

A photograph of a dog resting on a dark grey sofa in a room. The dog is lying down, looking towards the camera. The sofa has a light-colored cushion. In the background, there is a window with a view of trees and a small wooden stool with a woven seat. The floor is covered in a light-colored carpet.

**alternative
flooring**

*Carpet, Rugs
& Runners*

Different feels good

Let's get you in the mood

Welcome to Alternative Flooring. If this is your first glimpse into our world, it's a great place to start. We've created this brochure not just to introduce you to the gorgeous colours, textures and patterns of our carpets, rugs and runners, but to change the way you feel about your floors.

We're firm believers that life's too short to live in dull spaces. If you agree, you're going to love what you're about to see. We've packed the following pages with interiors inspiration, opening doors on uniquely beautiful homes where looking down definitely means perking up. To see more, you can always follow @alternativeflooring on Instagram or head to the Floor Gazing section of our website.

Ultimately though, this is about you. Your style, your space, your imagination, your vision. So kick off your shoes, get comfy, find your vibe and start feeling the love for your floors.

Love,
Alternative x

What's inside...

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For us, it's never just a carpet, our brand ethos needs to shine in everything we do.



Product

For 27 years now, we've been giving textile lovers the inspiration to put their personality on their floor. People tell us they never knew they could feel this way about a carpet, rug or runner. This is flooring you can't help but fall for.



People

We put the care into carpet too, in the way we work with our customers and how we source and make our products. You know what you love; we know how to make it sing in your home. You can rely on us to be at your side and at your service from sample to fitting and beyond.



Planet

Last but not least, we're craftspeople with a conscience. Lasting, sustainable quality is woven into every Alternative Flooring fibre. Our carpets come with a 5-year warranty, but they're also ethically-sourced and climate-friendly, with a tree planted in our burgeoning Alternative Forest for every sample ordered.

Different feels good in every way.

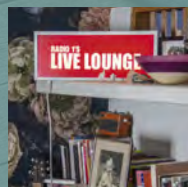
www.alternativeflooring.com

An alternative home Live lounge

“Once a rock ‘n’ roll rebel.
Always a rock ‘n’ roll rebel.” Jo Whiley



Rug Shown: Wool Pebble Brighton with a Cotton Herringbone Charcoal border. See page 15



See the full interview with Jo and more of her amazing house on our website...



Scan the QR code to see the video

Q&A

Radio DJ and presenter Jo Whiley is one of the country’s most popular presenters who also fronts the coverage of Glastonbury.

She has interviewed music legends and her most memorable moment was introducing Sir Paul McCartney. She counts Beyoncé as one of her all-time favourite festival performances. Jo tours the country with her ‘90s Anthem club nights sharing her love of music and dancing to the songs she grew up with. She loves bringing people together and would now happily swap camping for her lovely family home.



How do you describe your home?

“The most important thing is that it is relaxed. We are a busy family. There are six of us and that means with friends, there is generally more than 6 of us in the house. I just want everyone to be so comfortable. So those would be my two key words...relaxed and comfortable.”

Tell us about your interior style?

“I really like vibrant colours and I find them energising. I also care about texture and the feel of things, I love velvet for the sofas and cushions. I like things to be interesting, with memories from our lives around us. Obviously working in the music industry all my life, there is a lot of memorabilia around and for every little thing there is a story behind it.”

How did you go about choosing the flooring in your home?

“We live in a barn conversion with amazing flagstones and we are lucky enough to have underfloor heating. I walk around barefoot a lot of the time, so textures are really important to me. I love the feeling of comfort rugs can bring to the room and I love the luxury of soft carpet which I have upstairs. Downstairs, I have lots of soft rugs that I can sit on and watch tv, a sisal rug for the hallway and main thoroughfare and soft carpet in the snug.”

Tell us why you chose wool?

“I decided to go for wool because I love the look of it. I have got to that time in my life where I am feeling a little bit more grown up. I am never going to completely grow up but also my kids are a little bit older – so there are less spillages. Wool appealed to me because I want to be a little more sophisticated, it’s a natural product, its breathable and its acoustic properties are really good – the house can be a little echoey and there is something about the sound quality when you have wool carpet fitted.”

See the full interview with Jo on our website...
www.alternativeflooring.com



Rug Shown: Sisal Herringbone Harstock with Stripes Black outer border and Cotton Jet inner border. See page 85

wool

step into wool

Wool carpets are nature's way of telling you to stay home and get cosy. Wool is the ultimate in long lasting luxury flooring - a natural insulator that's soft, cushioning, durable and a doddle to clean. It looks luxe, feels incredible and bounces back like nothing else.
100% wool = 100% home comfort.



Simply scan the QR code to see more information on our Wool Carpets.



wool chunky

There's soft and there's chunky soft. Just ask your toes. Our 100% natural loop-pile wool carpets, rugs and runners are like a snuggly hug underfoot. The look is timeless, cleaning is effortless and the feeling is pure joy. You'll never wear socks at home again.



Carpet Shown: Barefoot Ashtanga Silk Hero



Smart Sustainability...
Doing the right thing means the world to us. We make carpets with a conscience, being totally transparent about what's in our products and using ethically-sourced natural fibres wherever we can.



Carpet Shown: Barefoot Ashtanga Silk Hero

Barefoot Ashtanga Silk*

Where to put me: Bedroom, Dining Room and Lounge.
This product is made of undyed wool. Available in 4m and 5m widths.



Crane 5933 5m Firefly 5932 5m Hero 5931 5m



Did you know?
You can order swatches of all our products online and they will be delivered right to your door... Simply find your favourite and then click the 'Order a sample' button.

5m - Available in 4m and 5m widths
*This product is made mainly from undyed wool but contains dyed Rayon Silk

Barefoot Hatha

Where to put me: Bedroom, Dining Room and Lounge.
This product is made of undyed wool. Available in 4m and 5m widths.



Japa 5910 5m Mantra 5911 5m Karani 5919 5m



Linga 5917 5m Vedas 5913 5m Sanskrit 5912 5m

Soft and Squidgy
Our Barefoot Hatha
carpets can be up to 12mm
thick which gives a super
squidgy feeling, your feet
will absolutely love it...

Barefoot Bikram

Where to put me: Bedroom, Dining Room, Stairs and Lounge.
This product is made of undyed wool. Available in 4m and 5m widths.



Laya 5902 5m Karma 5901 5m Chakra 5900 5m



Samsara 5903 5m Tadasana 5906 5m Janu 5907 5m

5m - Available in 4m and 5m widths



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.

Rug Showini: Barefoot Bikram Janu with Cotton Ochre border

**make
me
a rug**

Get Designing...
Create your own rug with
our 'make me a rug' service,
see our website for details
or simply scan the QR code.



makemearug.com

Wool Croft

Where to put me: 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



Did you know?

You can order swatches of all our products online and they will be delivered right to your door... Simply find your favourite and then click the 'Order a sample' button. For every sample order we receive we plant a tree in the Alternative Forest. See page 126 to visit our growing forest.

Wool Tipple

Where to put me: 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 Galliano 1883 5m



We care about people...
Our carpets, rugs and runners are an intricate meeting of independent minds and makers, involving the likes of farmers, graders, spinners, weavers, dyers, designers, manufacturers and retailers.

Carpet Shown: Wool Croft Skye

make
me
a rug

Get Designing...
Create your own rug with
our 'make me a rug' service,
see our website for details
or simply scan the QR code.



makemearug.com



Rug Shown: Wool Pebble Omaha with a Cotton Biscuit border



See our interview
with broadcaster
and journalist,
Louise Roe and
her beautiful house
on our website...



Scan the QR code
to see the video

Carpet Shown: Wool Pebble Omaha

Wool Pebble

Where to put me: Bedroom, Dining Room, Stairs and Lounge.
This product is made of undyed wool.



Omaha 1801



Alby 1802



Brighton 1803



Birdling 1804



Stade 1805



Portloe 1806

Wool Berber

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.
Available in 4m and 5m widths.



Boreal 1750 5m



Marsh 1751 5m



Omani 1752 5m



Sunda 1753 5m



Tawny 1706 5m



Spruce 1754 5m



Buru 1755 5m



Palau 1757 5m

Wool Knot

Where to put me: 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

Did you know?

You can see more detailed information about every one of our products on our website, including technical information, product and installation tips.



Simply scan the QR code to see more information on Wool Knot Timber.



Carpet Shown: Wool Knot Arbor



See the full interview with Jo and more of her amazing house on our website...



Scan the QR code to see the video

We have our own way of describing our unique carpet-making capabilities. We call it 'manufacturing', combining expert craftsmanship with the latest manufacturing technology in action.



Carpet Shown: Wool Milkshake Marshmallow

Lets talk Milkshake

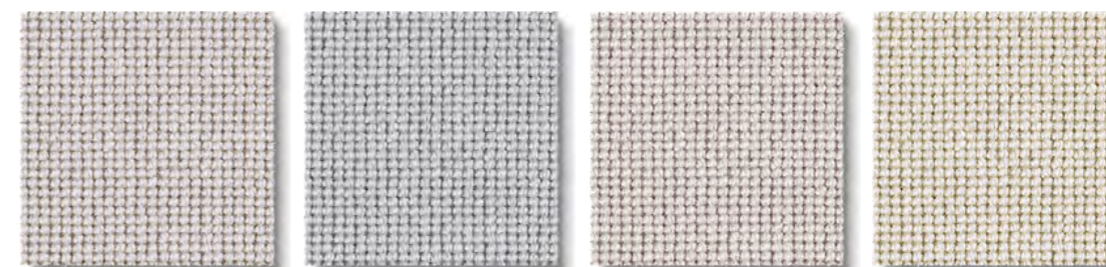
Wool Milkshake is just as yummy as its name. Made using a mix of wool and Tencel™ fibres giving it a soft sheen. Tencel is a natural fibre made from wood pulp and is beautifully delicate. So, when it comes to care and cleaning, caution is key and it's best to treat it like a natural plant fibre.



