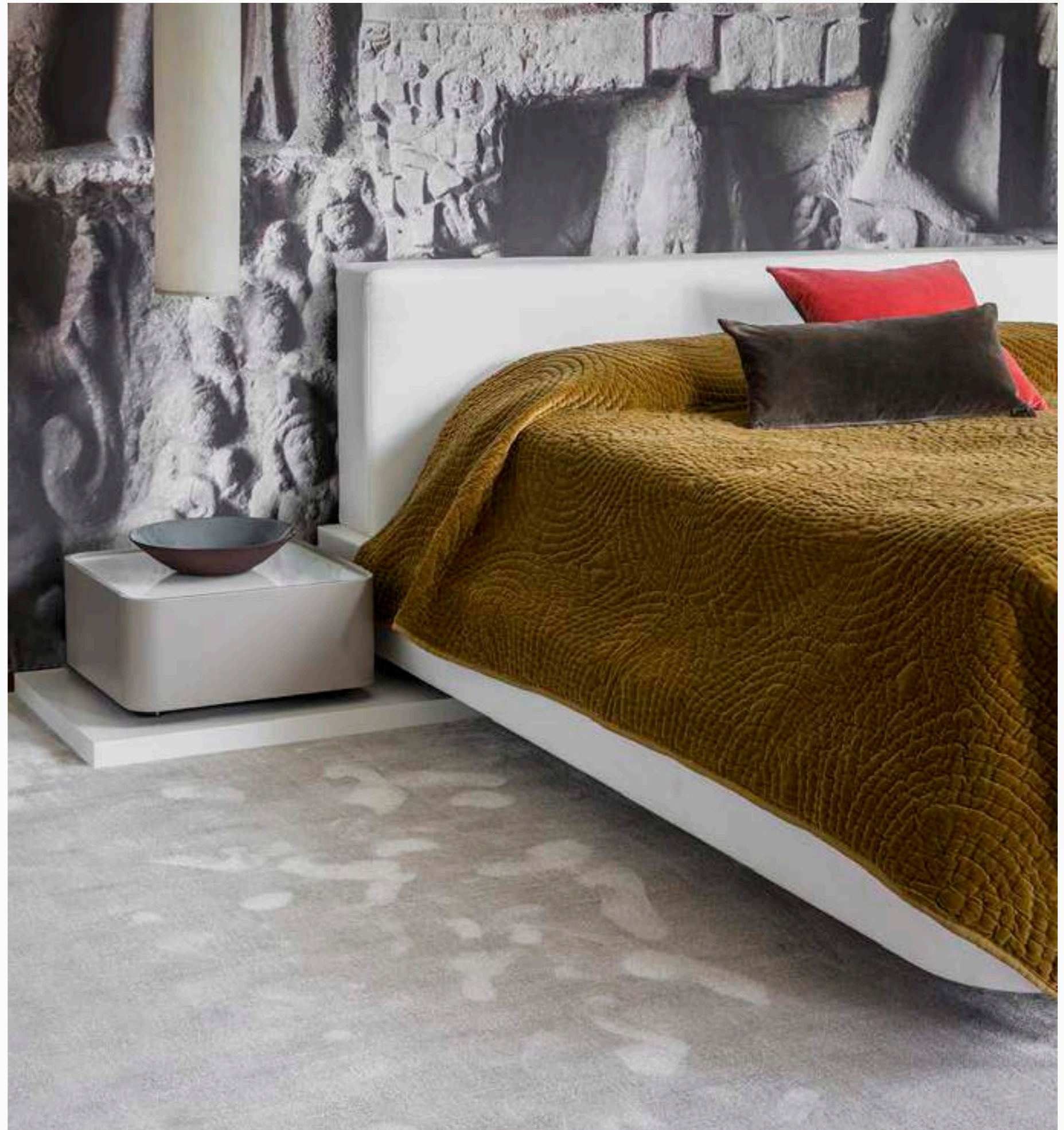


Husky 8081



Moose 8082

* Please note: This carpet will show signs of shading.



Carpet Shown: Luxx Sheer Narwhal

Our range of synthetic, or look-a-like, sisal carpets are simply ingenious. Made from 100% polypropylene, these carpets can be fitted 'anywhere' and are easily cleaned and hardwearing. Use in a kitchen, bathroom or as a rug outside.



