

Hug Rug [®]

ECO-FRIENDLY PRODUCTS MADE WITH LOVE



Everyone loves a Hug



Hug Rug [®]

ECO-FRIENDLY PRODUCTS MADE WITH LOVE



PROUD SUPPORTERS OF THESE LOVELY CHARITIES...



WE ALL LOVE HUGS



MADE FOR YOU by
phoenox
TEXTILES LTD

Spring Grove Mills, Clayton West, Huddersfield HD8 9HH
T: +44 (0)1484 863 227 F: +44 (0)1484 865 352
W: www.phoenox.co.uk E: info@phoenox.co.uk



THE BEST JUST GOT BETTER

We've always been a **PROUD Yorkshire company** and so I'm very proud to bring you the best ever HUG RUG range! We and our thousands of Hug customers have always known that Hug Rug is the best on the market, however we don't like to stand still! Throughout the last few difficult years we've been working hard to make them even better by investing in every aspect, from the design to the way we make them and how we print them...

There is more recycled cotton tufts in every mat, making them feel **more luxurious and absorbent**. The **non-slip backing is heavier** and even more durable than ever. With over **£2 million pound investment** in a state of the art print line that uses more environmentally friendly, **colourfast and vibrant inks** making **Hug Rugs look better than ever before**.

I'm so proud of the Hug Rug team and our latest range of product, and I'm sure you'll love them as much as we do! Look out for our beautiful new designs throughout this brochure



Lucie Madley
Creative Director



They feel sooo good!



And look even better don't you think!



"We'd love to extend a proper Yorkshire welcome to all our customers, come visit us at our Yorkshire mills and we'll show you how we manufacture our Great British Hugs..."



Hug Rug®

ECO-FRIENDLY WASHABLE COTTON MATS...



WE WORK HARD YEAR ON YEAR TO MAKE OUR HUG RUGS AS ENVIRONMENTALLY FRIENDLY AS POSSIBLE. WE RECYCLE...

- ...IN THE COTTON TUFTING: OVER 6.6 MILLION T-SHIRTS PER YEAR
- ...TO CREATE AN EXTRA TOUGH MEMBRANE: OVER 16 MILLION PLASTIC BOTTLES PER YEAR
- ...IN OUR BACKING: OVER 192 TONNES RECYCLED INDUSTRIAL PLASTICS PER YEAR

PLUS our mills in Yorkshire are... ZERO WASTE TO LANDFILL

THE MAT WITH A HEART

- ♻️ RECYCLED CONTENT - UP TO 90%
- ♻️ TRAPS UP TO 95% DUST DIRT AND MUD
- ♻️ GENUINELY MANUFACTURED IN THE UK
- ♻️ ULTRA ABSORBENT - ABSORBS UP TO 3X ITS OWN WEIGHT IN WATER
- ♻️ WASHABLE AT 30°C
- ♻️ 5 YEAR MANUFACTURER GUARANTEE
- ♻️ LARGE RANGE OF PLAINS AND PATTERNS
- ♻️ HARD WEARING, NON-SLIP RUBBER BACKING WITH RECYCLED CONTENT

HOW TO ORDER

WE ARE HERE TO HELP:

Call us: 01484 863 227

Mon-Fri 9am-5pm our friendly sales team are here to help you. Whether it is to take your order, help with any questions about our offers, brands and products or to get your online account set up for you. We're a friendly bunch and would love to hear from you!

ORDER ONLINE:

Visit www.phoenix.co.uk and click on the 'TRADE LOGIN'

We are trying to make everyone's jobs that little bit easier with our trade website which offers you...

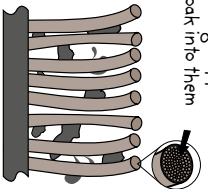
- ★ Easy ordering
- ★ Faster lead times
- ★ Access to previous orders
- ★ Accounting access including statements & invoices
- ★ Delivery tracker
- ★ Plus discover more products from our brand portfolio

If you don't already have an account just register for access on the website or if you need some assistance speak to our lovely sales team.



PLAIN FLECK

each tuft contains thousands of fibres allowing trapped mud and dirt to soak into them



special dirt trapping cotton & microfibre

These are our best selling HugoRug's plain and simple. Now with antibacterial/antiviral protection added this is a range that blends into any home setting and helps to keep homes cleaner and more hygienic. The fleck design are made from a mix of coloured recycled cotton fibres that give a fleck in attractive colour palettes help disguise mud and dirt.

