

Hug Rug[®]

ECO-FRIENDLY PRODUCTS MADE WITH LOVE



PROUD SUPPORTERS OF THESE LOVELY CHARITIES...



HUGS MAKE EVERYONE FEEL BETTER...

E: info@hugrug.co.uk   



MADE FOR YOU by
phoenix
TEXTILES LTD

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Hug Rug[®]

ECO-FRIENDLY PRODUCTS MADE WITH LOVE



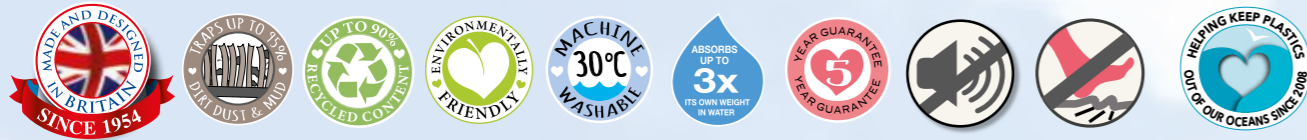
EVERY HOME NEEDS A HUG...

THE UK'S NO.1 BARRIER MAT BRAND



Hug Rug®

ECO-FRIENDLY COTTON MATS WITH LOTS OF LOVELY NEW DESIGNS TO CHOOSE FROM...



THE MAT WITH A HEART
in more ways than one

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



PLUS our mills in Yorkshire are...

ZERO WASTE TO LANDFILL



...IN THE COTTON TUFTING



...TO CREATE AN EXTRA TOUGH MEMBRANE



...TO RUN OUR MILLS



...IN OUR BACKING



- RECYCLED CONTENT – UP TO 90%
- TRAPS UP TO 95% DUST DIRT AND MUD
- GENUINELY MANUFACTURED IN THE UK
- RECYCLABLE AT END OF LIFE
- ULTRA ABSORBENT – ABSORBS UP TO 3X ITS OWN WEIGHT IN WATER

- WASHABLE AT 30°C
- SUSTAINABLE LIFECYCLE
- 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...



HARSH FACTS

- Bottles of water take **1000 years** to biodegrade and if incinerated they produce toxic fumes.
- 75%** of plastic bottles are not recycled just thrown away!
- Plastic pieces in the sea now outnumber sealife by **6:1**.
- Bottles thrown away each year could circle the earth **4 times**!

SUPPORTERS OF
PLASTIC OCEANS

WE ARE ON A MISSION!

JOIN OUR 2020 VISION ON PLASTICS

HELP US TO HELP YOU REACH YOUR OWN RECYCLING TARGETS

Let's make a difference... for over 10 years we've been manufacturing products with recycled cotton and recycled plastics, in that time we have up-cycled the equivalent of more than **75 MILLION PLASTIC BOTTLES**.

As part of our commitment to make a difference and increase our recycling efforts we are launching a campaign to **DOUBLE OUR PLASTIC RECYCLING** over the next 12 months and we are calling this our 2020 vision. As well as supporting Plastic Oceans UK we have launched HUGRUG SENSE and are looking to expand our HUGRUG WOVEN range (watch this space) to offer you a greater choice of beautiful products that we know you will love as much as we do. Take a look, I'm sure you'll find something you love and buying these products will help us achieve our 2020 vision.

LET'S MEET THE NEEDS OF TODAY, WITHOUT COMPROMISING TOMORROW.



TAKE A LOOK...

AT ALL OUR LOVELY COTTON HUGRUGS, RECYCLED SENSE & WOVEN RANGES

- P4 – SENSE – Made of recycled bottles
- P8 – PLAINS
- P14 – CONTEMPORARY
- P22 – COUNTRY
- P26 – HOME & GARDEN
- P44 – BATHROOM
- P46 – BAMBOO BATHROOM

- P48 – PET
- P52 – OUTDOOR
- P54 – ALL ABOUT HUGRUG – Care instructions and other bits and bobs
- P56 – WOVEN Rugs, throws & Cushions
- P66 – WOVEN Pet beds
- P68 – SUSTAINABILITY & MERCHANDISING
- P70 – WORKING WITH PHOENIX PLUS OUR OTHER LOVELY BRANDS



Hug♥Rug® SENSE

LUXURY ECO-FRIENDLY MATS



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

50 x 75cm = 115 bottles	65 x 150cm = 300 bottles	80 x 120cm = 295 bottles
65 x 100cm = 200 bottles	65 x 200cm = 400 bottles	100 x 140cm = 460 bottles

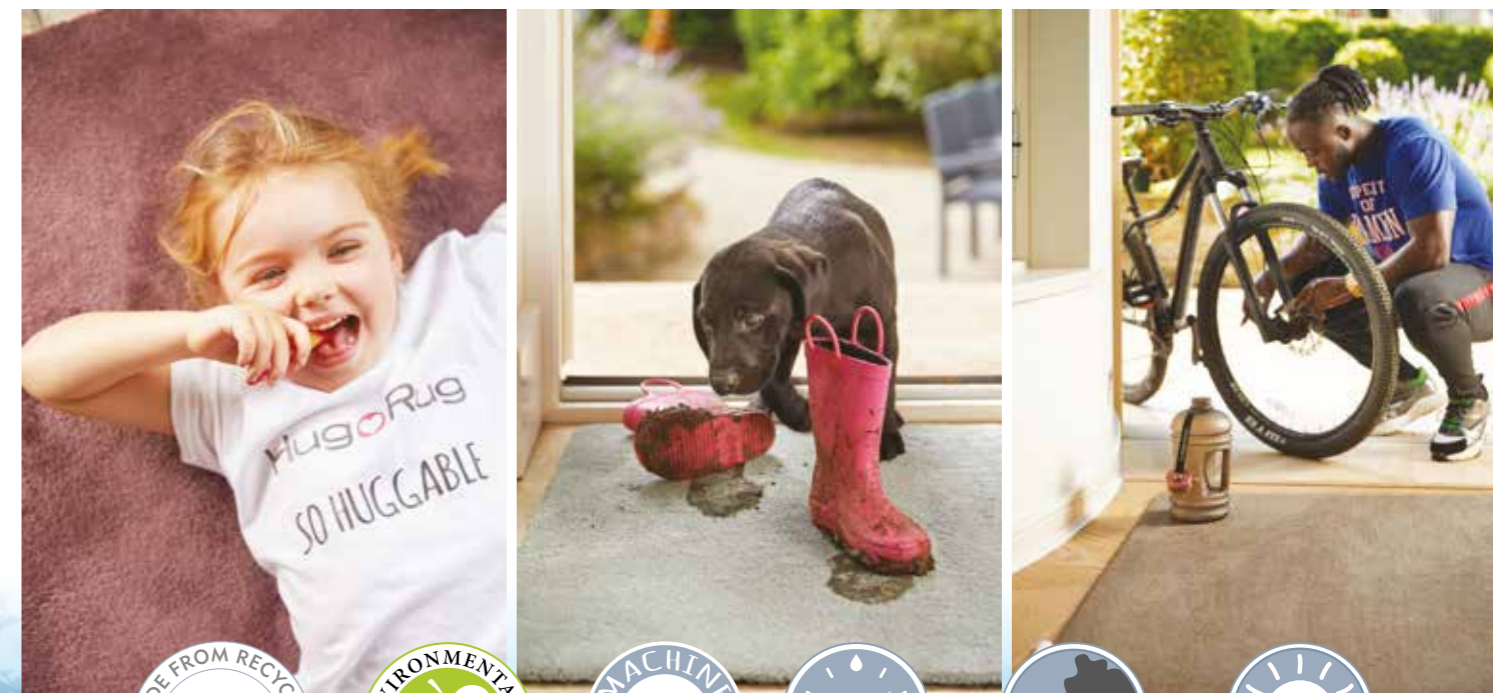
TURNING WASTE PLASTICS INTO BEAUTIFUL SUSTAINABLE PRODUCTS MAKES **SENSE**



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 HUGRUG COTTON MATS
- ♥ 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 – SO THEY'LL NEVER END UP POLLUTING THE ENVIRONMENT



PLANET FRIENDLY – YET SO PRACTICAL...

