

WE ALL LOVE HUGS

Hug Rug[®]

ECO-FRIENDLY PRODUCTS MADE WITH LOVE



Proud supporters of these lovely charities...



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

Hug Rug[®]

ECO-FRIENDLY PRODUCTS MADE WITH LOVE



Everyone loves a Hug

2024

Hug Rug®

ECO-FRIENDLY WASHABLE COTTON MATS...

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**.



Lizzie Masley

Creative Director



"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.."



Our Hug Rugs are flying out of the door and the demand just keeps on growing



FROM WASTE TO WONDERFUL



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



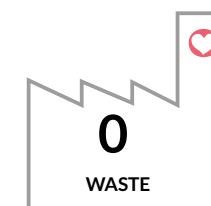
6.6
MILLION
T-SHIRTS
PER YEAR IN THE
COTTON TUFTS



16
MILLION
PLASTIC BOTTLES
PER YEAR TO
CREATE THE EXTRA
TOUGH MEMBRANE



192
TONNES
RECYCLED
INDUSTRIAL
PLASTIC PER YEAR
IN OUR BACKING



0
WASTE
TO LANDFILL FROM
OUR YORKSHIRE
MILLS

THE MAT WITH A HEART

- RECYCLED CONTENT
- 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!



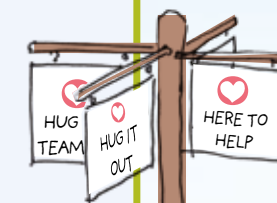
ORDER ONLINE:

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

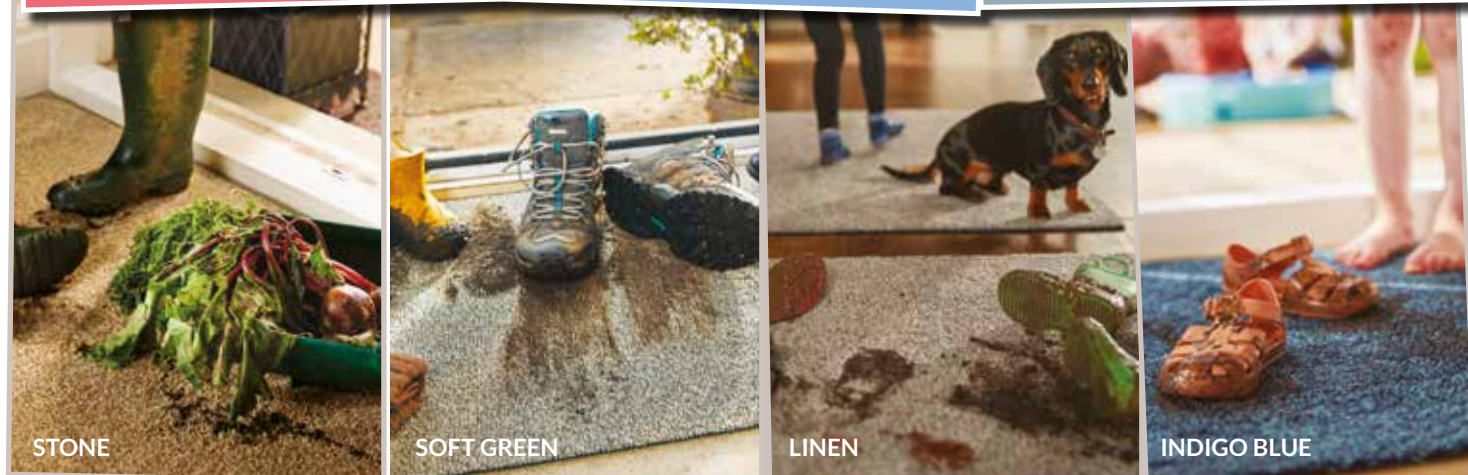
These are our best selling **Hug Rug**'s plain and simple. A range that blends into any home setting and helps to keep homes cleaner and more hygienic. The fleck design are made from a mix of coloured recycled cotton fibres in attractive colour palettes to create a fleck design which helps to disguise mud and dirt.



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

♥ EASY CARE, MACHINE
WASHABLE ON COOL WASH

♥ ANTI-SLIP, HEAVY WEIGHT
RUBBER BACKING



We have tried to replicate the colours as closely as possible in this brochure but colours may vary slightly from the pictures shown.
For full terms and conditions please see visit: www.phoenix.co.uk

Available sizes:

50cm x 75cm
80cm x 100cm
65cm x 150cm (Runner)
80cm x 150cm (Runner)



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



PATENT: GB 2591974 B

New Plain fleck colours available in Spring!

NEW



BEIGE

NEW



SOFT GREEN

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



LINEN



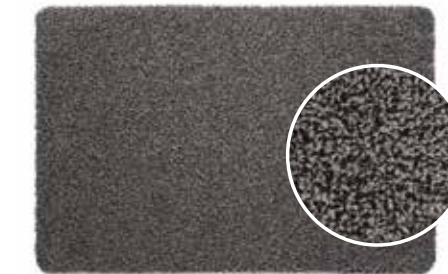
COFFEE



STONE



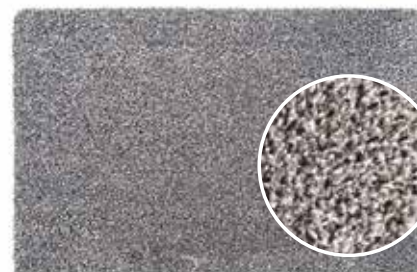
SLATE



CHARCOAL



TERRACOTTA



LIGHT GREY



SAGE GREEN



INDIGO BLUE

Mats shown here are 50x75cm proportion



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 and zig zags, so if you can't decide which is your favourite plain colour try one of these...

Available sizes:

50cm x 75cm – Horizontal stripes

80cm x 100cm – Vertical stripes

65cm x 150cm (Runner) – Horizontal stripes

80cm x 150cm (Runner) – Vertical stripes (size not available on New England or Portland designs)



CANDY STRIPE & ZIG ZAG

All new Candy colours available in Spring!

