

WE ALL LOVE HUGS

Hug Rug[®]

ECO-FRIENDLY PRODUCTS MADE WITH LOVE



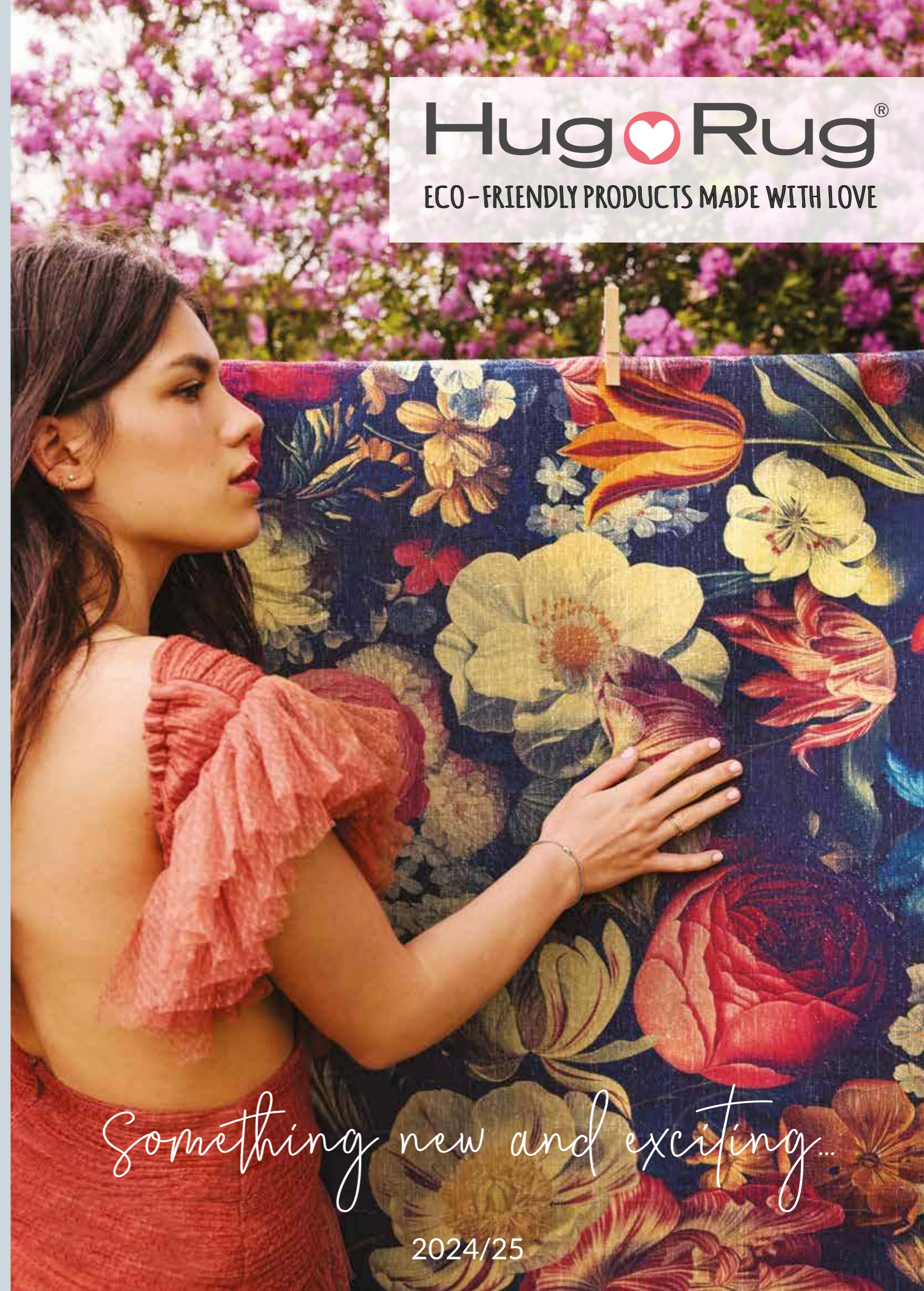
Proud supporters of these lovely charities...



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T: +44 (0)1484 863 227 E: info@phoenix.co.uk
W: www.phoenix.co.uk

Hug Rug[®]

ECO-FRIENDLY PRODUCTS MADE WITH LOVE



Something new and exciting...

2024/25

NEW

A HUG IN EVERY ROOM...

You all know about our fabulous Hug Rug door mats and runners, made from recycled cotton in our Yorkshire mills, loved by our loyal customers they are the epitome of practicality, style and sustainability.

Now we're thrilled to introduce our brand new range of washable area rugs, they embody the same values as our beloved mats and runners, with an added touch of elegance and versatility... now you can have Hugs in every room of your home.

