

Hug Rug[®]

ECO-FRIENDLY PRODUCTS MADE WITH LOVE



PROUD SUPPORTERS OF THESE LOVELY CHARITIES...



HUGS MAKE EVERYONE FEEL BETTER...



MADE FOR YOU by
phoenix
TEXTILES LTD

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W: www.phoenix.co.uk E: info@phoenix.co.uk

Hug Rug[®]

ECO-FRIENDLY PRODUCTS MADE WITH LOVE



Everyone loves a Hug





Feel the love

HUG RUG HAS ALWAYS BEEN ABOUT LOVE...

LOVE FOR THE ENVIRONMENT

LOVE OF MAKING GORGEOUS PRODUCTS IN RURAL YORKSHIRE

& LOVE FOR THE PEOPLE WHO HAVE WORKED FOR OUR FAMILY OVER THE LAST 65 YEARS

Well, we're still here and still fabulous! This past year things have been difficult for everyone, now more than ever we need to work together. We've invested heavily in our manufacturing plant and team to be able to start 2022 with a stronger product and service offering than ever before. We are confident that we can move forward with a positive sense of optimism and the continued success of our British made HUG RUG products.

"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 that British manufacturing is here to stay..."

Lizzie Masley



Creative Director

WE ARE PROUD OF OUR...



HERITAGE & BRITISH MANUFACTURING SINCE 1954



YORKSHIRE LOCATION



CONTINUAL INVESTMENT



ENVIRONMENTAL POLICIES



SKILLED WORKFORCE

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

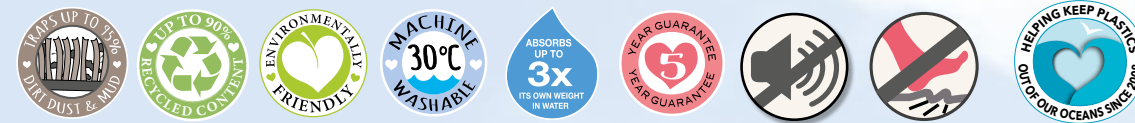
We are trying to make everyone's jobs that little bit easier with our trade website which offers you...

- ★ 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.

Hug Rug®

ECO-FRIENDLY WASHABLE COTTON MATS...



THE MAT WITH A HEART



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



...IN THE COTTON TUFTING



...TO CREATE AN EXTRA TOUGH MEMBRANE



...IN OUR BACKING

PLUS our mills in Yorkshire are...

ZERO WASTE TO LANDFILL



WASHABLE RUGS MEAN: CLEANER HOMES

- FEWER GERMS
- FEWER AIRBORNE BACTERIA
- FEWER ALLERGENS

- ♥ 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

WE LIKE TO GIVE BACK - THESE ARE OUR CHOSEN CHARITIES...



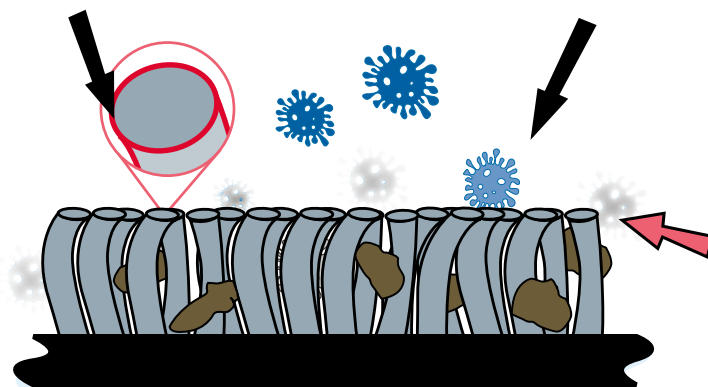
PROTECT THE HOME



Looks safe to me!

CANDY STRIPE

Each fibre is coated in an antiviral/antibacterial technology that prevents viruses and bacteria living on the mat



Antiviral/antibacterial agent reacts with key proteins in a microbe's outer membrane blocking transfer of necessary nutrients into the cell

All our cotton, fleck plain and candy Hug Rugs now have
ANTI VIRAL/ANTI BACTERIAL PROTECTION

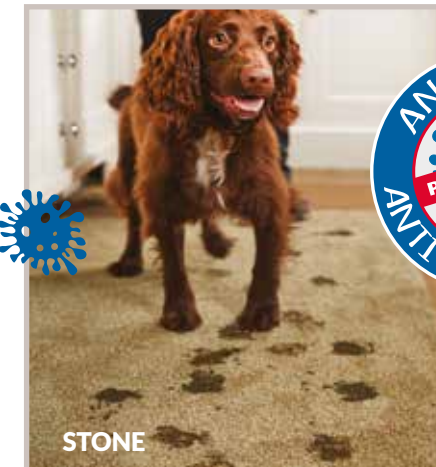


NOW EVEN MORE EFFECTIVE AT KEEPING THE HOME HYGIENIC & SAFE

Now more than ever we need to keep our homes clean and hygienic! We have now added our amazing anti viral/anti bacterial protection to all our cotton plain fleck and candy Hug Rugs, including the Select New England and Portland mats! With their non-slip backing and super soft recycled cotton tufts they are perfect to help keep your customers safe (and comfy!) as well as helping to keep their floors clean & hygienic!

PLAIN FLECK

Plain fleck cotton mats are made from a mix of coloured recycled cotton fibres that give a fleck



STONE



SLATE

CANDY

Made using the same recycled cotton fibres as the fleck mats but mixing them to create subtle stripes and zig zags.



CANDY SAGE



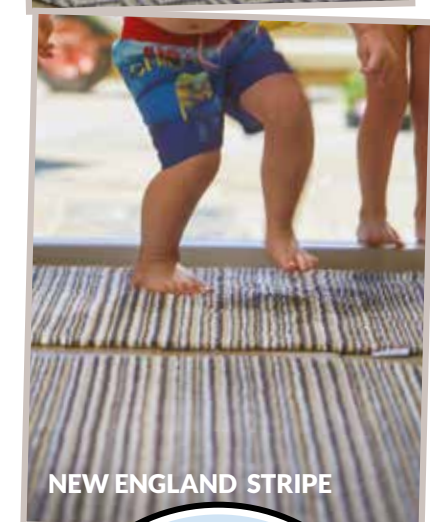
RIBBON GREY BRICK

SELECT

Carefully selected recycled plain cotton yarns are combined to make clean looking stripes and zig zag designs



PORTLAND ZIG ZAG



NEW ENGLAND STRIPE

HELP TO STOP VIRUSES AND BACTERIA AT THE DOOR!

**WASHABLE RUGS MEAN:
CLEANER HOMES**

- FEWER GERMS
- FEWER AIRBORNE BACTERIA
- FEWER ALLERGENS

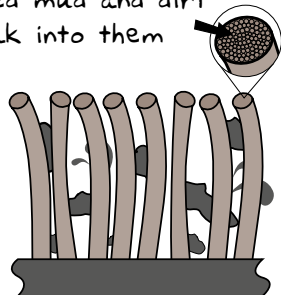
*For further information on the antiviral/antibacterial technology please see our website



PLAIN FLECK

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 in attractive colour palettes help disguise mud and dirt.

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



special dirt trapping cotton & microfibres

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

♥ EASY CARE, MACHINE WASHABLE ON COOL WASH

♥ ANTI-SLIP, HEAVY WEIGHT RUBBER BACKING

And they think I'm the mucky pup!