Our Plain Fleck mats are ideal all year round



♥ COTTON RICH FACE TRAPS UP TO 95% DUST, DIRT & MUD

♥ EASY CARE, MACHINE WASHABLE ON COOL WASH

♥ ANTI-SLIP, HEAVY WEIGHT RUBBER BACKING



Available in the following sizes:
 50cm x 75cm
 80cm x 100cm
 65cm x 150cm (Runner)
 80cm x 150cm (Runner)



ALL our plain mats are available in 2 different runner sizes
 Mats shown here are 50x75cm proportion

ALL OUR INDOOR HUGS HAVE...



ECO-GENICS BACKING:



<p>LINEN</p>	<p>COFFEE</p>	<p>STONE</p>
<p>LIGHT GREY</p>	<p>SAGE GREEN</p>	<p>INDIGO BLUE</p>
<p>SLATE</p>	<p>CHARCOAL</p>	<p>TERRACOTTA</p>

Runner Coffee

NEW

GREAT NEW ON TREND COLOUR

flecked colours help hide the dirt



All our rubber backed mats have patented technology to help reduce noise & echo

♥ We are so proud of our HugoRugs that we had them independently tested and they out performed all other leading brands!



CANDY RANGE

Our Original Plains have such a great range of colours that we've created these gorgeous CANDY mats using a mixture of the plain fleck fibres to create subtle stripes, brick patterns and zig zags, so if you can't decide which is your favourite plain colour try one of these...

Available in the following sizes:

- 50cm x 75cm – Horizontal stripes
- 80cm x 100cm – Vertical stripes
- 65cm x 150cm (Runner) – Horizontal stripes
- 80cm x 150cm (Runner) – Vertical stripes

CANDY STRIPE DESIGNS



CANDY STRIPE



CANDY SAGE



CANDY SLATE



RIBBON GREY



CANDY ZIGZAG



RIBBON GREY ZIGZAG



BRICK DESIGNS

CANDY BRICK



SELECT RANGE

Called SELECT as we have carefully selected plain yarn and combined the colours to make clean looking stripes and zig zag designs. Natural, eco friendly and on trend solid colours and styling. Add a touch of texture to any modern surrounding and keep your floors clean at the same time – ultra absorbent style.

Available in the following sizes:

- 50cm x 75cm – Horizontal stripes
- 80cm x 100cm – Vertical stripes
- 65cm x 150cm (Runner) – Horizontal stripes

WE RECYCLE...



PORTLAND STRIPE



NEW ENGLAND STRIPE



PORTLAND ZIGZAG

BLUE TONES OF PORTLAND OR
RUSTIC BROWN TONES OF NEW ENGLAND,
WHICH DO YOU PREFER?

*Lovely designs made up of select fibres
all with antiviral/antibacterial protection*



NEW ENGLAND STRIPE



PORTLAND ZIGZAG



PORTLAND STRIPE

HUGO RUG® SENSE

LUXURY ECO-FRIENDLY MATS

Available in the following sizes:
 50cm x 75cm
 65cm x 100cm
 65cm x 150cm (Runner)
 80cm x 120cm



CHARCOAL



CLOVE BROWN



STONE



GHOST GREY



ROSE



MINK

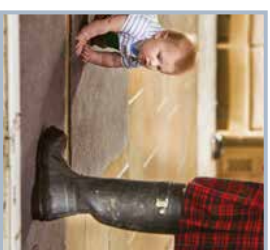


FRENCH NAVY



PUMICESTONE

- WASHABLE
 - BRITISH MADE
 - SUSTAINABLE
 - HARD WEARING
 - SUPER SOFT LUXURY PILE
- WHAT MORE COULD YOU ASK FOR!



NUMBER OF RECYCLED BOTTLES (250ml) IN EACH SENSE MAT:

50 X 75cm = 115 bottles
 65 X 100cm = 200 bottles

65 X 150cm = 300 bottles
 80 X 120cm = 295 bottles

CUSTOMERS LOVE THEM...



5 star customer review
 Love my Hugo Rugs. I have the sense ones made of recycled bottles and they are machine washable. Lovely quality. Delighted with them, I now have three of them!
 Polo Girl



Stains and spills just wash off!

GHOST GREY



British made & eco-friendly!

ROSE

Good job it's washable!



FRENCH NAVY



STONE

No shedding. Stain resistant & washable

Super soft and hard wearing all at the same time!