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



HugoRug[®] SENSE

LUXURY ECO-FRIENDLY MATS

Available in the following sizes:

- 50cm x 75cm
- 65cm x 100cm
- 65cm x 150cm (Runner)
- 65cm x 200cm (Runner)
- 80cm x 120cm
- 100cm x 150cm
- 140cm x 200cm

SUPPORTERS OF
PLASTIC OCEANS



CLOVE BROWN



MINK



CHARCOAL



STONE



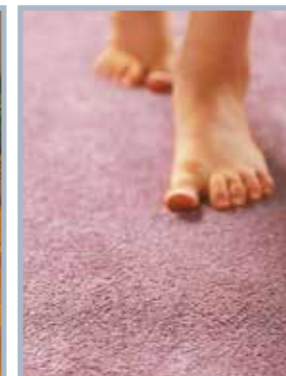
GHOST GREY



ROSE



SUPER SOFT UNDERFOOT



LUXURIOUS PILE



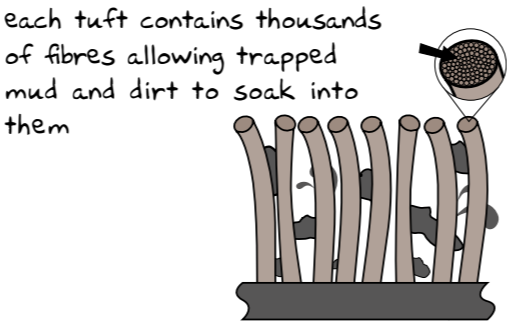
ECO-FRIENDLY & HUGGABLE

Ours 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.

ORIGINAL PLAINS



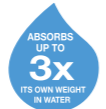
These are Hug Rug's plain and simple. Here is a range that will blend into any home setting. The fleck design combined with an attractive colour palette helps disguise the mud and dirt.



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

special dirt trapping cotton & microfibres

...so many reasons to buy we can only just fit them on 1 line!



Patent Pending GB181261.9

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

♥ EASY CARE, MACHINE WASHABLE ON COOL WASH

♥ ANTI-SLIP, HEAVY WEIGHT RUBBER BACKING

wipe those boots clean!



Available in the following sizes:

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

ALL our plain mats are available in 2 different runner sizes

Mats shown here are 50x75cm proportion

ALL OUR INDOOR HUGS HAVE...



ECO-GENICS BACKING:



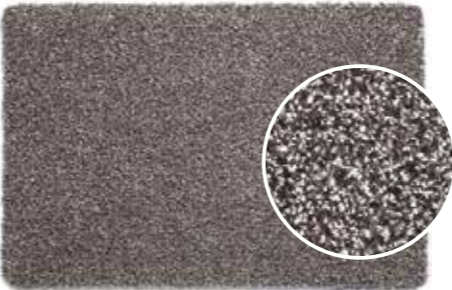
SPANISH BROWN



LINEN



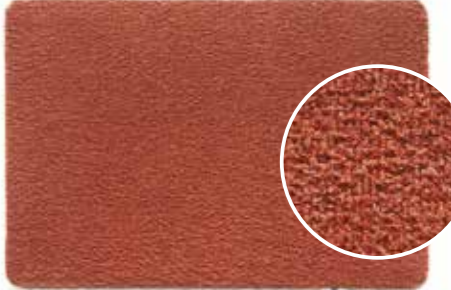
COFFEE



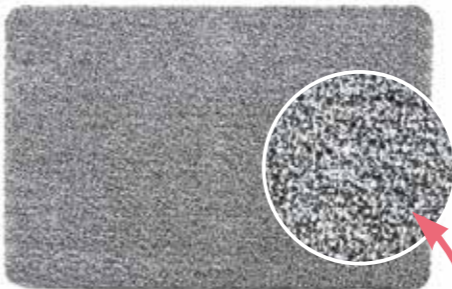
SLATE



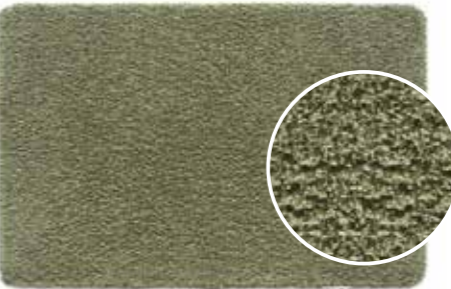
CHARCOAL



TERRACOTTA



LIGHT GREY



SAGE GREEN



STONE

flecked colours help hide the dirt



RUNNER COFFEE

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

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



ORIGINAL PLAINS CANDY



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, 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:

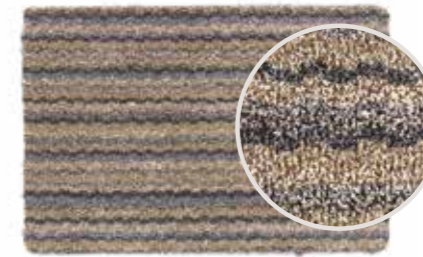
- 50cm x 75cm – Horizontal stripes
- 80cm x 100cm – Vertical stripes
- 65cm x 150cm (Runner) – Horizontal stripes
- 80cm x 150cm (Runner) – Vertical stripes



BRICK DESIGNS



CANDY BRICK



RIBBON GREY BRICK



RIBBON STONE BRICK

ZIG ZAG DESIGNS



CANDY ZIGZAG

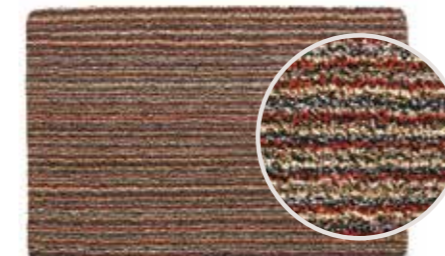


RIBBON GREY ZIGZAG

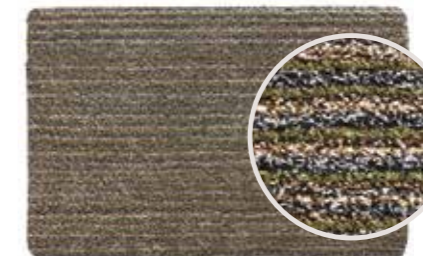


RIBBON STONE ZIGZAG

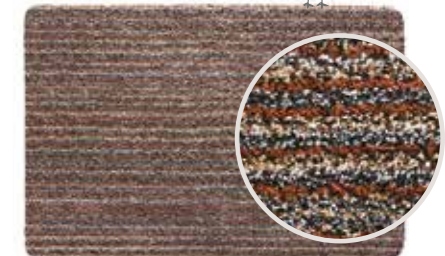
CANDY STRIPE DESIGNS



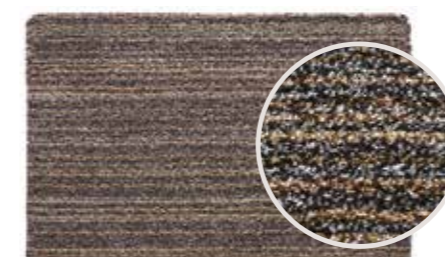
CANDY STRIPE



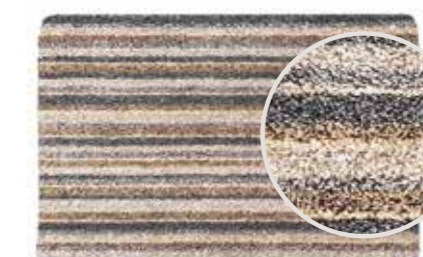
CANDY SAGE



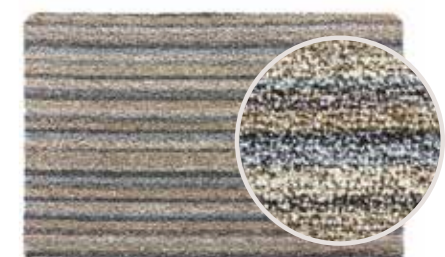
CANDY BROWN



CANDY SLATE



RIBBON STONE



RIBBON GREY

Fleck cotton tufts in a fine stripe mix



Ours 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.