LINEN



STONE



TERRACOTTA



SLATE



SAGE

Available in the following sizes:

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



ALL OUR INDOOR HUGS HAVE...



ALL our plain mats are available in 2 different runner sizes

Mats shown here are 50x75cm proportion



LINEN



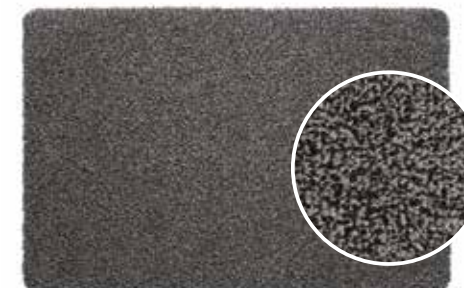
COFFEE



STONE



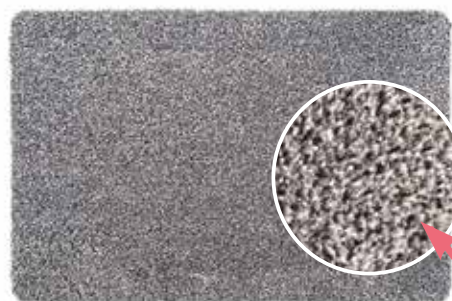
SLATE



CHARCOAL



TERRACOTTA



LIGHT GREY



SAGE GREEN

Flecked colours help hide the dirt



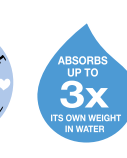
RUNNER COFFEE



COFFEE



Patent Pending GB181261.9





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 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...



CANDY BRICK



RIBBON GREY



CANDY ZIG ZAG

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

BRICK DESIGNS



CANDY BRICK



RIBBON GREY BRICK

ZIG ZAG DESIGNS



CANDY ZIG ZAG



RIBBON GREY ZIG ZAG

Fleck cotton tufts in a fine stripe mix

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.

The antiviral/antibacterial finish helps to keep homes safe from germs and viruses!





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.



PORTLAND ZIG ZAG



PORTLAND STRIPE



Available in the following sizes:

50cm x 75cm – Horizontal stripes

80cm x 100cm – Vertical stripes

65cm x 150cm (Runner) – Horizontal stripes



WE RECYCLE...



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



PORTLAND STRIPE



NEW ENGLAND STRIPE

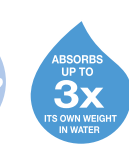
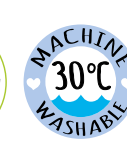


PORTLAND ZIGZAG



PORTLAND BRICK

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

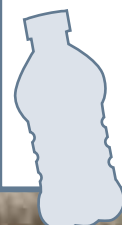


Patent Pending GB181261.9

HugoRug[®] SENSE

LUXURY ECO-FRIENDLY MATS

"They magic old plastic bottles into these super soft mats!"



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**

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.

TURNING WASTE PLASTICS INTO BEAUTIFUL SUSTAINABLE PRODUCTS MAKES **SENSE**

We are delighted to be recycling so many more plastic bottles by bringing you this beautiful contemporary range of **SENSE** Rugs which have tufts made from 100% recycled plastics (salvaged from the ocean and from land) and recycled plastic in the backing as well – how clever is that! They are super soft underfoot and mould, mildew and moth resistant which means they stay fresher for longer. They are easy to wash and quick dry making them perfect for anywhere in your home – and by buying one you're helping the planet at the same time! Made at our factories in Yorkshire we're sure you will love them!

MADE FROM OUR **ECO-LUX[™]** YARN

- 🇬🇧 100% BRITISH MADE
- ♥ MANUFACTURED FROM 100% RECYCLED PLASTIC BOTTLES
- ♥ STAIN RESISTANT - SPILLS AND MARKS WASH OUT EASILY
- ♥ WASHABLE AT 30°C
- ♥ MOULD, MILDEW AND MOTH RESISTANT
- ♥ RESISTANT TO DUST MITES SO IDEAL FOR ALLERGY SUFFERERS
- ♥ HARD WEARING AND LONG LASTING
- ♥ ECO GENIC BACKING SAME AS HUG RUG COTTON MATS
- ♥ UV STABLE WHICH MEANS THE LOVELY COLOUR YOU CHOSE WILL LAST
- ♥ MAKING THINGS BETTER FOR WILDLIFE - DESIGNED TO FIT YOUR LIFE



COSY

PRACTICAL

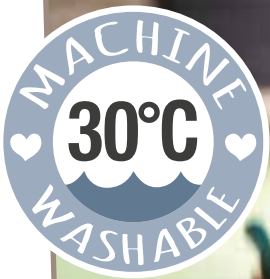
& STYLISH



PLANET FRIENDLY – YET SO PRACTICAL...

MAKING **SENSE** FOR THE ENVIRONMENT & YOUR HOME

CUSTOMERS LOVE THEM...



5 star customer review

Love my Hug 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



GHOST GREY

Luxury pile, Super soft underfoot



ROSE

British made & eco-friendly!



GHOST GREY

No shedding, Stain resistant & washable



STONE

Super soft and hard wearing all at the same time!

HugRug[®] 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



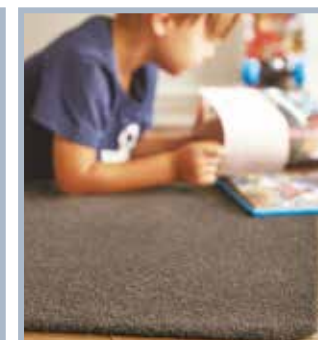
GHOST GREY



ROSE

- WASHABLE
- BRITISH MADE
- SUSTAINABLE
- HARD WEARING
- SUPER SOFT LUXURY PILE

WHAT MORE COULD YOU ASK FOR!



COMING SOON...

Look at these gorgeous new colours to add to our popular sense range



MINK



FRENCH NAVY



PUMICE STONE

AVAILABLE
SUMMER
2022

Hug Rug®

ECO-FRIENDLY WASHABLE COTTON MATS



Available in the following sizes:

65cm x 85cm

65cm x 150cm (Runner)

Runner available only if shown



NEW

I love making a mess,
that's why Mum
loves Hug Rugs!



WOODBLOCK 1



GARDEN FLORALS 1



BUGS & BUTTERFLIES



AUTUMN LEAVES



GARDEN FLORAL 1



AUTUMN LEAVES



BUGS & BUTTERFLIES



WOODBLOCK 1



GARDEN FLORAL 2



RUNNER AUTUMN LEAVES



RUNNER BUGS & BUTTERFLIES



RUNNER WOODBLOCK 1

I approve too



GARDEN FLORALS 2



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FIND THEM IN THE HOMES & GARDENS COLLECTION





Hug Rug[®]