Carpet Shown: Wool Milkshake Marshmallow

Wool Milkshake

Where to put me: 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

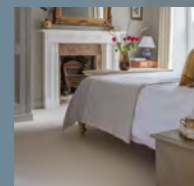
5m - Available in 4m and 5m widths

An alternative home

House of Horspool

“Manar has a special bit of magic.”
Christina Horspool

Carpet Shown: Quirky Tartan Gallant Weaver. See page 56



See the full interview with Christina and her highland home on our website...



Scan the QR code to see the video

Rug Shown: Wool Pebble Birdling with Cotton Herringbone Basalt border. See page 15



Q&A

Christina Horspool is the proud co-owner of Manar House, a grand Georgian Manor located in the Aberdeenshire countryside.

On February 14th, 2020 – known as the most romantic day of the year – Christina and her family got their hands on this beautiful home that needed some love and attention. An Instagram account was born named after their surname, House of Horspool (@houseofhorspool) and the renovating journey began. If a young family and this enormous undertaking wasn't enough, Christina is one of the top 10 females working in innovation and technology for sustainability and climate action.



Can you give us some background on Manar House?

“Manar House was built in 1811 for Hugh Gordon designed by renowned local architect John Smith who also designed Balmoral Castle for Queen Victoria. The estate and grounds were purchased by Hugh Gordon and renamed Manar as a tribute to where he made his fortune, Pearl fishing in the Manar Straits between the south coast of India and Sri Lanka. A well-loved family home and big part of the community for many years, unfortunately it had been left empty for a few years and in serious disrepair when Dean and I came across it for sale.”

What attracted you to Manar House?

“We knew on driving up the long tree lined drive that this house was magical. The surrounding countryside is spectacular and although the house looked worn and almost sad, we felt an amazing energy here. We knew that with love, we could bring her back to life. But we also realised it would be a huge undertaking; having renovating properties in the past (much smaller properties) we knew the demands!”

Where did you find inspiration for the reno?

“Inspired by our love of architecture, history, nature and art we had always dreamt of being the custodians of a big old historic building, one that we could share with the community. So when we first viewed Manar we realised we could turn our dream into a reality. Even though we had always imagined we would live in a chateau in France and host events, Manar was magical and we fell in love at first sight. I guess it was really all about timing... after having the girls we were keen for less of a city life and started looking for a home in the country with a bigger garden... I guess we found that and some, and well, the rest is history.”

Q&A



Carpet Shown: Woosie Boucié Wistful. See page 81

Yours walls are adorned with Woodchip & Magnolia statement wallpaper – is this your usual style?

"We always wanted to bring nature into our designs, be that through natural materials or prints. We are constantly inspired by our surroundings so when we came across the exquisite Woodchip & Magnolia designs, and spoke to Nina who again had a similar ethos to ourselves, we knew they were perfect for Manar. We wanted our many and often huge walls to showcase the fabulous work they have to offer. We love that we have the mix of calm tranquil murals to big bold and colourful ones. One of my favourite design decisions in the entire house was when we decided on the busy bee wallpaper for the billiard room... the bee often associated with hard work, commitment and resilience felt like the perfect choice. Especially with where we were at the time with the renovation."

Do you have any future plans for Manar House?

"Mindfulness at Manar. To connect, collaborate and create collective positive action. We are opening our doors for creative slow living events and luxurious yet sustainably focussed holiday stays. We finally now have three self-catered suites within the west wing all carefully and consciously curated for the perfect holiday, which can be booked individually or together for exclusive use. We're collaborating with some of the most talented well-being and creatives in Aberdeenshire and beyond to bring art, well-being and culture to Manar. All whilst remaining our much-loved family home!

This year we've already started hosting yoga and meditation retreats, have an incredible Scottish art exhibition in collaboration with Gallery Heinzl throughout the house and are working with a local farmer to utilise our agricultural fields for regenerative farming focussed on biodiversity and topsoil regeneration.

We are incredibly excited to be able to now welcome people in to experience the magic of Manar and the Scottish countryside in a low impact way. This year we still have plenty of house renovations to get going with within the main family house but we also have some plans to get into the grounds and gardens."

How did you juggle a huge renovation, jobs and family life?"

"In all honesty at times it's been a real struggle. Throw a global pandemic into the mix and suddenly we were running on adrenalin and not a lot of sleep for a very long time. Not sustainable. I had a mental health break from work because it just all got too much, I re-found yoga and the art of mindfulness which is why I'm so passionate about our slow living events that we are now hosting at Manar. The only way we managed to get through the renovation was with grit, determination, teamwork and having fun. Whenever we embraced the chaos, remained patient and focussed on making things fun the house was actually therapy. We had to accept that old houses love surprises and you have to sometimes think on your feet and change your approach."

Why did you choose Alternative for your home?

"My entire professional career has been in emission reduction and sustainability and our ethos for the house is to intrinsically link nature and sustainability in whatever we do. We're passionate about reducing our impact and inspiring others wherever possible to do the same. We were looking for a company who could create quality natural carpets ethically and Alternative Flooring stood out from the crowd! We love the origins of the company, the focus on sustainability and the beautiful quality and range of natural, low impact carpets!

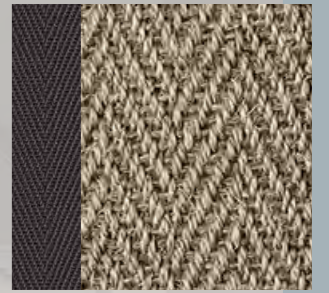
For the hallways and landing we have chosen Alternative's reimagined tartan designs created by the talented young designer and recent Glasgow School of Art graduate – Sophie Anne Campbell. We wouldn't want to go anywhere else now. We love working with the Alternative team and every carpet we have in our home."

What is your favourite space within Manar House?

"It has to be our snug. It's where we relax, where the girls play, where we spend time together after our busy days, where the dog's cosy by the fire and it's honestly the heart of the home."



Runner Shown: Wool Iconic Herringbone Newman carpet with Cotton Herringbone border in Thistle. See page 26



Rug Shown: Sisal Herringbone Hambleton carpet with a Cotton Jet border. See page 85

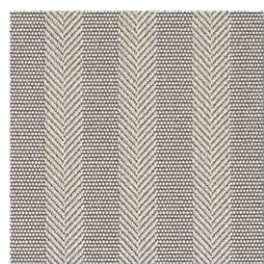
wool fine

Our fine wool carpets give you the inspiration to put your personality on your floor. 100% natural and available in a cornucopia of colours and weaves, we have rugs and wall-to-wall wool to make a big style statement in any room. Tight loops can take tough love too - this is wool flooring that won't let you down.

Carpet Shown: Wool Iconic Herringstripe Dev

Wool Iconic Herringstripe

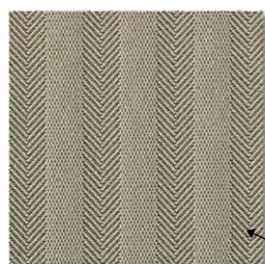
Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



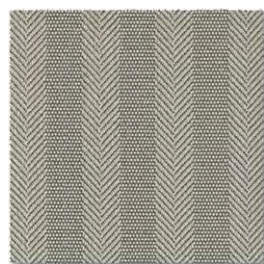
Fonteyn 1560



Mamaki 1562



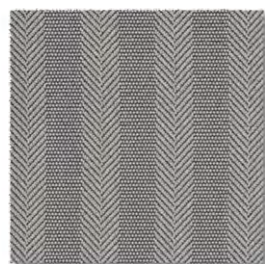
Nerina 1561



Behrs 1564



Devi 1563



Arova 1565



Mothproofed

Most of our wool floor coverings have been treated with moth proofing. Look out for the symbol to help identify those that are.

Rug Shown: Wool Iconic Herringstripe Behrs with Cotton Herringbone Eggshell border

make
me
a rug

Get Designing...
Create your own rug with our 'make me a rug' service, see our website for details or simply scan the QR code.



makemearug.com



Do you want to see our carpets in your room and on your stairs? Simply scan the QR code to take you to our room visualiser.



Simply scan the QR code or go to showmemyroom.com

Wool Iconic Herringbone

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Coburn 1550



Fonda 1551



Newman 1552



Heston 1553



Grant 1524



Niro 1523



Gable 1526



Dean 1522



Pacino 1520



Niven 1525



Brando 1521

Architectural & hardwearing

Our Wool Iconic collection of flat-woven carpets has a low pile height which makes it a perfect floor covering for that contemporary look. Available as carpets, rugs and runners, this herringbone design looks amazing over large areas.



Runner Shown: Wool Iconic Herringbone Newman carpet with Cotton Herringbone border in Hristie

Share the love...

Contact your local Alternative Retail Partner to find out how to have a bespoke runner for your shaped staircase.



Wool Iconic Chevron

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.
Available in 4m and 5m widths.



Rialto 1531 5m Helix 1533 5m Tower 1535 5m Brooklyn 1534 5m



Carpet Showroom: Wool Iconic Chevron Brooklyn

Tight loops can take tough love too. This is wool flooring that won't let you down.



