



World Wide Carpets

Your floorcovering expert

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Lady C at World Wide Carpets

World Wide Carpets had a visit From Lady C and her two sons earlier this year, she visited our showroom in Aldershot to choose a carpet for Castle Goring. *Continued on page 3.*

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All about the family run business in Aldershot

Each year 400,000 tonnes of carpet waste are buried in UK landfill.

At World Wide Carpets we don't care just about your new carpet we care about your old carpet too.

We will uplift your old carpet and dispose of it responsibly. The fitters bring the old carpet back to our warehouse and it is placed into our on-site skip.

This is emptied twice weekly and disposed of by our contractor, who also certifies the correct disposal method. We are looking into joining one of the growing groups that are looking at various ways to reuse our carpet waste by way of recycling.

We uplift your **old carpets** and dispose of them responsibly **for FREE**

simple

How to Choose the Right Carpet

Shopping for a carpet can be quite daunting, you have the choice of all the different materials and styles, colours and brands, this can make your head spin; and you often end up dealing with high-pressure salespeople. The whole experience can be overwhelming when entering a flooring shop as you are faced with a sea of products to choose from.

We at World Wide Carpets have a much more relaxed approach; we do not do the hard sell as we believe that a friendly helpful atmosphere takes the pressure off the customer. Feel free to browse our shop in your own time on your own to get used to the various samples. Or indeed ask any of the staff for some help. Either way we sell flooring at your own pace, often giving customer's samples to take home so that you can make the right choice of colour and texture in your own home. It can sometimes take a few visits to get the right carpet for you.

Carpeting is one of the larger investments you'll make in your home but by doing some basic homework, and working with World Wide Carpets, you'll be able to buy flooring that fits your needs—and gives you confidence that you're getting a quality product for a good price.

This article will give you a basic background in carpet styles and quality and discuss the primary things to think about when you're shopping for new carpeting. We'll give you tips on what to look for as well as what to look out for.

There are many different styles to choose from:

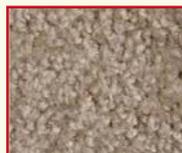
Twist Pile

The most popular type of carpet sold in the UK. It is manufactured by tightly twisting the yarn with the use of heat.

This makes the ideal carpet for plain colours. It is very hard-wearing and comes in either man-made fibres or a mix of man-made and wool.

Cut Pile Twist

Cut pile twist is manufactured by cutting looped fibres, giving a tight upright pile that is soft to the touch.



Loop Pile

A very tight loop pile is extremely hardwearing and gives a texture that will add character to the room you are dressing. Easy to maintain and very hard wearing. Available in wool or man-made fibre. If you have a pet cat in the house then it may be advisable to avoid as they love the resistance the loop offers and this can lead to pulling.



Saxony

These are tightly twisted cut pile, which are set straight with the use of heat. Made up of two or more fibres twisted together. The tips of the pile remain prominent to create a soft finish. This carpet tends to show footprints and vacuum lines but is luxurious to the touch.

Velvet or Velour

Extremely popular on the continent, it has a smooth pile which gives a luxurious finish. The yarn has hardly any twist which



helps the tips of the pile blend together. Available in different weights but velvet does tend to shade more than other kinds of carpet. Footprints do tend to show.

When buying a new carpet it is obviously important to get the colour and texture right. It is also important that you get the best value flooring. As the old saying goes 'you get what you pay for', with flooring this is very true. A cheaper carpet will only last for a few years whereas an expensive carpet can when looked after last you a lifetime. Always look at the manufacturers recommended area section on the back of the samples. This will give you information as to which areas that particular carpet is suited for. If the carpet is recommended for stairs and landing then you can be assured that the carpet is hard wearing, regardless of which area you want to use it in.



Then you are faced with the decision of pure wool, wool mix (80/20) or indeed a man-made fibre. All of which have pro's and con's, these all depend on your personal circumstances. Is it a busy household or just a couple of people at home? Do you have small children or pets? Is it a temporary solution before you build an extension? All of these and many more factors will determine which carpet to buy. Do you need underlay? It is always advisable however there are felt backed carpets available that can be installed straight to the floor removing the need for underlay and carpet gripper. This can save money when you are buying on a budget.