HugobRug®

SENSE

ECO-FRIENDLY BATH MATS

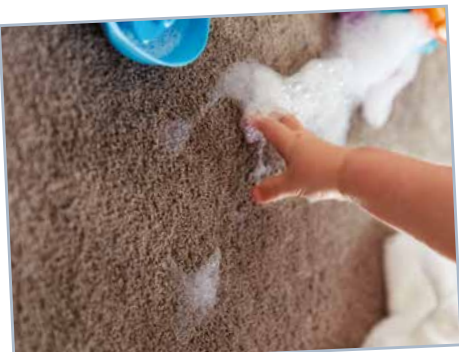
Available in the following sizes:

50cm x 75cm
65cm x 100cm



STAIN RESISTANT, EASY WASH AND
IDEAL FOR FAMILY LIFE

MADE FROM OUR **ECO-LUX™** YARN



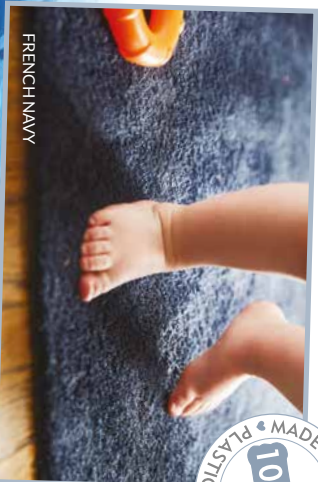
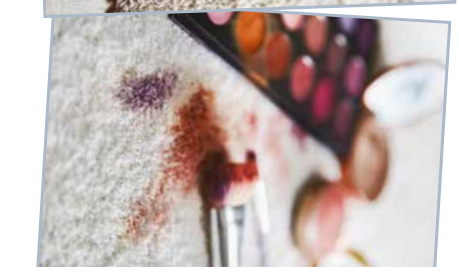
MINIK



GHOST GREY



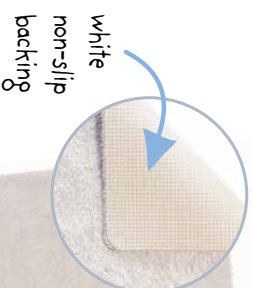
FRENCH NAVY



FRENCH NAVY



PUMICE STONE



white
non-slip
backing



FRENCH NAVY



PUMICESTONE



MINIK



GHOST GREY

PLANET FRIENDLY - YET SO PRACTICAL...
MAKING SENSE FOR THE ENVIRONMENT & YOUR HOME

Hug Rug®

ECO-FRIENDLY WASHABLE COTTON MATS

HOMES & GARDENS

BEAUTIFUL NEW DESIGNS!

We have a gorgeous new range of nature inspired Hug Rugs here as well as RHS charity modern and pet designs which you will find throughout the brochure.



NATURE22 (MAT ONLY)