Carpet Shown: Wool Rib Ash with a Dolly Mixture whipped edge

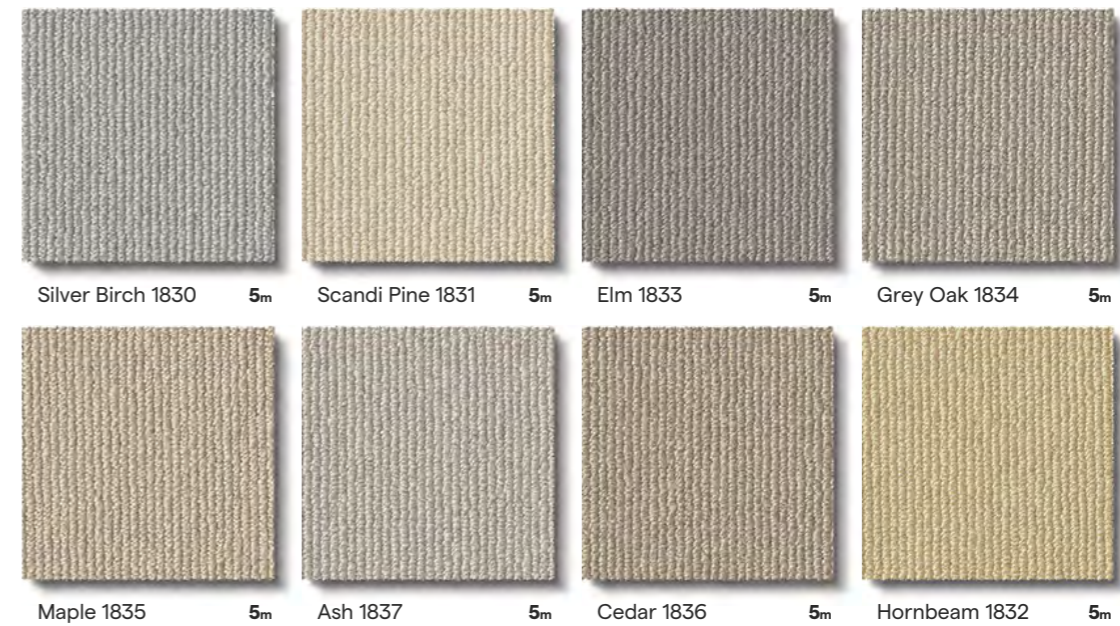


Carpet Shown: Wool Rib Ash with a Dolly Mixture whipped edge

Lets talk Dolly Mixtures...
 Our slender Dolly Mixture whipped edge pops with colour while keeping your rug or runner in neat trim. Choose any fine-weave or low pile carpet and then pick from twelve vivid edging shades. Make a sharp statement that never raises its voice.

Wool Rib

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.
 Available in 4m and 5m widths.





Rug Shown: Wool Herringbone Zig Zag Portabella with Cotton Herringbone Thistle border

Wool Herringbone

Where to put me: Bedroom, Dining Room, Stairs and Lounge.
Available in 4m and 5m widths.



Zig Zag Button 4679 5m



Zig Zag Mushroom 4678 5m



Zig Zag Natural 4677 5m



Zig Zag Morel 4680 5m



Zig Zag Portabella 4681 5m

Warm & Cosy
Our Wool Herringbone makes you want to stay home and get cosy. A natural insulator that's soft, durable and easy to clean. You can see more detailed information about every one of our products on our website, including technical information, product and installation tips.



Simply scan the QR code to see more information on Wool Herringbone Zig Zag Natural.



Rug Shown: Wool Herringbone Zig Zag Button with Cotton Herringbone Thistle border

Wool Hygge Fika

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office. Available in 4m and 5m widths.



Earl Grey 1594 5m



Kaffe 1593 5m



Kakao 1592 5m



Mokka 1591 5m



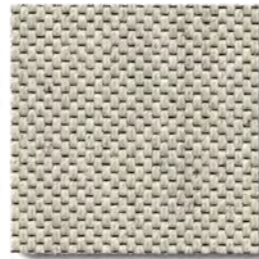
Warm Milk 1590 5m

Wool Hygge Koselig

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office. Available in 4m and 5m widths.



Earl Grey 1584 5m



Kaffe 1583 5m



Kakao 1582 5m



Mokka 1581 5m



Warm Milk 1580 5m

Wool Hygge Sisu

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office. Available in 4m and 5m widths.



Earl Grey 1574 5m



Kaffe 1573 5m



Kakao 1572 5m



Mokka 1571 5m



Warm Milk 1570 5m

Did you know?
These products are made from undyed wool.



Scan the above QR code to go to our Wool Hygge Collection



Carpet Shown: Wool Hygge Sisu Warm Milk



See our carpets in your room and on your stairs
Take a photo of your room or staircase... wait just a few seconds to then see your favourite carpet in your space - easy!



Simply scan the QR code or go to showmyroom.com



Carpet Shown: Wool Skein Swan



Carpet Shown: Wool Skein Swan

Wool Skein

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office. Available in 4m and 5m widths.



Did you know?

You can see more detailed information about every one of our products on our website, including pattern repeats, technical information, product and installation tips.



Simply scan the QR code to see more information on Wool Skein Adler



5m - Available in 4m and 5m widths



Carpet Shown: Wool Motown Tammi

Wool Motown

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.
Available in 4m and 5m widths.



5m - Available in 4m and 5m widths



Mix and Match...

Wool Motown with Rock 'n' Roll for a delightful duet, See page 52-53.



Carpet Shown: Wool Motown Tammi with Rock 'n' Roll London Calling whipped rug

pattern

go on... express yourself

Our designer patterned carpets, rugs and runners turn your floor into a must-see masterpiece.

Go loud and proud with quirky spots or Margo Selby stripes, let nature in with our serenely sustainable wool collection, or walk on the wild side with rockstar animal prints. Put it all out there and express your true self.



Simply scan the QR code to see more information on our Patterned Carpets.



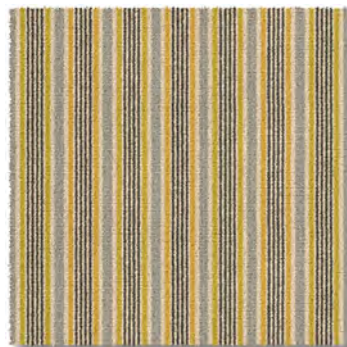
pattern stripes

Striped carpets, rugs and runners put a statement on your floor. What will yours say? Choose from classic pinstripes, bold blocstripes, playful Rock 'n' Roll or designer stripes from Margo Selby. Or maybe mix 'n' match - versatile stripes can define different zones and link up rooms. Your space, your style, your stripes.

Carpet Shown: Margo Selby Stripe Sun Whitstable

Margo Selby Stripe Sun

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Shellness 1912



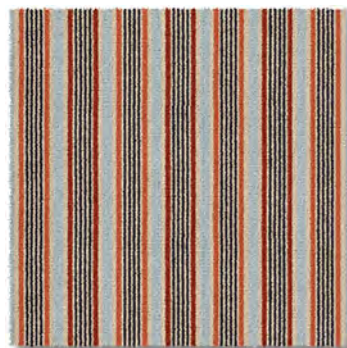
Seasalter 1911



Whitstable 1910

Margo Selby Stripe Frolic

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Pegwell 1922



Westbrook 1921



Minnis 1920



We care about people...

Our carpets, rugs and runners are an intricate meeting of independent minds and makers, involving the likes of farmers, graders, spinners, weavers, dyers, designers, manufacturers and retailers.

Carpet Shown: Margo Selby Stripe Frolic Westbrook

Margo Selby for **alternative flooring**

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



Our swatch service
You can order swatches of all our products online and they will be delivered right to your door... Simply find your favourites and then click the 'Order a sample' button.

Margo Selby Stripe Surf

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Joss 1900



Botany 1901



Viking 1902



Carpet Shown: Margo Selby Stripe Surf Viking

Carpet Shown: Margo Selby Stripe Surf Viking
whipped stair runner and Joss



Meet Margo Selby
If you're going to work with an icon, choose one you can identify with and we have found the perfect partner in Margo Selby. Margo drew inspiration for the collection from her handwoven artworks and the palettes which developed as a result of creating them.



Margo Selby for
alternative flooring

Margo Selby for alternative flooring

A huge amount of thought and care goes into making our carpets, rugs and runners the best they can be. We're design-led, sticklers for quality in production and always testing out new techniques to surprise and delight people through colour, pattern and texture.



Do you want to see our carpets in your room and on your stairs? Simply scan the QR code to take you to our room visualiser.

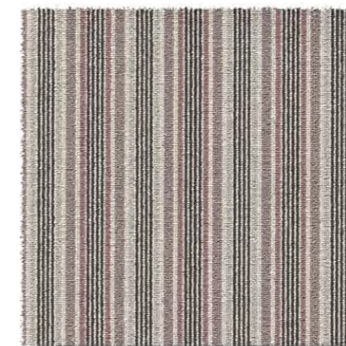


Simply scan the QR code or go to showmemyroom.com



Margo Selby Stripe Rock

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Shakespeare 1952



Lydden 1951



Reculver 1950



Runner Shown: Wool Rhythm Louis with a white piped edge



Get Designing...
Create your own masterpiece with our custom 'make me a rug' online service



Simply scan the QR code or go to makemearug.com



Rug Shown: Wool Rhythm Temptation with a Cotton Herringbone Sage border

Wool Rhythm

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Riley 2860

Louis 2861

Luther 2862



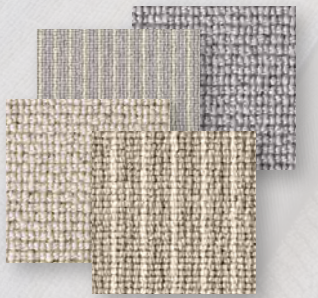
Antonie 2863

Ray 2864

Temptation 2870

Mix and Match...

Wool Rhythm with Wool Motown to define different zones and link up spaces.





The Alternative Forest

Doing the right thing means the world to us. We make carpets, rugs and runners with a conscience. For every sample order we receive we plant a tree in the Alternative Forest. See page 126 to visit our growing forest.



Carpet Shown: Wool Rhythm Curtis



Carpet Shown: Wool Rhythm Elias

Wool Rhythm

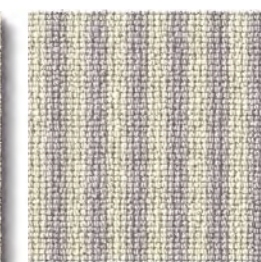
Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



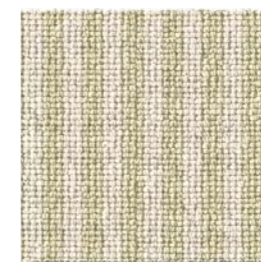
Chester 2865



Otis 2866



Marvin 2867



Elias 2868



Curtis 2869



Did you know?