We can't wait for you to experience the joy and comfort of our new washable area rug collection.

Made from recycled materials and featuring a lightweight, natural rubber backing, our washable area rugs are a true fusion of beauty and practicality. **The rubber backing hugs the floor**, eliminating the need for a separate underlay, while the **stain-resistant and washable** properties make them a perfect fit for modern living.

Whether you're giving some love to your living room, bedroom, or any other space, these rugs are designed to elevate your interior while providing a cosy, welcoming feel to your room. With their easy-clean features, maintaining their beauty is a breeze.

Practical AND gorgeous, they remind me of one of my favourite quotes by William Morris...

"Have nothing in your houses that you do not know to be useful or believe to be beautiful."

Whether you are an existing customer or a lovely new one we are sure you will love our beautiful new rugs, and of course all our other ranges!



Lizzie Mosley:
Creative Director



How to order: Visit www.phoenix.co.uk or call us: **01484 863 227**



Hug Rug®

ECO-WASHABLE RUGS

Washable, Loveable, Luxuriously Huggable



Hug Rug®

ECO-WASHABLE RUGS

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

Signature Collection

Our signature collection of Hug Rug Eco-Washable rugs are designed to make a statement. Each rug in this collection features a bold, floral pattern, perfect for adding a splash of colour and vibrancy to a home.



DARK FLORALS



BUTTERFLY BLOOMS



MAGNOLIA GARDEN

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

British Design & Manufacture: Our in-house design team have done an amazing job creating this range of British designs that will appeal to your customers, all manufactured at our mills in Yorkshire.

Eco-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.

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.

Non-Slip Backing: The light rubber backing makes them hug the floor so no slipping about, you don't need a separate underlay.

Just one piece, simply roll out and you're ready to go!



MADE IN UK



MACHINE WASH



RECYCLED CONTENT



NOISE REDUCING



STAIN RESIST



HARD WEARING



FAST DRYING



NON SLIP
NON SCRATCH



DARK FLORALS

British Botanicals

Quintessentially English this range of British Botanicals will transform your home into a natural oasis. They will add life to any neutral setting with their gorgeous florals, colourful borders and elements of nature throughout. The perfect collection for outdoor lovers.

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



ENGLISH GARDEN



HERITAGE GARDEN



COUNTRY PAISLEY



ENGLISH FLORAL



ART FLORAL



BOTANICAL BORDER

Combining functionality of easy maintenance with beautiful design



MADE IN UK



MACHINE WASH



RECYCLED CONTENT



NOISE REDUCING



STAIN RESIST



HARD WEARING



FAST DRYING



NON SLIP
NON SCRATCH



ENGLISH GARDEN



HERITAGE GARDEN



BOTANICAL BORDER

Vivid Contemporary

Our collection of vivid contemporary washable rugs will enhance and add a splash of colour to any home decor. Part of our new Hug Rug Eco-Washable rugs range, our vivid contemporary collection features a variety of modern rugs, made up of bright, vibrant colours and geometric patterns.

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



PAINTED IKAT



NEO CLASSICAL



MODERN DAMASK



CHEVRON CHARCOAL



BRETTON MULTI

100% British design and manufacture



MADE IN UK



MACHINE WASH



RECYCLED CONTENT



NOISE REDUCING



STAIN RESIST



HARD WEARING



FAST DRYING



NON SLIP
NON SCRATCH



PAINTED IKAT

Elegant Affair

Traditional rugs are very on trend thanks to their bold patterns and rich colours that immediately help to transform a room, providing a timeless and classic look. The distressed finish adds a touch of ageless style whilst being practical and washable.

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



VINTAGE IMPERIAL



BROCADE BORDER



BAROQUE



CLASSICAL BLUE



ROYAL HERITAGE



MIDNIGHT PAISLEY

Washable, Loveable, Luxuriously Huggable



MADE IN UK



MACHINE WASH



RECYCLED CONTENT



NOISE REDUCING



STAIN RESIST



HARD WEARING



FAST DRYING



NON SLIP
NON SCRATCH

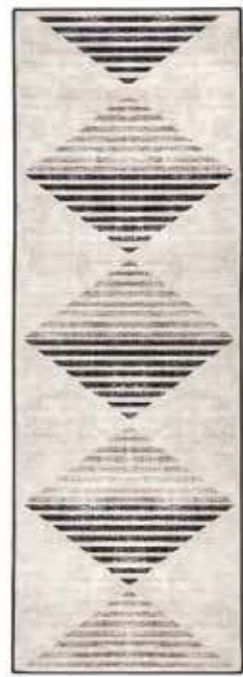


VINTAGE IMPERIAL

Best Selling Runners

The eco-washable runners are ideal for any hallway, kitchen or conservatory. They are stain resistant and washable making them the perfect choice for high traffic areas. As a complement to an area rug or stand alone piece, they are the most popular size we sell.