Carpet Shown: Anywhere Herringbone Ice

Anywhere can go almost anywhere!



Carpet Shown: Anywhere Herringbone Ice with Granite border

Anywhere Herringbone

Our waterproof Anywhere collection is suitable for... well... just about anywhere!. Inside, outside, bathrooms, the possibilities are endless...



Copper 8041

Cocoa 8042

Ice 8045

Anywhere Bouclé

Our waterproof Anywhere collection is suitable for... well... just about anywhere!. Inside, outside, bathrooms, the possibilities are endless...



Copper 8001

Cocoa 8002

Ice 8005



Anywhere
can go
almost
anywhere!

Carpet Shown: Anywhere Rope Natural

Anywhere Rope

Our waterproof Anywhere collection is suitable for... well... just about anywhere! Inside, outside, bathrooms, the possibilities are endless...



Natural 8060



Grey 8061

Anywhere Panama

Our waterproof Anywhere collection is suitable for... well... just about anywhere! Inside, outside, bathrooms, the possibilities are endless...



Copper 8021



Cocoa 8022



Ice 8025

Carpet Shown: Anywhere Rope Natural



naturals

Make an architectural statement with our extensive naturals collection. Choose from seagrass, sisal, coir and jute. Invite a world of monsoon-grown grasses, Goan beaches and coconut husks into your home.



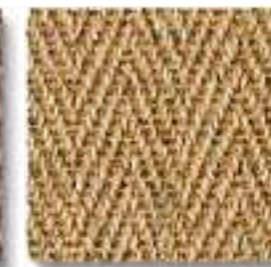
Our Sisal Herringbone range gives directional charm to your floor. Textured but with a subtle pattern, these herringbones offer instant character to any home.

Sisal Herringbone

Sisal Herringbone products are suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office. Also available as a 66cm width runner.



Hordle 4419



Holbury 4415

5^m



Hampton 4420



Herne 4421

5^m



Harestock 4423

5^m



Hockley 4422

5^m



Hambledon 4416

5^m



Havant 4417

5^m

Carpet Shown: Sisal Herringbone Hockley

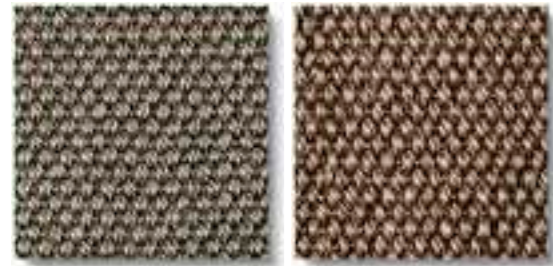
5^m - Available in 5m width.

Sisal Panama

Sisal Panama products are suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Donegal 2503 5m Penwood 2502 Pilsbury 2532 5m Pershore 2508 5m



Pelham 2509 Panfield 2531 5m

Sisal Hopscotch

Sisal Hopscotch products are suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Twine 2563 Matrix 2562 Chalk 2561 Marble 2560

Sisal Tweed

Sisal Tweed products are suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Tealing 2400 Tarvie 2401 Tomatin 2402 Tinwald 2403



Carpet Shown: Sisal Tweed Tarvie

Chunky sisals glow with light and depth. Fine sisal is intricate and softly tactile.



Carpet Shown: Sisal Metallics Aluminium

Sisal Bubbleweave

Sisal Bubbleweave products are suitable for; Bedroom, Dining Room and Lounge.



Desert Bubble 2557



Pewter Bubble 2554



Silver Bubble 2553



Honey Bubble 2556



Acapulco 2511

Sisal Metallics

Sisal Metallics products are suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Titanium 2519



Palladium 2525



Chromium 2526



Aluminium 2570



Magnesium 2571



Plutonium 2572



Blenheim 1232 5m Byfield 1231 Brockton 1219 5m



Avington 1211 Basing 1235 Bitterne 1225 5m



Buckler's Hard 1201 Bentley 1216 Buriton 1237 5m



Burghclere 1239 5m Bayford 1220 5m Braemere 1236 5m



Bransbury 1234 Burleigh 1230 Burnage 1224



Baybridge 1240 5m

Sisal's serenity blows in like a breeze off the Mexican Gulf. Versatile and hardwearing, it's ideal for halls and stairs. Chunky sisals glow with multi-hued depth. Fine sisal is intricate and softly tactile.

