

FANTASTIC SERVICE

with a personal touch

Consider buying your new carpet from a Carpet Foundation retailer for peace of mind



Abbotsford in Heather Kilgour, £69.99 per m², Brintons



Habitus Croft in Soya, £40 per m², Ulster Carpets

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

Associated Weavers; Brockway; Brintons; British Wool; Cavalier; Cormar; Cloud 9; Crucial Trading; Edel Telenzo; Hugh Mackay; Kersaint Cobb; Kingsmead; Penthouse; Regency Carefree; Thomas Witter; Ulster; Victoria; Whitestone Weavers.

Speed and convenience are often cited as the reasons for buying online. With Carpet Foundation retailers, you are assured of good old-fashioned personal service from people who are highly knowledgeable.

The digital revolution continues to put pressure on the high street. It is estimated that 15% of all retail spending is now done online. Alas that to the rise in business rates, and small shops are being squeezed.

Yet, against this backdrop, shoppers are flooding back to butchers, bakers and dedicated stores. 'Specialists' are very much in vogue. This applies to carpet shops too. On the face of it, it may appear convenient, and quick, to buy carpet online but buyer beware!

We only buy carpet, on average, every seven years. You need to buy from people you can trust and who are experts. Most importantly, you need to have a fall-back position if things go wrong. Imagine being responsible for getting your carpet back to your supplier – because you will have to if you buy online.

The Carpet Foundation has 450 independent retailers nationwide. Many are family-owned and have been selling carpet for generations. Pillars of the local community, it is that pride and passion that drives them.

Furthermore, all 450 operate under a

Consumer Code of Practice approved by the Chartered Trading Standards Institute. It guarantees you a certain level of service, (no nasty surprises on the bill) and, in the highly unlikely event of a problem, there is an agreed dispute resolution process. They are the only carpet retailers in Britain allowed to follow this Code of Practice and are monitored to ensure compliance.

They will ensure you buy the carpet that is right for you and be fully responsible for your installation.

Shopping is one thing we do brilliantly in this country. Buy your carpet from local experts, who will give you great service, genuine expertise and access to a broad range of quality carpets to suit all budgets.

For further information, please visit www.carpetfoundation.com.



Deco Collection Design Zig Zag 100% three-ply wool, £38 per m², Hugh Mackay

YH PROMOTION