Available sizes:
75cm x 220cm (runner)



CHEVRON CHARCOAL



DARK FLORALS



ENGLISH GARDEN



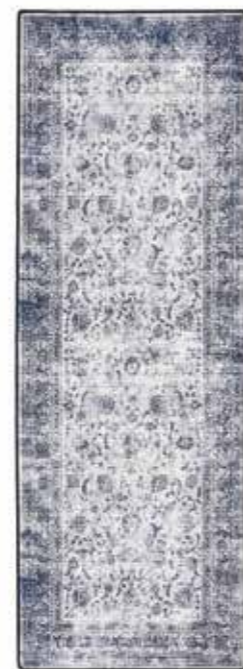
HERITAGE GARDEN



NEO CLASSICAL



PAINTED IKAT



VINTAGE IMPERIAL



BRETTON MULTI

Much longer than the average runner...
220cm in length



MADE IN UK



MACHINE WASH



RECYCLED CONTENT



NOISE REDUCING



STAIN RESIST



HARD WEARING



FAST DRYING



NON SLIP
NON SCRATCH



NEO CLASSICAL



BRETTON MULTI



DARK FLORALS



PAINTED IKAT



LUXURY ECO-FRIENDLY RUGS

Introducing even more new rugs to our ranges – Sense mats have been so popular that we have expanded the range to create a collection of plain, stylish rugs in four colourways using the same beautifully soft fibres made of recycled plastic bottles. Ultra hard wearing, stain resistant and washable with no shedding or colour fade and a non-slip backing, perfect for any room in the home. Spot wash for rugs that are too large to fit in a washing machine.

Available sizes:

- 140cm x 200cm
- 200cm x 290cm
- 80cm x 200cm (runner)
- 200cm circle



FRENCH NAVY



FOREST GREEN



PUMICE STONE



BEIGE

Super soft pile, eco-friendly and washable



NEW LUXURY ECO-FRIENDLY RUGS

Available sizes:
140cm x 200cm
200cm x 290cm
80cm x 200cm (runner)
200cm circle

So soft and luxurious with non-slip backing



BEIGE RUNNER

RUNNERS & CIRCLES AVAILABLE IN ALL 4 COLOURWAYS



FOREST GREEN CIRCLE



100% BRITISH DESIGN & MANUFACTURE



BEIGE



FOREST GREEN



PUMICE STONE



FRENCH NAVY

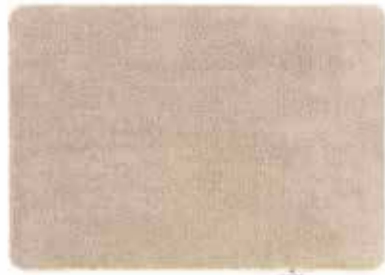


PUMICE STONE

DON'T FORGET THE MATS TO MATCH THE NEW AREA RUGS

HugoRug®
SENSE
 LUXURY ECO-FRIENDLY MATS

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



BEIGE



FOREST GREEN



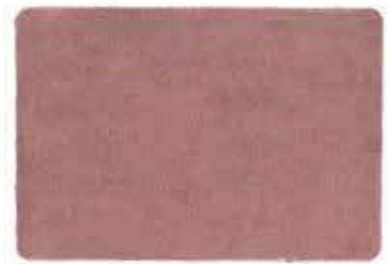
CHARCOAL



CLOVE BROWN



GHOST GREY



ROSE



STONE



FRENCH NAVY



PUMICE STONE



MINK



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

50 x 75cm = 115 bottles

65 x 150cm = 300 bottles

65 x 100cm = 200 bottles

80 x 120cm = 295 bottles

CUSTOMERS LOVE THEM...



British made and eco-friendly!

GHOST GREY



Stains and spills just wash off!

BEIGE



FRENCH NAVY

No shedding, Stain resistant and washable



BEIGE

Super soft and hard wearing!

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.