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Carpet Shown: Rock 'n' Roll Parklife



Rug Shown: Rock 'n' Roll
Mr Blue Sky with Navy outer
border and Cotton Porcelain
narrow inner border

Rock 'n' Roll

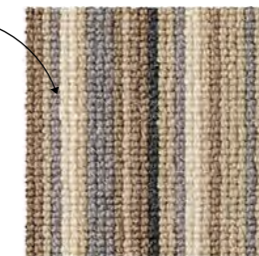
Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.

Did you know?

You can see more detailed information about every one of our products on our website, including pattern repeats, technical information, product and installation tips.



Simply scan the QR code to see more information on Rock 'n' Roll Respect



Tainted Love 1981



London Calling 1979



Back in Black 1980



Perfect Day 1996



Respect 1967



Moondance 1970



Parklife 1995



Mr Blue Sky 1977

pattern quirky

Our eclectic Quirky collection unites brilliant British designers, marvellous British makers and top-grade British wool, on a mission to add pizzazz underfoot. These award-winning patterned carpets, rugs and runners make cosy cool and cheeky chic. Love vibrant colours and bold patterns? Welcome to your happy place.



See our interview with Christina from House or Horspool and her highland home on our website...



Scan the QR code to see the video



Carpet Shown: Quirky Tartan Mountain Daisy



Runner Shown: Quirky Tartan Mountain Daisy

Quirky Tartan

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Mountain Daisy 7164



Silver Tassie 7162



Tam O'Shanter 7161



Carpet Shown: Quirky Tartan Red Red Rose

Make a statement

Fresh from Alternative's student competition with The Glasgow School of Art is a youthful tartan, designed by Sophie Anne Campbell, the springboard for a whole new range of modern Quirky Tartans. This really celebrates British design, British manufacturing, young talent and supports the wool industry by championing wool as a wonder fibre and sustainable textile.

Quirky Tartan

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Gallant Weaver 7160



To a Mouse 7163



Red Red Rose 7165



Rug Shown: Quirky Tartan To a Mouse with a whipped edge

Did you know?
 These inspired Quirky Tartans are named after the poems written by the illustrious Scottish bard, Robert Burns.



Scan the QR code to see our Quirky Tartans



Margo Selby for alternative flooring

Carpet Shown: Margo Selby Shuttle Silas

Margo Selby Shuttle

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Jack 7200



Silas 7201



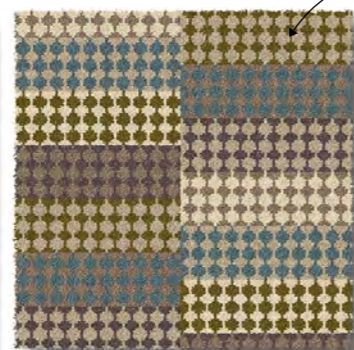
Peter 7202

Margo Selby Patch

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Red 7156



Blue 7155

Did you know?

You can see more detailed information about every one of our products on our website, including pattern repeats, technical information, product and installation tips.



Simply scan the QR code to see more information on Margo Selby Patch Blue.



Carpet Shown: Margo Selby Patch Red whipped rug and whipped stair runner



The Alternative Forest

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We care about people...

Our carpets, rugs and runners are an intricate meeting of independent minds and makers, involving the likes of farmers, graders, spinners, weavers, dyers, designers, manufacturers and retailers.

Carpet Shown: Margo Selby Ribbon Magenta



Margo Selby for alternative flooring



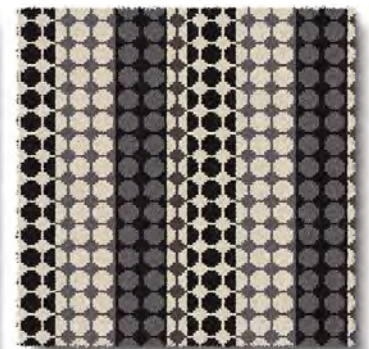
Carpet Shown: Margo Selby Button Black

Margo Selby Button

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Grey 7214



Black 7215



Lets talk Margo Selby

If you're going to work with an icon, choose one you can identify with. Here at Alternative, where we love all things angular, geometrical and diamond-shaped, we've found the perfect partner in Margo Selby.

Margo Selby Ribbon

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Magenta 7217



Black 7218

Margo Selby for alternative flooring



Carpet Shown: Margo Selby Fair Isle Annie stair carpet and whipped runner

‘Carpet has come back in fashion and it is very on trend to choose statement carpets for your home’.

Margo Selby



Our swatch service

You can order swatches of all our products online and they will be delivered right to your door... Simply find your favourites and then click the ‘Order a sample’ button.

Margo Selby Fair Isle

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Carpet Shown: Margo Selby Fair Isle Reiko



Annie 7210



Sutton 7211



Reiko 7212



Carpet Shown: Quirky Spotty Red

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Simply scan the QR code or go to showmemyroom.com

Quirky Spotty

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Damson 7141



Duck Egg 7142



Grey 7143



Red 7144



Black 7140



Carpet Shown: Quirky Spotty Grey



Our swatch service

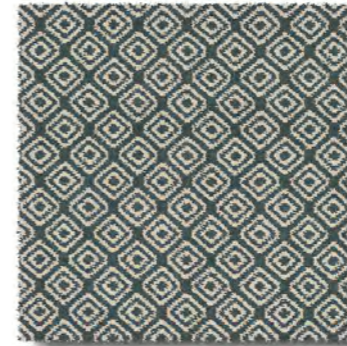
You can order swatches of all our products online and they will be delivered right to your door. Simply find your favourites and then click the 'Order a sample' button.



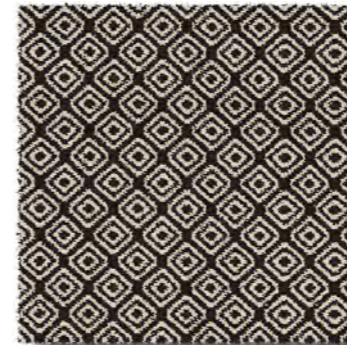
Quirky Geo



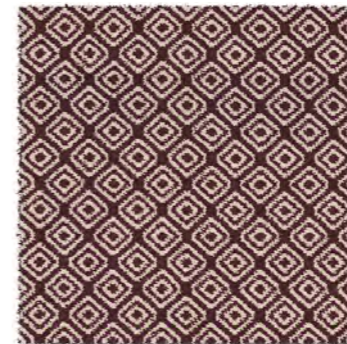
Where to put me:
Bedroom, Dining Room,
Stairs, Lounge and Home Office.



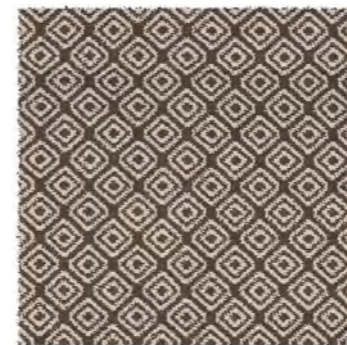
Duck Egg 7130



Black 7131



Damson 7132



Grey 7133



Carpet Shown: Quirky Geo Damson

**Quirky
Hot Herring**



Where to put me:
Bedroom, Dining Room, Stairs,
Lounge and Home Office.



Ebony 7136



Mocha 7137



Gray 7139



Ruby 7138



Carpet Shown: Quirky Hot Herring Ruby

Let's talk Quirky

All Quirky designs are available as 3.66m carpet, 0.69m wide whipped runners and as bespoke rugs and runners. You can see more detailed information about every one of our products on our website, including pattern repeats, technical information, product and installation tips.

Our award winning Quirky collection unites brilliant British designers, marvellous British makers and top-grade British wool.

Carpet Shown: Quirky Hot Herring Ruby

A huge amount of thought and care goes into making our carpets and rugs the best they can be. We're design-led, sticklers for quality in production and always testing out new techniques to surprise and delight people through colour, pattern and texture.



Quirky Zebo

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Black 7120



Grey 7121



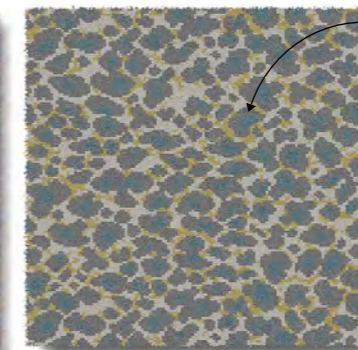
Moss 7122

Quirky Leopard

Where to put me: Bedroom, Stairs, Dining Room, Lounge and Home Office.



Java 7125



Snow 7126

Did you know?

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Quirky Honeycomb



Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Duck Egg 7110



Moss 7112



Black 7111



Grey 7113



The Alternative Forest

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Carpet Shown: Ben Pentreath Cube Soane



Carpet Shown: Ben Pentreath Tetra Blomfield



See our carpets in your room and on your stairs

Take a photo of your room or staircase... wait just a few seconds to then see your favourite carpet in your space - easy!



Simply scan the QR code or go to showmemyroom.com

Ben Pentreath

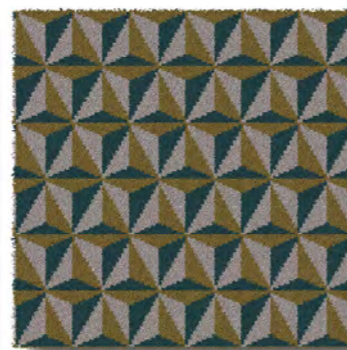
Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Lattice Fletcher 7234



Cube Soane 7244



Tetra Blomfield 7284

Lets talk Ben Pentreath

A true exponent of English style, Ben Pentreath's designs are inspired by the stone and marble flooring patterns by the prolific 18th century artist Batty Langley.