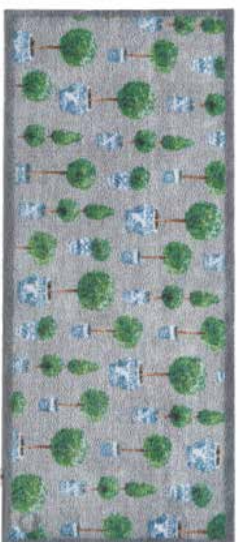
STRAWBERRIES 1



STRAWBERRIES 1 RUNNER



TOPIARY 31



TOPIARY 31 RUNNER

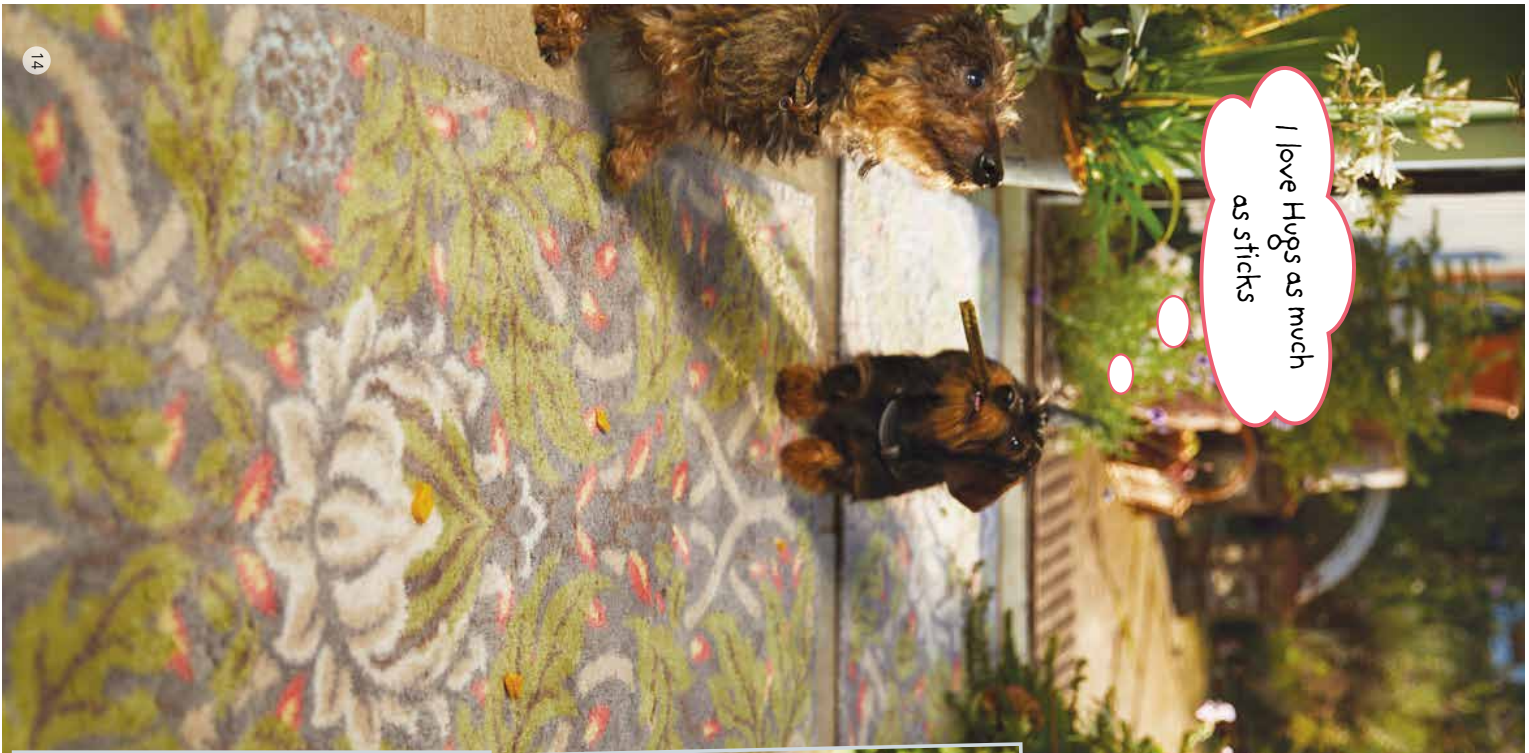


HOME 45



HOME 45 RUNNER





Available in the following sizes:
65cm x 85cm
65cm x 150cm (Runner)

Whatever style of home there is a Hug Rug to suit all tastes - from traditional to fun loving

ALL OUR INDOOR HUGS HAVE...

ECO-GENICS
BACKING:

With patented noise
reducing technology
PATENT: GB 2919718



HOME 34



RUNNER HOME 34



NATURE 14



RUNNER NATURE 14



NATURE 12



RUNNER NATURE 12



MUSHROOM 1



RUNNER MUSHROOM 1



SOFT TOUCH!



WE LOVE HUGS!

Available in the following sizes:
65cm x 85cm
65cm x 150cm (Runner)

OUR TRADITIONAL FAVOURITES...

They get more absorbent with every wash

ALL OUR INDOOR HUGS CAN...



HOME 40



RUNNER HOME 40



HOME 15



RUNNER HOME 15



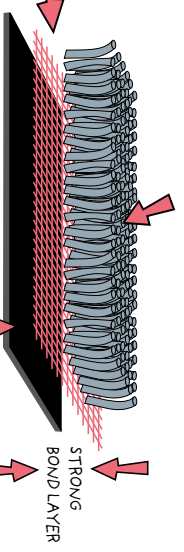
HOME 37



RUNNER HOME 37

Tufts made from recycled cotton and microfibre

Extra tough fibre membrane made of recycled plastic bottles



STRONG BOND LAYER

Flexible anti-slip, anti-stain rubber backing containing recycled industrial plastic waste & patented noise reducing technology



PATENT: GB 2919748

HAVE FLOWERS & HUGS ALL YEAR ROUND ...