SELECT PATTERNED 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.



NEW ENGLAND BRICK



NEW ENGLAND STRIPE



PORTLAND ZIG ZAG



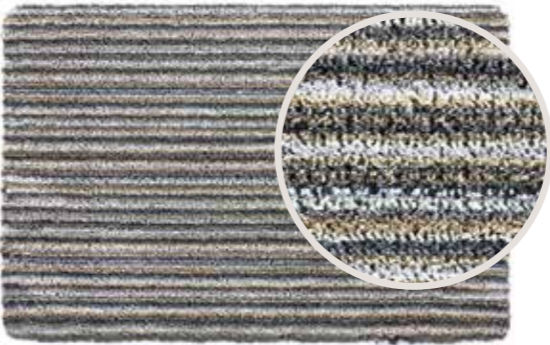
PORTLAND STRIPE

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



NEW ENGLAND ZIGZAG

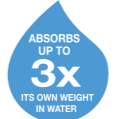


PORTLAND BRICK



NEW ENGLAND BRICK

Lovely designs made up of select fibres



Patent Pending GB181261.9

CONTEMPORARY RANGE



HugoRug® offer a range of contemporary designs to brighten your home. So many stripes, spots and checks to choose from there is bound to be one that you love. Go on add some colour to your home...



Available in the following sizes:

65cm x 85cm
65cm x 150cm (Runner)



ALL OUR INDOOR HUGS CAN...

ABSORBS
UP TO
3x
ITS OWN WEIGHT
IN WATER

IDEAL FOR ALL AREAS OF YOUR HOME NOT JUST YOUR DOORWAYS



CHECK 18



RUNNER CHECK 18



CHECK 17



RUNNER CHECK 17



CHECK 12



RUNNER CHECK 12



CHECK 10



RUNNER CHECK 10

GO dotty for our spots



IDEAL FOR ALL YEAR ROUND



Available in the following sizes:

65cm x 85cm

65cm x 150cm (Runner)

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

ALL OUR INDOOR HUGS HAVE...



SPOT 13



RUNNER SPOT 13



SPOT 10

ALSO AVAILABLE IN 65cm x 100cm



RUNNER SPOT 10



SPOT 12



RUNNER SPOT 12



STRIPE 26



RUNNER STRIPE 26



TRAPS UP TO 95% DIRT
DUST AND MUD - EVEN
STOPS THOSE SNEAKY
MUDDY FOOT PRINTS



super efficient &
machine washable



And sooo soft!



Available in the following sizes:

65cm x 85cm

65cm x 150cm (Runner)

Not all designs have runners – shown if available

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

ALL OUR INDOOR HUGS HAVE...

ECO-GENICS
BACKING:



STYLISH NEW TICKING STRIPE!



STRIPE 83



RUNNER STRIPE 83



STRIPE 81



RUNNER STRIPE 81



STRIPE 82



RUNNER STRIPE 82



STRIPE 32



RUNNER STRIPE 32

ALL YEAR ROUND OUR LOVELY
HUG RUGS WILL BRIGHTEN UP
YOUR HOME



Available in the following sizes:

65cm x 85cm

65cm x 150cm (Runner)



STRIPE 84



DESIGNER 10



STRIPE 76



DESIGNER 13



STRIPE 70

TRAPS UP TO 95% DIRT DUST AND MUD



RUNNER STRIPE 84



RUNNER DESIGNER 10



RUNNER STRIPE 76



RUNNER DESIGNER 13



RUNNER STRIPE 70



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)

Not all designs have runners – shown if available

ALL OUR INDOOR HUGS CAN...



DID YOU KNOW WE RECYCLE OVER 2.5 MILLION LITRES OF WATER PER YEAR.

...TO RUN OUR MILLS

Matching mats and runners are ideal all around the home



HIGHLAND I



RUNNER HIGHLAND I



PHEASANT I



RUNNER PHEASANT I



CHICKEN I



RUNNER CHICKEN I



HARE I



RUNNER HARE I

ALSO AVAILABLE IN 65cm x 100cm



Available in the following sizes:

65cm x 85cm

65cm x 150cm (Runner)

Not all designs have runners – shown if available



They get better with every wash



HEDGEHOG I



RUNNER HEDGEHOG I



SHEEP I



RUNNER SHEEP I



DEER I



RUNNER DEER I



DUCKS I



RUNNER DUCKS I



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

HOME & GARDEN RANGE



ALL OUR INDOOR HUGS HAVE...



...IN THE COTTON TUFTING



HugRug® 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. Nearly all of our designs have matching runners (where shown), a perfect addition to any entrance hall, porch, garden room or conservatory they just love to be walked on.

LOOK OUT FOR ALL OUR LOVELY NEW DESIGNS!



MUSHROOM 1



RUNNER MUSHROOM 1



FLORAL 3



RUNNER FLORAL 3



FLORAL 2



RUNNER FLORAL 2

Available in the following sizes:

65cm x 85cm

65cm x 150cm (Runner)



OUR CHARITY DESIGNS

WE ARE SO EXCITED ABOUT OUR NEW RSPB CHARITY DESIGNS

We are very excited to be working with the RSPB as well as the Bumblebee Conservation Trust and will be giving 10% of sales from the mats and runners shown here



BIRDS 1



RUNNER BIRDS 1



BIRDS 2



RUNNER BIRDS 2



HELP US LOOK AFTER THE BIRDS & SAVE THE BUMBLEBEES

So far we've raised over £9,274



BEE 1



RUNNER BEE 1



BEE 2



RUNNER BEE 2



BEE HAPPY!



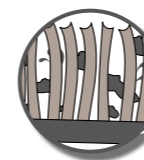
Available in the following sizes:

65cm x 85cm

65cm x 150cm (Runner)



WITH LOVE IN EVERY FIBRE...



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



EASY CARE, MACHINE WASHABLE 30°C



RECYCLING COTTON & PLASTIC BOTTLES SINCE 2008



WE HOPE YOU LOVE OUR DESIGNS AS MUCH AS WE DO...