ECO-FRIENDLY WASHABLE COTTON MATS

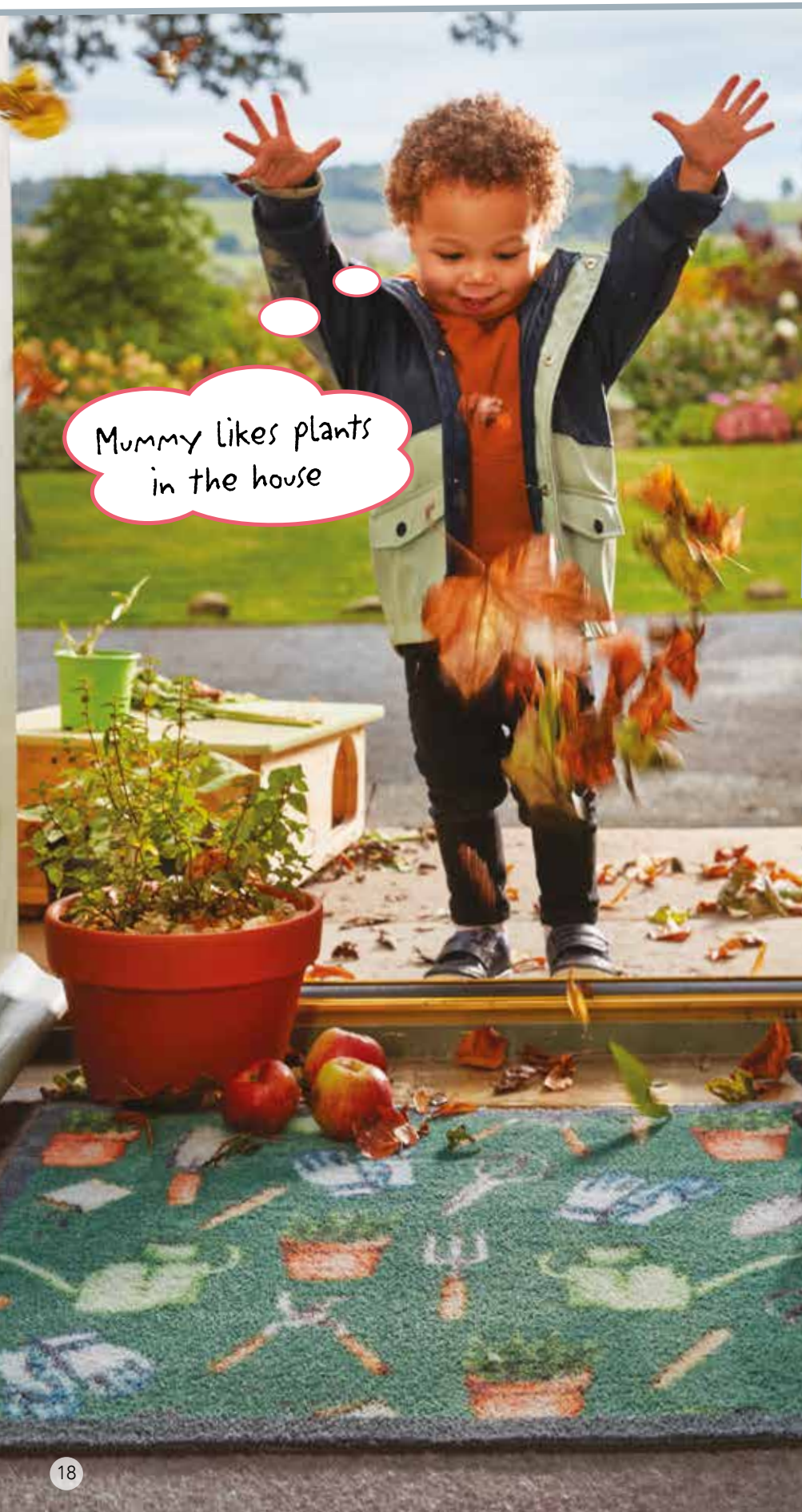
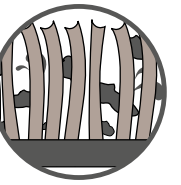
Available in the following sizes:

65cm x 85cm

65cm x 150cm (Runner)

Runner available only if shown

TRAPS UP TO 95% DIRT DUST AND MUD



GARDEN TOOLS



HERITAGE FLORAL 1



TOPIARY 30



RUNNER TOPIARY 30

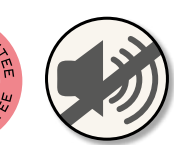
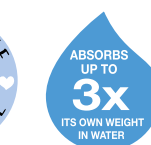


LEMONS & LILIES



RUNNER LEMONS & LILIES

FIND THEM IN THE HOMES & GARDENS COLLECTION



Patent Pending GB181261.9

Available in the following sizes:

65cm x 85cm

65cm x 150cm (Runner)

Hugobug® is perfectly at home in the kitchen and all around the home, its super absorbent fibres help to keep your floor dry and the anti-slip back keeps it safely in position. With the ability to wash it over and over again it remains hygienic and can deal with anything that is throw at it. A perfect addition to any entrance hall, porch, garden room or conservatory they just love to be walked on.



FLORAL 3



RUNNER FLORAL 3



FLORAL 2



RUNNER FLORAL 2



NATURE 17

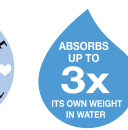


RUNNER NATURE 17

ALSO AVAILABLE IN 65cm x 100cm

ADDITIONAL
SITE AVAILABLE

BEST
SELLER



WE ARE SO EXCITED ABOUT OUR 2 NEW RSPB DESIGNS

COMING SOON... **NEW**



LOVE BIRDS 1



NUTHATCH 1 MAT & RUNNER

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



BIRDS 1



RUNNER BIRDS 1



BIRDS 2



RUNNER BIRDS 2

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





Available in the following sizes:

65cm x 85cm

65cm x 150cm (Runner)

They get more absorbent with every wash

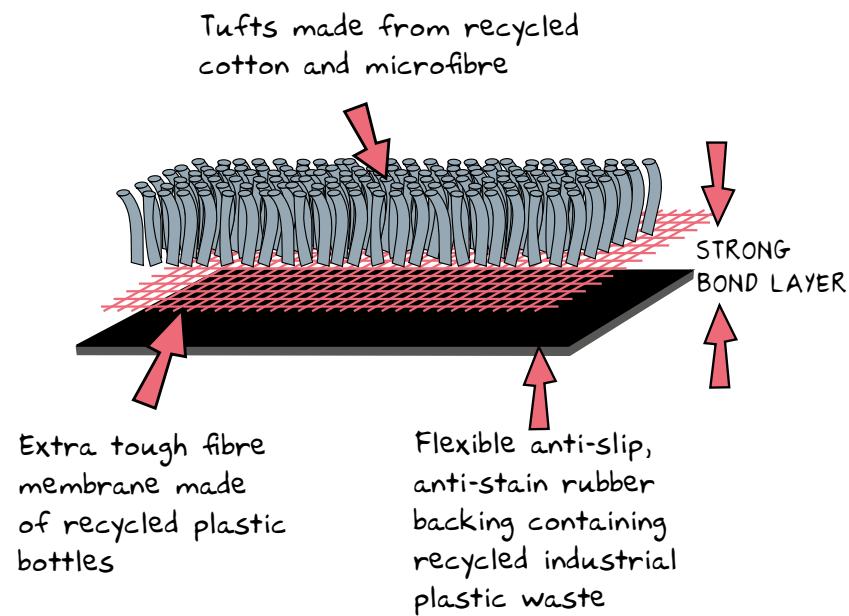
ALL OUR INDOOR HUGS CAN...

ABSORBS
UP TO
3x
ITS OWN WEIGHT
IN WATER

So cute, we all love ladybirds



LADYBIRD 1



WILD ROSE 1



RUNNER WILD ROSE 1



HOME 15



RUNNER HOME 15



HOME 37



RUNNER HOME 37



These lovely designs don't have runners at the moment but we may introduce them!