CHARCOAL

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 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

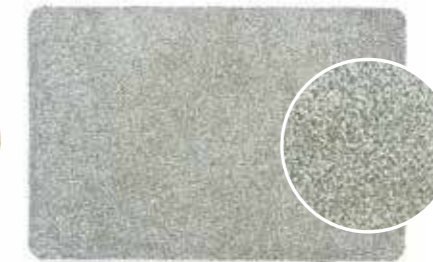


PATENT: GB 2591974 B

Mats shown here are 50x75cm proportion



BEIGE



SOFT GREEN



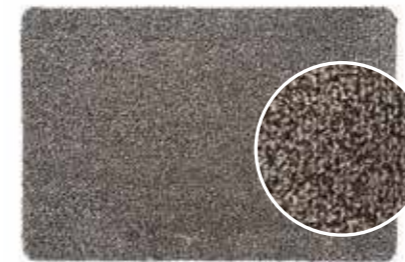
LINEN



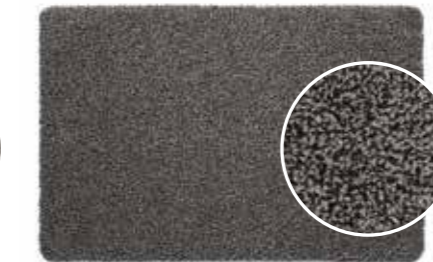
COFFEE



STONE



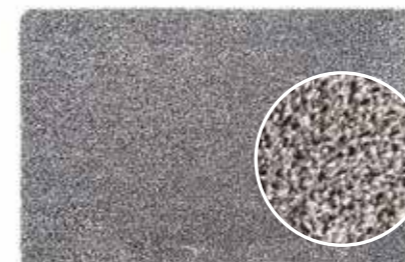
SLATE



CHARCOAL



TERRACOTTA



LIGHT GREY



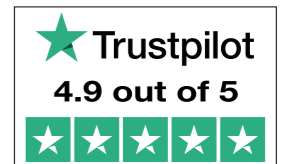
SAGE GREEN



INDIGO BLUE

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

Everyone loves a Hug...



♥ 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)

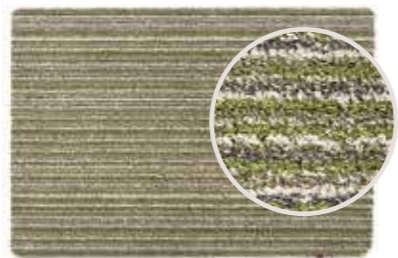


CANDY BRIGHT

CANDY STRIPE & ZIG ZAG



CANDY EARTH



CANDY GREEN



CANDY ROCKS



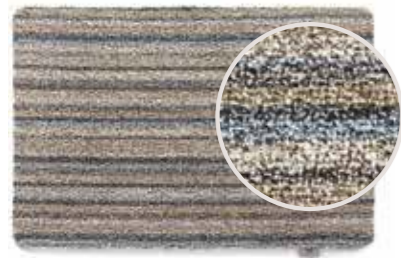
CANDY STRIPE



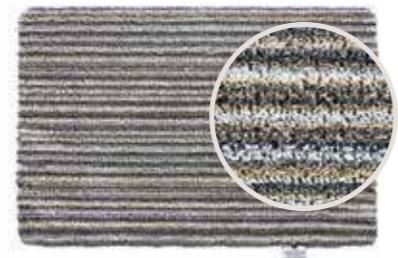
CANDY SAGE



CANDY SLATE



RIBBON GREY



PORTLAND STRIPE



NEW ENGLAND STRIPE



CANDY ZIGZAG



RIBBON GREY ZIGZAG



PORTLAND ZIGZAG



CANDY BRIGHT

CUTE LITTLE HUGS

50cm x 75cm

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

Great sellers in a smaller size...

NEW

CHARITY DONATION 10%

10% of sales from this Bee 3 design go to Bumblebee Conservation Trust



BEE 3



GARDEN MULTI FLORAL 2



HELLO EWE



PEEP STRIPE HERDY



HOME 15



NATURE 17



PET 10



PHEASANT GREEN 2



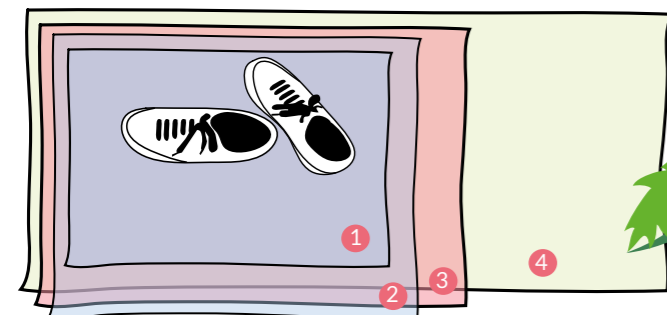
STRIPE 85



MEET YOU



HIGHLAND 1



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





NATURE COLLECTION

This collection will bring joy and colour to your home all year round. From Vintage Rose to May Floral, our British made Hug Rugs are washable eco-friendly, super absorbent and just all round fabulous!

Our designers have taken inspiration from nature and all things quintessentially British... We hope you love them as much as we do!