DAISIES I



RUNNER DAISIES I



NATURE 17

ALSO AVAILABLE IN 65cm x 100cm



RUNNER NATURE 17



KITCHEN 14



RUNNER KITCHEN 14



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



WILD ROSE I



RUNNER WILD ROSE I



HOME 15



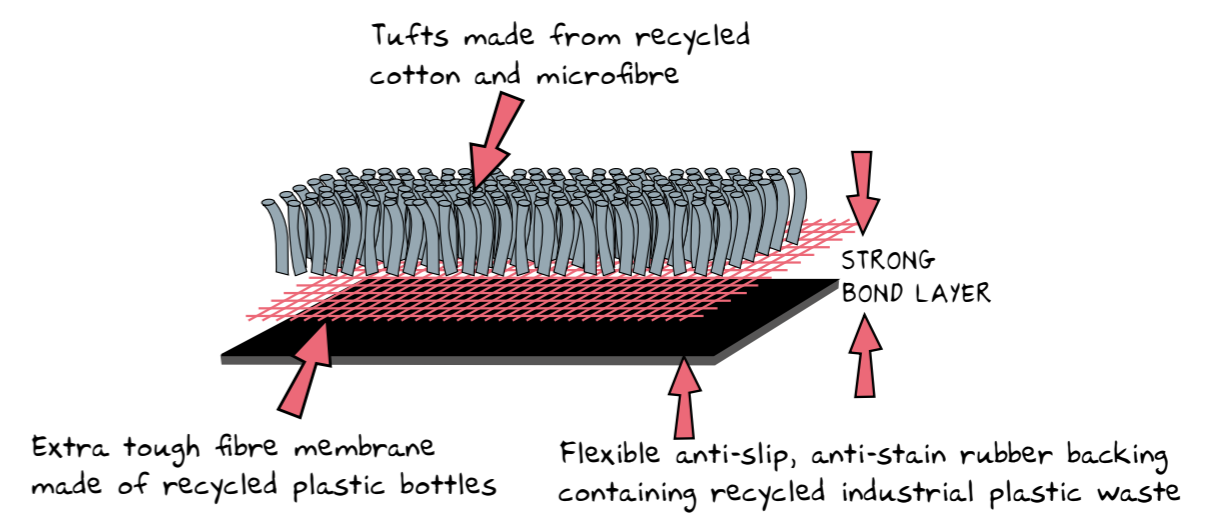
RUNNER HOME 15



HOME 37

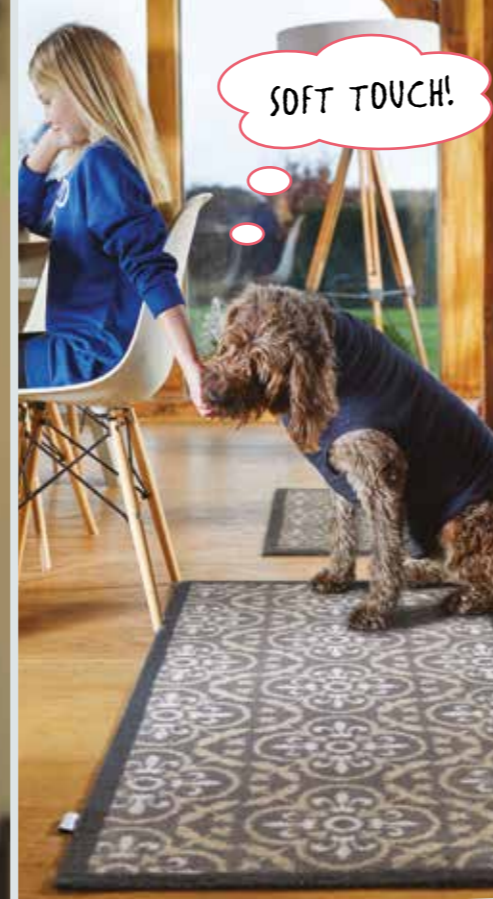


RUNNER HOME 37





HELPING TO SAVE NATURAL RESOURCES



SOFT TOUCH!

Available in the following sizes:

65cm x 85cm

65cm x 150cm (Runner)



NATURE 19



RUNNER NATURE 19



TOPIARY 10



RUNNER TOPIARY 10



HOME 40



RUNNER HOME 40



KITCHEN 11



RUNNER KITCHEN 11

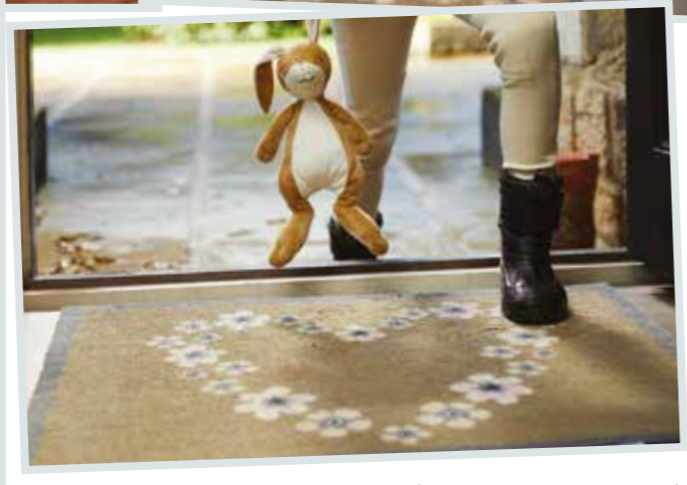
Throughout the brochure we have tried to replicate the mat colours as closely as possible, but colours may vary slightly from the pictures shown.



"Absorbs all my muddy paw prints as well which stops me getting into trouble!"

NEW

BEST SELLER



Get more absorbent with every wash!



Available in the following sizes:

65cm x 85cm
65cm x 150cm (Runner)

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



ALSO AVAILABLE IN 65cm x 100cm



FLORAL I



RUNNER FLORAL I



NATURE I5



RUNNER NATURE I5



KITCHEN I6



RUNNER KITCHEN I6



HOME I4



RUNNER HOME I4



Available in the following sizes:

65cm x 85cm

65cm x 150cm (Runner)

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

ALL OUR INDOOR HUGS HAVE...

ECO-GENICS
BACKING:



HOME 36



RUNNER HOME 36



NATURE 18



RUNNER NATURE 18



HOME 34



RUNNER HOME 34



NATURE 14



RUNNER NATURE 14



Soft and comfy as well
as super absorbent



Available in the following sizes:

65cm x 85cm

65cm x 150cm (Runner)

ALL OUR INDOOR HUGS ARE...



A HUG gives you such a warm welcome



DAFFODIL I



RUNNER DAFFODIL I



HEARTS I



RUNNER HEARTS I



NATURE I2



RUNNER NATURE I2



TOPIARY 20



RUNNER TOPIARY 20

Sooo absorbent! And they get better with every wash



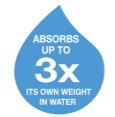
Available in the following sizes:

65cm x 85cm

These designs do not have runners

ALL OUR INDOOR HUGS CAN...

ABSORBS
UP TO
3x
ITS OWN WEIGHT
IN WATER



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

WE LOVE THESE NEW DESIGNS!



FROGS I



HYACINTH I

GREAT FOR ALL AROUND THE HOME
NOT JUST IN THE DOORWAY



HOME I9



LADYBIRD I



FLORAL 4



NATURE I9

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!

ABSORBS
UP TO
3x
ITS OWN WEIGHT
IN WATER

CHARITY
DONATION
10%

So super soft and ultra absorbent



Available in the following sizes:

50cm x 75cm

65cm x 85cm



SUPPORTING ANOTHER GREAT ORGANISATION
WITH THIS GORGEOUS NEW DESIGN...

CHARITY
DONATION
10%



SEA TURTLES I

ALL OUR INDOOR HUGS HAVE...

Our bathroom mats
have a white
recycled backing



 **ocean
conservation
trust**

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.

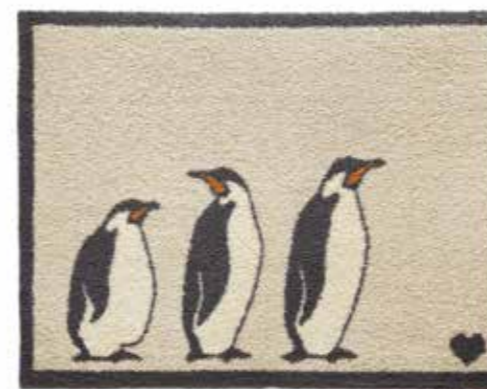
HELP US TO RAISE MONEY FOR OCEAN CONSERVATION BY SELLING LOTS OF OUR SEA TURTLE MATS



BATHROOM I3



BATHROOM I6



BATHROOM I5



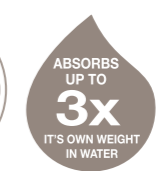
BATHROOM I4

WE ARE ALSO PROUD SUPPORTERS OF ...

PLASTIC  OCEANS

LUXURY BAMBOO BATHROOM RANGE

HugoRug® is more than just our amazing dirt trapping barrier mats! Our eco-friendly range also includes a range of beautifully soft and silky bamboo bathroom mats. 100% organic. Pure fruit dyes are used to create a range of contemporary, stylish colours and the sculptured designs will add elegance to any bathroom.