NEW



CANDY EARTH

NEW



CANDY GREEN

NEW



CANDY ROCKS



CANDY STRIPE



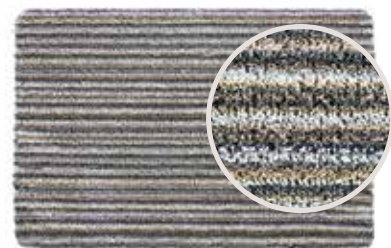
CANDY SAGE



CANDY SLATE



RIBBON GREY



PORTLAND STRIPE



NEW ENGLAND STRIPE



CANDY ZIGZAG



RIBBON GREY ZIGZAG



PORTLAND ZIGZAG



CANDY EARTH



CANDY GREEN

Lovely designs made up of recycled cotton fibres all with antiviral/antibacterial protection



CANDY STRIPE



CANDY SAGE



PORTLAND STRIPE



NEW ENGLAND STRIPE

Our mats are designed not to leave marks, however a combination of cleaning products, sunlight & heat may affect and / or cause discolouration to certain types of flooring when covered. We would advise you to please lift the mat frequently to allow the floor under the mat to be cleaned and aired. Our backing is a natural based product free from vinyl & PVC. For specialist flooring please check with the manufacturer before using any rubber backed mats.

HugobRug® SENSE

LUXURY ECO-FRIENDLY MATS

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

NEW



BEIGE



CLOVE BROWN



STONE



MINK

NEW



FOREST GREEN



CHARCOAL



GHOST GREY



ROSE



FRENCH NAVY



PUMICE STONE



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...

Good job it's washable!



★★★★★
5 star customer review
My Sense mat is very well made and looks luxurious at the front door. Very pleased indeed!

FJD

Stains and spills just wash off!



FOREST GREEN

British made and eco-friendly!



FRENCH NAVY

No shedding, Stain resistant and washable



BEIGE

Super soft and hard wearing!



A GREAT COLLABORATION...



It's the perfect partnership! We are thrilled to be showcasing our NEW HERDY RANGE, two great Northern companies coming together to bring you these colourful designs that will make you smile and bring a sense of fun into your home.

Your customers will flock to these super cute designs...



NEW



BATHTIME HERDY

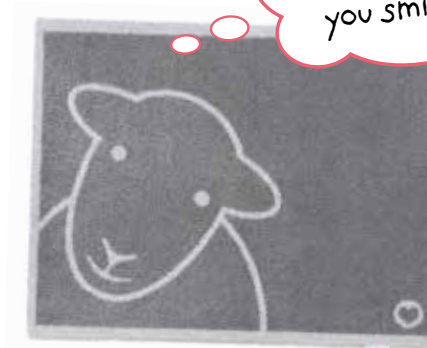
50cm x 75cm available in these 2 designs



HIKER HERDY



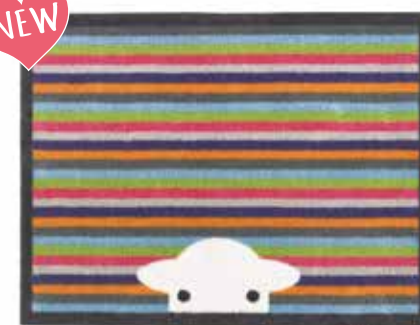
HELLO EWE



HELLO GREY

made to make you smile

NEW



PEEP STRIPE HERDY



RUNNER PEEP STRIPE HERDY

ALSO AVAILABLE IN 50cm x 75cm

NEW



MARRA GREY HERDY



RUNNER MARRA GREY HERDY



MARRA HERDY



RUNNER MARRA HERDY

Available sizes:

65cm x 85cm

65cm x 150cm (Runner)

NEW CUTE LITTLE HUGS 50cm x 75cm

We have listened to our customers and have now extended the little hug range of design, ideal for smaller doorways...

Great sellers in a smaller size...



HELLO EWE



GARDEN MULTI FLORAL 2



HOME 15



MEET YOU



PEEP STRIPE HERDY



PHEASANT GREEN 2



NATURE 17



PET 10



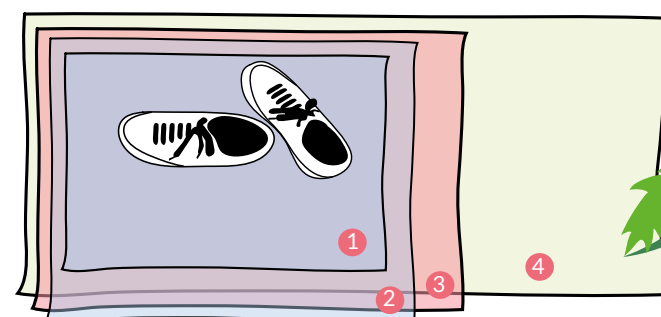
HIGHLAND 1



STRIPE 85



HOME 45



PATTERNED SIZE COMPARISON

- 1 50cm x 75cm
- 2 65cm x 85cm
- 3 65cm x 100cm
- 4 65cm x 150cm



Ideal for internal doorways as well as front doors



HOMES & GARDENS

Feast your eyes on our gorgeous range of British made, nature inspired Hug Rugs as well as charity, modern and pet designs which you will find throughout the brochure.



SUNFLOWER 1



RUNNER SUNFLOWER 1

NEW



NATURE 29



RUNNER NATURE 29



GARDEN MULTI FLORAL 2



RUNNER GARDEN MULTI FLORAL 2

ALSO AVAILABLE IN 50cm x 75cm



HOME 45



RUNNER HOME 45



Everyone loves a hugs and we have
so many to choose from...

Available sizes:
65cm x 85cm
65cm x 150cm
(runners available
where shown)



FLORAL 5 (MAT ONLY)



NATURE 22 (MAT ONLY)



NATURE 50



RUNNER NATURE 50



STRAWBERRIES 1



RUNNER STRAWBERRIES 1



DAISIES 1



RUNNER DAISIES 1





Hug Rugs to suit all styles of home...

Available sizes:
65cm x 85cm
65cm x 150cm (Runner)

NEW



NATURE 40

NEW



RUNNER NATURE 40



NATURE 14



RUNNER NATURE 14



HOME 34



RUNNER HOME 34



MUSHROOM 1



RUNNER MUSHROOM 1



Our traditional favourites...

Available sizes:
65cm x 85cm
65cm x 150cm (Runner)

NEW



HOME 44

NEW



RUNNER HOME 44



HOME 15



RUNNER HOME 15

ALSO AVAILABLE IN 50cm x 75cm



HOME 37



RUNNER HOME 37



NATURE 12



RUNNER NATURE 12



Throughout the brochure we have tried to replicate the mat colours as closely as possible, but colours may vary slightly from the pictures shown.

Have flowers and 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 50cm x 75cm and 65cm x 100cm

BEST
SELLER





Available sizes:

65cm x 85cm

65cm x 150cm (Runner)



DAFFODIL 1



RUNNER DAFFODIL 1



NATURE 15



RUNNER NATURE 15



KITCHEN 16



RUNNER KITCHEN 16



HOME 40



RUNNER HOME 40

Beautiful nature inspired designs



We love an English garden design...