"Patterns give life, colour, richness and excitement to a room - and well used on the floor, they have the ability to ground a scheme in the way that a plain neutral just can't quite touch"

Ben Pentreath

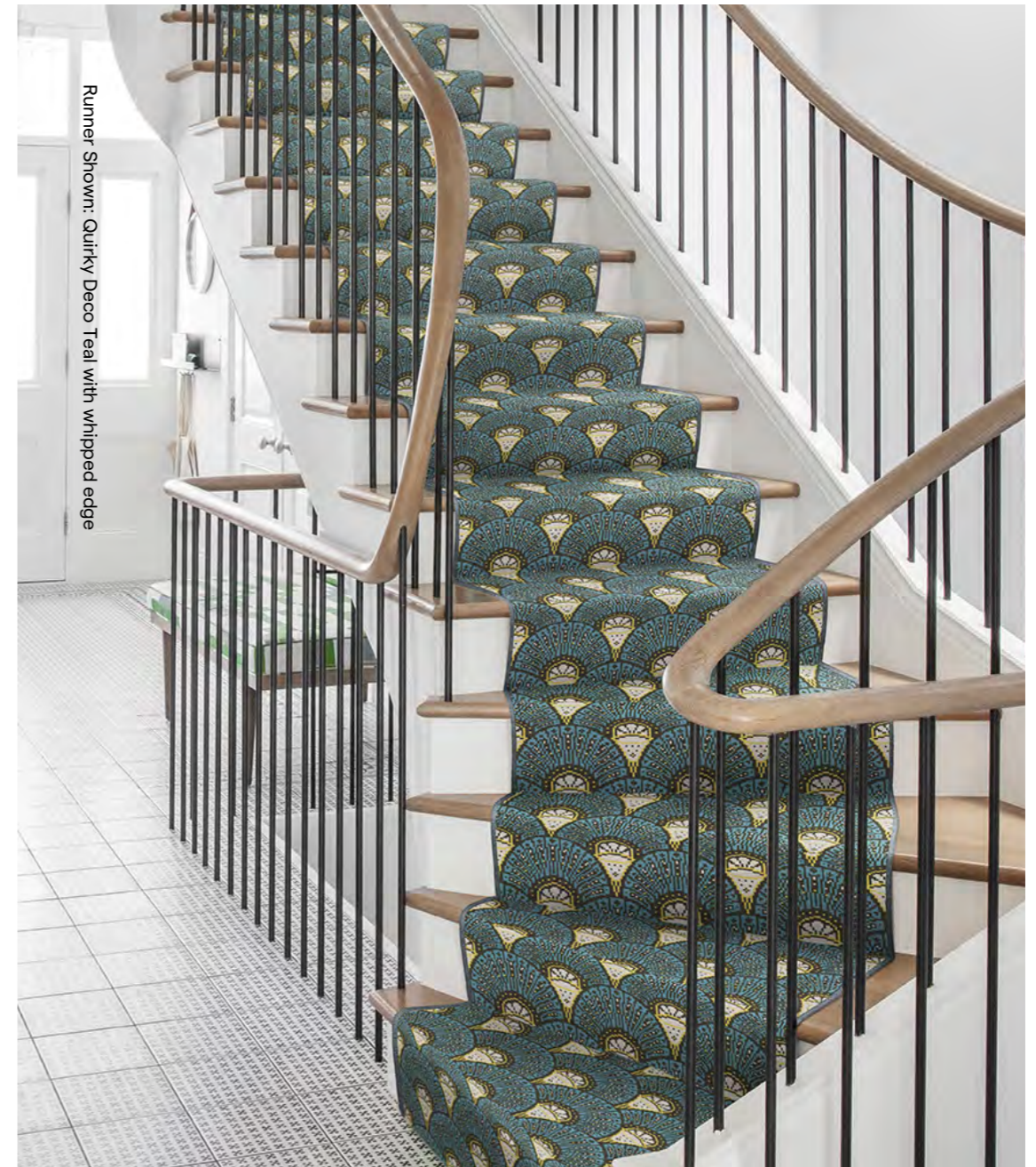




Our swatch service

You can order swatches of all our products online and they will be delivered right to your door. Simply find your favourites and then click the 'Order a sample' button.

Carpet Shown: Quirky Deco Blush



Runner Shown: Quirky Deco Teal with whipped edge

Quirky Deco by Divine Savages

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Teal 7151



Blush 7150

Let's talk Divine Savages

Divine Savages specialise in creating an inspired collection of must have treasures. All lovingly designed from their South London HQ. They pride themselves on delivering a collection of stunning luxury wallpapers and fabrics, glamorous home accessories, fabulous gifts and limited edition art prints. Quirky Deco is taken from their Deco Martini design which draws inspiration from the roaring twenties and the decadent tastemakers of the jazz age.

naturals

feel good flooring

It's impossible not to fall for our natural flooring collection. Lovingly made from sustainable fibres like seagrass, sisal, coir and jute, these are carpets, rugs and runners that look amazing, feel great underfoot and tread lightly on the planet.

Welcome to feel-good flooring.



Simply scan the QR code to see more information on our Natural Carpets.



Doing the right thing means the world to us. We make carpets with a conscience, being totally transparent about what's in our products and using ethically-sourced natural fibres wherever we can.



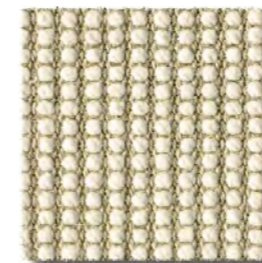
Carpet Shown: Woosie Bouclé Winsome



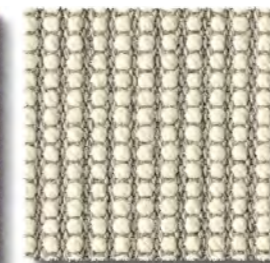
Carpet Shown: Woosie Bouclé Winsome

Woosie Bouclé

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Wistful 2142



Winsome 2143

Let's talk Woosie...

A wool and sisal blend in a trio of Check, Panama and Bouclé designs. Woosie combines the comfort and softness of wool with the rugged character and strength of sisal. Both hard-wearing natural fibres in a palette of popular metallics and neutrals.



Carpet Shown: Woosie Check Wonderful

Woosie Check

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Wild 2140



Wonderful 2141

Woosie Panama

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Wise 2144



Whimsical 2145



Carpet Shown: Woosie Panama Wise

Hero of the hallway, saviour of stairs, exotic sisal carpets are the smart, sustainable choice anywhere feet fall freely in your home. Made from natural agave fibres, sisal's natural serenity blows in like a breeze off the Mexican Gulf. Chunky weaves dance with depth. Fine sisal gives a filigreed tapestry of hues.



Carpet Shown: Sisal Herringbone Hambleton














Carpet Shown: Sisal Herringbone Hambleton



Doing the right thing...
 Doing the right thing means the world to us. We make carpets with a conscience, being total transparent about what's in our products and using ethically-sourced natural fibres wherever we can.

Sisal Herringbone

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office. Available in 4m and 5m widths.

			
Hambleton 4416 5m	Houghton 4426 5m	Hampton 4420	Hinton 4425 5m
			
Harestock 4423 5m	Hazeley 4428 5m	Herne 4421 5m	Holbury 4415 5m
			
Hartley 4424 5m	Hockley 4422 5m	Highclere 4427 5m	



Did you know?
 You can order swatches of all our products online and they will be delivered right to your door... Simply find your favourite and then click the 'Order a sample' button.

5m - Available in 4m and 5m widths



Carpet Shown: Sisal Metallics Aluminium

Sisal Panama

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office. Available in 4m and 5m widths.



Donegal 2503

5m



Penwood 2502



Pershore 2508

5m



Pelham 2509



Pilsbury 2532

5m

Sisal Metallics

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Palladium 2525



Titanium 2519



Chromium 2526



Aluminium 2570



Let's talk Sisal...

Made from East African natural agave fibre, sisal's raw whiteness weaves in a silken sheen. Sisal is also naturally moth resistant making it an ideal fibre for your home.

Carpet Shown: Sisal Panama Donegal

Everyday Favourites

Life can be complicated, simplify with our Everyday Favourites selection of ready made rugs and runners. Order online and collect from your local Retail Partner within 2 weeks. See page 122.



Simply scan the QR code to see our Everyday Favourites rug collection



Rug Shown: Sisal Bubbleweave Silver
Bubble with a Cotton Liquorice border.
Carpet Shown: Sisal Panama Donegal

Sisal Bubbleweave

Where to put me: Bedroom, Dining Room and Lounge.