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

Soft cotton backing

4 SCULPTURED DESIGNS



BAMBOO BORDER CREAM



BAMBOO BRICK CREAM



BAMBOO PLAIN CREAM



BAMBOO STRIPE CREAM

3 LOVELY COLOURWAYS

PLUS 3 GORGEOUS NEW ONES



WHITE



CREAM



GRAPHITE



GREY



LATTE
(WE HAVE UPDATED THIS COLOUR)



LAVENDER

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! 



PET RANGE



Available in the following sizes:
65cm x 85cm
65cm x 150cm (Runner)
Not all designs have runners – shown if available

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 65



PET 66



PET 63



PET 39

BEST SELLER



PET 60



RUNNER PET 60



PET 10



RUNNER PET 10



Machine washable - just what you need with muddy pups around

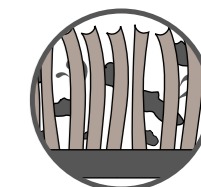


Available in the following sizes:

65cm x 85cm

65cm x 150cm (Runner)

Not all designs have runners – shown if available



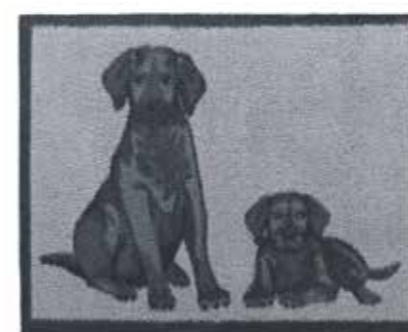
TRAPS UP TO 95% DIRT DUST AND MUD — & MACHINE WASHABLE



PET 64



RUNNER PET 64



PET 62



RUNNER PET 62



PET 61



RUNNER PET 61



PET 45

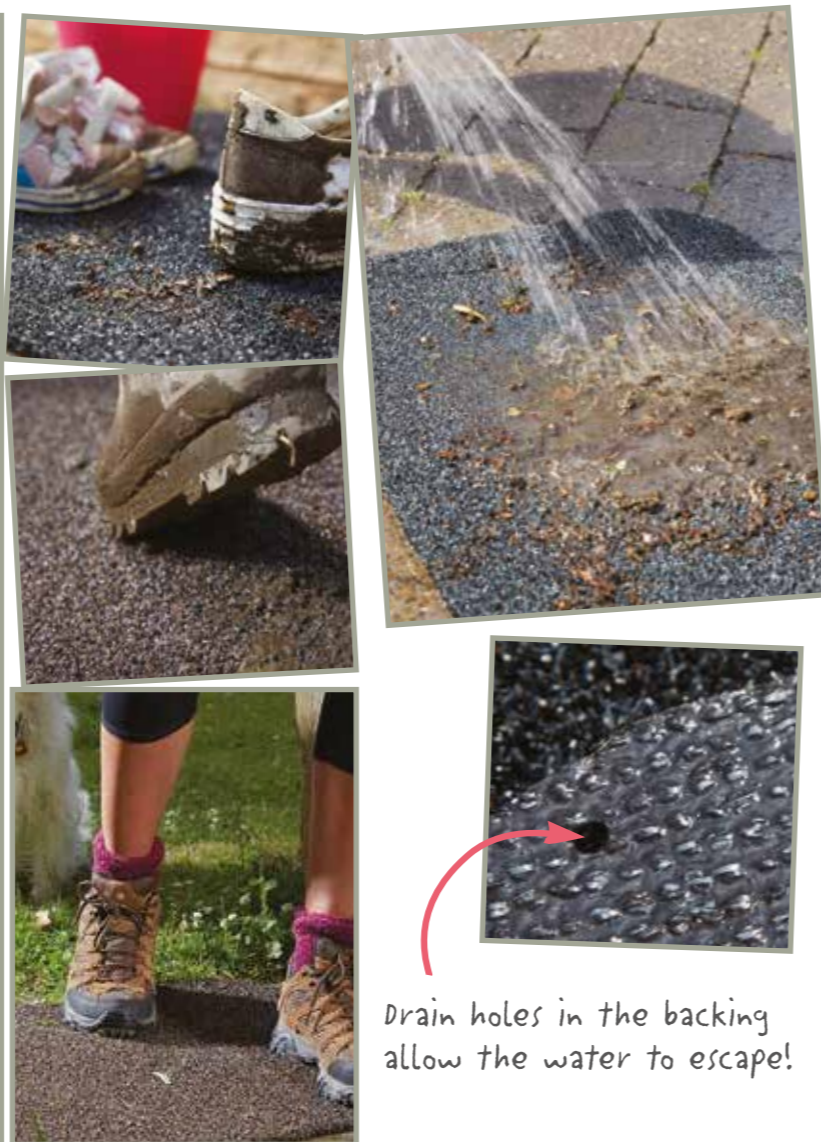


RUNNER PET 45

We all love our pets - treat them to a lovely HugRug

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!

Scrape the mud off your boots before going indoors Available in the following sizes:

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

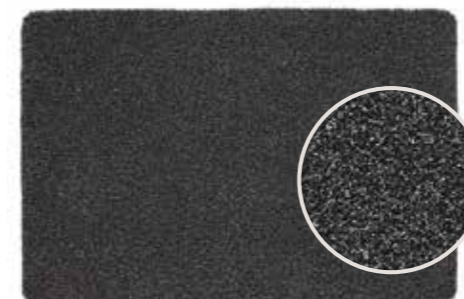
LOVE THE OUTDOORS — BUT KEEP IT OUTSIDE!



OUTDOOR LINEN



OUTDOOR COFFEE



OUTDOOR CHARCOAL



OUTDOOR RUNNER — AVAILABLE IN ALL COLOURS

HIGH QUALITY COIR WITH AN ECO-FRIENDLY BACKING!



ECO COIR ENJOY



ECO COIR HELLO



ECO COIR HOME



ECO COIR SPOT

ECO-COIR RANGE

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



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.

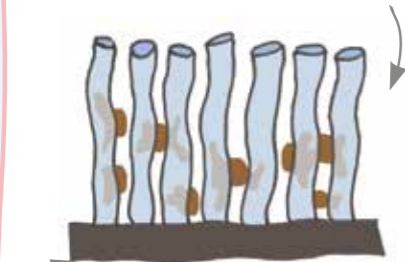
Hug Rug® is manufactured using recycled cotton which is then combined with a new advanced **microfibre**, which is thinner than a human hair, this microfibre is extremely clever and is able to attract dirt and dust molecules very efficiently, in fact they can absorb over 3 times their own weight in water 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

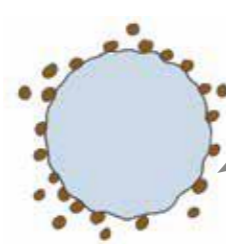
We've used more Microfibre for even better dirt trapping ability.