HYACINTH 1



FLORAL 4



GREAT FOR ALL AROUND THE HOME NOT JUST IN THE DOORWAY



DAISIES 1



RUNNER DAISIES 1



NATURE 20



RUNNER NATURE 20



HOME 40



RUNNER HOME 40

HELPING TO SAVE NATURAL RESOURCES



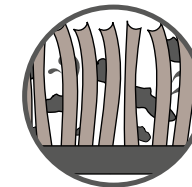
Throughout the brochure we have tried to replicate the mat colours as closely as possible, but colours may vary slightly from the pictures shown.



TRAPS UP TO 95% DIRT DUST AND MUD — & MACHINE WASHABLE

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



THE MAT WITH A HEART

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 TUFTING



OVER 16 MILLION PLASTIC BOTTLES PER YEAR

...TO CREATE AN EXTRA TOUGH MEMBRANE



OVER 192 TONNES RECYCLED INDUSTRIAL PLASTICS PER YEAR.

...IN OUR BACKING

PLUS our mills in Yorkshire are...

ZERO WASTE TO LANDFILL



Get more absorbent with every wash!



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:



HOME 34



RUNNER HOME 34



NATURE 14



RUNNER NATURE 14



NATURE 12



RUNNER NATURE 12



MUSHROOM 1



RUNNER MUSHROOM 1

SPOTS & CHECKS



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...



GO dotty for spots



GO crazy for checks

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



CHECK 12



CHECK 17



CHECK 10



SPOT 10

ALSO AVAILABLE IN 65cm x 100cm



SPOT 12



HAVE FUN WITH THIS SMALL CHECK



RUNNER CHECK 17



RUNNER CHECK 10



RUNNER SPOT 10



RUNNER SPOT 12

BRIGHTEN UP ANY SPACE

THIS IS ALWAYS A FAVOURITE

DARK BACKGROUND WITH FUN POPS OF COLOUR



STRIPES GALORE

So many stripes to choose from there is bound to be one that you love, from neutral to crazy coloured, a stripe will sit with any design style and is a great way to add some colour to your home...



ALL OUR INDOOR HUGS HAVE...



Available in the following sizes:

65cm x 85cm

65cm x 150cm (Runner)

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

INVITING, PLAYFUL COLOUR PALETTE

BEST
SELLER



STRIPE 32



RUNNER STRIPE 32

TRY A HORIZONTAL STRIPE!



STRIPE 84



RUNNER STRIPE 84

STYLISH TICKING STRIPE!



STRIPE 83



RUNNER STRIPE 83

BRIGHT AND FUN



DESIGNER 10



RUNNER DESIGNER 10



SUPER ABSORBENT & TRAPS UP
TO 95% DIRT, DUST & MUD



EASY CARE, MACHINE
WASHABLE 30°C



RECYCLING COTTON &
PLASTIC BOTTLES SINCE 2008



IDEAL FOR
ALL YEAR
ROUND



MUD & HUGS — LOVIN' LIFE

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



STRIPE 82



RUNNER STRIPE 82

DARKER BASE MAKES THIS A SOPHISTICATED BRIGHT



DESIGNER 13



RUNNER DESIGNER 13

RICH & AUTUMNAL



STRIPE 70



RUNNER STRIPE 70

NEUTRAL COLOURS GO WITH ANYTHING



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.



Available in the following sizes:

65cm x 85cm

65cm x 150cm (Runner)

Runner available only if shown



ALL OUR INDOOR HUGS CAN...

ABSORB
UP TO
3x
ITS OWN WEIGHT
IN WATER

Matching mats and runners are ideal all around the home



HIGHLAND 1



RUNNER HIGHLAND 1



PHEASANT 1



RUNNER PHEASANT 1



CHICKEN 1



RUNNER CHICKEN 1



HARE 1



RUNNER HARE 1

ALSO AVAILABLE IN 65cm x 100cm



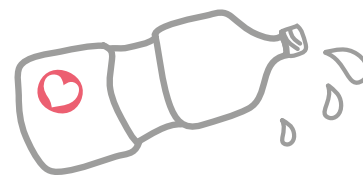
Mummy got a Hug
in a box, I'd rather
have a toy!

Available in the following sizes:

65cm x 85cm

65cm x 150cm (Runner)

Runner available only if shown



WE RECYCLE OVER
16 MILLION
PLASTIC BOTTLES PER
YEAR

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

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



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



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



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



PET 60



RUNNER PET 60



PET 10



RUNNER PET 10



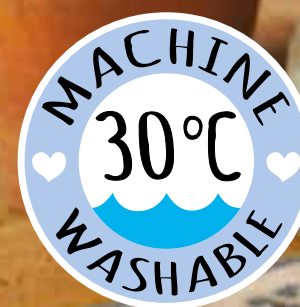
PET 45



RUNNER PET 45



PET 65



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



OUTDOOR RANGE

We've shown you how fantastic our indoor mats are, so now we'd like to show you our ultra tough, mud stopping, dirt trapping OUTDOOR mat. UV protected and suitable for all weathers. The special drain holes in the backing allow excess water to drain away and make it extra long lasting.



Drain holes in the backing allow the water to escape!

ECO COIR

High quality coir mats made from coconut husks with an eco-friendly recycled backing, ideal for porches and semi covered entrances.



Scrape the mud off your boots before going indoors

Available in the following sizes:

50cm x 70cm
60cm x 80cm
65cm x 130cm (Runner)

LOVE THE OUTDOORS — BUT KEEP IT OUTSIDE!

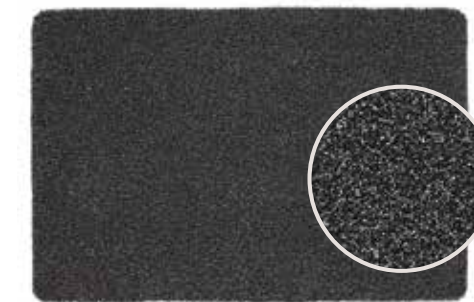
Our plain outdoor mats are made in the UK



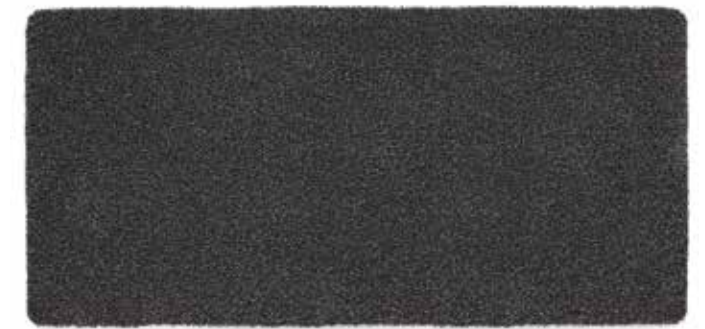
OUTDOOR LINEN



OUTDOOR COFFEE



OUTDOOR CHARCOAL



OUTDOOR RUNNER — AVAILABLE IN ALL COLOURS

Runner size 65cm x 130cm

HIGH QUALITY COIR WITH AN ECO-FRIENDLY BACKING!

Coir: one of nature's wonder materials, is made with 100% natural coconut husk fibres making it eco-friendly. Unfortunately we are unable to produce these lovely mats in the UK but work closely with our trusted partners in India to make them as sustainable as possible. We have used a natural latex backing — which is made exclusively from rubber tree sap and is 100% biodegradable — perfect!