LEMONS & LILIES



RUNNER LEMONS & LILIES



FLORAL 3



RUNNER FLORAL 3



FLORAL 2



RUNNER FLORAL 2



NATURE 17



RUNNER NATURE 17

ALSO AVAILABLE IN 65cm x 100cm

ADDITIONAL PATENTABLE SIZES AVAILABLE

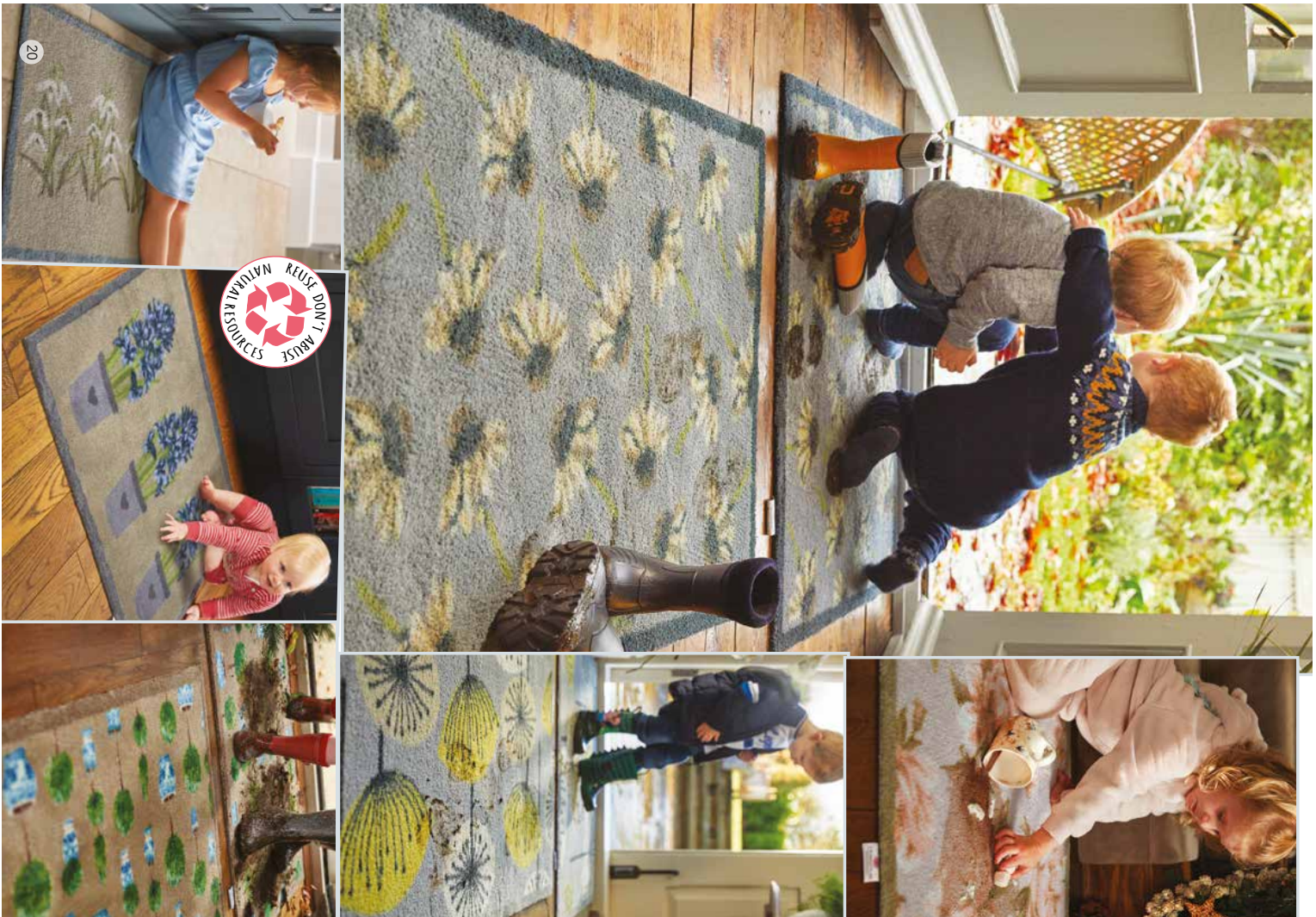
BEST SELLER



PATENT GB 2591748

With patented noise reducing technology





These lovely designs don't have runners we think they are perfect just as mats!

Available in the following sizes:
 65cm x 85cm
 65cm x 150cm (Runner)
 Runner available only if shown



HYACINTH 1



FLORAL 4



HERITAGE FLORAL 1

GREAT FOR ALL AROUND THE HOME NOT JUST IN THE DOORWAY



DAISIES 1



RUNNER DAISIES 1



NATURE 20



RUNNER NATURE 20



TOPIARY 30



RUNNER TOPIARY 30



Get more absorbent with every wash!



Available in the following sizes:
65cm x 85cm
65cm x 150cm (Runner)



DAFFODIL 1



RUNNER DAFFODIL 1



NATURE 15



RUNNER NATURE 15



KITCHEN 16



RUNNER KITCHEN 16

TRAPS UP TO 95% DIRT DUST AND MUD – £ MACHINE WASHABLE



THE MAT WITH A HEART

WE WORK HARD YEAR ON YEAR TO MAKE OUR RUGS AS ENVIRONMENTALLY FRIENDLY AS POSSIBLE. WE RECYCLE...



OVER 6.6 MILLION T-SHIRTS PER YEAR

OVER 16 MILLION PLASTIC BOTTLES PER YEAR

OVER 192 TONNES RECYCLED INDUSTRIAL PLASTICS PER YEAR

...IN THE COTTON TUFTING

...TO CREATE AN EXTRA TOUGH MEMBRANE

...IN OUR BACKING

PLUS our mills in Yorkshire are...

ZERO WASTE TO LANDFILL





GUR RHS CHARITY MATS

Inspired by the true beauty of nature these beautiful designs are RHS approved. Perfect for all garden and nature lovers, we love them and we're sure you will too.