TOPIARY 31



GARDEN FLORAL 1



NATURE 27



RUNNER NATURE 27



NATURE 33



RUNNER NATURE 33



GARDEN MULTI FLORAL



RUNNER GARDEN MULTI FLORAL

WE RECYCLE...

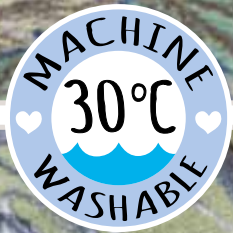


COTTON
GARMENTS
TO MAKE
HUG RUG
TUFTS



WE RECYCLE OVER
16 MILLION PLASTIC
BOTTLES PER YEAR

...TO CREATE AN
EXTRA TOUGH
MEMBRANE



From William Morris inspired to hand painted bugs and butterflies, which is your favourite?



NATURE 25



RUNNER NATURE 25



AUTUMN LEAVES



RUNNER AUTUMN LEAVES



BUGS & BUTTERFLIES



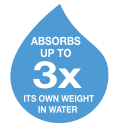
RUNNER BUGS & BUTTERFLIES



WOODBLOCK 1



RUNNER WOODBLOCK 1



PATENT: GB 2591974 B

With patented noise reducing technology





CHARITY MATS:



Our Bee mat was the first charity mat we did and it was such a huge success we have grown our charity range not only to include more Bee designs but for lots of other great charities too!



BEE 3



RUNNER BEE 3



BEE 1



RUNNER BEE 1



BEE 2



RUNNER BEE 2



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



CHARITY MATS:



Available sizes:
65cm x 85cm
65cm x 150cm
(runners available
where shown)

We all love birds and RSPB are another of our amazing charities, we are delighted to introduce our new Bluetit 1 design to the range. We use beautiful water colour illustrations to create these stunning mats, great for all bird and nature lovers.



BLUETIT 1

NEW



OWL 1

CHARITY
DONATION
10%



HERON 1



BIRDS 3

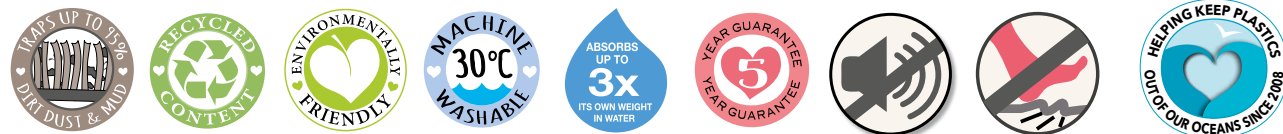


NUTHATCH 1



RUNNER NUTHATCH 1

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



MODERN DESIGNS

Hugobug® 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...

Available sizes:
65cm x 85cm
65cm x 150cm
(runners available where shown)

ANOTHER GREAT CHARITY,
2 FUN DESIGNS...



RAINBOW 2



BRIGHT SPOT 1



RUNNER BRIGHT SPOT 1



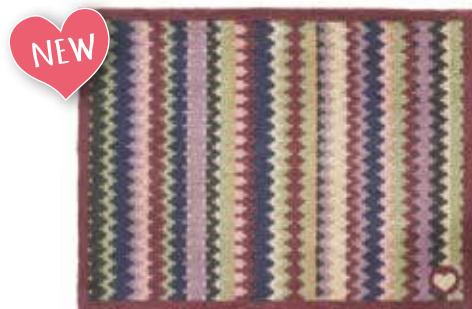
PLUS THESE LOVELY NEW DESIGNS TO BRIGHTEN YOUR DAY



CHEVRON 1



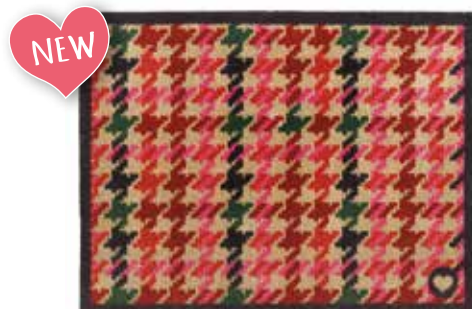
RUNNER CHEVRON 1



DESIGNER 25



RUNNER DESIGNER 25



DESIGNER 27



RUNNER DESIGNER 27





IDEAL ALL YEAR ROUND

Available sizes:

65cm x 85cm

65cm x 150cm

NEW



STRIPE RED 2

NEW



RUNNER STRIPE RED 2



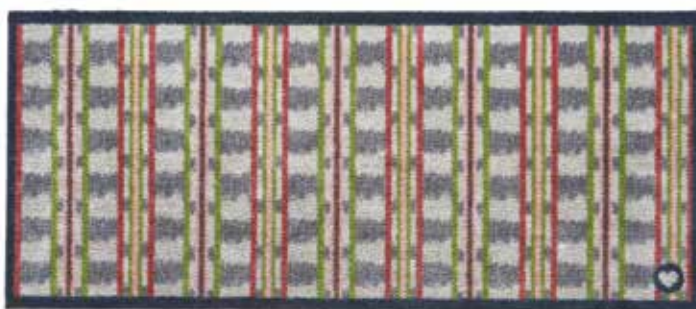
CHECK 10



RUNNER CHECK 10



DESIGNER 20



RUNNER DESIGNER 20



SPOT 10

ALSO AVAILABLE IN 65cm x 100cm

ADDITIONAL
SIZES AVAILABLE



RUNNER SPOT 10



DESIGNER 22



RUNNER DESIGNER 22



SPOT 12



RUNNER SPOT 12



BRIGHTENS YOUR HOME INSTANTLY

BEST
SELLER

ALSO AVAILABLE IN 50cm x 75cm



STRIPE 85



RUNNER STRIPE 85



STRIPE 86



RUNNER STRIPE 86



STRIPE 84



RUNNER STRIPE 84



STRIPE 83



RUNNER STRIPE 83

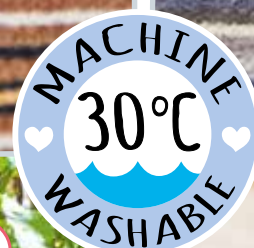


STRIPE 32



RUNNER STRIPE 32

Available sizes:
65cm x 85cm
65cm x 150cm (Runner)



Available sizes:
65cm x 85cm
65cm x 150cm (Runner)



STRIPE 88



RUNNER STRIPE 88



STRIPE 82



RUNNER STRIPE 82



DESIGNER 13



RUNNER DESIGNER 13



STRIPE 70



RUNNER STRIPE 70



STRIPE 26



RUNNER STRIPE 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.