NEW



VINTAGE ROSE



RUNNER VINTAGE ROSE

NEW



WATERLILIES



RUNNER WATERLILIES

NEW



WILD MEADOW



RUNNER WILD MEADOW

NEW



BEEHIVE



RUNNER BEEHIVE



NEW



MAY FLORAL



RUNNER MAY FLORAL

10% of sales from this Beehive design go to Bumblebee Conservation Trust



Great new charity design



Feast your eyes on even more gorgeous British made, nature inspired Hug Rugs

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

NEW



NATURE 35



RUNNER NATURE 35



AUTUMN LEAVES



RUNNER AUTUMN LEAVES



BUGS & BUTTERFLIES



RUNNER BUGS & BUTTERFLIES



GARDEN MULTI FLORAL



RUNNER GARDEN MULTI FLORAL



SUNFLOWER 1



RUNNER SUNFLOWER 1





LEMONS & LILIES



RUNNER LEMONS & LILIES



DAISIES 1



RUNNER DAISIES 1



FLORAL 2



RUNNER FLORAL 2



DAFFODIL 1



RUNNER DAFFODIL 1



NATURE 17

also available in 50cm x 75cm and 65cm x 100cm



RUNNER NATURE 17



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



GARDEN MULTI FLORAL 2



RUNNER GARDEN MULTI FLORAL 2

also available in 50cm x 75cm



NATURE 29



RUNNER NATURE 29



HOME 40



RUNNER HOME 40



HOME 45



RUNNER HOME 45



William Morris inspired designs are always a favourite with customers ...



NATURE 50



RUNNER NATURE 50



NATURE 12



RUNNER NATURE 12



NATURE 27



RUNNER NATURE 27



NATURE 33



RUNNER NATURE 33



NATURE 25



RUNNER NATURE 25





ABSORBS
UP TO
3x
ITS OWN WEIGHT
IN WATER

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

Our traditional favourites...



HOME 44



RUNNER HOME 44



HOME 15



RUNNER HOME 15

also available in 50cm x 75cm



HOME 37



RUNNER HOME 37



WOODBLOCK 1



RUNNER WOODBLOCK 1

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



Or if you prefer designs with a contemporary twist...

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



MUSHROOM 1



NATURE 15



NATURE 40



RUNNER NATURE 40



NATURE 14



RUNNER NATURE 14



HOME 34



RUNNER HOME 34



♥ COUNTRY COLLECTION

The country collection has always been our most popular range so we've added lots of fabulous new designs. Everyone loves cute animals and these beautifully illustrated designs will add a warmth to any home.

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



GINGER FOX



STABLE HORSES



HEDGEHOG FRIENDS



RUNNER HEDGEHOG FRIENDS



SWIMMING DUCKS



RUNNER SWIMMING DUCKS



ALLOTMENT BUNNIES



RUNNER ALLOTMENT BUNNIES



MEADOW DEER



RUNNER MEADOW DEER



Don't forget the rest of our ever popular country range

also available in 50cmx75cm and 65cmx100cm (Aga size)

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



PHEASANT GREEN 2



RUNNER PHEASANT GREEN 2

also available in 65cmx100cm (Aga size)



PHEASANT 1



RUNNER PHEASANT 1



SHEEP 1



RUNNER SHEEP 1



DUCKS 1



RUNNER DUCKS 1



KITCHEN 16



RUNNER KITCHEN 16



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

This cute seasonal design flew off the shelves



ROBIN 1



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



This is cute but when I said I wanted a bunny I meant a real one!



They get better with every wash

also available in 65cmx100cm



CHICKEN 1



RUNNER CHICKEN 1



HARE 1



RUNNER HARE 1



Our Bee mat was the first charity mat we designed 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

also available in 50cm x 75cm



BEE 2



RUNNER BEE 2

10% of sales from these 2 bee designs go to Bumblebee Conservation Trust

see our other Bee charity mat on p.27





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



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

NEW



BIRD WATCHER



RUNNER BIRD WATCHER



BLUETIT 1



OWL 1



HERON 1



NUTHATCH 1



RUNNER NUTHATCH 1



10% of sales from the mats and runners shown on this page go to the RSPB

WE LOVE THE ENVIRONMENT AND WORK HARD YEAR ON YEAR TO MAKE OUR HUG RUGS AS ECO-FRIENDLY AS POSSIBLE. WE RECYCLE OVER...