ECO COIR ENJOY

ECO COIR HELLO

ECO COIR SPOT

Gorgeous doorstep coir to give a warm welcome to your visitors

Available in one size:

45cm x 75cm



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 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

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



BATHROOM 13



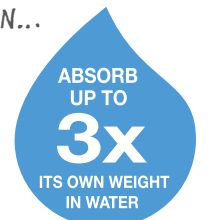
BATHROOM 14

ALL OUR INDDOR HUGS HAVE...

ECO-GENICS BACKING:

Our bathroom mats have a white backing with recycled content

ALL OUR INDDOR HUGS CAN...

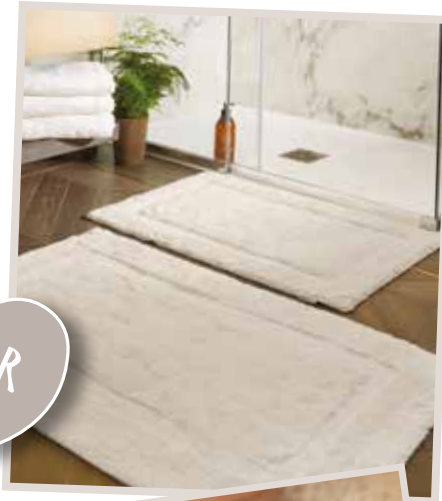


LUXURY BAMBOO BATHROOM RANGE

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.

SUPER
SOFT

It's softer than
my teddy bear



BEAUTIFULLY SOFT & FLUFFY

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

3 SCULPTURED DESIGNS



BAMBOO BORDER CREAM

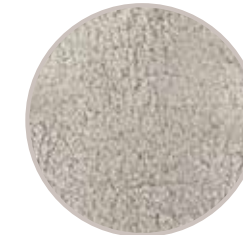


BAMBOO PLAIN CREAM



BAMBOO STRIPE CREAM

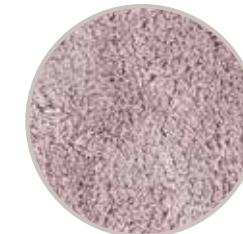
6 LOVELY COLOURWAYS



GREY



WHITE



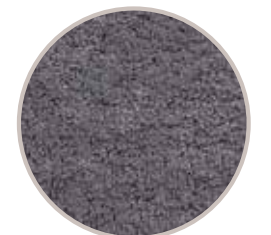
LAVENDER



CREAM



LATTE



GRAPHITE



DID YOU KNOW THESE FACTS ABOUT BAMBOO?

- ♥ ONE OF THE WORLD'S FASTEST GROWING & MOST SUSTAINABLE RESOURCES
- ♥ EXTREMELY SOFT AND LUXURIOUS - FEELS SIMILAR TO SILK OR CASHMERE
- ♥ HYPOALLERGENIC & NATURALLY ANTI-MICROBIAL
- ♥ WASHABLE AT 30°C
- ♥ GROWN WITHOUT PESTICIDES OR CHEMICALS
- ♥ DURABLE & 100% BIODEGRADABLE

...and that's why we use it! 

See our gorgeous Bamboo towels on the next page

LUXURY BAMBOO TEXTILE RANGE

Introducing our exquisite new range of towels and shower mats – 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.

WRAP UP THE ONES YOU LOVE IN BAMBOO



GORGEOUS DETAILING SUPER SOFT & FLUFFY



BEAUTIFUL BAMBOO TOWELS IN 4 COLOURS

SIZES: FACE CLOTH – 30cm x 30cm
HAND TOWEL – 50cm x 90cm
BATH TOWEL – 70cm x 125cm
BATH SHEET – 100cm x 150cm



BAMBOO GRAPHITE TOWELS



BAMBOO CREAM TOWELS



BAMBOO GREY TOWELS



BAMBOO WHITE TOWELS

HOTEL STYLE SHOWER MAT



SHOWER MAT – GRAPHITE



WHITE

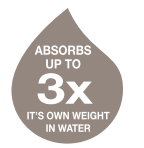


GREY



CREAM

TOWELLING FINISH BOTH SIDES
(NO BACKING)





HUG

Luxury wool throw

We love British made products! Made in Lancashire from the finest quality lambswool yarn, by a highly skilled team with generations of weaving experience. Our throws are designed to be beautifully warm, next-to-skin soft, naturally stain resistant and hypo-allergenic. Care for it and it will stay looking gorgeous for years to come.



ONE SIZE: 140cm x 220cm



MUSHROOM & SANDSTONE



ICE & SANDSTONE



UNIFORM & SANDSTONE



ASH & SANDSTONE



ICE & SANDSTONE



ASH & SANDSTONE



UNIFORM & SANDSTONE



ICE & SANDSTONE



MUSHROOM & SANDSTONE



HUG KITCHEN COLLECTION!



Bring nature into the kitchen with our lovely range of accessories, we have chosen five of our favourite Hug Rug designs and created a beautiful collection to give your customers even more of a Hug! They are all designed and 100% made in the UK. Using specially selected unbleached cotton for the textiles and the finest British china clay for the mugs, all hand printed and finished with love like our Hug Rugs. We hope you love them as much as we do...

We have also introduced some new tea towels and oven gloves (our most popular sellers) in two fabulous new designs – Topiary and Lemons & Lilies to match the new Hug Rug cotton mats



NEW Topiary...



TEA TOWEL DESIGN 1

DOUBLE OVEN GLOVE

NEW Lemons & Lilies...



TEA TOWEL DESIGN 1

DOUBLE OVEN GLOVE



Busy Bees...

APRON
TEA TOWEL DESIGN 1: WHITE & SAGE
TEA TOWEL DESIGN 2, WHITE & SAGE
DOUBLE OVEN GLOVE
MUG



Pheasants...

TEA TOWEL DESIGN 1
TEA TOWEL DESIGN 2
DOUBLE OVEN GLOVE
MUG



Swallows...

TEA TOWEL DESIGN 2
DOUBLE OVEN GLOVE
MUG



Ducks...

TEA TOWEL DESIGN 1
DOUBLE OVEN GLOVE
MUG



A hug in a
British made mug!
how fabulous



Hug Rug® WOVEN

PLANET FRIENDLY TEXTILE RANGE



TURNING RUBBISH INTO BEAUTIFUL PRODUCTS

We've been recycling plastic bottles for our lovely Hug Rugs for over 10 years and we are delighted to be recycling so many more by bringing you this beautiful range of Rugs, Throws and Cushions made 100% from recycled plastics (salvaged from the ocean and from land) – how clever is that!

Our woven products are designed in the UK and the recycled PET fabric is woven by our trusted partners in India that we have worked with for many years. We are currently trying to source manufacturing in Britain for our woven products, but meanwhile we make sure they are made as sustainably as possible.

They look and feel like wool but can be used indoors or outdoors and are mould mildew and moth resistant which means they stay fresher for longer. They are all easy wash and quick dry making them perfect for anywhere in your home and garden – and by buying one you're helping the planet at the same time!

Planet friendly - yet so practical...

- Manufactured from 100% recycled plastic bottles
- Designed in the UK, made in India by our partner company
- Stain resistant – spills and marks wash out easily
- Washable at 30°C
- Mould, mildew and moth resistant
- Resistant to dust mites so ideal for allergy sufferers – how fabulous!
- Ideal for indoor or outdoor use (do not leave outside in bad weather though)
- Hard wearing and long lasting
- UV stable which means the lovely colour you chose will last
- Making things better for wildlife – designed to fit your life
- 100% recyclable at the end of life

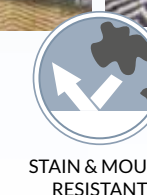


Whether it's a hug or the feel of your favourite cashmere jumper, touch makes us feel good...