Do you have underfloor heating? Then you will need a carpet and underlay that have a low TOG rating. Is the sub-floor suitable for your chosen product? Do the doors need trimming? These are the things that an estimator will look out for when measuring up for new carpets.



How to look after your Carpet

We all love the smell and clean look of a new carpet but to keep it that way it is important you clean up spillages as soon as they occur.



Do not rub as this will roughen & untwist the pile

- 1. Solid residues** should be removed by gently scraping with a knife.
- 2. Greasy residues** should be treated with an oil/grease remover sprayed onto an absorbent cloth. Dab frequently but do not rub too hard.

3. Liquid spillages should be blotted up as far as possible with a clean cloth or absorbent tissue. Then use a brand leading shampoo or trouble shooter spray for upholstery and carpet. Lightly wet the area of the stain and then blot thoroughly with clean tissue or cloths. Repeat as many times as necessary and

allow to dry thoroughly before walking on the area. A wet suction vacuum cleaner can also be used to remove spillages and the trouble shooter spray from the carpet. Do not use water in the machine however, as you do not want to over wet the carpet.

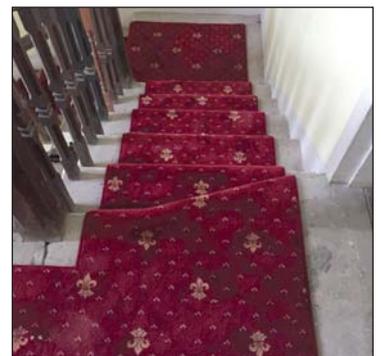
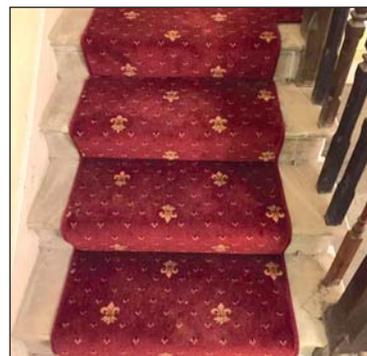
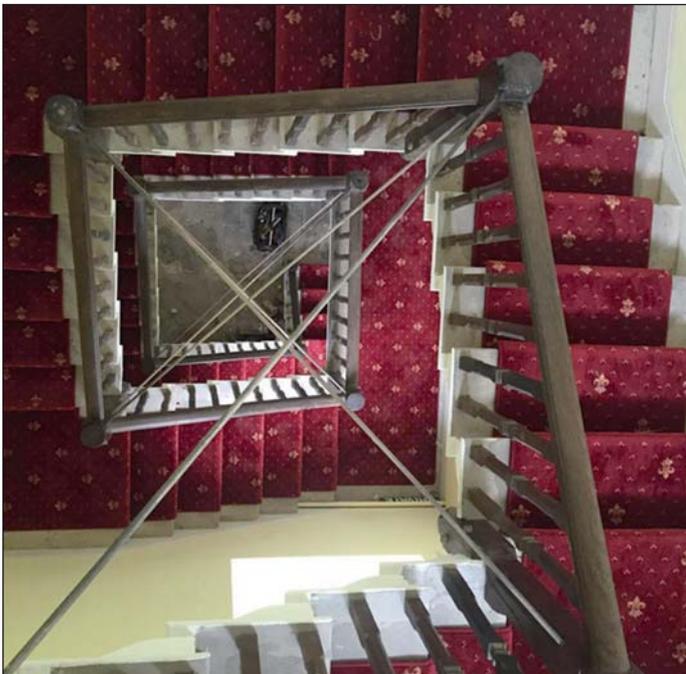
TV appearance

Continued from cover.

Lady C is an author and now TV personality. She was on *I'm a Celebrity...Get Me Out of Here!* in 2015.

A TV crew from ITV accompanied her visit and filmed her decision making throughout the whole morning. Then Tim was filmed measuring up the four flights of stairs at Lady C's castle just outside of Worthing. The final decision for the carpet was for a red *fleur-de-lis* design.

The show aired on 9th September on ITV.



Luxury Vinyl Tiles or LVT

LVT is a hard floor covering that imitates the look of wood or tiles, it is extremely hard wearing and Vusta comes with a 25 year warranty. Impervious to water, most are slip resistant. Beautiful to look at and warm to the feet. With an LVT you are buying a product that can be bespoke fitted to your interior design needs and requirements.