each tuft contains thousands of fibres



trapped mud and dirt soak into the fibres

water dust and dirt



CROSS-SECTION OF COTTON FIBRE



CROSS-SECTION OF MICROFIBRE

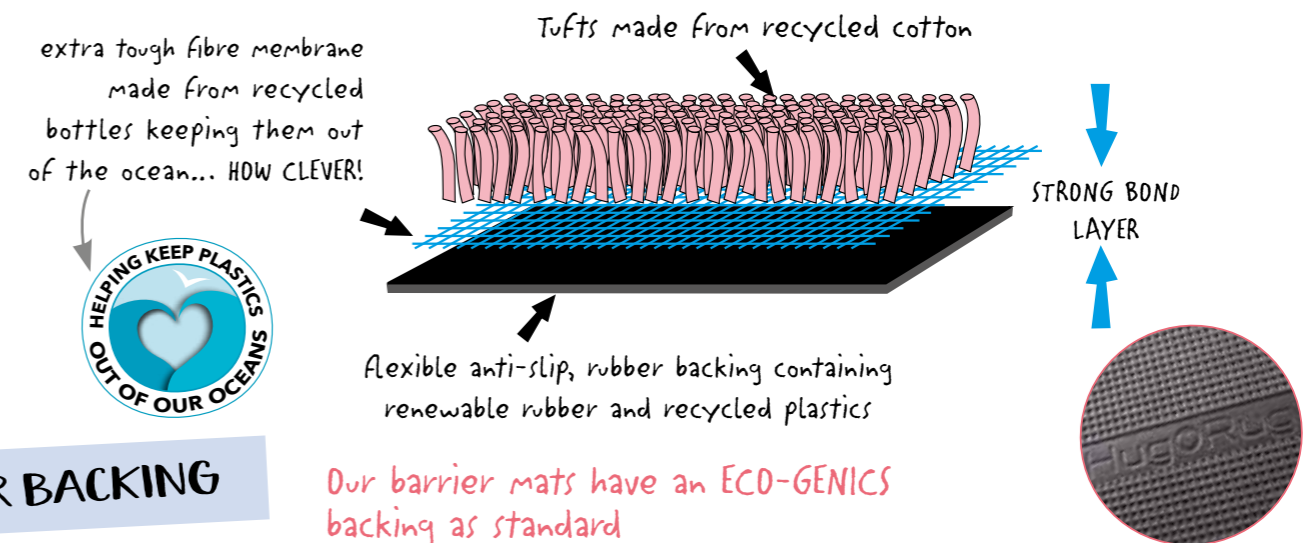
- The microfibre has much more surface area to allow it to trap up to 3x more than other fibres – that's why adding microfibre to our mats makes them so super absorbent!

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
- Recyclable at the end of life at specialist recycling facilities



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. **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 HUGRUG



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.

Ours 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.

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.

HugRug® WOVEN

PLANET FRIENDLY TEXTILE RANGE

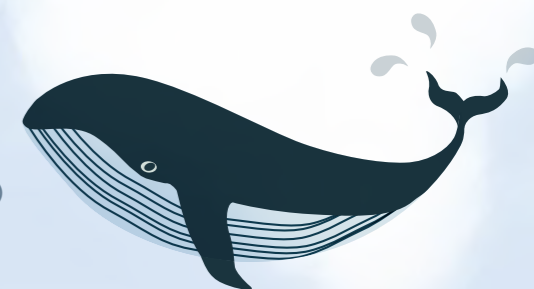


So super soft you wouldn't believe they are made of recycled plastic bottles!



Planet Friendly - yet so practical...

- 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 – 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 – so they'll never end up polluting the environment



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

RUGS, THROWS AND CUSHIONS & PET BEDS...

Gorgeous matching rugs, throws and cushions.

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!



SUPPORTERS OF
PLASTIC OCEANS

Helping keep plastics out of our oceans

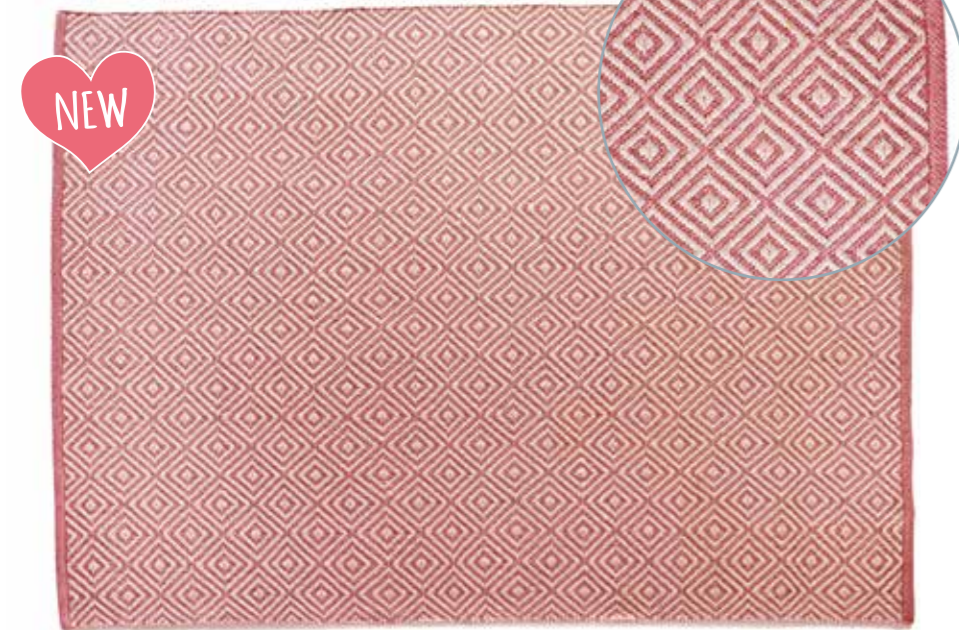
We've been recycling plastic bottles for our lovely HugRugs for over 10 years and we are delighted to be recycling so many more by bringing you this beautiful range of Rugs, Throws and Cushions made 100% from recycled plastics (salvaged from the ocean and from land) – how clever is that!

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!

DIAMOND DESIGN

REVERSIBLE RUGS...

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



CORAL PINK

Reverse close up

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. Available in a great range of colours, and mixes well with the other Woven designs.

