

SAFE UNDERFOOT

Carpet is a smart choice for a healthy home and a stylish interior



Nothing beats the look and feel of carpet – it's a fabulous finishing touch to any decorating scheme. And it's a healthy choice too. There's a belief that having carpet can increase incidents of asthma and allergies because the pile can harbour dust mites, but according to the Carpet Foundation's review of the latest research by leading scientists, there's no evidence for this.*

In fact, the research has shown that carpet doesn't provide dust mites with the humidity or temperature they need to thrive. Instead, because of its three-dimensional structure, it acts like a sponge and traps mites and allergens, which are then easily removed with normal vacuuming. As a result, unlike with hard floors, they don't become airborne and therefore can't be inhaled, so in fact air quality is improved and sensitisation is reduced.

Versatile, functional and stylish – it's no wonder carpet is the UK's favourite floor covering.

MAIN: **Sensation** in Cape Diamond, from £34/sq metre, Cormar
 INSET: **Boucle Naturals** in Sloane Steel, from £25/sq metre, Cormar
 RIGHT: **Sisool Twine** in Light Stone, £120/sq metre, Crucial Trading



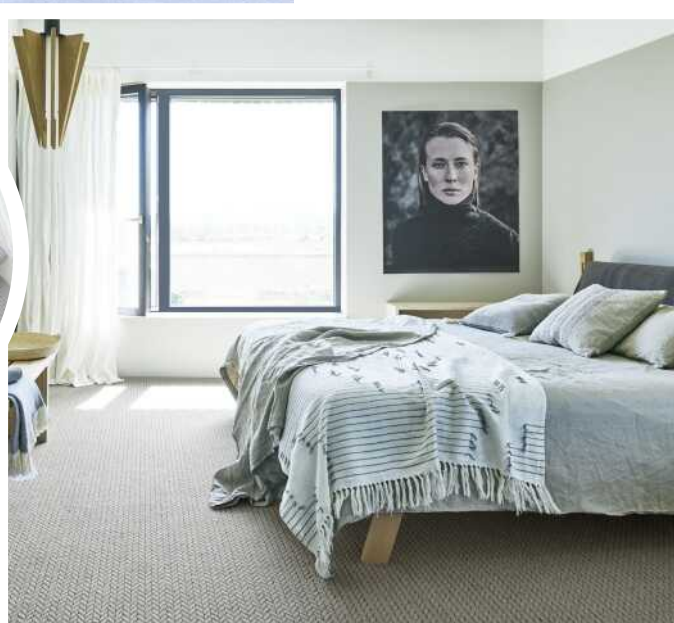
STYLISH CHOICE

There's a style of carpet for every home. Wonderfully versatile, it suits both contemporary and traditional looks. Whether you want something understated to suit a Scandi theme in elegant neutrals, are wanting to make a statement with vibrant colours and patterns, or love a rustic look and natural finishes, there's the perfect option to suit every style and budget.

Soft and tactile, it's less slippery to walk on than hard floors, and with insulating

properties, it keeps rooms cosy and warm.

For peace of mind, buy from a Carpet Foundation member, with a Code of Practice approved by the Chartered Trading Standards Institute. See carpetfoundation.com



The Carpet Foundation is supported by these leading suppliers to the UK carpet industry:

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