

# CFR

Carpet & Flooring Review

Issue 425 | April 2010



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be

alternative

alternative  
flooring

For Alternative Flooring, commonplace has no role in the company and run-of-the-mill flooring – no room.

# Just be Alternative

Alternative Flooring has exclusive and award-winning carpets, made with sustainable natural fibres that are kind to both the consumer and to the environment. Ethics and the environment are woven into the very fabric of the company. Furthermore, rugs can be made bespoke meaning the customer can have something truly original.

Spring 2010 sees the launch of a major 'be' campaign devised in response to extensive research, and designed to stimulate individual brand awareness, resulting in making flooring selection a much more adventurous and enjoyable experience.

Alternative Flooring's mission is to excite the design-savvy consumer and ignite the nation's interest in carpet. The campaign is headed by a huge natural floor package and a collection-focused brochure, backed by national advertising and inspired localised point-of-sale, placing this innovative company at the forefront of natural fibre flooring.

The trend for flooring as a design statement is seen in the new ranges with moves towards texture, colour and pattern. Colourful stripes are very much the look of the moment and the award-winning Rock 'n' Roll creates drama in interiors, while the Eco Collection gives style and substance.

Contour shows just how creative the best natural flooring can be, as Lorna Haigh,



marketing manager explains: "This collection is ambitious in the number and construction of the weaves. The patterns are dramatic in response to the fashion for putting texture and pattern back onto the floor. This is the first time Alternative Flooring has launched so many naturals in one go and shows how committed we are to the natural marketplace and the sustainable credentials of these products."

'Be' is specially designed to promote the unique brand to the design-conscious. Investment in national advertising in leading consumer magazines along with leading trade and contract titles, plus the Exclusive Collections brochure focusing on design-led ranges, is supported locally with a wealth of promotional activities aimed to give an inspiring in-store presence and clear product knowledge to the end-user.

In-store presence is vital for flooring and the new 'be' stand is a striking modular concept incorporating the traditional carpet display methods with contemporary lifestyle graphics. The bespoke units have modern lighting and finishes, and provide the end user with identifiable brands on entering a store.

It is a simple recipe; the consumer is persuaded by the lifestyle imagery and press, searches for the selected flooring and then is presented with the same professionalism and image when in-store.

The stand lets consumers connect with images and touch the product, which in turn helps retailers engage more strongly through appealing to the senses. 'Be' focuses on the many different choices offered by Alternative Flooring using evocative words – be unique, be creative, be natural, be ethical, be inspired and of course be alternative.

So what does it mean to become a 'be retailer' with Alternative Flooring? The answer is simple. A superb package brimming with the best natural collections backed by a brilliant local and national campaign.

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