

# SMG

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**alternative**  
**flooring**

Wool Crafty Hound Beagle

# Crafty Carpet from Alternative Flooring

New Wool Crafty joins Alternative Flooring's growing eco family of undyed wool carpets and is the fashionable flatweave version of the luxurious Wool Barefoot collection.

Wool Crafty flatweave carpet is part of Alternative Flooring's eco undyed wool collection. These carpets are handwoven on traditional hand looms, kind to you and the environment and the ultimate understatement in natural wool.

This chic, crafty collection has style and substance, capturing the latest fashion trends for example; the Houndstooth, a canine check that creeps off the catwalk and onto our floors is a check that is bang on trend this season.

The collection is fun too with catchy names. Hound is a houndstooth check in Basset, Hound, Beagle and Whippet. Diamond is a classy little geometric in Princess, Lasque, Briquette and Marquise. Cross is a subtle linear plaid in Celtic, Maltese, Fusilly and Trefoil.

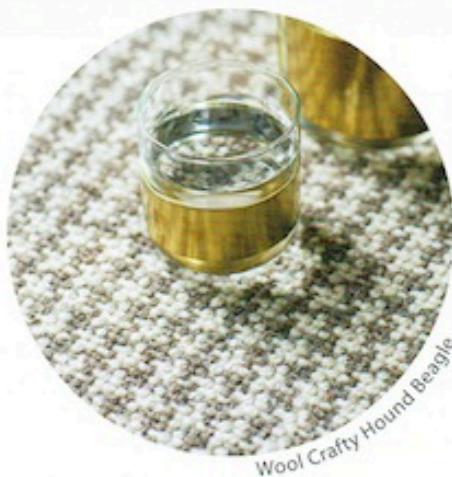
## Wool Eco

Alternative Flooring makes people feel passionate about what they walk on. Its innovative and authentic voice starts conversations about natural flooring that explores texture, pattern and colour on carpets, rugs and runners.

This lovable brand has a big eco heart, with an unrivalled range of undyed wool flooring. It is 100% committed to making a difference and ensuring our floors feel good and our planet stays healthy.

The eco family of undyed wool carpet is growing. It began with the chunky Wool Pebble and the cosy Wool Knot carpets. The eco collection continued to grow with the hand-woven Wool Barefoot inviting you to throw off your shoes and feel this deep pile luxury carpet.

"How and what we decide to purchase is becoming increasingly important. Careful consideration is given to the companies we buy from and how ethical their products are. From the food we eat, to the fabric and textiles we wear and have in our home, we make conscious decisions of what is best for our families and ourselves. It is not everyone's prerogative but its appeal is growing.



So at Alternative it is our aim to provide the discerning buyer a range of eco carpets in different textures and weaves to suit everyone's style" comments Lorna Haigh, head of creative and marketing at Alternative Flooring.

## alternative flooring

For more information on these new ranges contact your local representative, Alternative Flooring directly on 01264 335111 or visit [www.alternativeflooring.com](http://www.alternativeflooring.com).