Acapulco 2511



Silver Bubble 2553



Pewter Bubble 2554



Honey Bubble 2556



Desert Bubble 2557



Our Swatch Service

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Sisal Basketweave

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Winter Hamper 2540



Summer Hamper 2541

Sisal Tweed

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Tarvie 2401



Tomatin 2402



Carpet Shown: Sisal Tweed Tarvie



No Bother

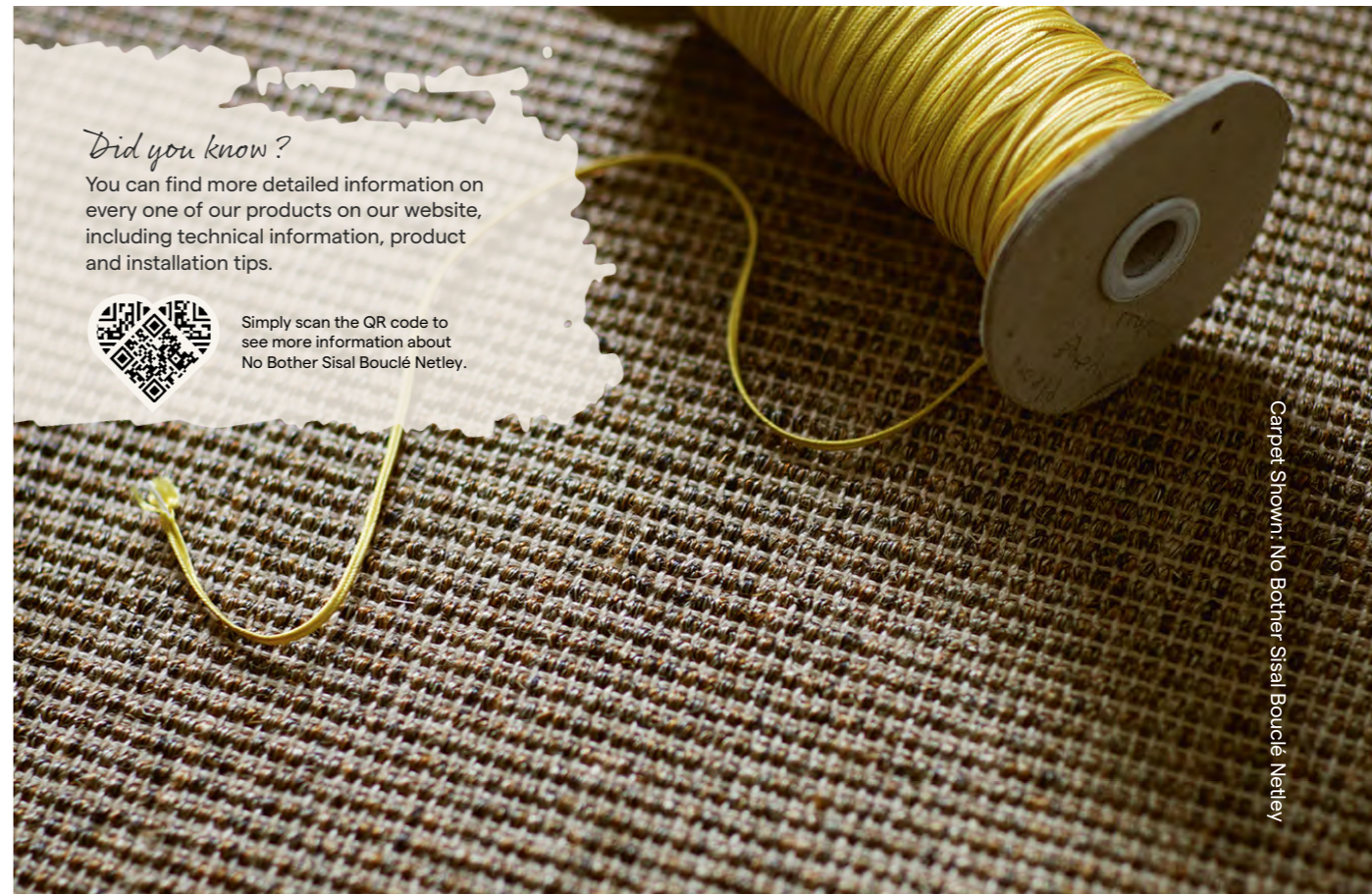
Traditional fit sisal

What's different?

On the top the same as our other sisal carpets.

But underneath (the backing) is not latex - so these sisals can be traditionally fitted.

Carpet Showr: No Bother - Sisal Bouclé Netley



Did you know?

You can find more detailed information on every one of our products on our website, including technical information, product and installation tips.



Simply scan the QR code to see more information about No Bother Sisal Bouclé Netley.

Carpet Showr: No Bother - Sisal Bouclé Netley

No Bother Sisal Super Bouclé

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Northington 1452



Newbridge 1451



Nether Wallop 1453



Netherton 1450

No Bother Sisal Bouclé

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office. Available in 4m and 5m widths.



Norleywood 1403 5m



Neatham 1400 5m



Netley 1401 5m



Nursling 1402 5m

5m - Available in 4m and 5m widths



Carpet shown: Sisal Hopscotch Marble

Sisal Super Bouclé

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Barton 1315



Bodmin 1309



Brancaster 1308



Bulford 1316

Sisal Hopscotch

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Matrix 2562



Chalk 2561



Marble 2560

Did you know?

You can see more detailed information about every one of our products on our website, including technical information, product and installation tips.



Simply scan the QR code to see more information on Sisal Hopscotch Marble.



make
me
a rug

Get Designing...
Create your own rug with our 'make me a rug' service, see our website for details or simply scan the QR code.



makemearug.com

Rug shown: Sisal Super Bouclé Barton with Cotton Praline narrow inner border and Cotton Milk outer border.

**make
me
a rug**

Get Designing...

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makemearug.com



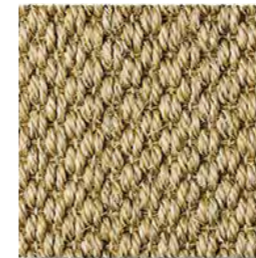
Did you know?

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Rug Show: Sisal Malay Changan with a whipped edge

Sisal Malay

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.
Available in 4m and 5m widths.



Tiger's Eye 2504 5m



Shaolin 2534



Macau 2548 5m



Chen 2537 5m



Lhasa 2547 5m



Beijing 2545 5m



Shanghai 2527 5m



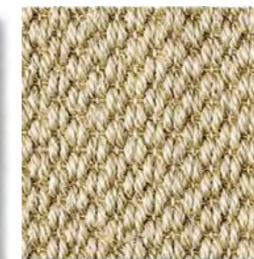
Taiping 2546 5m



Changan 2539



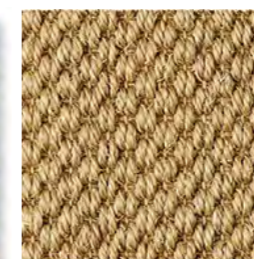
Canton 2549 5m



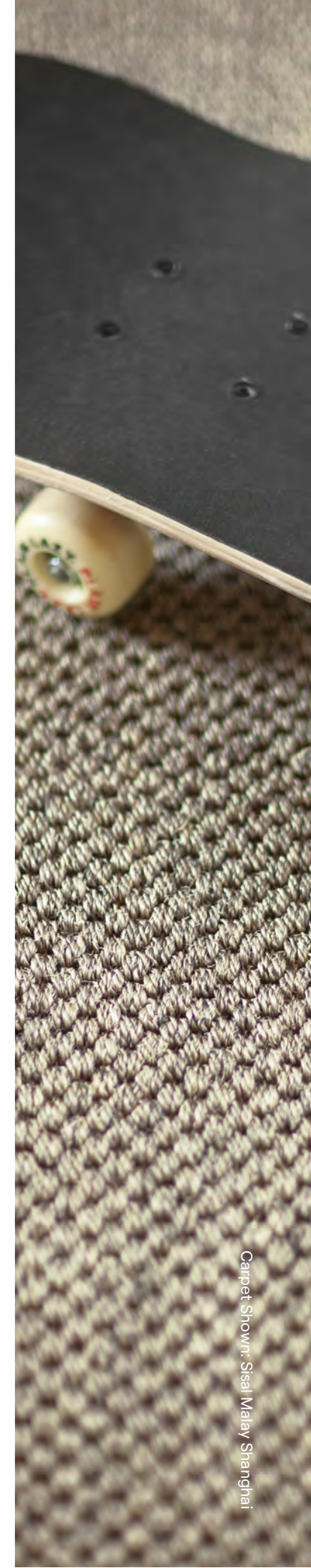
Tongli 2535 5m



Jin 2538



Dragon Grass 2528 5m



Carpet Show: Sisal Malay Shanghai



Sisal Bouclé

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office. Available in 4m and 5m widths.



Braemere 1236 5m



Basing 1235



Bentley 1216



Burghclere 1239 5m



Braishfield 1242 5m



Brockton 1219 5m



Beauworth 1243 5m



Buriton 1237 5m



Byfield 1231 5m



Bitterne 1225 5m



Blenheim 1232 5m



Burnage 1224



Burleigh 1230



Bayford 1220 5m



Burr ridge 1241 5m

Exotic sisal carpets, rugs and runners are the smart, sustainable choice for your home.



Carpet Shown: Sisal Bouclé Brockton



We care about people...
Our carpets, rugs and runners are an intricate meeting of independent minds and makers, involving the likes of farmers, graders, spinners, weavers, dyers, designers, manufacturers and retailers.

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Simply scan the QR code to see our Everyday Favourites runner collection



Rug Shown: Jute Big Bouclé Crumpet with a Cotton Gunmetal border



Carpet Shown: Fine Jute Chevron Natural

Big Jute

Where to put me: Bedroom, Dining Room and Lounge.



Big Bouclé Crumpet 1619

Big Bouclé Toast 1620

Big Panama Pancake 2611

Big Panama Waffle 2612

Fine Jute

Where to put me: Bedroom only.



Herringbone Natural 4617

Bouclé Natural 1618

Chevron Natural 4616

Let's talk Seagrass...

Tropical, textural, sustainable, durable. Our seagrass flooring starts life in coastal meadows on the banks of Vietnamese rivers. The natural grass fibres are harvested and woven by hand: these are crafted carpets, rich in rustic charm, ready to uplift any living space either wall-to-wall or as a made-to-measure rug.



Seagrass

Where to put me: Bedroom, Dining Room and Lounge.



Natural 2101



Superior 2106



Fine Herringbone 4108



Herringbone 4105



Buckingham Basketweave 3102



Balmoral Basketweave 3107



Coir Bouclé

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.

Coir Panama

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.

Coir Herringbone

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.



Bouclé Natural 1605 5m



Panama Natural 2601 5m



Herringbone Natural 4603 5m

Let's talk Coir...

From sun-kissed Keralan beaches to the heart of your home, our hard-wearing coir carpets give you texture and toughness in Bouclé, Panama or Herringbone weaves. Coir flooring comes with natural benefits aplenty: it's sustainable, anti-static, flame-retardant and moth resistant. No wonder we all go coconuts for coir.

faux

think clever...