FIELD MICE 1



RUNNER FIELD MICE 1



RABBIT 1



RUNNER RABBIT 1

ALSO AVAILABLE IN 50cm x 75cm



HIGHLAND 1



RUNNER HIGHLAND 1



DEER 1



RUNNER DEER 1



Available sizes:
65cm x 85cm
65cm x 150cm (Runner)

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

ALSO AVAILABLE IN AGA SIZE 65x100 and 50x75

NEW



PHEASANT GREEN 2

NEW



RUNNER PHEASANT GREEN 2

ALSO AVAILABLE IN AGA SIZE 65x100



PHEASANT 1



RUNNER PHEASANT 1



SHEEP 1



RUNNER SHEEP 1



HEDGEHOG 1



RUNNER HEDGEHOG 1



ALSO AVAILABLE IN AGA SIZE 65x100



CHICKEN 1



RUNNER CHICKEN 1



HARE 1



RUNNER HARE 1

They get better with every wash

PET RANGE

We all love pets but they are no good at wiping their paws, so **Hug Rug** is perfect for stopping those muddy paw prints in their tracks.

TWO GREAT CHARITY MAT DESIGN FOR...

NEW



BATTERSEA PET 95

NEW



RUNNER BATTERSEA PET 95

NEW



PET CHECK 1

NEW



RUNNER PET CHECK 1



PET 60

ALSO AVAILABLE IN 50cm x 75cm

BEST SELLER



PET 10



RUNNER PET 60



RUNNER PET 10

This design is also available in 50cm x 75cm



MEET YOU

CHARITY DONATION 10%



CHARITY MAT DESIGNS

Produced under license from Battersea Dogs Home Ltd to go towards supporting the work of Battersea Dogs & Cats Home (registered charity no 206394). For all licensed products sold by Phoenix Textiles Limited, Phoenix will donate a minimum of £2,500 to Battersea Dogs Home Ltd, which gives all its distributable profits to Battersea Dogs & Cats Home.

SUPPORTING THE
HERE
FOR EVERY
DOG & CAT
WORK OF BATTERSEA



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



Available sizes:
65cm x 85cm
65cm x 150cm (Runner)



PET 45



RUNNER PET 45



PET 70



RUNNER PET 70



PET 75



RUNNER PET 75



PET 80



RUNNER PET 80



PET 85



RUNNER PET 85



OUTDOOR RANGE



Drain holes in the backing allow the water to escape!

GORGEOUS DOORSTEP COIR TO GIVE A WARM WELCOME TO YOUR VISITORS

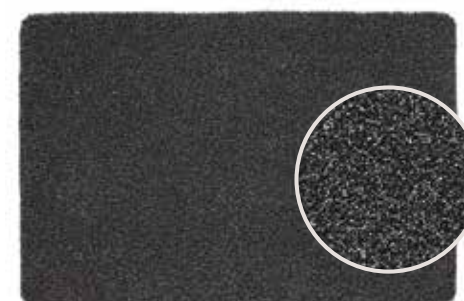


LOVE THE OUTDOORS — BUT KEEP IT OUTSIDE!

Scrape the mud off your boots before going indoors

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

PLAIN OUTDOOR MATS



OUTDOOR CHARCOAL



OUTDOOR COFFEE



OUTDOOR RUNNER – AVAILABLE IN ALL COLOURS

Runner size 65cm x 130cm

Our plain outdoor mats are made in the UK



PRINTED COIR MATS

Size: 45cm x 75cm



NATURAL



HARD WEARING



ECO FRIENDLY



ENGLISH GARDEN 1



FLORAL HEDGEHOG COIR



HELLO THERE COIR

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



♥ BATHROOM RANGE

Available sizes:
50cm x 75cm
65cm x 85cm

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!



BATHTIME HERDY



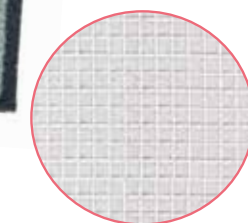
SWAN 1



BATHROOM 13



BATHROOM 14



BATHROOM RANGE ALL HAVE WHITE BACKING WITH RECYCLED CONTENT

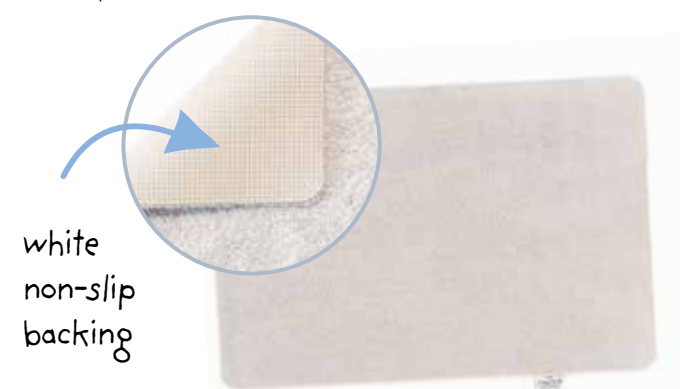


HugoRug® SENSE

ECO-FRIENDLY BATH MATS

Available sizes:
50cm x 75cm
65cm x 100cm

Or keep it plain and simple with these amazing Sense mats, made from recycled plastic bottles, machine washable and stain resistant, they are so soft underfoot making them perfect for the bathroom.



white
non-slip
backing

PUMICE STONE



FRENCH NAVY



BEIGE



FOREST GREEN



GHOST GREY



FOREST GREEN



GHOST GREY



FRENCH NAVY



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

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



BAMBOO BORDER CREAM



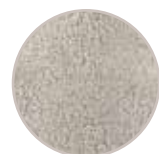
BAMBOO PLAIN CREAM



BAMBOO STRIPE CREAM

6 LOVELY COLOUR WAYS

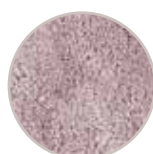
(NOTE: please ask for designs/sizes available in each colourway)



GREY



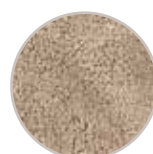
WHITE



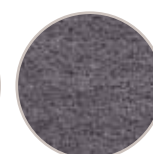
LAVENDER



CREAM



LATTE



GRAPHITE



& 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

SIZES:

FACE CLOTH – 30cm x 30cm

HAND TOWEL – 50cm x 90cm available in white & cream only

BATH TOWEL – 70cm x 125cm

BATH SHEET – 100cm x 150cm



BAMBOO GRAPHITE TOWELS



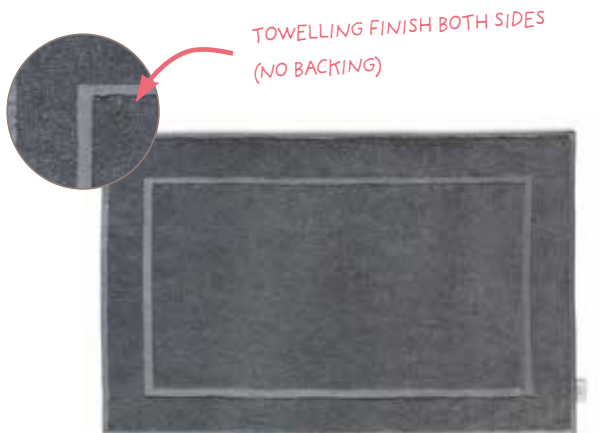
WHITE



GREY



CREAM



SHOWER MAT – GRAPHITE



WHITE



GREY



CREAM

GORGEOUS DETAILING

WRAP UP THE ONES YOU LOVE IN BAMBOO



Hugobug[®] WOVEN

PLANET FRIENDLY TEXTILES



PERFECT FOR INDOORS & OUTDOORS



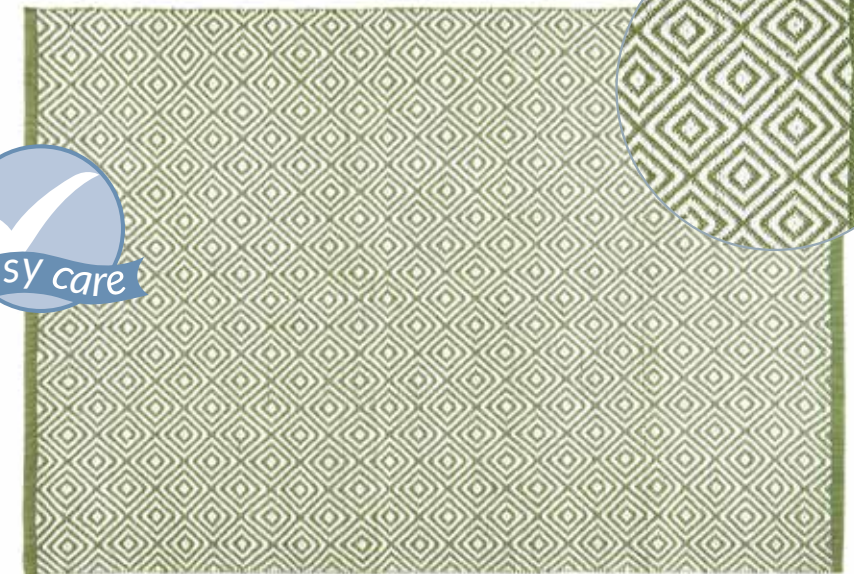
DIAMOND DESIGN

This contemporary range that will never go out of fashion. Easy care, they are hard wearing, easy to spot clean and washable when necessary. Mix and match your look...



REVERSIBLE RUGS...

3 SIZES (cm): 80 x 150 120 x 170 160 x 230



Reverse close up

DARK GREEN

We recommend using our Rug Grip under these Woven rugs

CUDDLY THROWS...

ONE SIZE (cm): 130 x 180



WARM GREY



COZY CUSHIONS...

ONE SIZE (cm): 45 x 45



GREEN

SKY GREY

GOLD

Rugs, throws & Cushions are available in all these lovely colours...



DARK GREEN



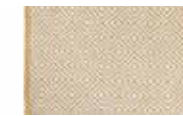
RUST



GREEN



WARM GREY



GOLD



CORAL PINK



SKY GREY



DENIM BLUE



NATURAL



ROSE



NAVY

All our textiles and rugs are hand loomed, so some slight variations in colour and size can be expected.

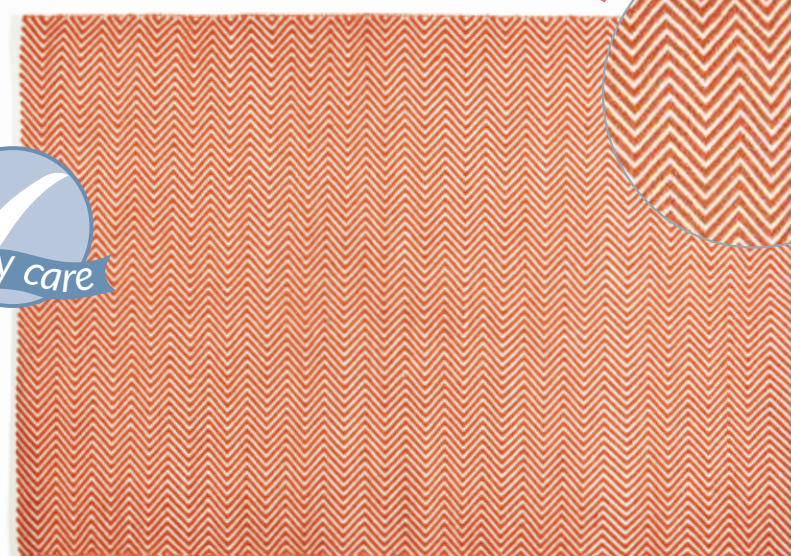
HERRINGBONE DESIGN

This lovely zig zag is perfect to add a dash of colour and softness to any space indoor or outdoor! Easy care, they are hard wearing, easy to spot clean and washable when necessary. Mix and match your look...



REVERSIBLE RUGS...

3 SIZES (cm): 80 x 150 120 x 170 160 x 230



Reverse close up

RUST

We recommend using our Rug Grip under these Woven rugs

CUDDLY THROWS...

ONE SIZE (cm): 130 x 180



ROSE

COZY CUSHIONS...

ONE SIZE (cm): 45 x 45



ROSE

NAVY

NATURAL

Rugs, throws & Cushions are available in all these lovely colours...



All our textiles and rugs are hand loomed, so some variations in colour and size can be expected.





CROSS HATCH DESIGN

A great new design to add to our collection – even softer than ever and the simple design is a perfect accessory for any home.

CUDDLY THROWS...

ONE SIZE (cm): 130 x 180



BLACK



BEIGE



NAVY



GREEN



RUST

COZY CUSHIONS...

ONE SIZE (cm): 45 x 45



BEIGE



BLACK



GREEN



RUST



NAVY





FOR SUMMER 2024...

Hug♥Rug®

ECO-WASHABLE RUGS

Available sizes:

120cm x 185cm
160cm x 230cm
185cm x 275cm
75cm x 220cm (runner)

Huggable washable and desirable!

Huggable

– A product you can feel good about! Just like the rest of our Hug Rug range we have made these gorgeous rugs using recycled materials, right here in the UK. The light rubber backing makes them hug the floor so no slipping about you don't need a separate underlay, just simply roll out and you're ready to go! With a beautiful soft texture underfoot they are definitely huggable in more ways than one.