RUGS, THROWS, CUSHIONS & PET BEDS...

Gorgeous matching rugs, throws, cushions and even pet beds.

Available in a range of patterns and colourways. They can be used indoor or outdoor, are washable and add a beautiful country chic to any home. Made from recycled plastic bottles they are also good for the environment!



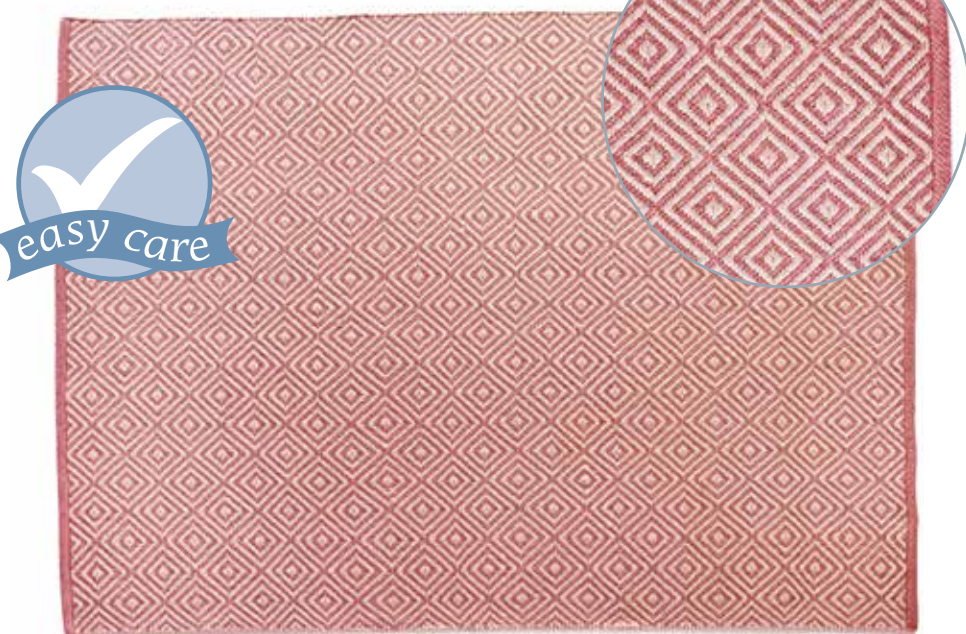
So super soft you wouldn't believe they are made of recycled plastic bottles!



DIAMOND DESIGN

REVERSIBLE RUGS...

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



CORAL PINK

We recommend using our Rug Grip under these Woven rugs

Reverse close up

More Lovely Colours

Front



CUDDLY THROWS... ONE SIZE (cm): 130 x 180



DENIM BLUE

SKY GREY

GOLD

CORAL PINK

WARM GREY

GREEN

ROSE

NATURAL

NAVY

COZY CUSHIONS...

ONE SIZE (cm): 45 x 45

NEW COMING SOON...

Fabulous new plain coloured cushions available in all the same colours as our patterned range



CORAL PINK

WARM GREY

DENIM BLUE

GREEN

SKY GREY

GOLD

ROSE

NAVY

NATURAL

We all love our diamonds and this range is no exception. Always eye catching – it's a contemporary range that will never go out of fashion. Easy care, they are hard wearing, washable, easy to spot clean and washable when necessary. Mix and match your look... Available in a great range of colours, and mixes well with the other Woven designs.



HERRINGBONE DESIGN

REVERSIBLE RUGS...

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



Reverse close up

More Lovely Colours



SKY GREY

We recommend using our Rug Grip under these Woven rugs

CUDDLY THROWS... ONE SIZE (cm): 130 x 180



WARM GREY

NAVY

GOLD

CORAL PINK

DENIM BLUE

SKY GREY

ROSE

GREEN

NATURAL

COZY CUSHIONS...

ONE SIZE (cm): 45 x 45

NEW COMING SOON...

Fabulous new plain coloured cushions available in all the same colours as our patterned range



WARM GREY

CORAL PINK

DENIM BLUE

ROSE

NAVY

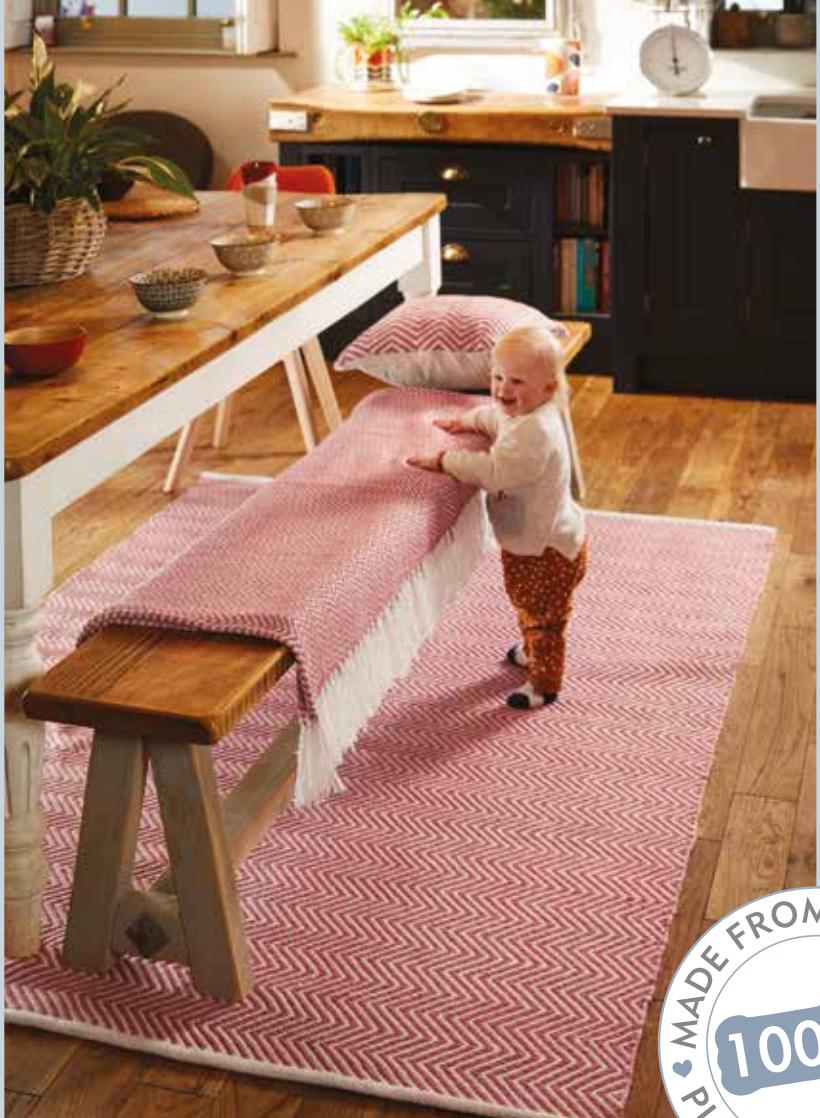
NATURAL

GREEN

SKY GREY

GOLD

You can't go wrong with a classic herringbone pattern – 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, washable, easy to spot clean and washable when necessary. Mix and match your look...