NATURE 25



RUNNER NATURE 25



GARDEN MULTI FLORAL



GARDEN MULTI FLORAL RUNNER



Mummy likes flowers in the house



24

NATURE 25



MULTI FLORAL 1



RHS

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Garden Tools is NEW to the RHS Collection



GARDEN TOOLS



GARDEN FLORAL 1



Available in the following sizes:
65cm x 85cm
65cm x 150cm (Runner)
Runner available only if shown



AUTUMN LEAVES



RUNNER AUTUMN LEAVES



BUGS & BUTTERFLIES



RUNNER BUGS & BUTTERFLIES



WOODBLOCK 1



RUNNER WOODBLOCK 1



25



10% of sales from the mats and runners shown here to the RSPB



LOVE BIRDS 1



NUTHATCH 1



RUNNER NUTHATCH 1



BIRDS 1



RUNNER BIRDS 1

ALL THESE GORGEOUS CHARITY DESIGNS ARE HYING OFF THE SHELVES

10% of sales from the mats and runners shown here to Bumblebee Conservation Trust



BEE 1



RUNNER BEE 1



BEE 2



RUNNER BEE 2



So far we've raised over

£32,000

for our chosen charities



4Me and Mum are saving the Bees - Yeah!!



BEE HAPPY!!

MODERN – SPOTS & STRIPES

HugoRug offer a range of contemporary designs to brighten your home, our spots and checks are always best sellers, ideal for adding colour to any home...



2 FUN NEW DESIGNS!
FOR OUR LOVELY NEW CHARITY!



BRIGHT SPOT 1



BRIGHT SPOT 1 RUNNER



DESIGNER 20



DESIGNER 20 RUNNER

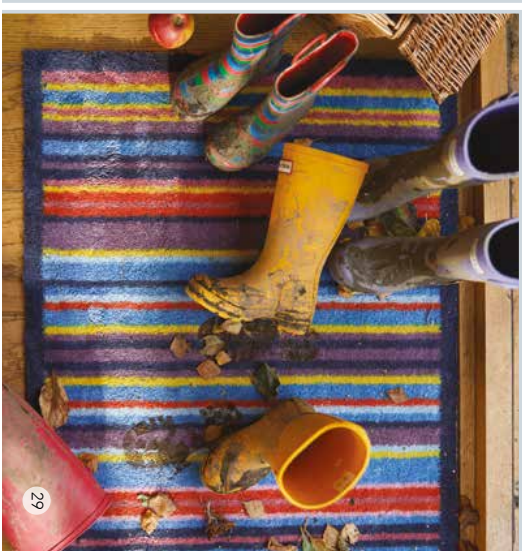


STRIPES 85



STRIPES 85 RUNNER

PLUS THESE LOVELY NEW STRIPES TO BRIGHTEN YOUR DAY





GO DOTTY FOR SPOTS



GO CRAZY FOR CHECKS

IDEAL ALL YEAR ROUND



Available in the following sizes:
65cm x 85cm
65cm x 150cm (Runner available where shown)



CHECK 12



HAVE FUN WITH THIS SMALL CHECK



CHECK 17



RUNNERCHECK 17

BRIGHTEN UP ANY SPACE



CHECK 10



RUNNERCHECK 10

THIS IS ALWAYS A FAVOURITE



SPOT 10



RUNNERSPOT 10

DARK BACKGROUND WITH FUN POPS OF COLOUR



SPOT 12



RUNNERSPOT 12

ALSO AVAILABLE IN 65cm x 100cm



When she said she loved the matching runner she didn't mean you!

I beg to differ!



IDEAL FOR ALL YEAR ROUND

Available in the following sizes:
65cm x 85cm
65cm x 150cm (Runner)

ALL OUR INDOOR HUGS HAVE...



WE KNOW YOU LOVE MATCHING MATS & RUNNERS ...SO MANY TO CHOOSE FROM!

INVITING, PLAYFUL COLOUR PALETTE

BEST SELLER



STRIPES 32



RUNNER STRIPES 32

TRY A HORIZONTAL STRIPE!



STRIPES 84



RUNNER STRIPES 84

STYLISH TICKING STRIPE!



STRIPES 83



RUNNER STRIPES 83

BRIGHT AND FUN



DESIGNER 10



RUNNER DESIGNER 10





Available in the following sizes:

- 65cm x 85cm
- 65cm x 150cm (Runner)
- Runner available only if shown

100% British made & manufactured at our ZERO TO LANDFILL mills in Yorkshire

ALL OUR INDOOR HUGS HAVE...



MONOCHROME & STYLISH



STRIPED 82



RUNNER STRIPED 82

FUN & BRIGHT



DESIGNER 13



RUNNER DESIGNER 13

RICH & AUTUMNAL



STRIPED 70



RUNNER STRIPED 70

NEUTRAL COLOURS GO WITH ANYTHING.