Washable

– Stain resistant and washable, they are designed to fit perfectly into modern life. The larger rugs that won't fit into a domestic washing machine can be spot washed. They are fast dry and easy care and will look great wash after wash.

Desirable

– Our in-house design team have done an amazing job creating this range of British designs that will appeal to your customers, from traditional to contemporary, soft neutrals to statement pieces. Environmentally friendly never looked so good!



ENGLISH FLORAL



ROYAL HERITAGE



MODERN DAMASK



ENGLISH GARDEN



RATTAN NATURAL



BROCADE BORDER



BROCADE BORDER



MADE IN UK



MACHINE WASH



RECYCLED
CONTENT



NOISE REDUCING



STAIN RESIST



HARD WEARING



FAST DRYING



NON SLIP
NON SCRATCH



Huggable washable and desirable...



BOTANICAL BORDER



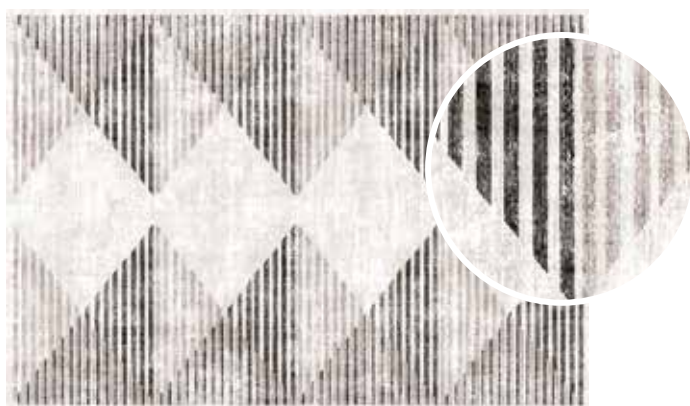
COUNTRY PAISLEY



MIDNIGHT PAISLEY



NEO CLASSICAL



CHEVRON CHARCOAL



ART FLORAL



BAROQUE



BRONZE PAISLEY



ART FLORAL



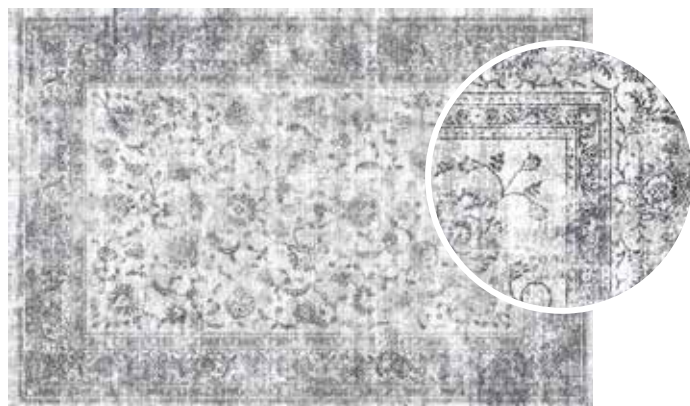
100% British design and manufacture



MODERN PLAID



PAINTED IKAT



VINTAGE IMPERIAL GREY



DARK BOTANICAL



BRETTON MULTI



CLASSICAL BLUE



MADE IN UK



MACHINE WASH



RECYCLED
CONTENT



NOISE REDUCING



STAIN RESIST



HARD WEARING



FAST DRYING



NON SLIP
NON SCRATCH



BRETTON MULTI



BRITISH & BEAUTIFUL! Our **NEW RANGE** of area rugs all made in the UK.

Eco-friendly: The environmentally friendly choice for those concerned about sustainability. These British rugs use fibres that are made from recycled plastic bottles and the backing is natural rubber from a sustainable source, all made with renewable energy at our mills in Yorkshire.

Stain Resistant: Naturally more stain-resistant than other carpets. They have a higher resistance to many common household stains, making them easier to clean and maintain. **Just one piece for easy wash and roll out!**

Great Colour Retention: Maintain their vibrant colour and resist fading over time. This can be particularly beneficial in areas with prolonged exposure to sunlight.

Hypo-allergenic: Less likely to trigger allergies. They do not harbour dust mites and are resistant to moisture, reducing the potential for mould and mildew growth.

Washable: Easy to clean, can be washed in a washing machine or for larger rugs spot wash. No shedding and can be vacuumed without damaging the fibres.



Hug Rug®

SCULPTURED WASHABLE RUGS

Available sizes:

67cm x 150cm
67cm x 230cm
80cm x 120cm



EVEN MORE BEAUTIFUL BRITISH MADE RUNNERS & RUGS!

Introducing our NEW SCULPTURED RANGE...

British Made: Using polypropylene fibres, rubber backing with recycled content and a taped edge for a classic finish.

Stain Resistant: Naturally more stain-resistant than other carpets. They have a higher resistance to many common household stains, making them easier to clean and maintain.

Loop Pile Softness: The sculptured loop pile in 2 neutral colours fit perfectly into your home, ideal for hard floors with a non-slip backing that contains recycled content.

Hypo-allergenic: Less likely to trigger allergies. They do not harbour dust mites and are resistant to moisture, reducing the potential for mould and mildew growth.

Washable: Easy to clean, can be washed in a washing machine or for larger rugs spot wash.

