

SMG

SMG News | **Autumn 2017** | Issue 186

The Official Publication of SMG The National Furnishing Group




Axminster
CARPETS

NEWS AND UPDATES THIS MONTH

Brockway announces sales team movers and shakers

Brockway Carpets continues to strengthen its sales team with the appointment of Paul Crittenden as a new Area Sales Manager, whilst Dan Milstead moves to familiar territory.

Paul joins from Axminster Carpets, and becomes Brockway's Area Sales Manager for Essex, Suffolk, Norfolk, Cambridgeshire and North London. Previously, he managed the flooring department of independent department store Barretts of Woodbridge, where he

worked for 18 years. He said: "Brockway's expansion has been incredible over the last three years. The portfolio is very relevant to today's consumer, they really listen to what people want and I'm very excited to join."

At the same time, Brockway's Area Business Manager Dan Milstead moves back to former territory covering Bedfordshire, Hertfordshire, Buckinghamshire, Oxfordshire and Northamptonshire. Dan, who has worked for Brockway for 9 years, said: "I'm looking forward to seeing some familiar faces and renewing acquaintances." National Sales Manager Steve Glover added: "This is a great time to be part of Brockway's success with the roll-out of our superb new collections. Paul will be an important asset to our now 12-strong team."

Brockway has been designing and producing high quality carpets in

Kidderminster since 1964. The company combines British craftsmanship using the finest raw materials to ensure the sustainable manufacture of award-winning carpets, which offer great value for money for any budget and taste.

Contact Brockway on
01562 828200 or visit
www.brockway.co.uk



Alternative wins gold at House Beautiful Awards



Kirsty Barton and Lorna Haigh of Alternative Flooring receiving the award from the host David Domoney and 2LG Studio, Russell Whitehead and Jordan Cluroe

Alternative Flooring won the gold award for "Best Carpet or Rug" with its Liberty Fabrics collection at the House Beautiful awards 2017, which celebrate the very best in homes and interiors.

The awards ceremony took place at the IET London, The Institute of Engineering

and Technology, 2 Savoy Place, London WC1R 0BL on Thursday 16 November.

"We are so delighted to win this award. Design and innovation in wool carpet design is on the increase, which is great news for the British Textile industry. The design and making of wool carpets

should be celebrated and what's better than winning an award for getting this message out there?" Says Lorna Haigh, Creative and Marketing Director of Alternative Flooring.

Alternative Flooring with Liberty Fabrics was praised for how two great British brands have got together to share a rich heritage of design and making. This is the first time that Liberty Fabrics has used its iconic patterns on carpet and rugs.

The patterns have been expertly woven by Alternative Flooring into wool carpet and bespoke rugs offering a fresh visualisation to famous prints, bringing them into interiors in a unique and innovative way. Walk on floral gardens, summer meadows, sea shells and exotic paisleys, all created to adorn the interiors of both modern and vintage environments.

Supporting British design and manufacturing were key factors in Alternative Flooring with Liberty Fabrics collection. The carpet is woven on state of the art axminster looms in Wilton, Salisbury.