Make your home your most exotic destination yet.

Sisal Bouclé

Sisal Bouclé products are suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Carpet Shown: Sisal Bouclé Braemere

Sisal Super Bouclé

Sisal Super Bouclé products are suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office. Also available as a 66cm width runner.



Bramley 1311 Boldre 1313 Brancaster 1308 Bodmin 1309



Brook 1314 Bickton 1312



Carpet Shown: Sisal Big Basket Cubbie

Sisal Malay

Sisal Malay products are suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Shanghai 2527 5m Tiger's Eye 2504 5m Dragon Grass 2528



Liang 2536 Chen 2537 5m Jin 2538



Shaolin 2534 Tongli 2535 Changan 2539



Beijing 2545

Sisal Big Basket

Sisal Big Basket products are suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Cubbie 2580 Bannock 2581 Kishie 2582 Pannier 2583

Sisal Basketweave

Sisal Basketweave products are suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Winter Hamper 2540 Summer Hamper 2541



Carpet Shown: No Bother Sisal Bouclé Netley

No Bother Sisal Bouclé

No Bother Sisal Bouclé products are suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office. Available in 4m and 5m widths.



Neatham 1400 5m



Netley 1401 5m



Nursling 1402 5m

No Bother Sisal Super Bouclé

No Bother Sisal Super Bouclé products are suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Netherton 1450



Newbridge 1451



Northington 1452

5m - Available in 5m width.



Traditional fit sisal, no latex backing

What's different?...
On the top the same as our other sisal carpets.
But underneath (the backing) it's hessian - so these sisals can be traditionally fitted.

Carpet Shown: No Bother Sisal Bouclé Netley

Hand-harvested from the tiliaceae plant and soft as Goan sand, jute's as natural and uplifting as golden sunshine. Soft and silken in a tight bouclé or herringbone, or our handwoven big and chunky range are ideal for relaxing rooms. Spread the serenity around like love and laughter.

Big Jute

Big Jute products are suitable for the Bedroom, Dining Room and Lounge. All Big Jute cuts are automatically treated with INTEC.



Big Bouclé Crumpet 1619

Big Bouclé Toast 1620

Big Bouclé Muffin 1621



Big Panama Pancake 2611

Big Panama Waffle 2612

Big Panama Brioche 2613



Big Herringbone Bagel 4614

Fine Jute

Fine Jute products are suitable for the Bedroom only. All Fine Jute cuts are automatically treated with INTEC.



Bouclé Natural 1618

Herringbone Natural 4617

Chevron Natural 4616



Carpet Shown: Jute Big Bouclé Muffin

Grown in coastal meadows on the banks of Vietnamese rivers, Seagrass is as textural and tropical as it gets. Effortlessly uplifting in relaxing rooms, seagrass weaves light into everyday life. Bring the outdoors in.

Coir Bouclé

Coir products are suitable for; Bedroom, Dining Room, Stairs, Lounge and Home Office.



Bouclé Natural 1605 5m Bouclé Bleached 1606

Coir Superior



Natural Sisal Weft 1630 Black Sisal Weft 1631

Coir Panama



Panama Natural 2601 5m Panama Bleached 2602

Coir Herringbone



Herringbone Natural 4603 5m Herringbone Bleached 4604

Seagrass

Seagrass products are suitable for; Bedroom, Dining Room and Lounge.