Two designs in two colourways and three sizes

The perfect hallway runner



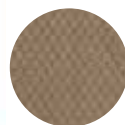
BASKETWEAVE IVORY RUNNER



MINK



HONEYCOMB IVORY



MINK



BASKETWEAVE MINK



IVORY



MADE IN UK



MACHINE WASH



RECYCLED
CONTENT



NOISE REDUCING



STAIN RESIST



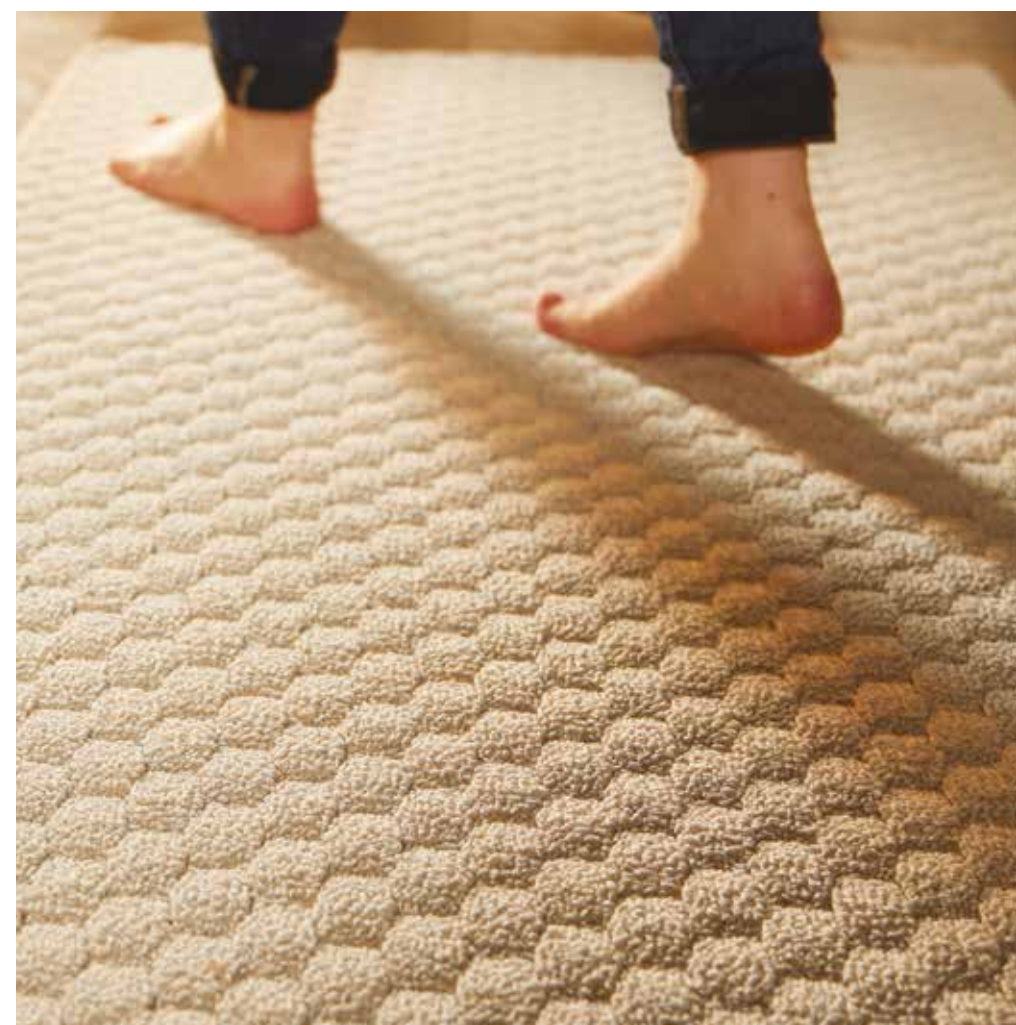
HARD WEARING



FAST DRYING



NON SLIP
NON SCRATCH



THEY LOOK GREAT BUT BEST OF ALL... THEY WORK!



HOW DO THEY WORK SO WELL

Hug Rug® Traps up to 95% of dust, wet mud and dirt – The special cotton fibres soak up moisture which reduces any slip hazards from wet floors and gets deep into the tread of shoes and paws, so protecting carpets and floors and reducing cleaning. They are easy to clean and become more absorbent with each wash.

Hug Rug® is manufactured using recycled cotton which is then combined with a new advanced **microfibre**, which is thinner than a human hair, this microfibre is extremely clever and is able to attract dirt and dust molecules very efficiently, in fact they can absorb over 3 times their own weight in water or liquid without letting any water through onto the floor! This means that not only will it clean better, but the mat itself will have a smaller environmental footprint due to the reduced amount of water required to launder it. Microfibre is a hypoallergenic material that is easily cleaned between uses – so eliminating the possibility of bringing external allergens into your home.

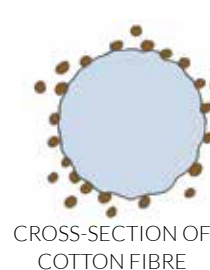
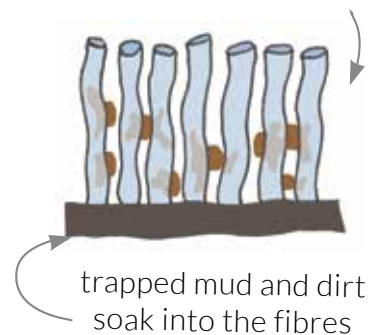
*Simplicity itself to clean and washes at 30°C. Another environmental benefit is the increased life of a microfibre mat when compared to a standard cotton mat; longer life means less resources used to create new mats!

HERE'S THE CLEVER BIT

We've used more Microfibre for even better dirt trapping ability.

water dust and dirt

each tuft contains thousands of fibres



CROSS-SECTION OF COTTON FIBRE



CROSS-SECTION OF MICROFIBRE

- The microfibre has much more surface area to allow it to trap up to 3x more than other fibres – that's why adding microfibre to our mats makes them so super absorbent!

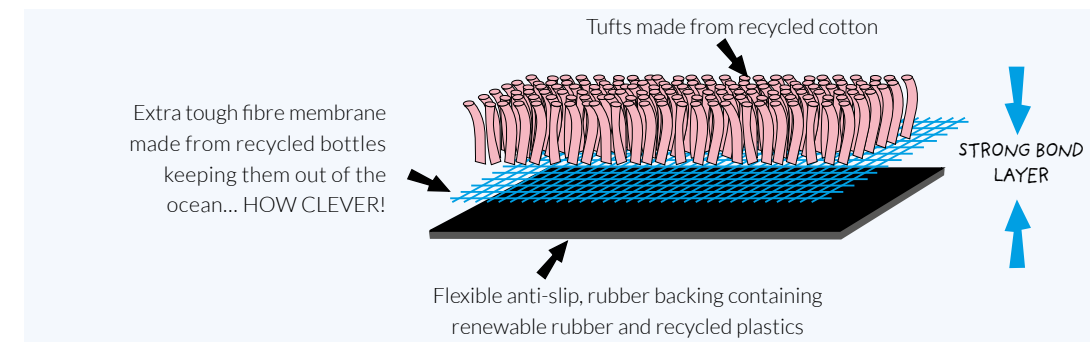
Due to the nature of the materials used 'recycled' content may vary, but always with a minimum of 70% recycled cotton (to 30% recycled microfibre). We are always looking for ways to improve our products and we reserve the right to change specifications, colours and materials shown in our brochures and on our website or to withdraw products without prior notice.

HOW DO WE MAKE THEM



From the outset the Hug Rug® range has been created and developed to be as environmentally friendly as possible. From the sourcing of raw materials, the development of entirely new manufacturing processes, using cleaner/greener sources of electricity made by hydro pumps, windmill farms and solar, through to its eventual disposal and recycling – everything has been considered to ensure Hug Rug® has a light environmental footprint, it can even be washed at 30°C.