This is how Vusta describe their products:

AUTHENTIC

Vusta floors emulate the colours, textures and characteristics of natural wood and stone so you can get the authentic look in your home, without the drawbacks.

COMFORTABLE

Whereas natural wood and stone floors can feel hard underfoot, Vusta is soft and comfortable. Enjoy the luxury of a floor that feels fabulous under your feet.

DURABLE

Vusta's clever multi-layer construction and scratch-resistant PU coating provides excellent durability year on year. You can trust your floor is built to last.

WARM

Unlike some floor coverings which can be uncomfortably cold to walk on, Vusta stays warm all year. Treat yourself to a little extra luxury beneath your feet.

VERSATILE

As Vusta is water resistant, it's suitable for kitchens, bathrooms and pets. Get the practicality you need from flooring that's fit for anywhere in the home.

CONVENIENT

Vusta's PU finish doesn't just provide protection but is super easy to clean. Save time, money and fuss on after care with an extremely low maintenance floor.

HYGENIC

Unlike many other floor coverings, Vusta doesn't harbour dirt and bacteria in its fibres. Enjoy a floor that's easy to keep clean and free of germs for longer.

AFFORDABLE



Vusta is the wallet-friendly alternative to a natural floor, allowing you to get the gorgeous look and feel of real wood or stone at a considerably lower price.

Tempting online offers

At World Wide Carpets we often hear that there are cheaper carpets available online. This is very true but we always ask our customers if they know exactly what the product is and are they sure that it is a class A product. Does the online shop offer the manufacturer's warranty? Do they have a real person to answer any questions?

The most important question is do they install the carpet with fitters that know their trade? If it is supply only then more often than not the fitter you ask to quote for the installation will up his price as he knows that it is difficult to find a fitter that will install a carpet that he doesn't know where it has come from, because ultimately he has to guarantee his work and his work can only be as good as the carpet he is installing.

The savings made online are normally lost by the fitting charge, so it is important to get a comparable quote from your local flooring retailer. You will be surprised that the initial saving isn't that big.

History of World Wide Carpets

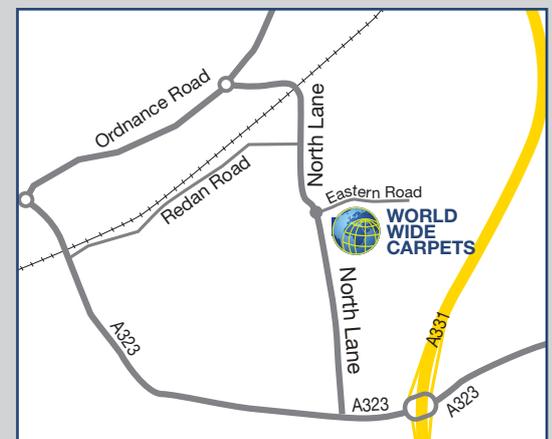


World Wide Carpets was established in 1971, the year the UK switched to decimal currency. The building on North Lane was purpose built for the sale and warehousing of flooring. Over the years they have become one of the leading suppliers of flooring in Hampshire, Surrey and Berkshire for domestic and commercial clients alike. In 2009 Tim Reed the managing director returned home from abroad to run the family business and was very keen to keep the excellent reputation on track. All the staff have been here for many years. This is because, not only is World Wide Carpets an honest and fair retailer but it also treats its staff like family members, this becomes apparent when you enter the shop and are greeted by the team. It is the perfect environment to make these important decisions regarding your home improvements.

World Wide Carpets is very much a family run business which prides itself on its service. They deal with all major flooring manufacturers and can react very quickly should the need arise. One of their strengths is the after sales service, with many positive on line reviews and stacks of letters recommending them. The showroom on North Lane is one of the largest in the area with free parking, whether it's carpet, wood or luxury vinyl they have a product to suite your life style and budget.

VISIT OUR ALDERSHOT SHOWROOM

North Lane, Aldershot, Hampshire GU12 4TD



World Wide Carpets
Your floorcovering expert

Give us a call on **01252 322 254**

Check out our website at
www.worldwidecarpets.co.uk