More Lovely Colours

Front



SKY GREY



DENIM BLUE



GREEN



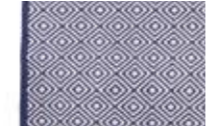
WARM GREY



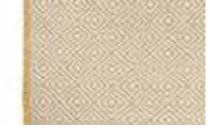
NATURAL



ROSE



NAVY



GOLD

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



CORAL PINK



WARM GREY



DENIM BLUE



GREEN

SKY GREY

GOLD

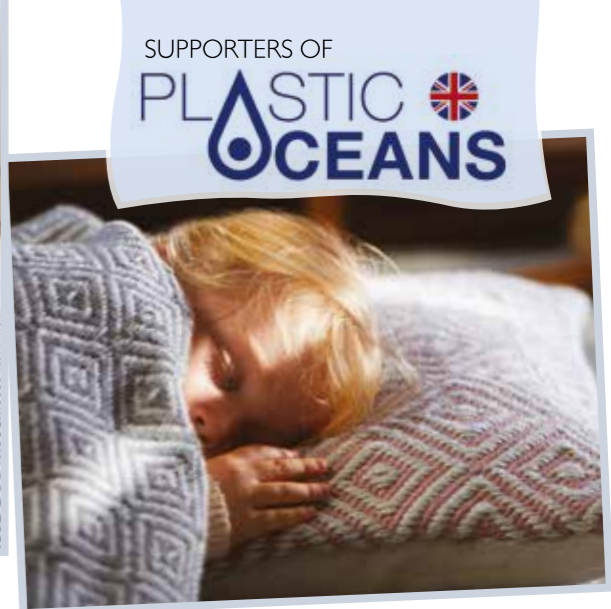


ROSE

NAVY

NATURAL

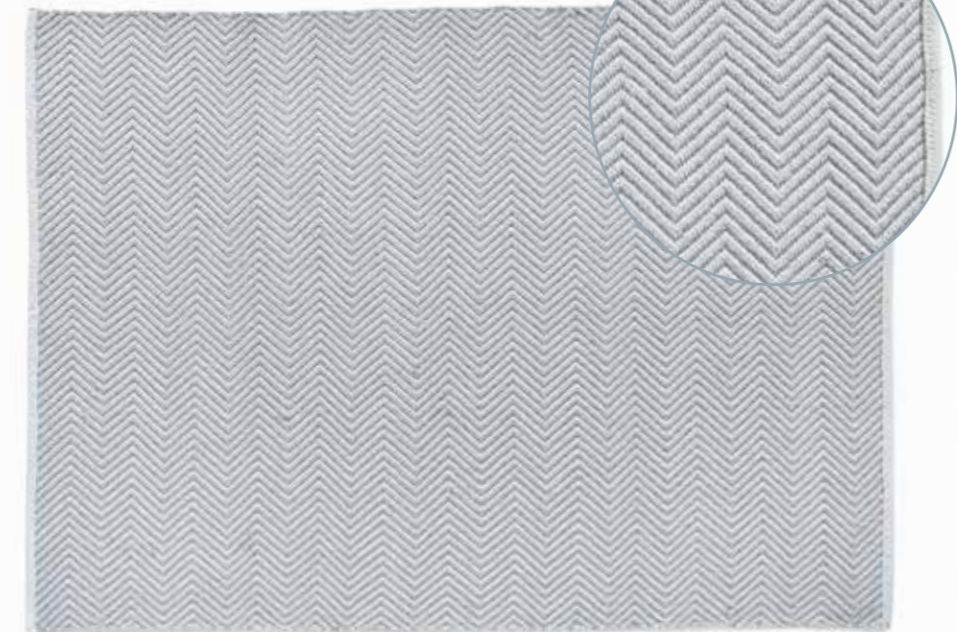
SUPPORTERS OF
PLASTIC OCEANS



HERRINGBONE DESIGN

REVERSIBLE RUGS...

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



SKY GREY

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!

More Lovely Colours



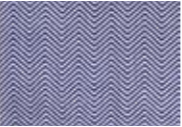
GREEN



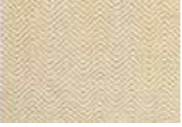
ROSE



NATURAL



NAVY



GOLD



DENIM BLUE



CORAL PINK



WARM GREY

NEW

NEW

NEW

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



WARM GREY



CORAL PINK



DENIM BLUE



ROSE

NAVY

NATURAL



GREEN

SKY GREY

GOLD

SUPPORTERS OF
PLASTIC OCEANS 



REVERSIBLE RUGS...

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



GREEN

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.

More Lovely Colours

Front



SKY GREY



ROSE



NATURAL



NAVY



GOLD



DENIM BLUE



CORAL PINK



WARM GREY

NEW

NEW

NEW

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



CORAL PINK

NEW



NATURAL



GREEN



DENIM BLUE



WARM GREY

SO SOFT



GOLD



NAVY



ROSE



SKY GREY

COZY CUSHIONS... ONE SIZE (cm): 45 x 45



CORAL PINK



WARM GREY



DENIM BLUE



GREEN

SKY GREY

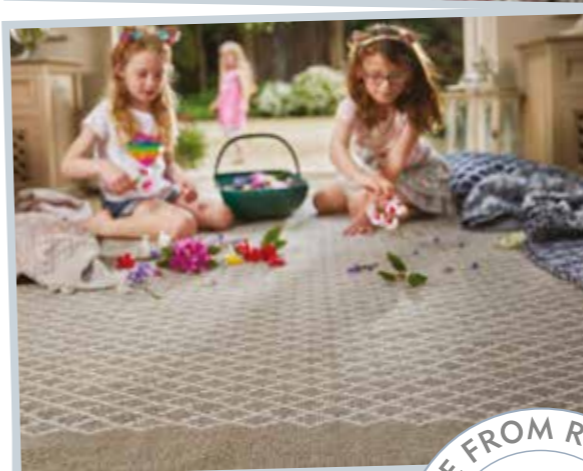
GOLD



ROSE

NAVY

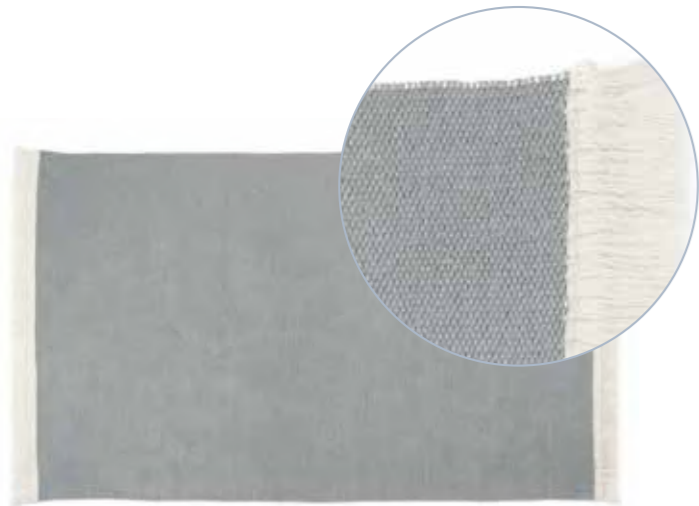
NATURAL



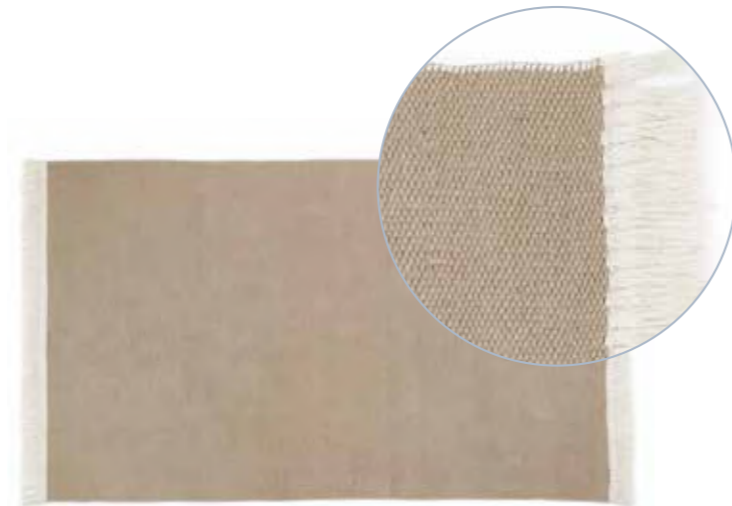
RUSTIC RUGS

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

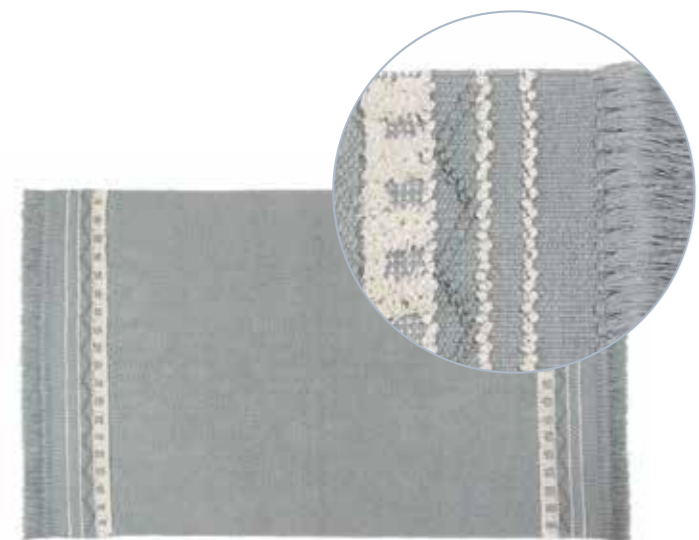
Here are some more rugs that match beautifully with all our other throws and cushions.
 Mix and match your look...



RUSTIC PLAIN SKY GREY



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.

♥ Additional covers available to buy



ROSE

♥ Cover washable at 30°C

♥ Inners are a made of recycled materials too!