T-SHIRTS
PER YEAR IN THE
COTTON TUFTS



PLASTIC BOTTLES PER
YEAR TO CREATE THE
EXTRA TOUGH MEMBRANE



RECYCLED INDUSTRIAL
PLASTIC PER YEAR IN
OUR BACKING



TO LANDFILL FROM
OUR YORKSHIRE MILLS



HERDY COLLABORATION

Here is our amazing 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. It's the perfect partnership!



herdy

Available sizes:

65cm x 85cm

65cm x 150cm

(runners available where shown)



SEASON'S BLEATINGS

Don't miss out on Christmas sales

NEW



OUTLINE HERDY



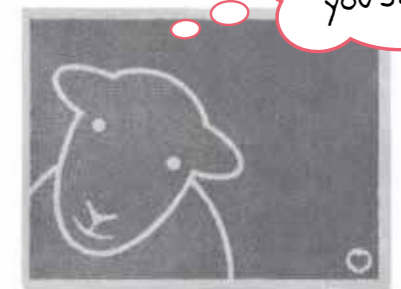
RUNNER OUTLINE HERDY



BATHTIME HERDY



HELLO EWE



HELLO GREY

made to make you smile

50cm x 75cm available in these 2 designs



PEEP STRIPE HERDY

also available in 50cm x 75cm



RUNNER PEEP STRIPE HERDY



MARRA GREY HERDY



RUNNER MARRA GREY HERDY



MARRA HERDY



RUNNER MARRA HERDY



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

MODERN DESIGNS

Brighten your home instantly, our spots and checks are always best sellers, ideal for adding colour to any home...

Supporting another great charity

Available sizes:

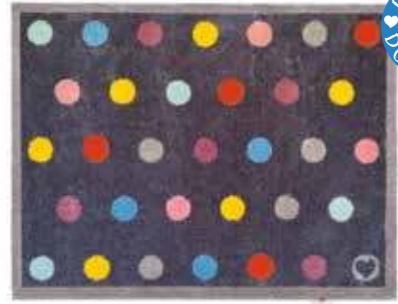
65cm x 85cm

65cm x 150cm

(runners available where shown)



RAINBOW 2



BRIGHT SPOT 1



RUNNER BRIGHT SPOT 1



BEADY STRIPE



RUNNER BEADY STRIPE

10% of sales from the mats and runners shown above go to the Rainbow Trust



ALLSORTS CHECK



RUNNER ALLSORTS CHECK



TARTAN



RUNNER TARTAN





Brighten up your doorway or hallway

Available sizes:

65cm x 85cm

65cm x 150cm



CHEVRON 1



RUNNER CHEVRON 1



CHECK 10



RUNNER CHECK 10



DESIGNER 27



RUNNER DESIGNER 27



SPOT 10



also available in 65cm x 100cm



RUNNER SPOT 10



DESIGNER 22



RUNNER DESIGNER 22



SPOT 12



RUNNER SPOT 12

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



DESIGNER 25



RUNNER DESIGNER 25

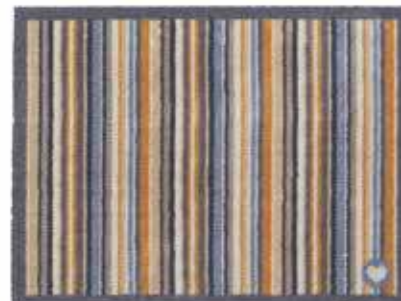
also available in 50cm x 75cm



STRIPE 85



RUNNER STRIPE 85



STRIPE 86



RUNNER STRIPE 86



STRIPE RED 2



RUNNER STRIPE RED 2



STRIPE 32



RUNNER STRIPE 32



BRIGHTENS YOUR HOME INSTANTLY



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



STRIPE 84



RUNNER STRIPE 84



STRIPE 88



RUNNER STRIPE 88



DESIGNER 13



RUNNER DESIGNER 13



STRIPE 70



RUNNER STRIPE 70



STRIPE 26



RUNNER STRIPE 26



It's made of things people throw away!



♥ PET RANGE

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

Our best selling pet mat design recoloured to make you smile



COLOURFUL PAWS



RUNNER COLOURFUL PAWS



PET 60



RUNNER PET 60

also available in 50cm x 75cm



PET 10



RUNNER PET 10



PET 75



RUNNER PET 75



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



PET CHECK 1



RUNNER PET CHECK 1



PET 80



RUNNER PET 80



PET 45



RUNNER PET 45

TWO GREAT PET CHARITY MAT DESIGNS... 10% of sales from these 2 mats and runner go to Battersea



MEET YOU

also available in 50cm x 75cm



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.



BATTERSEA PET 95



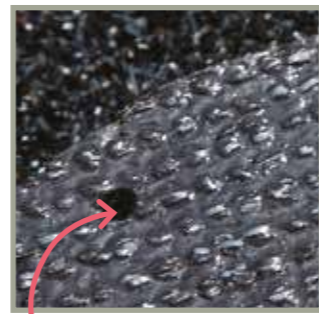
RUNNER BATTERSEA PET 95



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



OUTDOOR RANGE



Drain holes in the backing allow the water to escape!