- Face fabric – up to 90% cotton recycled from the clothing industry combined with micro fibres
- Base fabric – made from recycled drink bottles & bottle tops
- Reverse – rubber backing containing renewable rubber and recycled plastics



OUR BACKING

Our barrier mats have an **ECO-GENICS** backing as standard



RECYCLED CONTENT: At Hug Rug we have always looked for the best way of preventing harmful waste, as part of that we have invested in technology that allows us to add renewable rubber and post industrial plastics into the rubber backing therefore saving over 100 tonnes of plastic per year going to landfill and damaging our environment.

ECO-GENICS – rubber backing with recycled content:

- **LONG LASTING:** Heavyweight rubber combined with a specially designed extra strong, fibre membrane to bond the fibres to the backing
- **ANTI-SLIP** – Waffle design combined with soft latex rubber allows grip on hard polished surfaces to stop the mat from slipping
- **ANTI-STAIN***: Our stable rubber compound backing is designed not to leave marks, is non-damaging and contains non-staining antioxidants. Our backing is also free from both vinyl & PVC

LOOKING AFTER YOUR HUG RUG

Please follow these instructions and you will be able to love your mat for even longer!

- Only wash the Hug Rug when necessary.
- New Hug Rugs may shed excess cotton, this is normal and will stop once it has been brushed a few times or washed.
- To save water – allow mud and dirt to dry and then simply brush it away.
- To give the rug a longer life place it in a cotton pillow case, wash on a quick cotton wash at 30°C with drum at a low spin speed.
- Excess cotton may arise in filter – so check filter on washing machine regularly.
- Do not use biological washing detergent as this may fade the colour.
- Do not use fabric conditioner as this will reduce the effect of its performance.
- Flat, Aga rail or line dry naturally. The Hug Rug can be tumble dried on a cool setting for 10 minutes to push the pile – optional.
- Never place a Hug Rug on a damp floor or in tumble dryer on high heat setting for long period of time.
- As with any soft furnishings – if left in direct sunlight the colour will fade.

Our mats are designed not to leave marks, however a combination of cleaning products, sunlight & heat may effect and/or cause discolouration to certain types of flooring when covered. We would advise you to please lift the mat frequently to allow the floor under the mat to be cleaned and aired. Our backing is a natural based product free from vinyl & PVC. For specialist flooring please check with the manufacturer before using any rubber backed mats.



HUG MERCHANDISING

BRANDING & MARKETING

Full stock of a stand is required for initial stand order
Please see your account manager for MOV

STANDS AVAILABLE



HUG RUG: 4 ARM DISPLAY STAND
SIZE (cm) 190 w x 80 d x 195 h
(including side hanging, excluding header graphic)



HUG RUG: 4 ARM DISPLAY STAND
SIZE (cm): 100 w x 100 d x 240 h



WALL UNIT OPTIONS FOR HUGRUG
SIZE (cm): 100 w sections x 67 d x 202 h



HUG RUG OR HUG RUG SENSE: WATERFALL DISPLAY STAND
SIZE (cm): 66 w x 68 d x 210 h



SENSE: 4 ARM DISPLAY STAND
SIZE (cm): 100 w x 100 d x 240 h



HUG RUG WOVEN DISPLAY STAND
SIZE (cm): 160 w x 60 d x 200 h with branding
(155 without branding)

OTHER FABULOUS PRODUCTS FROM PHOENOX

PHOENOX RUG COLLECTION

A comprehensive range of rugs from around the world, from beautiful, natural wool to synthetic fibres, something for everyone...



My mats®

A full range of mats: cotton, stain resist, outdoor, coir and patterned indoor and pet mats – **not just any mat, it's MY MAT**



My Lux

Thick luxury pile mats & rugs, stain resistant, washable, ideal for all around your home



Stain resistant washable rugs in beautiful colours ideal for high traffic areas of the home





THE HOME OF HUG RUG & MORE...



BRITISH MANUFACTURERS SINCE 1954



WE'VE RECYCLED OVER **200 MILLION** BOTTLES



OUR MILLS ARE **ZERO TO LANDFILL**



WE REUSE DON'T ABUSE NATURAL RESOURCES



OUR MILLS USE **GREEN RENEWABLE ENERGY**



SUSTAINABLE PARTNERSHIPS

We work hard to create strong relationships with all our clients, suppliers, collaborations and charities, and we have built a range of home textile brands for today's conscious consumer. We design and develop our business with the intention of creating products with a lighter environmental footprint that are also highly effective.

Hug & Rug started us on this road but since we launched it 15 years ago we are continuing to invest and grow our portfolio to provide our clients with a successful business opportunity and a range that builds consumers loyalty.

- CREATING SUCCESSFUL BUSINESS PARTNERSHIPS THAT DON'T COST THE EARTH

WHY BUY BRITISH?

There are so many reasons that buying British makes commercial sense...

HIGH QUALITY PRODUCTS – Buy once and buy right, our British manufacturing has always been known for its high level of quality. Our products are made to last, therefore making the cost per use lower than cheaper imported products. The conscious consumer are leading the way in demanding products that last longer and do less damage to the environment.

REDUCED CARBON FOOTPRINT – Drastic action must be taken to reduce CO2 emissions and improve the environment. By buying British, the environmental footprint of the products are massively reduced, as well as the fact that we use recycled materials wherever possible. As for the organisational environmental footprint, buyers don't need to travel the world they can visit our UK factory to see the products being made. Lead times are reduced, shipping and stock control are made easier.

STIMULATING THE ECONOMY – By keeping Britain manufacturing we are producing the next generation of skilled workers, creating jobs and reinvesting in our local economy.

GREAT CUSTOMER SERVICE – Our customer service is second to none! Deal with our passionate, friendly sales team, based in Yorkshire and around the country to get all the support you need, when you need it.



Contact our gorgeous Hug team on... **01484 863227** to find out more.

SUSTAINABILITY & MANUFACTURING

We fully understand the impact of manufacturing, the use of scarce resources and the waste it can create, so we are constantly striving to improve our textile business both ethically and environmentally, which allows you the confidence to sell our products safe in the knowledge that they are as planet friendly as we can make them.

As well as developing our products to be as sustainable as possible, we look at all areas of our business. In our packaging we have replaced plastic with cardboard and where we use plastic we've changed it to recyclable, biodegradable plastic!

We are constantly looking for ways to improve our environmental policies. It is our mission to minimise the use of resources and to work with our customers to reduce their use of resources.

We manufacture a large percentage of our products at our mills in Yorkshire, unfortunately at the moment some cannot be made in the UK, but we are constantly trying to source manufacturing in Britain for these products. Meanwhile we go to great lengths to source them as sustainably as possible from our trusted partners abroad.



WE ARE PROUD TO SUPPORT THESE LOVELY CHARITIES...