STRIPED 26



RUNNER STRIPED 26

COUNTRY COLLECTION

Introducing our gorgeous new Country range – everyone loves cute animals and these beautifully illustrated designs will add a warmth to any home, using a palette of colours perfect to brighten your room on the dreariest of days.

Mummy got a Hug in a box, I'd rather have a toy!



Available in the following sizes:
 65cm x 85cm
 65cm x 150cm (Runner)
 Runner available only if shown

See our great new outdoor printed mats on page 44



ALL OUR INDOOR HUGS CAN...



HIGHLAND 1



RUNNER HIGHLAND 1



PHEASANT 1



RUNNER PHEASANT 1

ALSO AVAILABLE IN AGA SIZE 65x100



CHICKEN 1



RUNNER CHICKEN 1



HARE 1



RUNNER HARE 1

Available in the following sizes:
 65cm x 85cm
 65cm x 150cm (Runner)
 Runner available only if shown

They get better with every wash



HEDGEHOG 1



RUNNER HEDGEHOG 1



SHEEP 1



RUNNER SHEEP 1



DEER 1



RUNNER DEER 1



DUCKS 1



RUNNER DUCKS 1



ALSO AVAILABLE IN AGA SIZE 65x100



Our animal designs are super cute and they work a treat – no more muddy floors



Add some character to your kitchen –
 non slip and super absorbent



PET RANGE

We all love pets but they are no good at wiping their feet, so HugoRug is perfect for stopping those paw prints in their tracks.

Available in the following sizes:
 65cm x 85cm
 65cm x 150cm (Runner)
 Runner available only if shown

GORGEOUS NEW PET DESIGNS!

NEW



PET 70



PET 70 RUNNER

NEW



PET 75



PET 75 RUNNER

NEW



PET 80



PET 80 RUNNER

NEW



PET 85



PET 85 RUNNER



BEST SELLING PET DESIGNS!

BEST SELLER



PET 60



RUNNER PET 60



PET 10



RUNNER PET 10



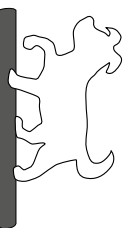
PET 45



RUNNER PET 45



NON-SLIP NINJA



Perfect for older pets who are worried about slippery floors or younger ones that can't stop running in all muddy!

Non-slip and machine washable - just what you need with muddy pets!



COMING SOON!

PRINTED OUTDOOR ECO-RANGE

Our amazing team have been working hard to bring you these gorgeous hard-wearing outdoor printed mats! They are made using remarkable ECONYL® fibre which is created from nylon waste (like fishing nets and old carpet) that would otherwise be polluting the oceans or going to landfill.

The ultra-tough construction provides an effective barrier against mud and dirt, while also offering UV and all-weather protection. They are even jet-washable! The special drainage holes in the backing allow excess water to escape which prolongs product life. Choose from 6 gorgeous designs which complement some of our best-selling indoor mats.

Sizes: 65cm x 85cm



OUTDOOR HIGHLAND 1



OUTDOOR PHEASANT 1



OUTDOOR DESIGNER 13



OUTDOOR PET 10



OUTDOOR NATURE 17



JET WASHABLE

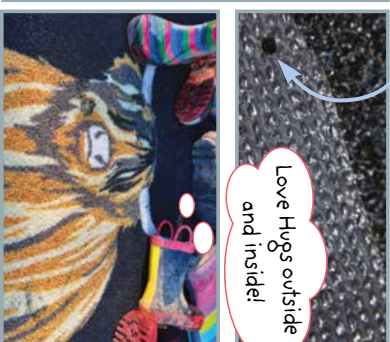
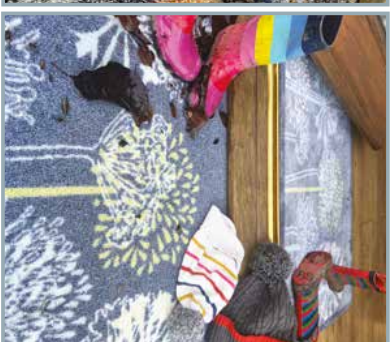


OUTDOOR STRIPE 32



GREAT FOR MATCHING INDOOR AND OUTDOOR MATS

Strong fibres act as a scraper for mud while drain holes in the backing allow the water to escape!



Love Hugs outside and inside!

Discarded fishing nets and ropes are the biggest single source of plastic pollution in our oceans. By collecting and recycling them we can create new long-lasting eco-friendly products...