Natural 2101 Superior 2106

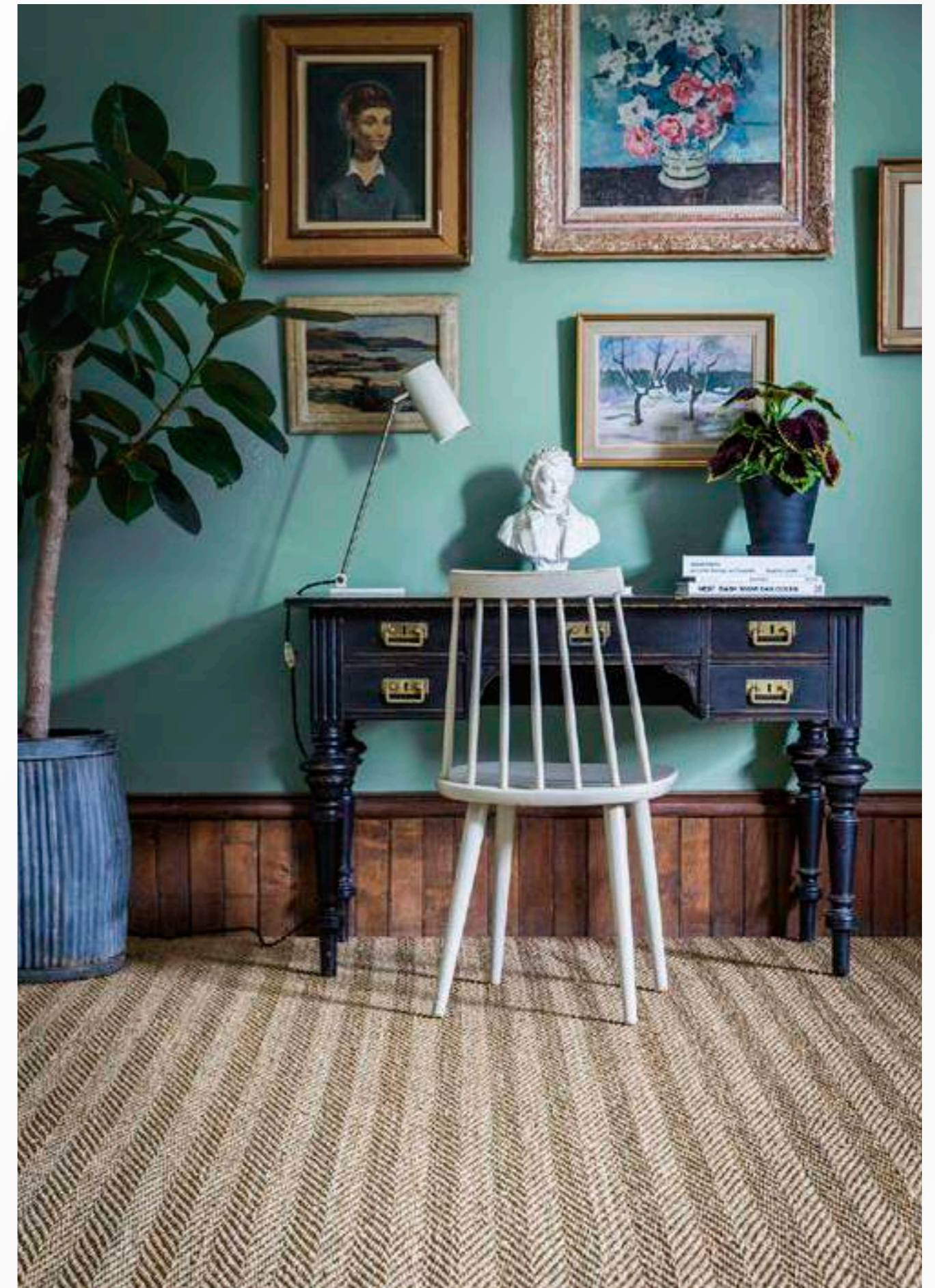


Herringbone 4105 Fine Herringbone 4108



Buckingham Basketweave 3102 Balmoral Basketweave 3107

5m - Available in 5m width.



Carpet Shown: Seagrass Herringbone

the runner collection

Rock 'n' Roll

Dress your floor to thrill with Rock 'n' Roll runners. Whether you're High Voltage, a Mr Blue Sky or would just love a Kiss, dare to Rock 'n' Roll on your stairs or hallway. These dynamic designs are bold, rebellious and a whole lot of fun. Pair a Rock 'n' Roll runner with a Wool Romance or Wool Cord to create perfect harmony. 66cm wide with a whipped edge as standard. Whipped edge colour as shown.



Our whipped edge colours are shown on the left hand side of the swatches.