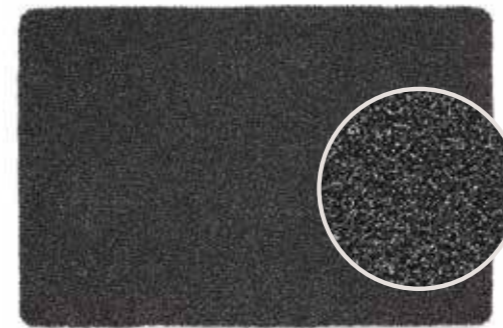
Jet wash and it will look like new

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)

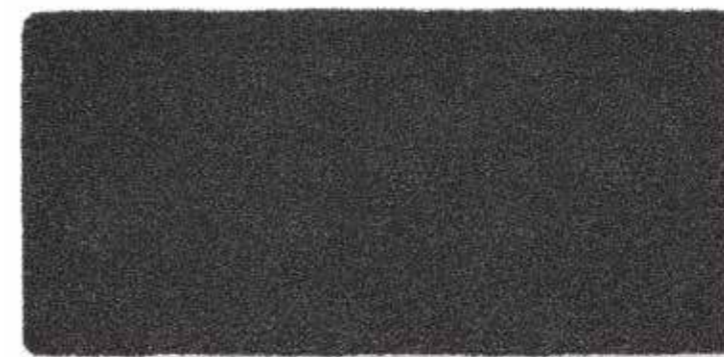
PLAIN OUTDOOR MATS



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



BRIGHT IKAT



FLORAL HEDGEHOG COIR



MARLEY RUBBER MAT + PHEASANT COIR INSERT

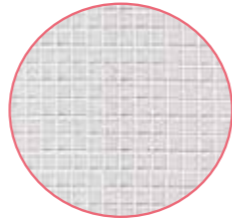
To see our full range of coir designs available please speak to your sales manager



♥ 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!

Available sizes:
50cm x 75cm



BATHROOM RANGE ALL HAVE WHITE BACKING WITH RECYCLED CONTENT



BATHTIME HERDY



SWAN 1



BATHROOM 13



GHOST GREY



FOREST GREEN



FRENCH NAVY

Hugobug® SENSE ECO-FRIENDLY BATH MATS

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.

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

ABSORBS UP TO
3x
ITS OWN WEIGHT
IN WATER



GHOST GREY



FOREST GREEN



BEIGE



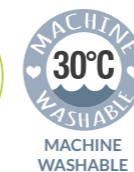
FRENCH NAVY



PUMICE STONE



white non-slip backing



♥ 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



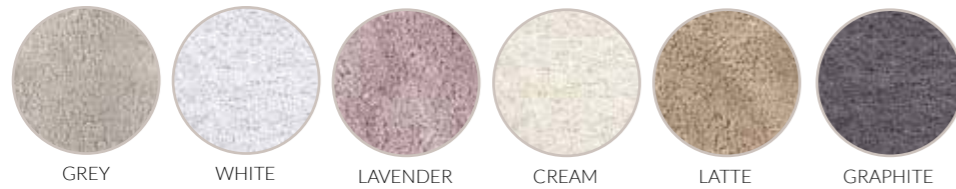
BAMBOO PLAIN CREAM



BAMBOO STRIPE CREAM

6 LOVELY COLOUR WAYS

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



& GORGEOUS TEXTILE RANGE

Our luxurious bath towels are crafted with a blend of 70% bamboo and 30% cotton. 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