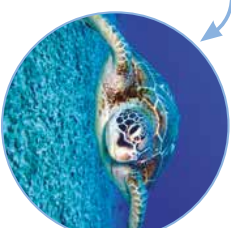
COLLECT & RECYCLE FISHING NETS & DISCARDED PLASTIC



CREATE STRONG REUSABLE YARN



DEVELOP SUSTAINABLE, LONG LASTING PRODUCTS



HELP KEEP THE OCEANS SAFE & REDUCE PLASTIC POLLUTION

OUTDOOR RANGE (continued)



Drain holes in the backing allow the water to escape!

GORGEOUS DOORSTEP COIR TO GIVE A WARM WELCOME TO YOUR VISITORS



LOVE THE OUTDOORS – BUT KEEP IT OUTSIDE!
Scrape the mud off your boots before going indoors

Available in the following sizes:
 50cm x 70cm
 60cm x 80cm
 65cm x 130cm (Runner)

PLAIN OUTDOOR MATS

Our plain outdoor mats are made in the UK



OUTDOOR LINEN



OUTDOOR COFFEE



OUTDOOR CHARCOAL



OUTDOOR RUNNER - AVAILABLE IN ALL COLOURS

Runner size 65cm x 130cm

PRINTED COIR MATS - ENGLISH COUNTRY GARDEN

Available in two size:
 45cm x 75cm & 60cm x 90cm



NATURAL



HARD WEARING



ECO FRIENDLY



ENGLISH GARDEN 1



ENGLISH GARDEN 2



ENGLISH GARDEN 3

To see our full range of coir designs available please speak to your sales manager



BATHROOM RANGE

Brighten up your bathroom with a splash of colour and soak up any spills at the same time! They can absorb up to 3x their own weight in water and get better with every wash, so go on splash about as much as you like!



10% CHARITY DONATION

48

So super soft and ultra absorbent

ABSORBS UP TO 3X ITS OWN WEIGHT IN WATER



Available in the following sizes:

- 50cm x 75cm
- 65cm x 85cm
- 65cm x 150cm (Runner – Ocean 1 only)

Working with the Ocean Conservation Trust to help protect and preserve the oceans by delivering innovative ocean habitat restoration projects and promoting pro-ocean behaviour.

SUPPORTING ANOTHER GREAT ORGANISATION WITH THIS GORGEOUS DESIGN...



OCEAN 1



RUNNER OCEAN 1

10% CHARITY DONATION

HELP US TO RAISE MONEY FOR OCEAN CONSERVATION BY SELLING LOTS OF OUR SEA TURTLE MATS



BATHROOM 13



BATHROOM 14

ALL OUR INDOOR HUGS HAVE...

ECO-GENICS BACKING:

Our bathroom mats have a white backing with recycled content



ALL OUR INDOOR HUGS CAN...

ABSORB UP TO 3X ITS OWN WEIGHT IN WATER

49





LUXURY BAMBOO BATHROOM MATS

Our eco-friendly range of beautifully soft and silky bamboo bathroom mats. It is not always possible for us to completely manufacture the products in the UK so our bamboo products are designed in the UK, and made as sustainably as possible by our partners in India. 100% organic and as eco friendly as we can make them. You'll love our range of contemporary, stylish colours and the sculptured designs will add elegance to any bathroom.

3 SCULPTURED DESIGNS

2 SIZES: 50cm x 80cm & 60cm x 100cm



BAMBOO BORDER CREAM

BAMBOO PLAIN CREAM

BAMBOO STRIPE CREAM

6 LOVELY COLOURWAYS



GREY

WHITE

LAVENDER

CREAM

LATTE

GRAPHITE



It's softer than my teddy bear



SUPER SOFT



GORGEOUS DETAILING



WRAP UP THE ONES YOU LOVE IN BAMBOO



& GORGEOUS TEXTILE RANGE

Made from 70% bamboo and 30% cotton they are the ultimate in luxury. Perfect to complement our Bamboo bathroom mats. This range is designed in the UK, and made as sustainably as possible by our trusted partners in Turkey.

BAMBOO TOWELS IN 4 COLOURS

HOTEL STYLE SHOWER MAT

SIZES:

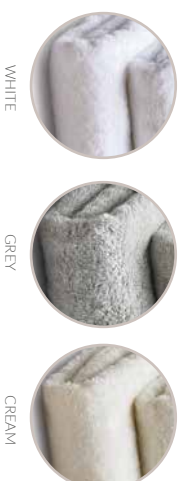
- FACE CLOTH - 30cm x 30cm
- HAND TOWEL - 50cm x 90cm
- BATH TOWEL - 70cm x 125cm
- BATH SHEET - 100cm x 150cm

SIZES:

50cm x 80cm



BAMBOO GRAPHITE TOWELS



WHITE

GREY

CREAM



TOWELLING FINISH BOTH SIDES (NO BACKING)



SHOWER MAT - GRAPHITE



WHITE

GREY

CREAM