We also have a large range of runners in our Quirky collection including a new series of geometric carpet runners by Lucienne Day, one of Britain's most influential and well-loved 20th century designers.



Order our new Quirky brochure online

Wool Cord

Fine, sophisticated, demure and never dated. Wool Cord runners are all about subtle style. With 11 colours to choose from there's one for every palette. 66cm wide with a whipped edge as standard. Whipped edge colour as shown.



Our whipped edge colours are shown on the left hand side of the swatches.

Wool Pinstripe

Slick, smart, cool and contemporary. Wool Pinstripe runners add dimension and depth with sleek subtle lines. In 7 mellow shades, these are one lot of pinstripes who are anything but stressed. 66cm wide with a whipped edge as standard. Whipped edge colour as shown.



Wool Iconic Stripe

Another dynamic stripe in fine wool, our Wool Iconic Stripe runners can be mellow like Marley or moody like Morrison. Versatile and ageless, which one are you? 66cm wide with a whipped edge as standard. Whipped edge colour as shown.



Sisal Herringbone

Intricate and multi-hued. Our Sisal Herringbone runners are both city smart yet rustic and warm. With 9 shades to choose from sisal has a place in every home. 66cm wide with a whipped edge as standard. Whipped edge colour as shown.



Sisal Super Bouclé

Rich, authentic and architectural, our sisal's glow with light and depth. Choose a sisal runner to transport you to serenity. 66cm wide with a whipped edge as standard. Whipped edge colour as shown.



Our whipped edge colours are shown on the left hand side of the swatches.



Our whipped edge colours are shown on the left hand side of the swatches.



make me a rug™

alternative flooring

Rugs that come with a personal service. Rugs that sit quietly in front of the TV or rugs that beg for attention. Rugs that welcome you home. Rugs that speak softly or shout loudly, our personalised rugs say more about you than your mum does. These are rugs with your personality woven in.



Get designing...
create your own rug online at:
www.alternativeflooring.com

alternative flooring
rug Stars

We asked interior tastemakers to create their own Alternative Flooring Rug using our fabulous Make Me A Rug bespoke service. Check out our blog and social media platforms to see how they have used their rug in their homes.



Margo Selby



Create your perfect rug with our easy step by step guide...

Step 1.

Pick your flooring

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

Step 2.

Now your border style

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

Step 3.

And your border fabric

Choose your border fabric: faux suede, fishscales, rainbow, jot, tweed and herringbone. Our rugs have the edge on personality.

Step 4.

Finally, the size

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

Step 5.

Click 'n' collect

Order online and arrange collection from your local Alternative Flooring retailer

*Subject to product limitations.

our 5 border styles

1. Self Coloured Whipped

2. Single Standard - 50mm

3. Double Piping - 55mm

4. Double Narrow - 70mm

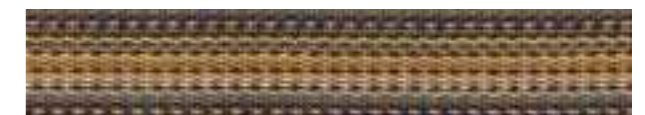
5. Double Wide - 100mm

border colours & finishes

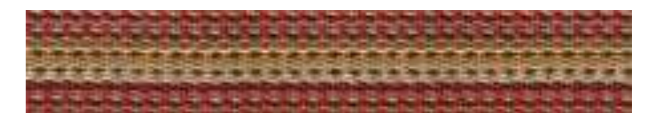


Rainbow

Add a multi colour splash of colour - Rainbow style.



Bleu 6421



Rouge 6420

**make
me
a rug**

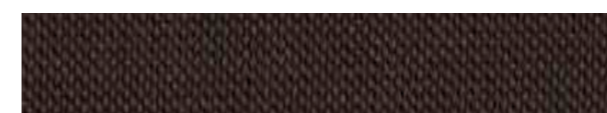
Get designing... create your own rug with our 'make me a rug' service, see online for details.

Anywhere

Outdoor friendly borders! Interior style for the outside. Pair with our Anywhere flooring for a perfect match.



Shingle 6450



Bark 6452



Granite 6451



Obsidian 6453

Jot

A fun dotted accent. Bright, bold and cheerful.