For all you garden lovers out there you will love this simple trellis design. It is current, fresh and will stand the test of time. Great for indoor or outdoor use, easy care and will add a lovely touch of warmth to any setting.

REVERSIBLE RUGS...

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

Reverse close up



GREEN

We recommend using our Rug Grip under these Woven rugs

More lovely Colours

Front



SKY GREY



DENIM BLUE



ROSE



CORAL PINK



NATURAL



WARM GREY



NAVY



GOLD

CUDDLY THROWS...

ONE SIZE (cm): 130 x 180



CORAL PINK



NATURAL



GREEN



DENIM BLUE



WARM GREY



GOLD



NAVY



ROSE



SKY GREY

COZY CUSHIONS...

ONE SIZE (cm): 45 x 45

NEW COMING SOON...

Fabulous new plain coloured cushions available in all the same colours as our patterned range



CORAL PINK



WARM GREY



DENIM BLUE



GREEN

SKY GREY

GOLD



AVAILABLE
SPRING
2022



ROSE

NAVY

NATURAL

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



We recommend using our Rug Grip under all our Woven rugs

RUG GRIP - ANTI SLIP UNDERLAY IS AVAILABLE IN 3 SIZES AND IS EASILY CUT TO FIT ANY RUG
80cm x 150cm 120cm x 180cm 160cm x 225cm

RUSTIC RUGS

Here are some more rugs that match beautifully with all our other throws and cushions. Easy care, they are hard wearing and easier to clean than traditional rugs. Mix and match your look...

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



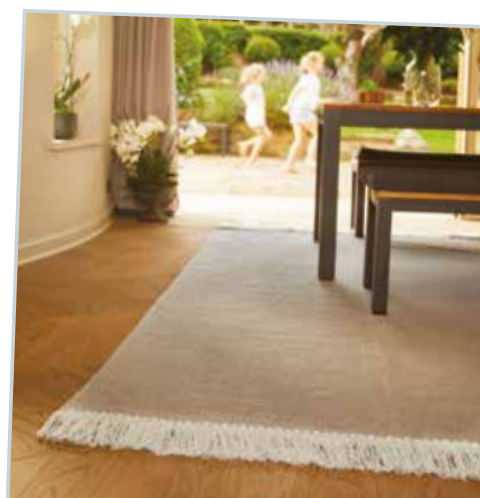
RUSTIC PLAIN
NATURAL



RUSTIC TRIM
SKY GREY/CREAM



RUSTIC STRIPE
NATURAL/BROWN



PET BEDS

SIZE:

Small – 56cm x 81cm x 13cm

Large – 71cm x 107cm x 13cm

This hard wearing fabric dog bed is tightly woven to help prevent damage from doggy paws. The pretty floral dot pattern makes it attractive to have in any room – super comfy for your pet.

- Cover washable at 30°C
- Inners are made of recycled materials
- Additional covers available to buy



WARM GREY



NATURAL



DENIM BLUE



ROSE



COVERS ARE...



SENSE & WOVEN – CLEVER STUFF

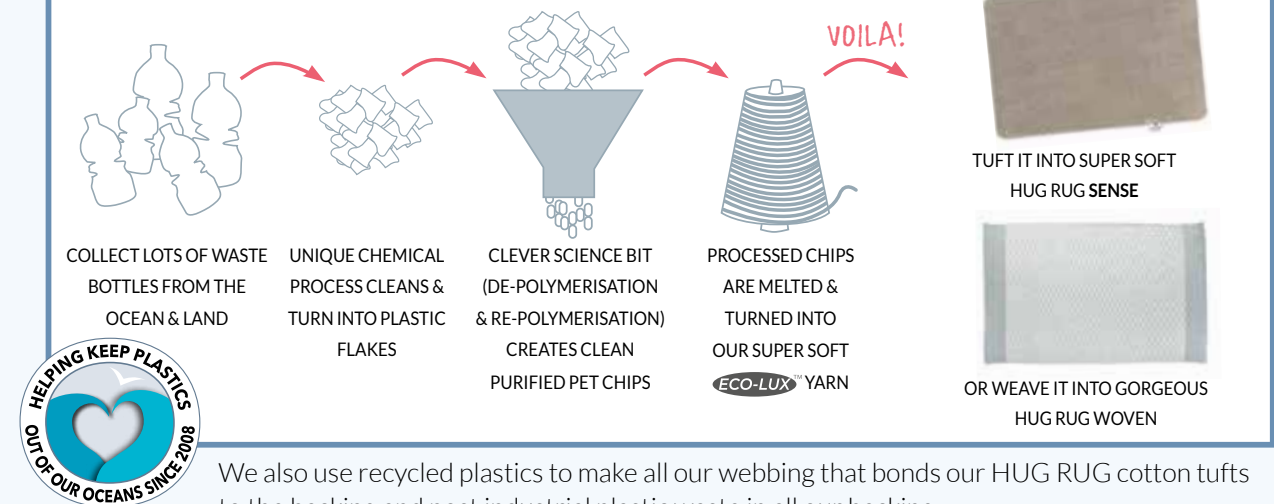
We've been recycling waste plastic since we launched our Hug Rug range in 2008

from this to this



...with some clever technology in between

HOW WE TURN PLASTIC BOTTLES INTO FABULOUS PRODUCTS



We also use recycled plastics to make all our webbing that bonds our HUG RUG cotton tufts to the backing and post industrial plastic waste in all our backing.

LOOKING AFTER YOUR WOVEN PRODUCTS

KEEPING IT CLEAN:

As they are suitable for indoor and outdoor use they will obviously get dirty at some point, but don't worry

- Remove any loose dirt, and for cushions remove the inner
- Hand wash or machine wash at 30°C using a light detergent or non-biological washing powder. Larger rugs may need a commercial washing machine.
- Allow to air dry naturally. Do not tumble dry.

Hug Rug Woven is designed to look and feel like natural wool please be aware that some natural pilling or yarn snagging may occur but they will still look gorgeous.

MICROFIBRE

When washing **any** textile items tiny fibres are released and can make their way from the washing machine into our rivers and oceans. We all need to reduce the number of microfibrils that get flushed away. The best option is to buy a specifically designed wash bag to prevent this – the best on the market is the GUPPYFRIEND Washing bag. The bag helps prevent friction and fibre damage/loss which in turn extends the life of the textiles, washing in a pillowcase will prevent larger fibres from escaping into your washing machine but not the tiny ones. Fibres can then be scooped up and disposed of properly.

An increasing number of products are coming to the market to help prevent microfibre pollution in washing, find one that is right for you.

TO CARE FOR YOUR RUG AND THE PLANET: THINGS WE RECOMMEND

CUT DOWN ON THE WASHING: Lots of our products are washable but should only be washed if they really need it, try brushing or vacuuming once mud or dirt is dry and you may find they don't need to be washed.

WASHING WITH CARE:

- Use a filter bag like the GUPPYFRIEND
- Wash at 30°C or cold – the hotter the wash the more the fibres can be damaged
- Use an eco-friendly liquid washing detergent to reduce chemicals and abrasion – have you tried ECOVER?
- Use shorter washing cycles – less time means less friction so less damage
- Reduce the spin speed – higher spin speed can damage the fibres causing them to break loose
- Full loads reduce movement and friction so causing less damage to the fibres

As part of our continual approach to improvement we are always searching for ways to improve our products and reduce environmental impact.