Sustainability comes in many forms.

Floors that take a pounding need carpets, rugs and runners that can be trusted to last. Hard-wearing synthetic fibres like polypropylene fit the bill, cutting the resource cost of wasteful replacements. Our timeless designs and production quality mean they 100% look the part. Smart sustainability, say hello.



Simply scan the QR code
to see more information
on our Faux Carpets.



**make
me
& rug**

Get Designing...

Create your own rug with our 'make me a rug' service, see our website for details or simply scan the QR code.



makemearug.com

Rug Shown: Plush Velvet White Jasper with a whipped edge



Soft and Squidgy

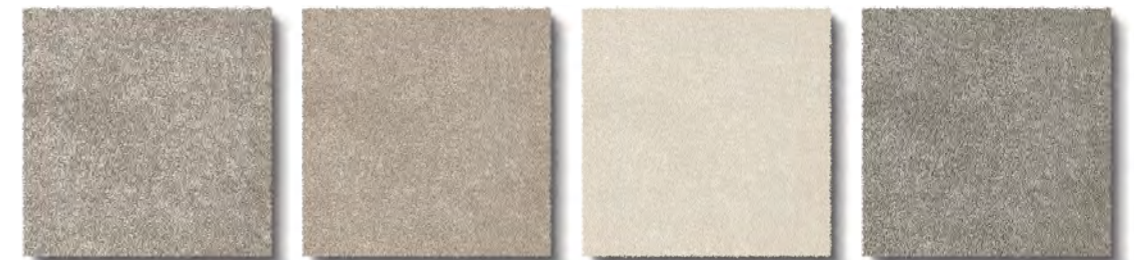
Our deep pile Plush Velvet floor coverings give a super soft squidgy feeling; your feet will absolutely love it...



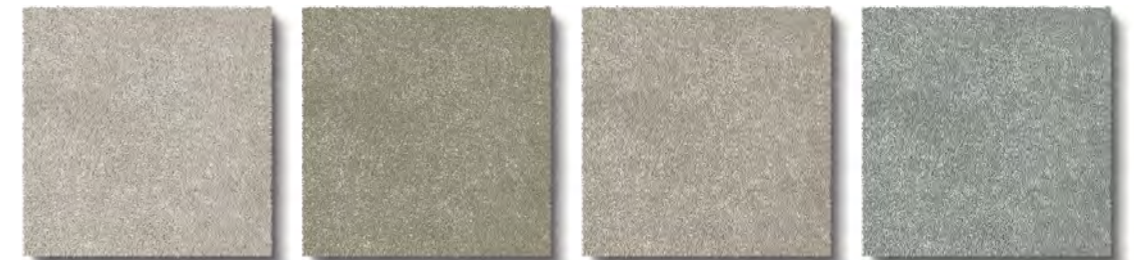
Rug Shown: Plush Velvet White Jasper with a whipped edge

Plush Velvet

Where to put me: Bedroom, Dining Room, Lounge and Home Office. Available in 4m and 5m widths.



Agate 8200 5m Topaz 8201 5m White Jasper 8202 5m Sapphire 8203 5m



Pearl 8204 5m Tourmaline 8205 5m Moonstone 8206 5m Aquamarine 8207 5m

5m - Available in 4m and 5m widths



Loved by luxe seekers, hated by moths, our hand-tufted Plush deep pile carpets put the oh! in faux. Hard-wearing but sink-your-toes-in soft, they come in velvet or sheer finishes in a palette of subtle natural tones. A boutique fit for hotels and restaurants or a touch of luxury in hard-living homes.

Carpet Shown: Plush Sheer Tourmaline

Plush Sheer

Where to put me: Bedroom, Dining Room, Stairs, Lounge and Home Office.
Available in 4m and 5m widths.



White Jasper 8222 5m Topaz 8221 5m Moonstone 8226 5m Sapphire 8223 5m



Pearl 8224 5m Tourmaline 8225 5m Aquamarine 8227 5m Agate 8220 5m

5m - Available in 4m and 5m widths



Did you know?

You can order swatches of all our products online and they will be delivered right to your door... Simply find your favourite and then click the 'Order a sample' button.



Carpet Shown: Plush Sheer Tourmaline



See our carpets in your room and on your stairs
 Take a photo of your room or staircase... wait just a few seconds to then see your favourite carpet in your space - easy!



Simply scan the QR code or go to showmemyroom.com



Carpet Shown: Plush Stripe Pearl



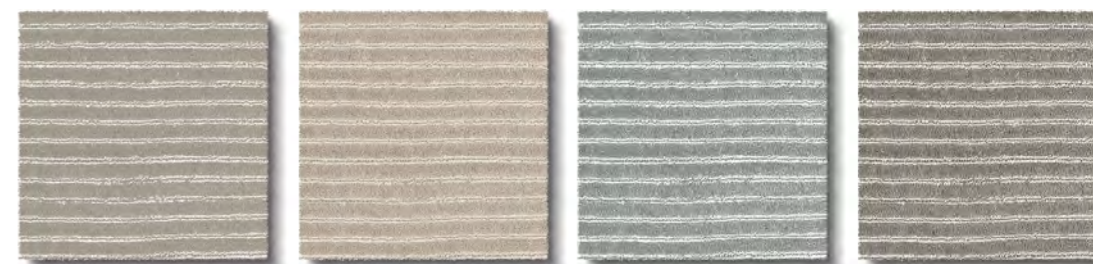
Carpet Shown: Plush Stripe Pearl

*Lets talk
 Plush carpet*

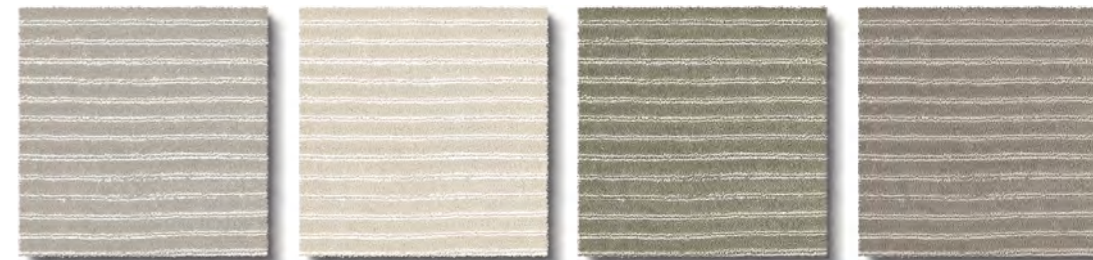
Mix 'n' Match designs to define different zones and link up rooms. Your space, your style.

Plush Stripe

Where to put me: Bedroom, Dining Room, Lounge and Home Office. Available in 4m and 5m widths.



Moonstone 8216 5m Topaz 8211 5m Aquamarine 8217 5m Sapphire 8213 5m



Pearl 8214 5m White Jasper 8212 5m Tourmaline 8215 5m Agate 8210 5m

5m - Available in 4m and 5m widths



Rug Shown: Anywhere Herringbone
Copper with Anywhere Bark border

Anywhere Herringbone

Where to put me: well... just about anywhere. Inside, outside, bathrooms, the possibilities are endless...



Caramel 8047



Ice 8045



Cocoa 8042



Copper 8041



Slate 8048

Anywhere Bouclé

Where to put me: well... just about anywhere. Inside, outside, bathrooms, the possibilities are endless...



Copper 8001



Cocoa 8002



Caramel 8007



Slate 8008



Ice 8005



Anywhere can go almost anywhere. It's hard-wearing, easily cleanable and moth resistant and perfect as fully fitted carpets, or as bespoke rugs and runners using our Make Me A Rug service.



Carpet Shown: Anywhere Herringbone Ice

Everyday Favourites

Life can be complicated, simplify with our Everyday Favourites selection of ready made rugs and runners. Order online and collect from your local Retail Partner within 2 weeks. See page 122.



Simply scan the QR code to see our Everyday Favourites runner collection



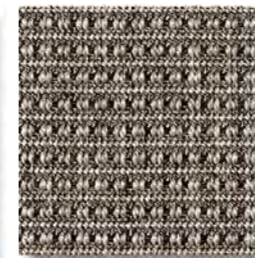
Runner Shown: Anywhere Herringbone
Copper with an Anywhere Gypsum border

Anywhere Rope

Where to put me: well... just about anywhere. Inside, outside, bathrooms, the possibilities are endless...



Natural 8060



Grey 8061



Limestone 8062

Anywhere Panama

Where to put me: well... just about anywhere. Inside, outside, bathrooms, the possibilities are endless...



Copper 8021



Cocoa 8022



Caramel 8027



Slate 8028



Ice 8025

Ever wanted to bring the indoors outdoors? Our ingenious range of synthetic Anywhere flooring opens up possibilities everywhere, from outdoor rugs to kitchen, bathroom and conservatory carpets. They look and feel just like sisal but stand up to wear and tear like nothing else. Great for hotels and offices too.

Anywhere Shadow

Where to put me: well... just about anywhere. Inside, outside, bathrooms, the possibilities are endless...



Cast 8051



Umbria 8053



your rug, your rules

Mix, match, measure, make. When you ask us to make you a rug, the possibilities for personalisation are almost endless. Choose your fabric, pattern, colour, size and border; hand over to us to create a gorgeous rug that's yours and yours alone. Will you go stripey or snuggly, trad or arty, designer or demure? Your rug, your rules.



Scan the QR code to go to:
makemearug.com

Start designing your own masterpiece:
www.alternativeflooring.com



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: cotton, linen, leather or faux. 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.



Scan the QR code to go to:
makemearug.com



border styles

Mix, match, measure, make. When you ask us to make you a rug or carpet runner, the possibilities to personalise are almost endless. Get creative and get cracking.