Iris 6401



Emerald 6402



Denim 6403



Biscotti 6405



Coconut 6406



Candy 6407



Ash 6408



Mint 6404

fishscales

Fishscales borders shimmer with a lustrous decadence. Mix & match with Sisal Metallics for glam that's always in great taste.



Pearl 6161



Silver 6162

Linen

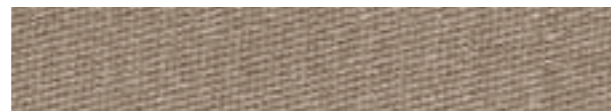
Cool, soft and sumptuous, linen is smart and tactile.



Ivory 2003



Fog 2031



Pebble 2001



Lead 2030



Seal 2005



Stratus 2032



Onyx 2010

Stripes

More than just a striking edge. Lines that add size and length on rugs and runners.



Thick Teal 6201



Thick Black 6203



Thick Red 6204



Thick Blue 6205



Thick Mushroom 6206



Thick Grey 6207

Herringbone

As Savile Row as a stockbroker's suit, herringbone borders are city-smart. Add to rugs and runners for a crisp contrast.



Black 6184



Grey 6181



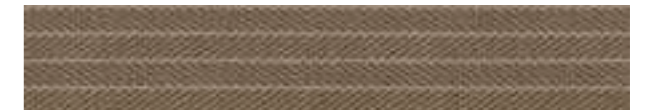
Blue 6182



Green 6183



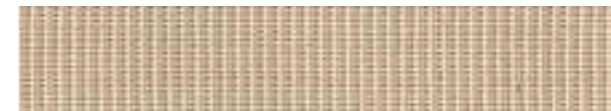
Lilac 6180



Pewter 6185

Tweed

Named after tie knots; so slick and stylish.



Windsor 6430



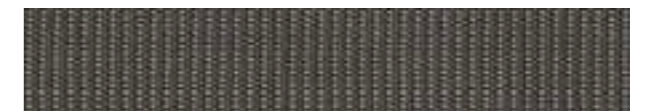
Balthus 6431



Eldredge 6432



Trinity 6433



Murrell 6434



Kelvin 6435



Anthracite 6163



Glitter 6171

Get designing at www.alternativeflooring.com

Cotton Herringbone

A subtle pattern which adds directional interest. Single or double border options.



Chiffon 1050



Tortilla 1051



Latte 1052



Hazelnut 1053



Mouse 1054



Mole 1055



Tuscan 1056



Squash 1057



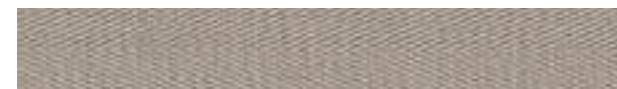
Blazer 1058



Fig 1059



Thistle 1060



Mortar 1061



Lunar 1062



Elephant 1063



Charcoal 1064



Basalt 1065



Hunter 1066



Bayberry 1067



Sage 1068



Eggshell 1069



Bluebird 1070



Oxford 1071



Midnight 1072

Cotton

Bright and breezy or earthy and unassuming, our cotton borders are all-natural and all you. Single or double border options; can be used as piping.



Porcelain 1006



Bamboo 1008



Biscuit 1016



Ochre 1004



Scarlet 1026



Crimson 1025



Conker 1014



Bourneville 1009



Storm 1028



Liquorice 1019

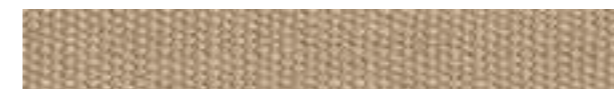


Praline 1027



Marine 1018

Jute



Natural 3001



Gunmetal 1011



Moss 1003



Mink 1005



Cashmere 1007



Oyster 1002



Jet 1010



Navy 1029



Mango 1022



Pink 1030



Blueberry 1020



Apple 1031



Plum 1032

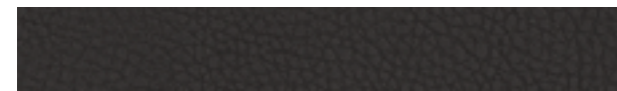
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a rug**

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Get designing at www.alternativeflooring.com