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.

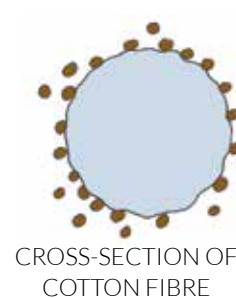
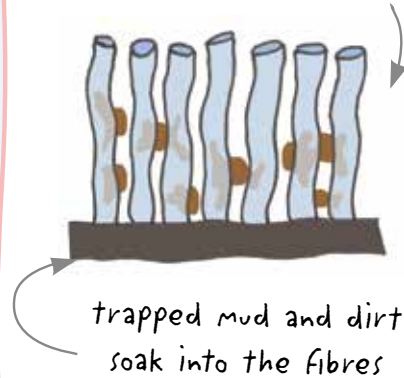
*Simplicity itself to clean and washes at 30°C. Another environmental benefit is the increased life of a microfibre mat when compared to a standard cotton mat; longer life means less resources used to create new mats!

HERE'S THE CLEVER BIT

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

each tuft contains thousands of fibres

water dust and dirt



- 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!

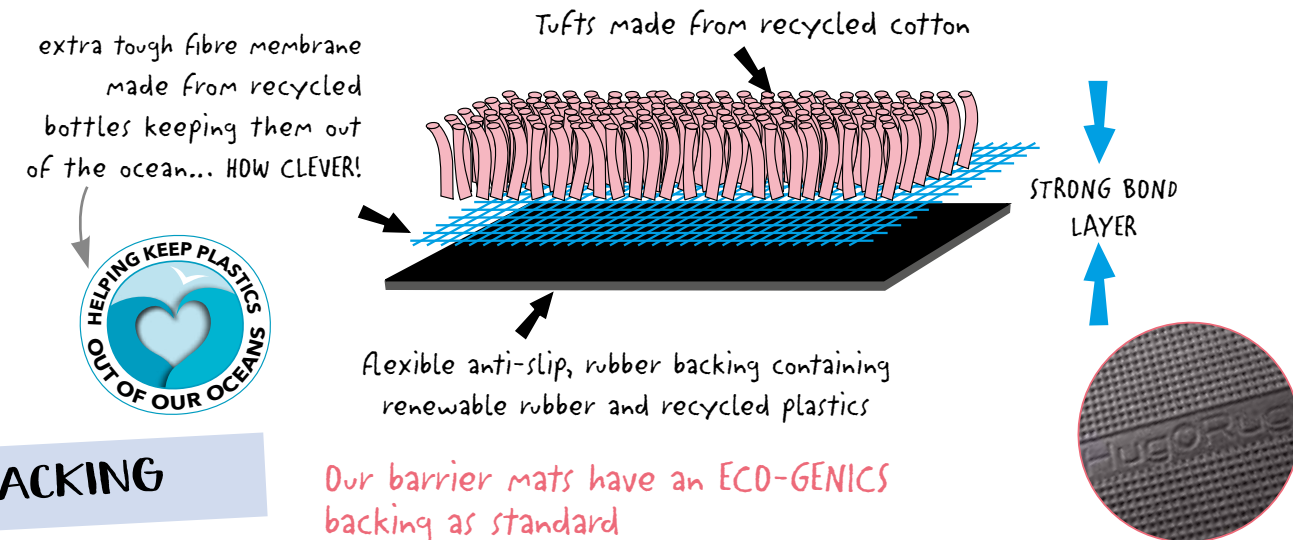
Due to the nature of the materials used 'recycled' content may vary, but always with a minimum of 70% recycled cotton (to 30% recycled microfibre). We are always looking for ways to improve our products and we reserve the right to change specifications, colours and materials shown in our brochures and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

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. **Our factories are ZERO TO LANDFILL.**

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** – The waffle design combined with the soft latex rubber allows grip on hard polished surfaces and carpets 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, machine wash on cotton wash at 30°C with drum at 600 approx.
- 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.
- Never place Hug Rug 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.

SUSTAINABLE PARTNERSHIPS

MADE FOR YOU by
phoenix



We work hard to create strong relationships with all our clients, building a range of home textile brands for today's conscious consumer. We design and develop our ranges 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 over 10 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

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've even changed the tape we now use an eco-tape which is recyclable, biodegradable and doesn't need to be removed when used boxes are recycled!

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.



HUG RUG & HUG RUG SENSE: WATERFALL DISPLAY STAND
DIMENSIONS (cm): 66 wide x 210 high x 68 deep

WALL UNIT OPTIONS FOR HUG RUG
DIMENSIONS (cm): 100 wide sections x 202 high x 67 deep

MERCHANDISING

BRANDING & MARKETING



HUG RUG & HUG RUG SENSE: 4 ARM DISPLAY STAND
DIMENSIONS (cm): 100 wide x 240 high x 100 deep



HUG RUG WOVEN DISPLAY STAND
DIMENSIONS (cm): 160 wide x 60 deep x 200 high with branding (155 without branding)

HOLDS:
18 cushions
24 Throws
10 x 80 x 150 rugs
8 x 120 x 170 rugs

LOVE FROM YORKSHIRE



The home of Hug Rug and more...



BRITISH MANUFACTURERS SINCE 1954



WE'VE RECYCLED OVER 200 MILLION BOTTLES



OUR MILLS ARE ZERO TO LANDFILL



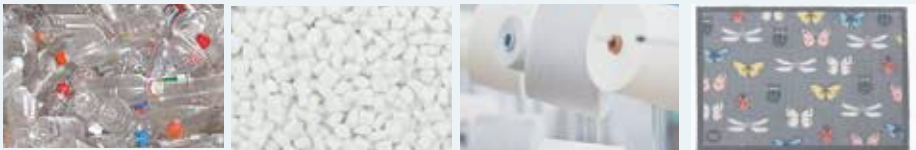
WE REUSE DON'T ABUSE NATURAL RESOURCES



OUR MILLS RUN USING GREEN ENERGY

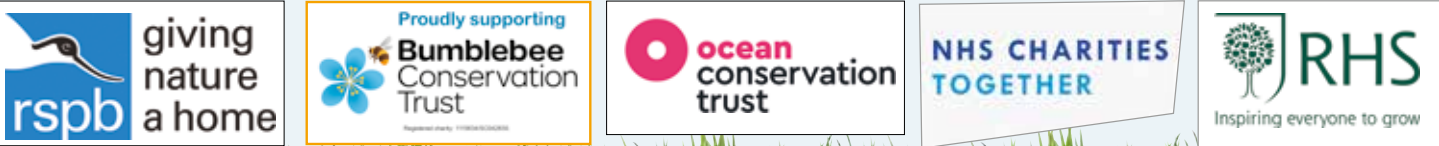
We throw nowt away!

RECYCLE INNOVATE DEVELOP CREATE



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 ALSO PROUD TO SUPPORT THESE CHARITIES...



OTHER FABULOUS PRODUCTS FROM PHOENOX



RUG COLLECTION

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



Howler & Scratch PET MAT RANGE

A range of nylon mats perfect for muddy pups and soggy moggies



My mat

A full range of mats: coir, microfibre, cotton and patterned indoor – not just any mat, it's MY MAT



Dip & Drip BATHROOM MATS

Add style to any bathroom... with these beautifully designed, washable, non-slip mats



Stain resistant washable rugs in beautiful colours ideal for all around your home

– not just any rug, it's MY RUG