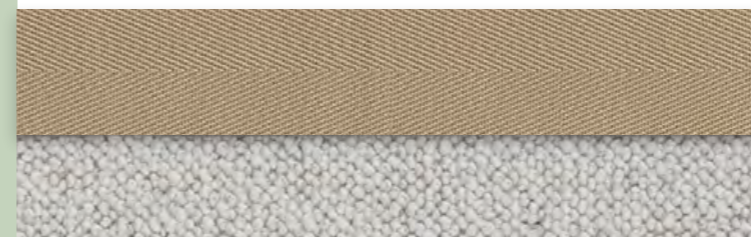
Self Coloured Whipped Edge

Plain and simple- no fuss style



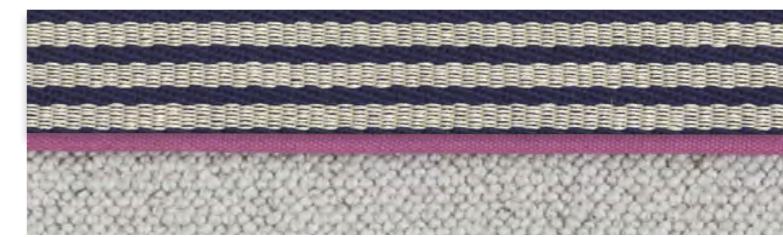
Dolly Mixtures Whipped Edge

A shot of colour to the edge



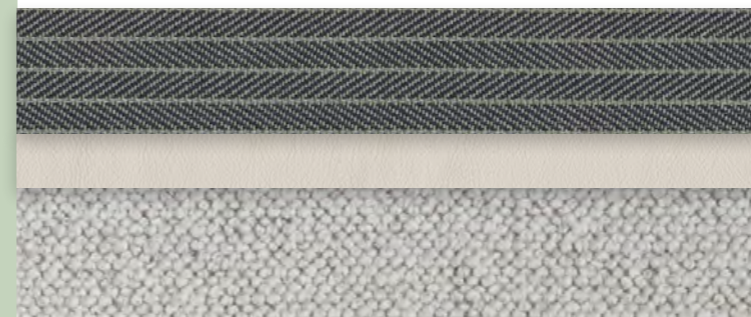
Single Standard - 50mm

Matchy, matchy or shouty, shouty your choice



Double Piping - 55mm

Be extra, go for the highlight piping



Double Narrow - 70mm

Combos galore, have a play and see what works for you



Double Wide - 100mm

Big rugs... go double trouble

Start designing your own masterpiece:

www.alternativeflooring.com



border colours

'Red and yellow and pink and green, purple and orange and blue', colours of the rainbow for you to play with and patterns too!

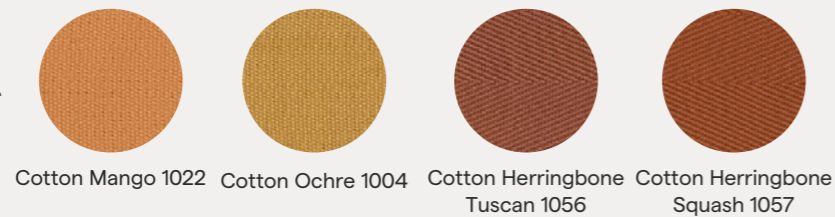
reds, pinks & purples



anywhere outdoor borders



oranges & yellows



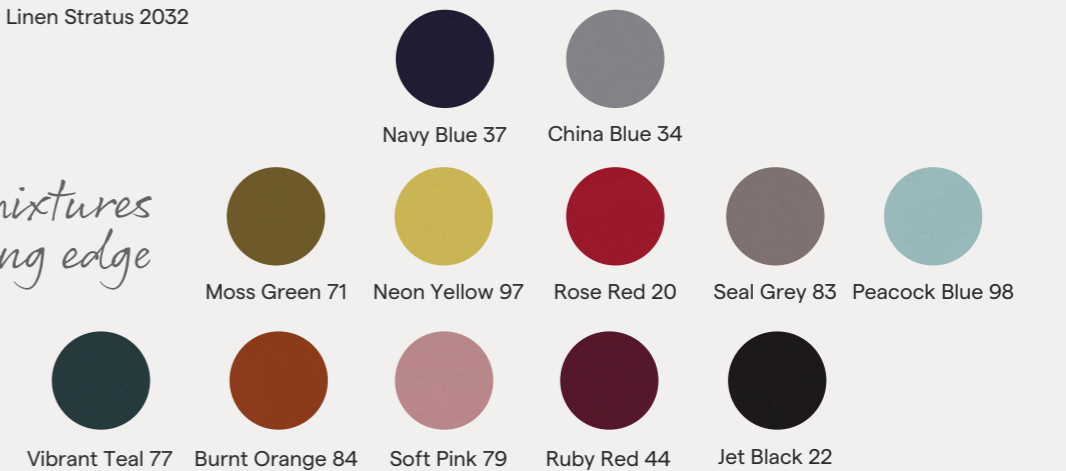
blacks



greys & silvers



dolly mixtures whipping edge





Start designing your own masterpiece:
www.alternativeflooring.com

Everyday Favourites

Welcome to Everyday Favourites, Alternative's first online range of ready-made rugs and runners to make you and your home happy.

Making choosing easy, we have curated a collection of nearly 150 rugs and runners across our best-selling and favourite textiles. Choose from natural fibres, textured wools, sisal, jute, coir and seagrass plus our faux fibre 'Anywhere' for outdoor choices.

Our standard rugs are available in 4 popular standard sizes and the runners in 3 standard lengths.



Scan the QR code to go to our Everyday Favourites rugs



Scan the QR code to go to our Everyday Favourites runners

www.alternativeflooring.com

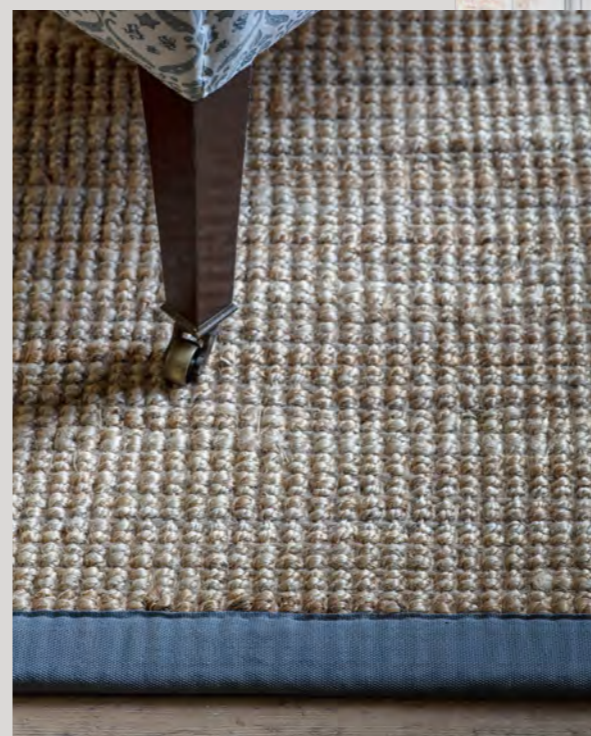


Ready-made and available to Click 'n' Collect in 2 weeks



Did you know?

You can order swatches of all our products online and they will be delivered right to your door... Simply find your favourite and then click the 'Order a sample' button.



Did you know?
 You can order swatches of all our products online and they will be delivered right to your door...
 Simply find your favourite and then click the 'Order a sample' button.

Everyday Favourites

74 designs

7 sizes...

www.alternativeflooring.com

Life can be complicated, simplify with our Everyday Favourites selection of ready made rugs and runners. Order online and collect from your local Retail Partner within 2 weeks.



Don't forget Intec
 Our environmentally friendly stain inhibitor, Intec, can be applied to all rugs and runners. Simply tick the option at checkout.



All set to be floored?

We hope by now you're fizzing with ideas for your home. Here's how we can start bringing them to life.

Next steps for carpets

- ♥ Check out showmemyroom.co.uk - our nifty digital tool that lets you see our carpets in your space.
- ♥ Picked your style? You can check it's your perfect match by reading the 'About Me' details on the website product page. No hidden secrets with us...
- ♥ Time to order a sample and get a real feel. There's a small charge for website orders (even our samples are often hand-crafted, we hate waste and we'll make it up to you by planting a tree per sample). Or you can order free samples from one of our retailers. Need a larger sample? Happy to help.
- ♥ Ready to roll? Head to 'Where to Buy' on our website to find your nearest retailer. We leave measuring and fitting to the pros and we've hand-selected the very best as our retail partners. Our 'Play Partner' flagship stores showcase the full range of our products. Contact them or visit the showroom to discuss your project.
- ♥ After fitting, be sure to check out our online care and cleaning tips to keep your new masterpiece looking its best for years to come.
- ♥ Check out our 5-year warranty online and feel even more reassured that you've made the perfect choice.



For every sample order we plant a tree. Scan the QR code to see how our Alternative Forest has grown and find out more about our partnership with Ecologi.



Next steps for rugs & runners

It's easy to purchase one of our Everyday Favourite rugs or runners or you can 'go bespoke' with our online Make Me A Rug tool to match up thousands of colour, pattern, fabric and border combos.

Found your style? Order your samples directly from our website or get in touch with one of our retailers to place your order for you.

If you're happy, we're good to go. Order your rug or runner direct from your retailer, or from our website for a click 'n' collect delivery to your selected store.

If it's a big rug, our retailers may offer to deliver it for you rather than risk it not fitting in your car. Always worth asking.

Keep up with our care and cleaning tips. Our website is packed with them.

www.alternativeflooring.com



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Scan the QR code for
information on: Where to Buy



Scan the QR code for
information on: Help and Advice

alternative flooring

*Carpet, Rugs
& Runners*

The Alternative Flooring Company Ltd
4 Stephenson Close, East Portway,
Andover, Hampshire, SP10 3RU

☎ 01264 335111

✉ hello@alternativeflooring.com

www.alternativeflooring.com

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