



BE BOLD
A colourful pattern will make a big statement. Wool Fabulous carpet in Ruby, Crucial Trading



DRAW THE EYE
Give the hall a focal point with a runner. Morocco runner in Agadir, Kersaint Cobb



KEEP CALM
Choose a plain design for a relaxed feel. York Wilton carpet in Chambray, Ulster

SAFE & STYLISH

Research by The Carpet Foundation confirms that carpet is a smart choice for homeowners looking for beautiful flooring that's both practical and healthy to live with

Carpet has always been a popular choice for British homeowners. As well as contributing to the style of a room thanks to the huge variety of designs available, there are many practical benefits, too. Carpet adds warmth underfoot, creating a cosy retreat, and also helps to insulate our homes and reduce noise pollution.

Some people believe that carpet isn't the best option for asthma and allergy sufferers because the fibres can harbour dust mites. But a recent review of research by The

Carpet Foundation has confirmed this not to be the case*. The humidity in carpet is too low for dust mites to thrive. In fact, its three-dimensional structure acts like a sponge and soaks up most of the mites and allergens, which can then be removed with regular vacuuming**. This prevents pollutants from becoming airborne, meaning they can't be inhaled, so air quality is improved.

Wool carpet is especially good for creating a healthier home environment. It absorbs common airborne pollutants and holds them in the pile, helping to improve

air quality***. The Carpet Foundation regularly reviews research on asthma and there is no scientific evidence to suggest that removing carpet is beneficial to asthma sufferers. So if you or someone in your family has asthma, you can be confident that carpet is a sensible option.

For peace of mind, buy carpet from a retail member of The Carpet Foundation, with a Code of Practice approved by the Chartered Trading Standards Institute. ²⁵ For further information and advice on choosing carpet, please visit carpetfoundation.com

THE CARPET FOUNDATION IS SUPPORTED BY:

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*'Carpet, Asthma and Allergies – Myth or Reality', MW Sauerhoff, 2008 **Adilah N, et al, 'The Effect of Frequent Vacuum Cleaning on the House Dust Mite Allergen, Der P1, In Carpets: A Pilot Study', Nz Med J, November 1977, 438-9 ***Causar SM, 'Absorption of Nitrogen Dioxide by Carpets', Wronz Report; Causar SM, et al, 'The Role of Wool Carpets in Controlling Indoor Air Pollution', Proceedings of the 9th International Wool Textile Research Conference, Biella, Italy, 1995