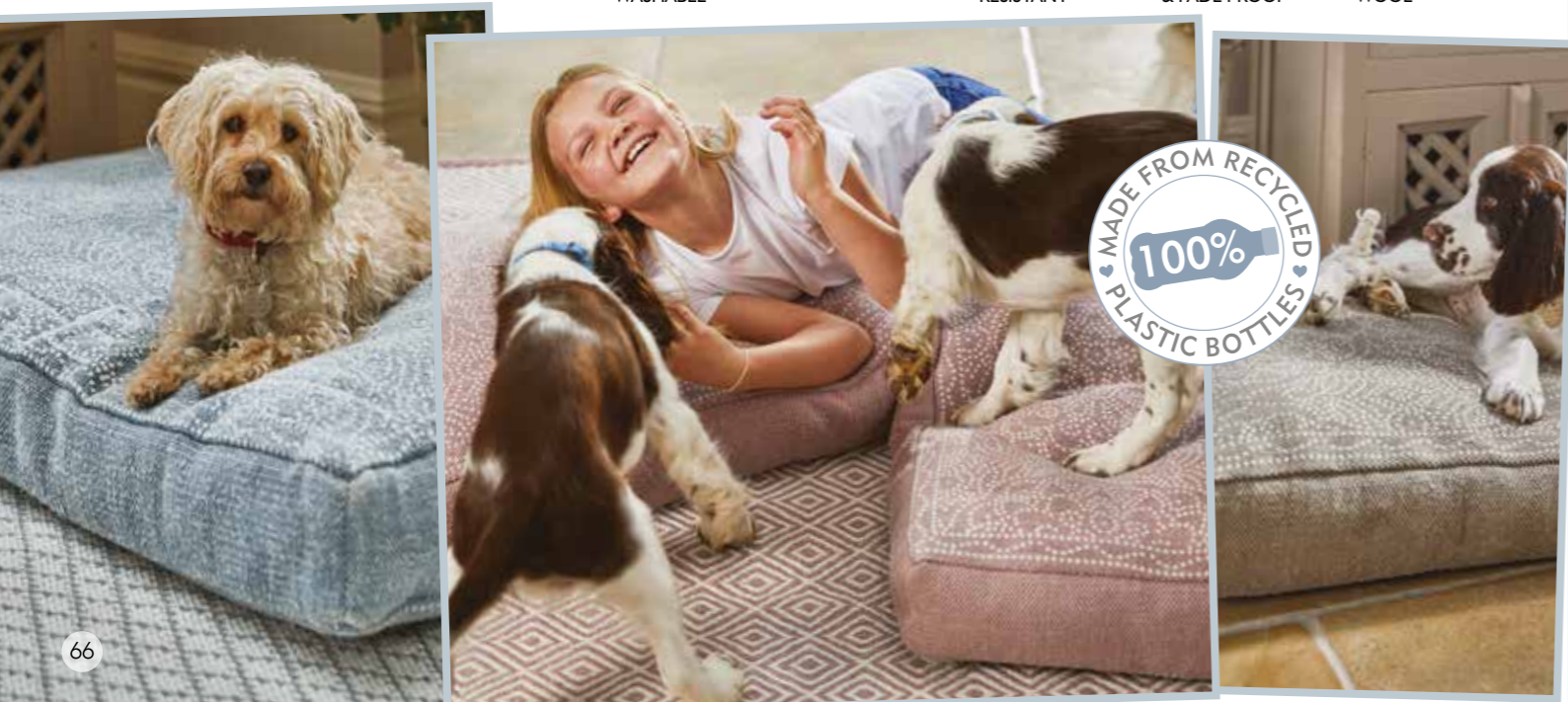


NATURAL



DENIM BLUE

COVERS ARE...



♥ SENSE & WOVEN – CLEVER STUFF

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

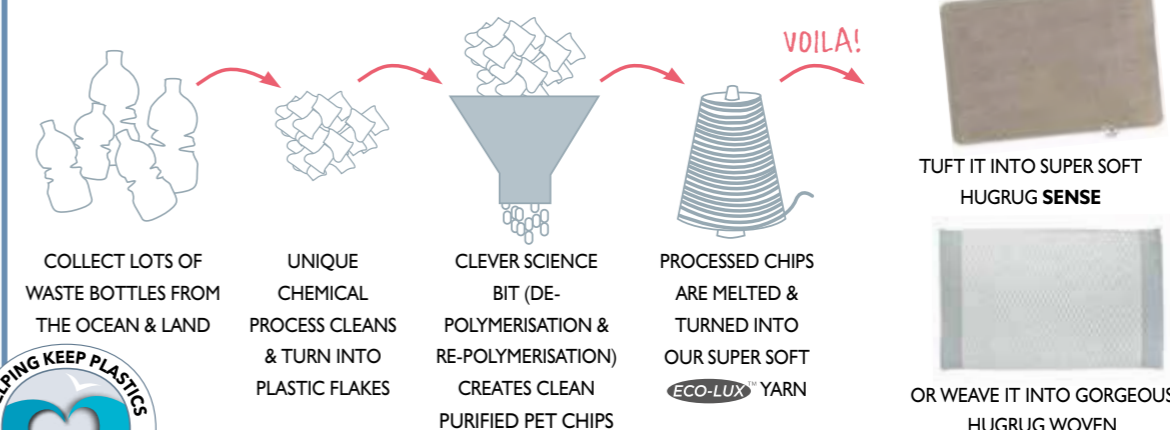


from this

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 HUGRUG 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.

HugRug 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 microfibres 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.

SUSTAINABLE PARTNERSHIPS

MADE FOR YOU by
phoenix
TEXTILES LTD



We work hard to create strong relationships with all our clients, building a range of home textile brands for todays conscious consumer. We design and develop our ranges with the intention of creating products with a lighter environmental footprint that are also highly effective. **HugobRug** 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 DONT 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: ISLAND DISPLAY STAND – COMING SOON



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

MERCHANDISING

BRANDING & MARKETING

Introducing new look to our POS offer and more environmentally friendly packaging.



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



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



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



HUG RUG WOVEN DISPLAY STAND
DIMENSIONS (cm): 120 wide x 147 high x 80 deep



POS PANEL ON REVERSE

ABOUT US

MADE FOR YOU by
phoenix
TEXTILES LTD



Phoenix Textiles is a private, family run company and we have been designing and manufacturing household textiles, rugs and carpets from our Yorkshire base for over 60 years. For further information please contact us on +44 (0)1484 864304 or visit our website – www.phoenix.co.uk

The Phoenix difference...



British manufacturing

Flying the flag for British textiles we are proud to be the UK's leading manufacturer of flooring textiles for the home



Reuse don't abuse natural resources

Wherever possible we look to upcycle materials to create our beautiful products



Leading through quality & innovation

Constant investment and development of products and processes to improve performance and lessen our environmental impact



Lead times & carbon emissions

Ordering UK manufactured products dramatically reduces lead times & CO₂ emissions compared to importing, therefore reducing the environmental footprint of the product



Sustainability is our future

Caring about the environment is at the centre of everything we do and we strive to make our mills and products as environmentally sustainable as possible



Training future skilled textile workers

With over 100 skilled workers at our mills in Yorkshire we are passing on invaluable skills & training to the next generation of our workforce

WE ARE PROUD OF OUR...



HERITAGE & BRITISH MANUFACTURING SINCE 1954



YORKSHIRE LOCATION



CONTINUAL INVESTMENT



ENVIRONMENTAL POLICIES



SKILLED WORKFORCE



WE ARE ALSO PROUD TO SUPPORT THESE CHARITIES...



OTHER FABULOUS PRODUCTS FROM PHOENOX

rugGuru
LUXURY RUG SPECIALISTS

A beautiful range of exclusive rugs to add style to your home and let you connect with your senses.



Origin RUG COLLECTION

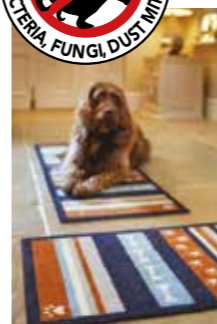
A range of rugs from around the world, from natural wool to synthetic fibres, something for everyone...



Howler & Scratch
PET MAT RANGE



A range of nylon & cotton 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