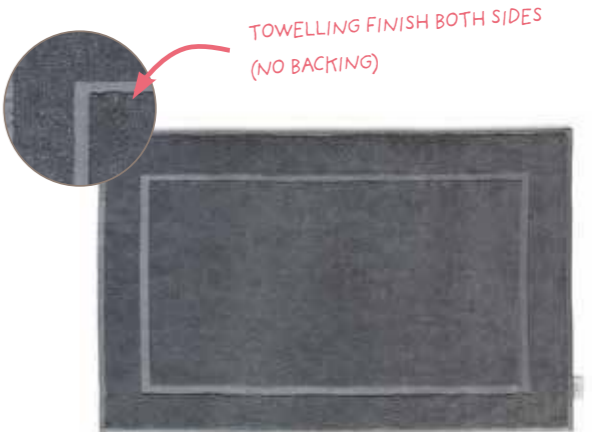
WHITE



GREY



CREAM



SHOWER MAT - GRAPHITE



WHITE



GREY



CREAM

GORGEOUS DETAILING

WRAP UP THE ONES YOU LOVE IN BAMBOO



Hug Rug® 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



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

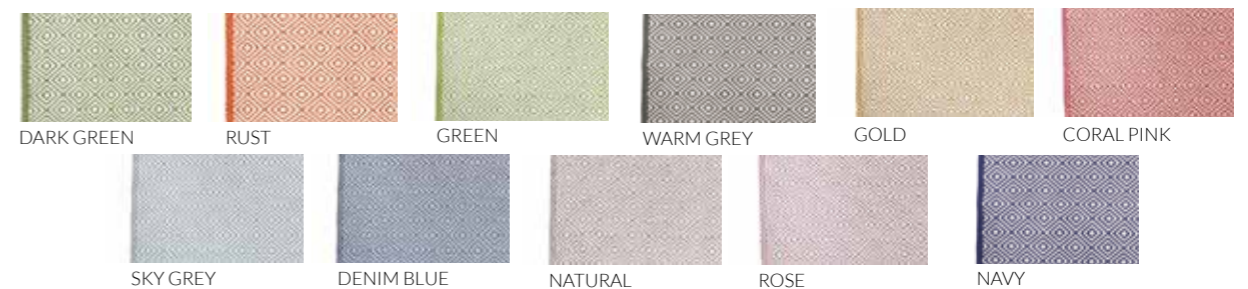


GREEN

SKY GREY

GOLD

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



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

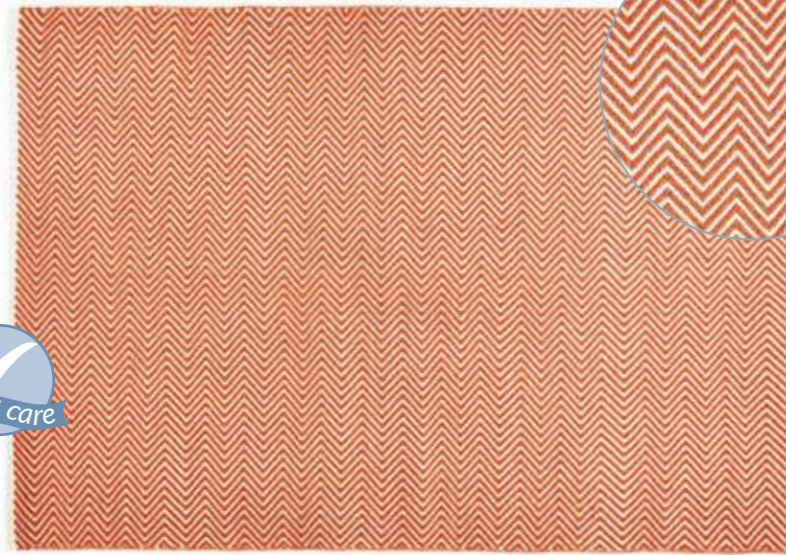
♥ HERRINGBONE DESIGN

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



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 and 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.



Ideal for indoor and outdoor – stain resistant and machine washable!



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.

each tuft contains thousands of fibres

trapped mud and dirt soak into the 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!

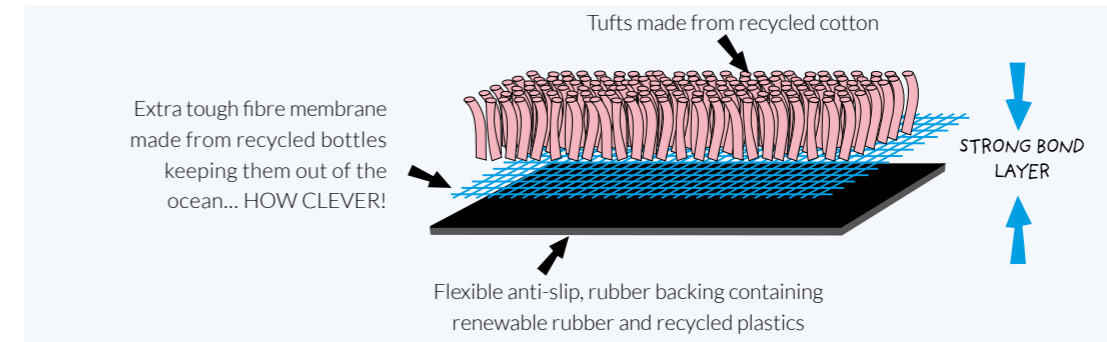
Due to the nature of the materials used 'recycled' content may vary, but always with a minimum of 70% recycled cotton (to 30% recycled microfibre). We are always looking for ways to improve our products and we reserve the right to change specifications, colours and materials shown in our brochures and 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 /vacuumed 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 plush 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: MULTI 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
(Header graphics additional 40cm height)



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 PHOENIX

PHOENIX 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.



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...



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