Leather, Faux Leather & Faux Suede

Faux Leather Colour



Ink 5520



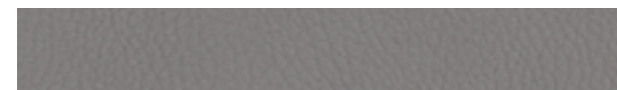
Graphite 5521



Ocean 5523



Espresso 5524



Dove 5522



Khaki 5527



Greige 5528



Flame 5530

Faux Suede Colour



Tar 5011



Battleship 5012



Cobalt 5013



Mocha 5014



Bitter 5015



Coffee 5016



Nectar 5019



Garnet 5017

Leather Colour



Stone 4023



Cirrus 4022



Portland 4021



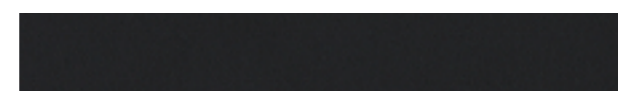
Wine 4020



Chocolate 4010



Chestnut 4007



Black 4012



Flint 4004



Get designing... create your own rug with our 'make me a rug' service, see online for details.

useful stuff

Trial swatch service

Alternative Flooring supplies individual design and colour swatches on request. Simply email or telephone with your request and your border or flooring swatch will be sent out immediately. A charge may be applicable for samples.

A long and happy life

Some handy tips to ensure that your rug or flooring has a long and happy life:

1. Protect with Intec stain inhibitor. A specially developed environmentally friendly solution. Order online or with your retailer. Your rug or flooring is treated before despatch and will not alter the colour, texture or flame retardancy. There is an additional charge for this treatment.
2. Vacuum your rug or flooring regularly.
3. If you have a spillage, don't leave it too long. Be quick, speed is of the essence.
4. Blot and Clean spots and spills with our Natural Flooring Care Kit (available from alternative HQ).
5. Avoid liquids such as water or carpet cleaner.
6. Use a castor-chairmat if you have chairs with castors, to prevent fibre damage.

Pain-free fitting

It's best to use a professional fitter for both home and contract fitting. Using a recommended underlay is also a good idea. Leave your natural flooring to acclimatise for 48 hours before fitting. Note that some types of natural flooring are better suited to some locations than others. Check the recommendations in the brochure or the label on the back of our swatches.

Quirky

Our Quirky runners are made in Britain on traditional looms and sold by the linear metre. Carpet width: 69cm as standard. Quirky runners can be joined and used wall to wall or as a rug. However the runners would need to be seamed together by a qualified carpet fitter. Our Quirky B patterned carpets are also made in Britain on axminster looms. Quirky B is available in 3.66m widths and the Liberty Fabrics collection is available in 4m widths.

Click 'n' Collect

Get designing on our 'make me a rug' service on our website and order online using our click 'n' collect service. Your rug can be delivered to your nearest Alternative Flooring retailer, for you to collect at your convenience. Simple...

Our rugs are cut by hand and to order. When ordering your rug online please allow for a +/- 1.5% tolerance in the overall measurements.

Big thank you's to:

www.houseofhackney.com
www.pinchdesign.com
www.mariannakennedy.com
www.rocketststgeorge.co.uk
www.abigailahern.com

Runner Collection

Our runners come with the following widths and edging as standard. Quirky runners - 69cm wide with a selvedge. Rock 'n' Roll, Wool Cord, Wool Blocstripe, Wool Pinstripe, Wool Iconic Stripe, Sisal Super Bouclé and Sisal Herringbone runners - 66cm wide with a self coloured whipped edge border.

Take me to your products

You can buy Alternative Flooring products through a network of reputable specialist retailers.

All products from a happy home

All our products come from sustainable natural sources. That's because we want to care for our environment (it's the only one we've got).



**Hand Crafted
Proud to be Imperfect**

Hand crafted carpets are not for everyone. The process means the carpets are not uniform and do not display a machine made finish. Gorgeous but not perfect!



Scan the QR-code to go to our online Rug Builder

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flooring

Due to the printing process and the nature of natural flooring, the colours featured in this brochure may vary. Copyright of all images and designs shown in this brochure belong to Alternative Flooring.



Proud to support





alternative flooring

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